National Survey of Digital Game Players

Landscape Report 2021

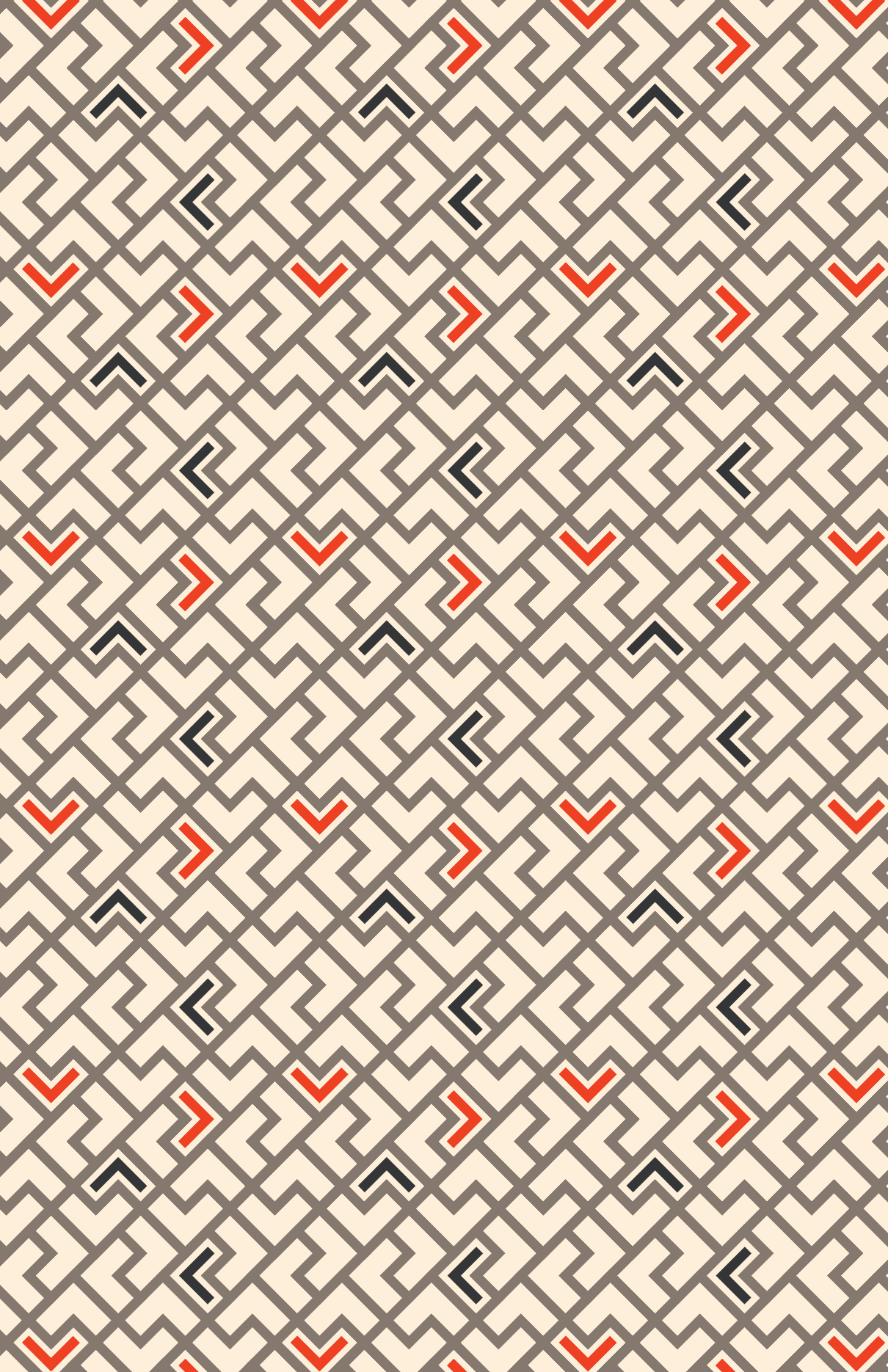
Knowledge Directs Differences

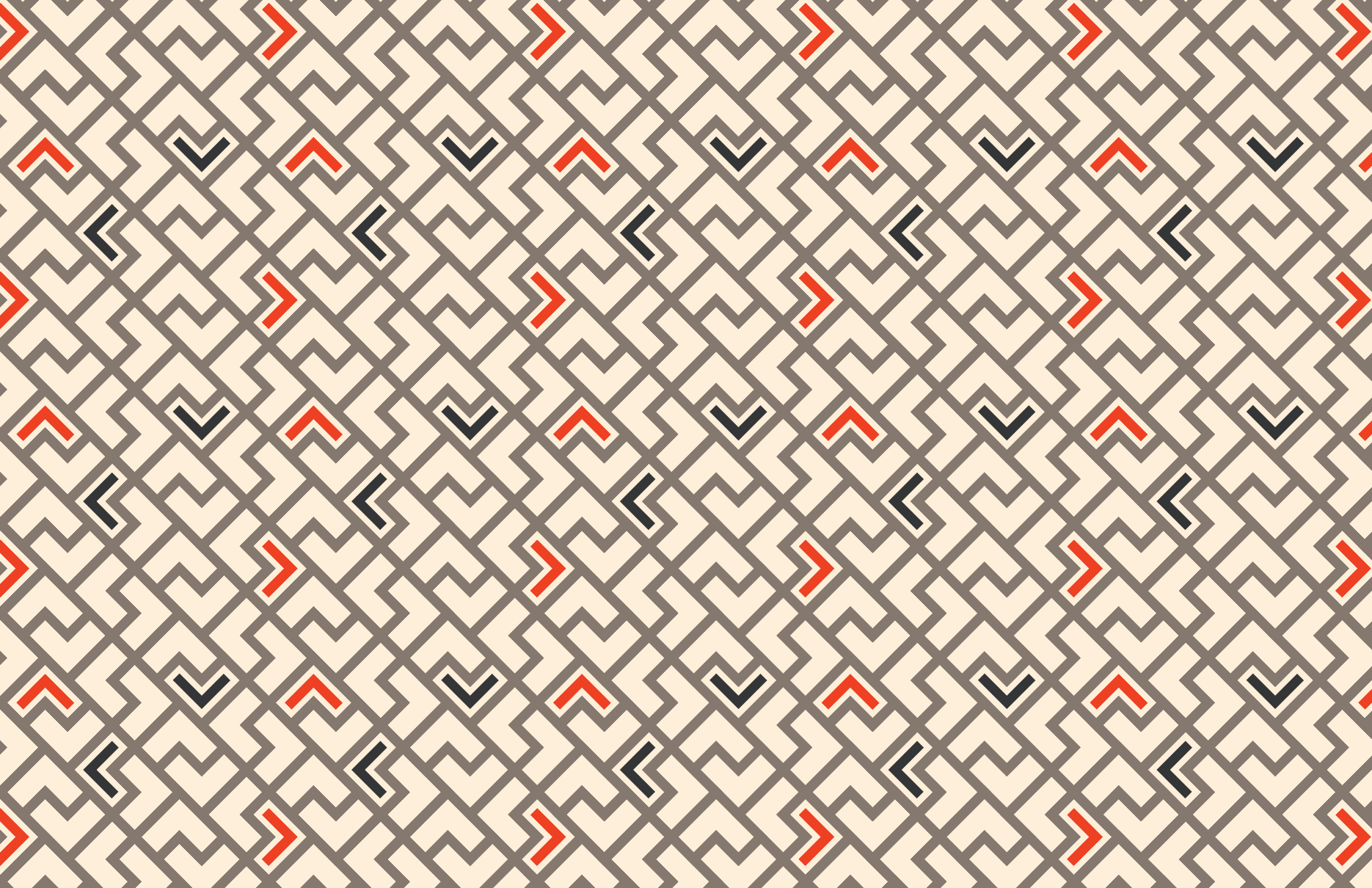
The most significant information of Digital Games Consumption in Iran

