



iPad Rapidly Becoming Gaming's Wildest Frontier, According to Interpret

Eight Million iPad Gamers and Growing

Santa Monica, CA, September 15, 2011 – Interpret, a leading entertainment, media and technology market research firm, today released its [Interpretations](#) report, "iPad Gamers: A Look at the Users of Gaming's Shiny New Toy," which demonstrates that Apple's popular tablet computer is both drawing the attention of traditional console gamers and developing its own new user base of nontraditional gamers.

The report benchmarks iPad gamers in the U.S. -- currently more than 8 million -- a population which continues to grow explosively, both in numbers and as a proportion of all iPad owners – 71% of iPad owners now use the device for gaming, according to data from Interpret's [New Media Measure™](#) study. These 8 million iPad gamers include a substantial number of traditional gamers, as well as an ever-bigger proportion of non-traditional gamers.

"Collectively, iPad gamers are showing slightly decreased involvement with gaming on home consoles, mobile phones, and Nintendo handheld consoles," said Jason Preston, Interpret analyst. "These facts imply that iPad game developers and publishers can definitely reach a new audience on the iPad, and should also closely monitor Apple's positioning of the iPad as an in-home gaming device, especially considering the platform's already obvious impact on traditional gaming behavior."

[Click here](#) for more information about this report.

New Media Measure™ is Interpret LLC's proprietary, quarterly survey of media behaviors, attitudes and product consumption. Designed to keep pace with the evolving media landscape, New Media Measure™ supplies the means to better measure and keep track of fast-changing consumer behaviors. New Media Measure™ surveys 9,000 consumers aged 12-65, representative of the U.S. population and weighted to U.S. Census. Data collected includes: demographics, psychographics, brand consumption, traditional media consumption, online and social networking, mobile phone, video gaming, and digital entertainment. Data is available via *Interface*, a web-accessible, interactive analysis tool, through *Intrend*, quarterly trend reports, and through *Interpretations*, monthly whitepapers written by Interpret analysts.

About Interpret LLC

Interpret is the leading cross-media market research firm. The company applies proprietary, cutting-edge methodologies and extensive category knowledge to help clients plan, test, and measure business strategies in the fast-evolving media landscape. Interpret's unique combination of syndicated measurement products and custom market research services provides a common language across media for the key stakeholders of the digital age. www.interpretllc.com.

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