جمهوری اسلامی ایران
وزارت فرهنگ و ارشاد اسلامی

بنیاد ملی بازی‌های رایانه‌ای

DIREC
Digital games Research Center





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INTRODUCTION

In addition to being used in commercial and marketing fields, user research is one of the most important tools of cultural consumption survey and consequently the prediction of the trends that are affected by its consumption. In other words, constant attention on audience behavior changes, in addition to all the benefits it contains for video game producers and publishers, can result in a more appropriate analysis of the set of developments in the field in order to give place to partial and passive reactions in the process of decision-making and insight generation, trend analysis and trend setting. The biennial survey of the Iran Computer and Video Games Foundation, which has been regularly conducted over 12 years, is one of the best scientific-experiential sources for understanding the digital generation, which is gradually being formed due to technological developments and especially leisure time. Although in the usual manner of past surveys, polls of 2021 were conducted in the following year (2022) and variables such as Corona in 2020 (which affected all statistics related to 2019) and its absence in 2022 (which mentally, many of its effects influenced our lifestyle) played a significant role in the trends of consumption of digital games, but we made an effort to obtain statistics and analyze it with full rigor so that it can be considered as an index of the quantity and quality of consumption of video games in Iran. We hope that the steps taken in this field can light the way for our researchers, planners, decision makers and managers.

Mohammad Amin Haji Hashemi

CEO of Iran Computer and
Video Games Foundation (IRCG)

INTRODUCTION

Digital game as an interactive and comprehensive media in the world with more than 3 billion users worldwide competes dynamically with high-profile cultural industries such as cinema and animation.This industry has a larger market size than other media industries not only in North America, but also in many countries, including Iran. Based on this, knowing the taste and consumption indicators of the gamers in Iran, like many other countries, has been considered and planned for over the past decade. The IRCG published a series of biennial landscape reports that are the result of a national survey of digital game users in Iran, aiming to provide a wide view to policymakers, game developers, researchers and other stakeholders in the industry.

Due to variables such as the outbreak of the Corona, the Internet infrastructure, the new generation of game console and exchange rate changes, this version of the report has been backed which includes interesting data from the consumption of mobile and console games, online games, and multiple-jump in numbers and figures.An observation of the trend analysis of the statistics can provide meaningful analysis to the readers.In the survey of 2021 IRCG, which was conducted with the cooperation of statistical experts, in addition to previous statistics, in hopes to present some new and practical approaches to the experts. The most important innovations of the upcoming report are as follows:

1. Due to the importance of symbolic analysis and modeling of digital games for different generations, good research was conducted for the first time about popular game characters. This research can be a beacon for planners to renew the experience of modeling, especially considering the existence of Iranian myths and legends in games.
2. Classification of gamers in terms of time spent playing was done in different categories for the first time in order to accurately understand the needs and plan for them. The attitude and behavior of hardcore or casual gamers are different. These differences show that the influence of game on different segments of the society is different. For this reason, it is necessary to classify the types of gamers based on specific indicators.
3. In this study, the issue of Corona is examined independently as a collective experience and can be used by researchers in this field.
4. Considering the analysis of digital game market and spending changes on different games and platforms more carefully, given the monetary base changes, in terms of hardware (in which the release of new generations of consoles has a direct effect on), software or the increase share of Iranian games and economic activists of this huge market has been reflected on in this research. We hope that “Landscape Report 2021" will provide a favorable view to all the activists of the Iran gaming ecosystem and the result of months of effort and perseverance of the research team of the Digital Games Research Center (DIREC) to calculate accurate and reliable data, will lead to more effective and sustainable decision-making for the country's digital game arena.

Farzaneh Sharifi

Research and Education Deputy of IRCG

METHODOLOGY

The following report is the result of the analysis of the data obtained from the survey, the output of which provided us with the information on 8,690 households, equivalent to 30,087 people. The Digital Games Research Center (DIREC) was in charge of designing the questionnaire, determining the sample size, survey methodology and monitoring its process. The Iranian Students Polling Agency (ISPA) was selected by the Iran Computer and Video Games Foundation as an agent to perform this survey. The "stratified-Multistage Clustering" integrated sampling method was used to conduct the survey, and the clusters are available in all provinces of Iran, including state capitals, non-central cities, and villages of each province. On the other hand, Digital Game Research Center (DIREC) randomly generated all the phone numbers, and although this survey was conducted in the summer and fall of 2022, the consumption data of the respondents related to 2021.

In this survey, after comparing the proportion of samples in 93 existing subpopulations (including state capitals, non-central cities, and villages located in 31 provinces) with the proportion of the population of the subpopulation, an adjustment weight has been calculated, which affects the proportion of players in each subpopulation as well as the non-response rate. These calculations helped us predict the approximate number of gamers. For this purpose, the DIREC team used the consultants and guidance of Research Center for Culture and Communication on the methodology, method of conducting the survey, and the calculation method of this report which was approved by Professor Ali Asghar Haeri Mehrizi, a member of the Jahad Daneshgahi academic staff and chief statistician, Dr. Saber Jafari and Dr. Mojtabi Abdi.

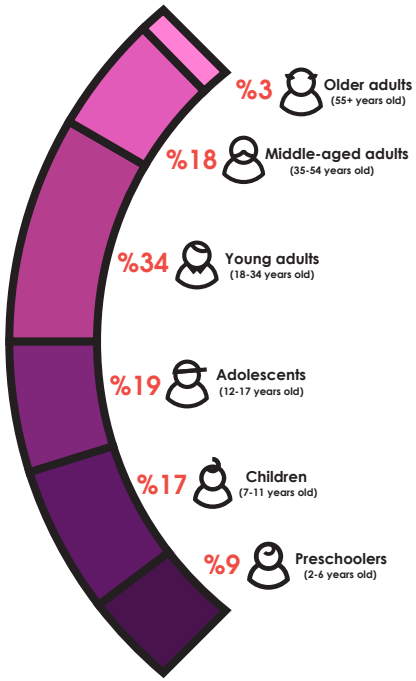
Throughout this report, a player is a person who spends more than one hour a week playing with any of the mobile, computer and console platforms. All the numeric outputs in this report are stated with the standard deviation (with 95% or 99% confidence) and have been rounded as much as possible for better readability.

AT A GLANCE

2021

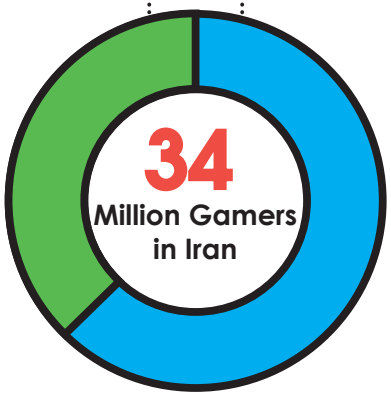
The Average Gamer is

23 years old



%41 Female

%59 Male



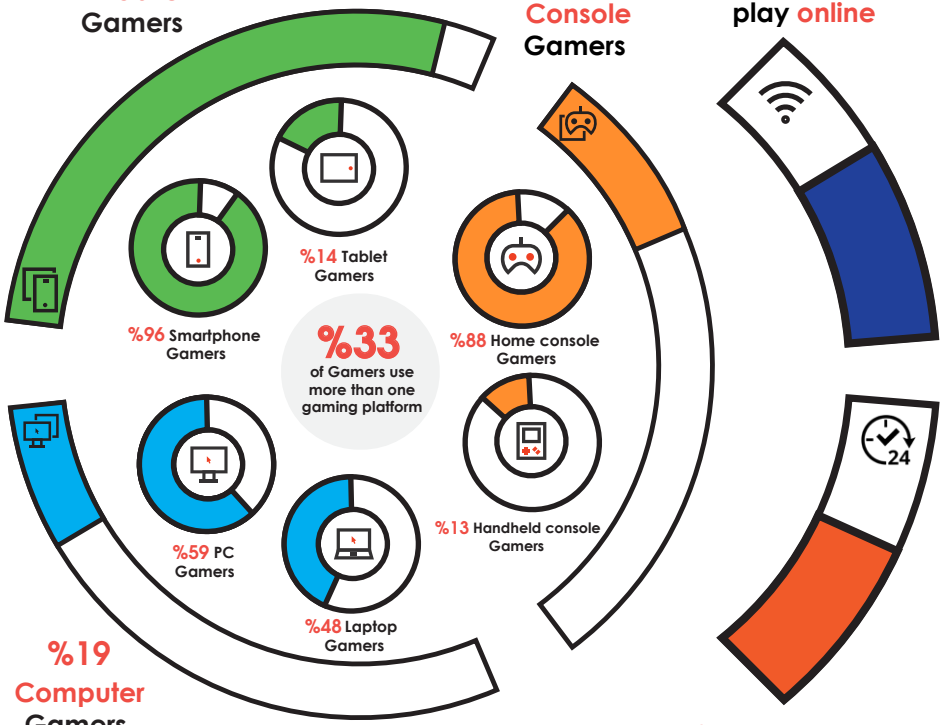
Women play an average of **64** minutes

Men play an average of **115** minutes

%96 Mobile Gamers

%25 Console Gamers

%58 of Gamers play online



%19 Computer Gamers

%56 of Gamers play everyday

* In this report, a Gamer is a person who plays at least one hour a week with one of the digital platforms.

* Some Gamers play with multiple platforms at the same time, so the sum of the numbers announced for the penetration rate of different platforms will definitely be greater than 100%.

WHO IS PLAYING?

Iran population*

84 Million

*Based on data estimated by the Statistical Center of Iran in 2021

34±2 Million

The total number of Iranian Gamers

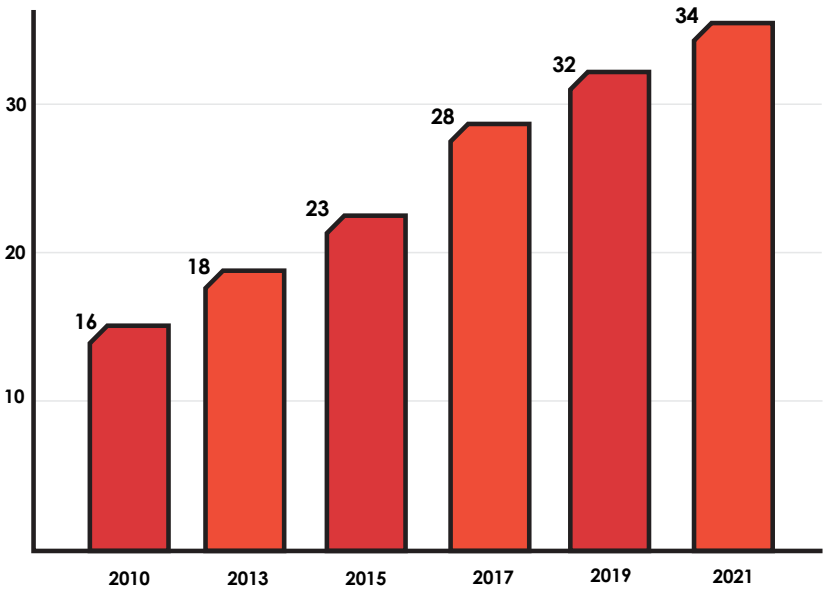
41 out of every 100 Iranians are gamers

In 2021, 46 out of every 100 Iranian men are gamers

In 2019, 47 out of every 100 Iranian men were gamers

In 2021, 35 out of every 100 Iranian women are gamers

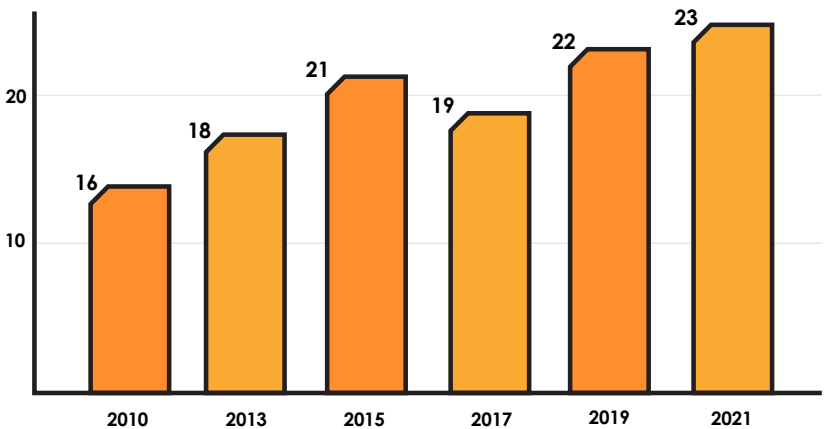
In 2019, 29 out of every 100 Iranian women were gamers



The total number of Iranian gamers over the years in Millions

It is estimated that 34±2 million gamers played on all platforms in 2021. In general, it can be said that from 2010 to 2021, the population of Iranian gamers experienced a growth of 7% Compound Annual Growth Rate (CAGR). This growth was higher in the first years of the 2010s, the main reason for which was the growth of mobile games and the increase in the penetration rate of the Internet and wider access to mobile phones and the Internet.

WHO IS PLAYING?



The average age of Iranian gamers over the years

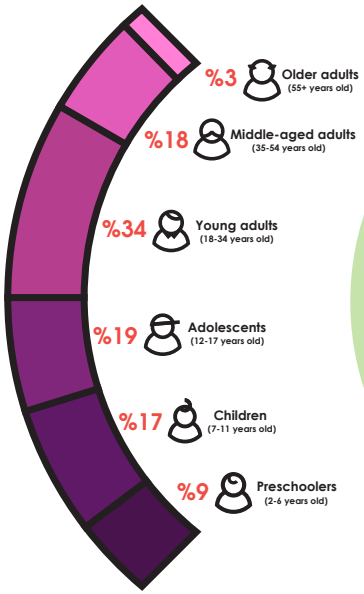
Examining the average age of the gamers shows that in the last three years and after the outbreak of the coronavirus, the working methods and the resulting behavioral changes have led to the presence of new gamers, an increase in the participation of former gamers and a growth of the number of players which has caused an increase of the average age of gamers in the last two surveys.

The average Iranian Video game player is

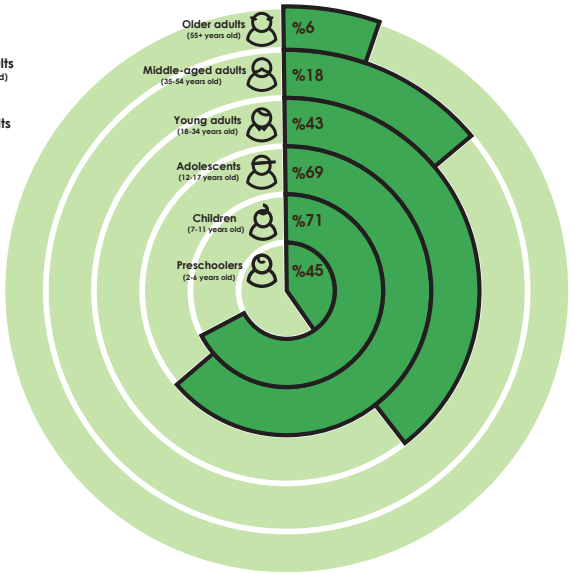
23 years old

There is an average of 1.99 Gamers in each Iranian household that has at least one gamer

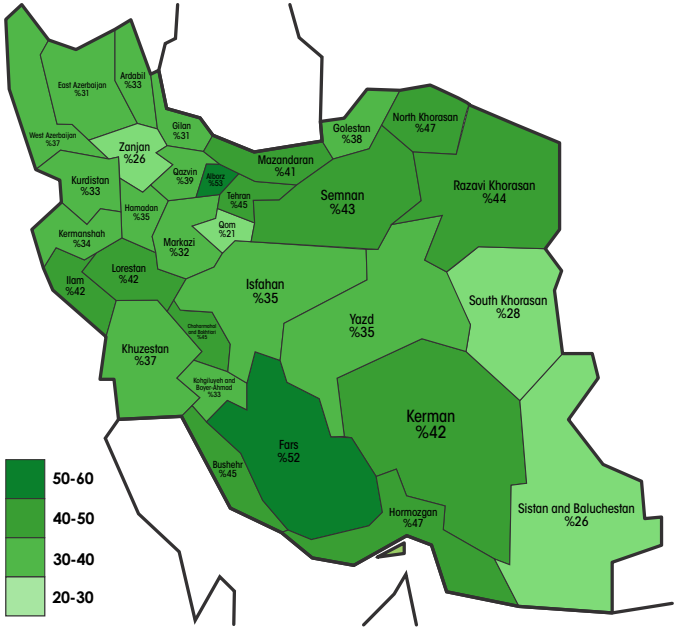
WHO IS PLAYING?



Distribution of gamers by age group



Proportion of gamers in each age group



Proportion of gamers in each province

Examining the ratio of gamers in age groups shows that children and adolescents are the two age groups that have the most interest in video games, and the highest number of gamers is related to these groups, which according to the amount of free time, the possibility of access to gaming platforms and styles of media consumption is significant while access to gaming platforms in preschoolers is often more limited due to the control and support of the family, and in other age groups, time limits can be an indicator of influence on the ratio of gamers.

Among the provinces, Qom has the lowest and Alborz the highest percentage of gamers

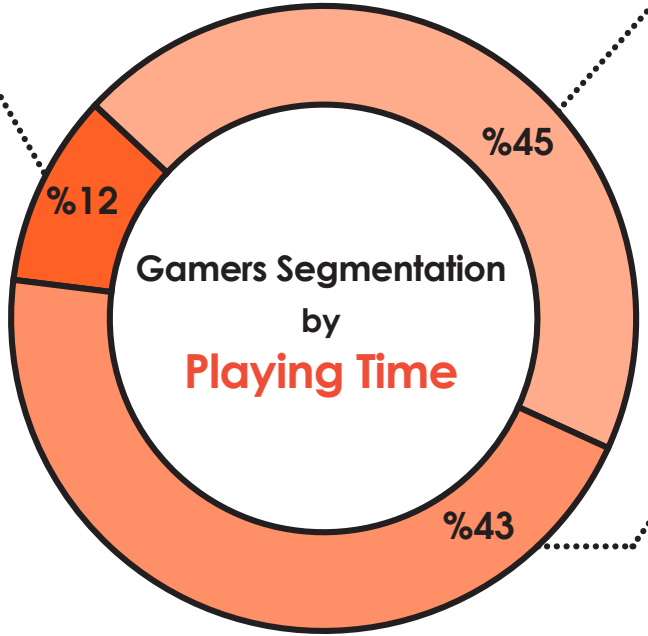
HOW THEY PLAY?

4
Million Gamers

Hardcore Gamers
More than 21 hours of gaming per week

15.5
Million Gamers

Casual Gamers
1-5 hours of gaming per week



14.5
Million Gamers

Midcore Gamers
5-21 hours of gaming per week

All in all, the gamers may look like a uniform group outside the framework of the game culture, and the umbrella term can be used for all the gamers who play video games. However, different categories of gamers can be created by considering different indicators. The play time can be considered as one of the most important indicators in the classification of gamers. The findings of this research show a positive correlation between the index of play time and other indicators such as spending, using multiple game platforms, the amount of time spent playing online games and the ratio of playing every day. Soon, in a separate report, we will take a closer look at the players and their different categories according to each of these indicators.

HOW THEY PLAY?

	Preschoolers (2-6 years old)	Children (7-11 years old)	Adolescents (12-17 years old)	Young adults (18-34 years old)	Middle-aged adults (35-54 years old)	Older adults (55+ years old)
Average time spent playing	80 minutes	90 minutes	125 minutes	103 minutes	79 minutes	69 minutes
Proportion of daily active gamers in each age group	%71	%65	%57	%50	%55	%63
Platform penetration rates – Mobile	%99	%99	%96	%93	%96	%92
Platform penetration rates – PC	%8	%14	%24	%24	%14	%13
Platform penetration rates – Console	%6	%18	%32	%35	%19	%4

2021

Favorite Genres in every age group

HOW THEY PLAY?

Preschoolers (2-6 years old)	Children (7-11 years old)	Adolescents (12-17 years old)	Young adults (18-34 years old)	Middle-aged adults (35-54 years old)	Older adults (55+ years old)
* Educational/Casual	Racing	** Battle Royale	Sports	Puzzle	Puzzle
Racing	** Battle Royale	Sports	** Battle Royale	Arcade/Casual	Arcade/Casual
	Arcade/Casual	Action-Adventure	Puzzle	Sports	Sports

* Educational or fun games for children such as coloring games, cooking, hairdressing, etc.

** The significant growth in the popularity of battle royale games in recent years due to the growth and evolution of this style of games

HOW THEY PLAY?

Favorite Games in every age group

Preschoolers* (2-6 years old)	Children* (7-11 years old)	Adolescents (12-17 years old)	Young adults (18-34 years old)	Middle-aged adults (35-54 years old)	Older adults (55+ years old)
Racing games	Racing games	CALL OF DUTY	CALL OF DUTY	FIFA	آمیزا
My Talking Tom	grand theft auto	FREE FIRE	Football PES	CLASH OF CLANS	Chess
Make-up games	FREE FIRE	Football PES	FIFA	آمیزا	Crossword Puzzles

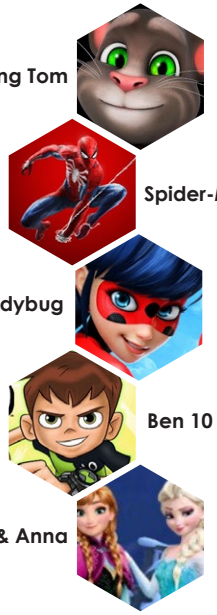
* Gamers of these age groups remember their popular games with general titles such as racing games, make-up games, etc.

HOW THEY PLAY?

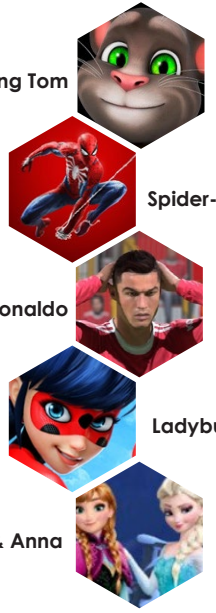
Favorite Characters in every age group

* Most of the Older adults respondents did not mention a specific character

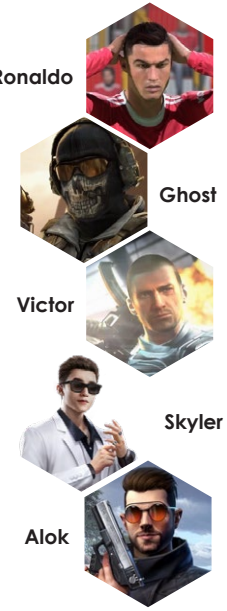
Preschoolers** (2-6 years old)



Children (7-11 years old)

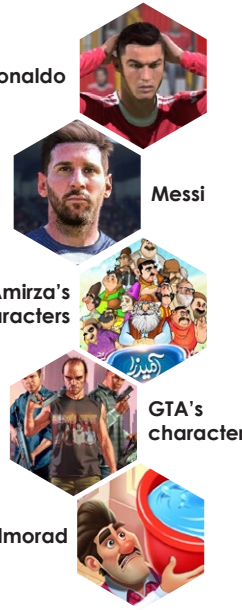


Adolescents (12-17 years old)



Young adults (18-34 years old)

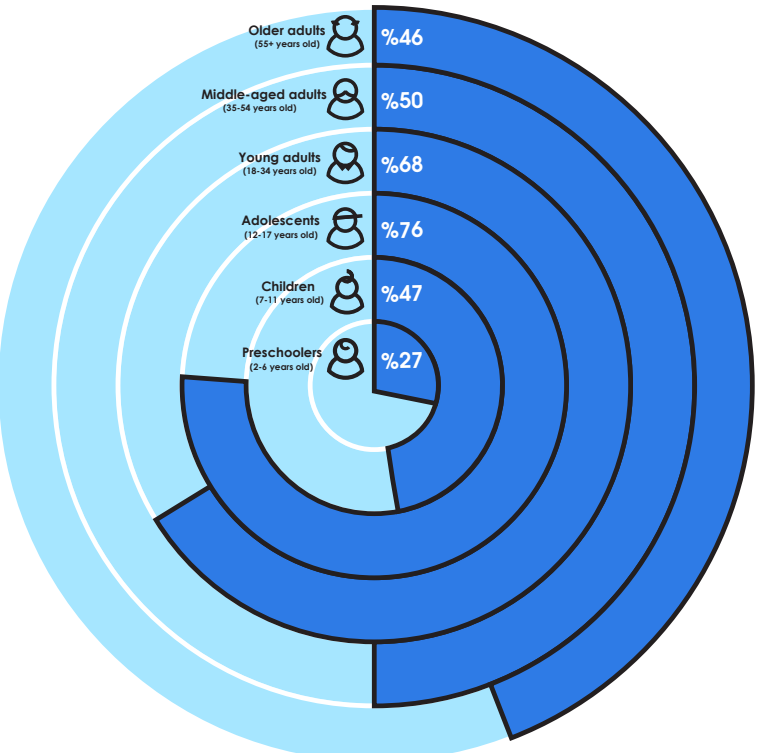
Middle-aged adults (35-54 years old)



** The popularity of animation characters in the minds of preschoolers can be due to the stronger storytelling and characterization of animations made for preschoolers compared to digital games made for them.

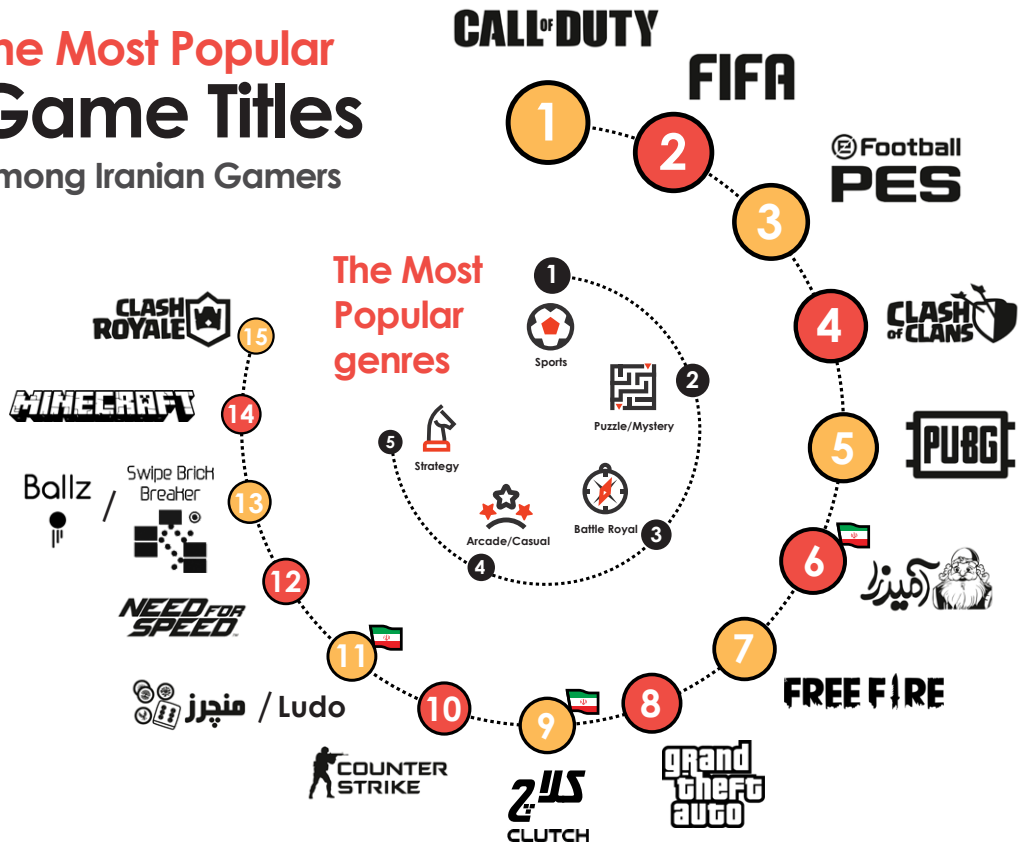
HOW THEY PLAY?

According to the survey available, 58% (about 20 million people) of Iranian gamers play online games. According to Iran Information Technology Organization, which bases its data on the subscribers connected to the Internet (at least once) during a year, the penetration rate of the Internet in Iran has experienced a significant growth in 2021 and has reached 127%. This means that the number of Internet subscribers in Iran has exceeded the country's population. Therefore, it can be expected that this increase in the penetration of the Internet other than the benefits such as social networks, education, etc. will also appear in the video game industry. It should be noted that online games require higher internet quality compared to other uses. Indicators such as the average network latency and appropriate ping time and stable access to the game server, along with the cost of Internet access, are among the most important criteria for users of this type of games. It should also be noted that as gamers become more professional in terms of criteria such as their play time, the amount of money spent, the number of game platforms and daily gaming routine, increases their eagerness to play online games.



Proportion of online gamers in each age group

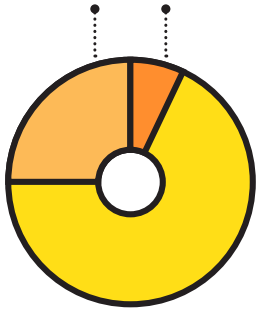
The Most Popular Game Titles among Iranian Gamers



The Most Popular genres

%26 Play on two platforms

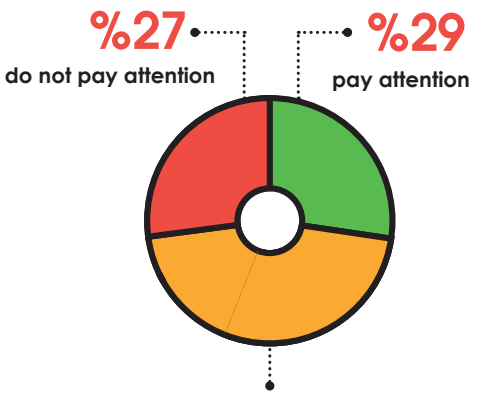
%7 Play on all three platforms



%67 Play on just one platform

Some gamers play on multiple platforms at the same time. Based on this chart, nearly 33% of gamers use more than one platform to play.

WHAT THEY PLAY?

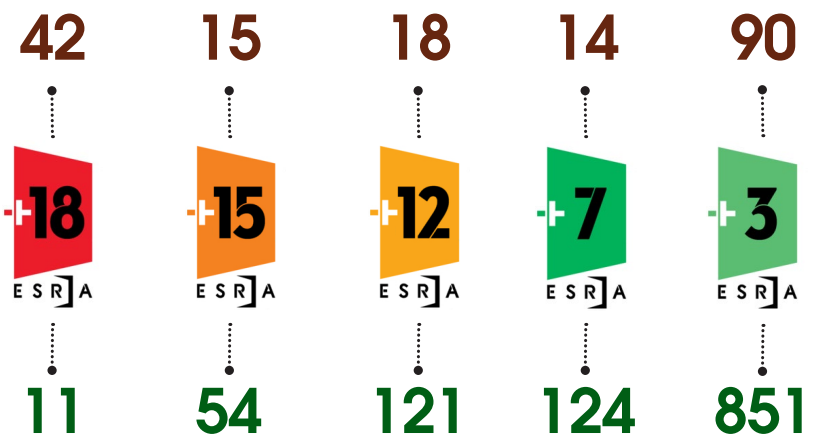


Paying Attention to The Age Rating

The level of familiarity of gamers with the national age classification system of computer games in Iran

The number of console, mobile and computer games classified by the "ESRA" age classification system in 2021

Number of Console / PC games

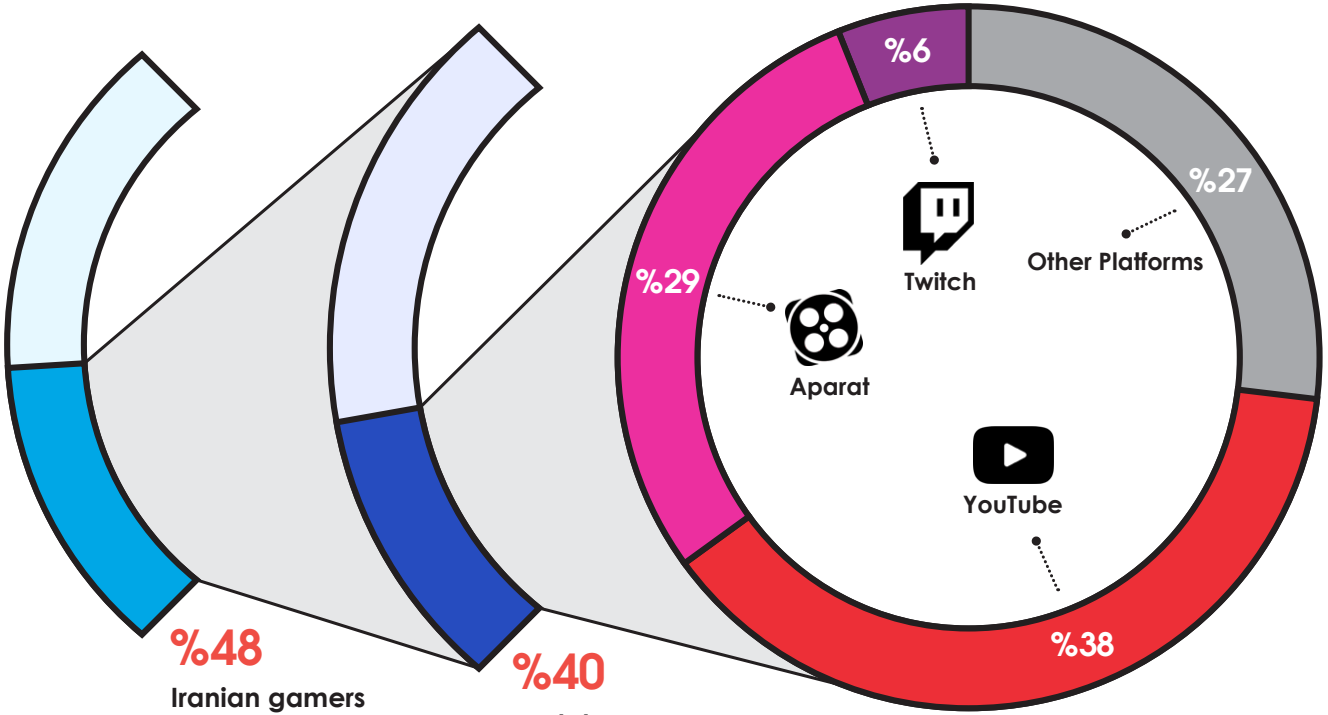


Number of Mobile games

In addition to the games that receive an age group in the age classification system, some games are banned on all three platforms after review.

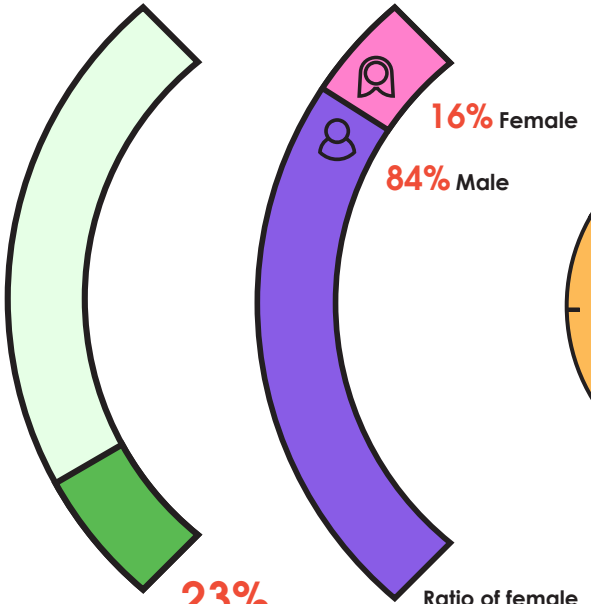
HOW THEY WATCH?

Video game live streaming is a form of video social media that integrates traditional broadcasting and online gaming. In recent years, the online broadcasting industry has developed rapidly with the emergence of various live streaming platforms. The video game live streaming users can be divided into streamers and audiences. The results of this research show that more than half of the gamers have shown initial interest in watching other people's playing content. It should be noted that the purpose of this interest is not only streaming but also includes watching your friends or people around you playing games.



The penetration of online game streaming platforms

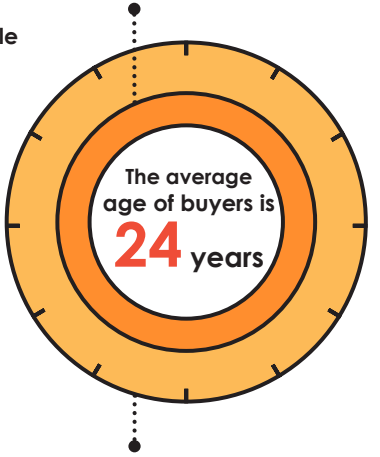
HOW THEY BUY?



23% of gamers are **buyers**

Ratio of female to male buyers

71 minutes
Average daily play time of **non-buyers**



173 minutes
Average daily play time of **buyers**

The total spending of Iranian gamers on hardware and software of digital games in 2021 ✻

19,279 Billion Tomans

or approximately

739 Million USD ✻✻

✻ The meaning of word "spending" here is all the money that gamers spend to gain access to game software or hardware in different ways. Therefore, in addition to the purchase of the device from the store or in-game purchases, transactions such as the purchase and sale of in-game currency from intermediaries and exchanges between players are included, and at the same time, those incomes from the field of games that are not included in the spending of the gamers have not been calculated. Also, we call some players as "Buyers" that's who pays for digital game soft/hardware as well.

✻✻ To calculate the currency conversion rate, the average price of the currency market on all working days of the year 2021 has been used (1 USD equal to 26,081 Tomans)

HOW THEY BUY?

86% of the total spending of the gamers was on buying hardware and especially game consoles, and due to the strong growth of the exchange rate and the direct dependence of the hardware price on it, has created a significant cash flow. For a better understanding of the role of the dollar, it can be mentioned that the compound annual growth rate of gamers spending from 2015 to 2021 was 113% based on Rial and only 33% based on Dollar. Comparing these numbers with the survey of 2019 shows the amazing growth in the amount of money spent by gamers to buy a console device in 2021. To analyze this figure, it may be important to point out that between the surveys conducted in 2019 and 2021, the new generation of PlayStation and Xbox consoles were released into the market, and in Iran, the possibility of cracking games for the older generation of consoles was provided and increased their prices.

Software costs

100 Million USD
The size of the software market

Console games
63±1.7
Million USD

Mobile games
20±0.2
Million USD

Computer games
17±0.5
Million USD

Local Console games
0.15±0.007
Million USD

Local mobile games
8±0.02
Million USD

Local Computer games
0.56±0.004
Million USD

0.2%

The share of local console games

40%

The share of local mobile games

3%

The share of local computer games

Hardware costs

639 Million USD
The size of the hardware market

Console device
549±0.5
Million USD

Computer accessories
42±0.2
Million USD

Console accessories
48±0.4
Million USD

HOW THEY BUY?

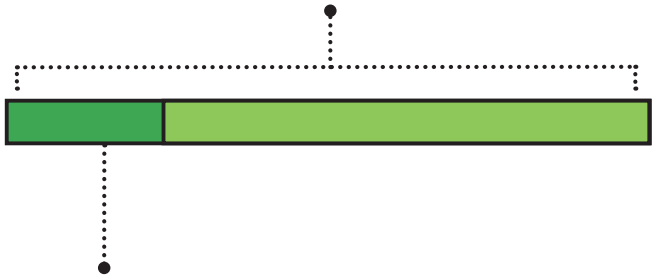
Mobile platform spending

In this report, the term "spending" on the mobile platform means all the expenses that the mobile gamer pays to gain to access the mobile game. These costs can include things such as buying premium games, different types of in-game purchases, buying game accounts, buying gift cards from foreign digital stores, and in some cases, the cost of installing the game. At the same time, this spending does not include items such as the purchase of mobile hardware as well as in-app advertisements, the income of organizations providing infrastructure services, complementary industries or other incomes that are not included in the amount of money each player spends.

20 Million USD

About 3% of the total spending in 2021

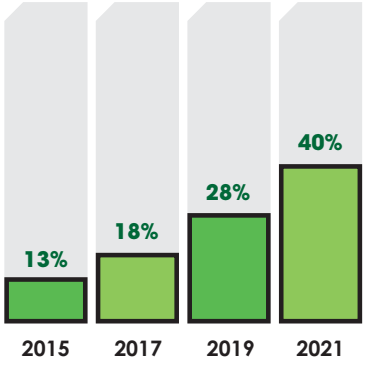
Total spending of Mobile platform gamers in 2021



8 Million USD

The share of local mobile games

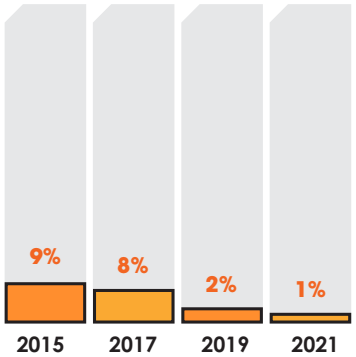
(Games developed or localized by local companies)



The share of local mobile games based on surveys from 2015 to 2021

The spending share for local mobile games has seen a growth of 50% compound annual growth rate based on Rial during the years 2015-2021.

HOW THEY BUY?

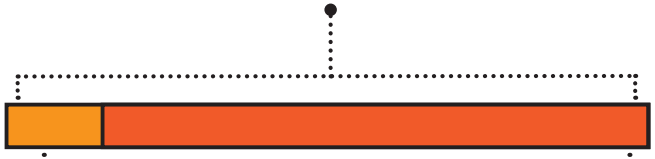


Local Console and Computer Games share based on surveys from 2015 to 2021

Although the spending on local console and computer games increased with a compound annual growth rate of 18% based on Rial during the years 2015-2021, but due to the high increase of foreign games developed for these two platforms and the high rate of currency conversion in recent years, the market share of local games has decreased from the total of console and computer games.

720 Million USD

Total spending of gamers on Console and Computer platform in 2021



80 Million USD

Total spending on software of gamers

640 Million USD

Buying hardware

0.56 Million USD

The market share of local Computer games

0.15 Million USD

The market share of local Console games

(Games developed or localized by local companies)

Console and Computer platform spending

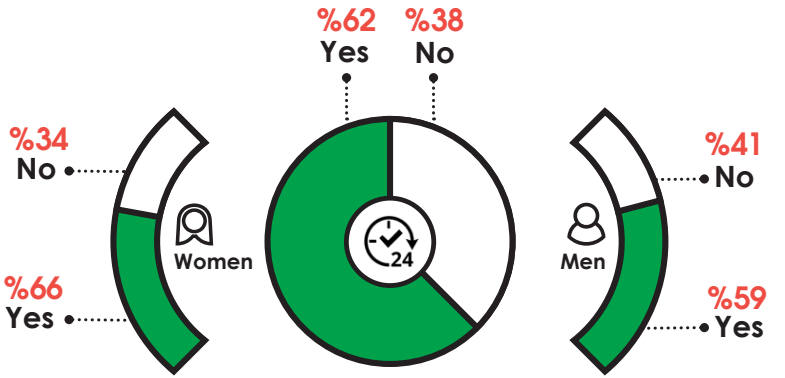
In this survey, spending on console and computer platforms is questioned separately for hardware and software
The hardware itself is divided into two groups of devices (gaming consoles) and technical game accessories on both platforms.
The software section, like mobiles, includes the spending on gaining access to the game software.
In the case of these two platforms, the total spending is considered, both in the case of purchasing from the store and in the form of an exchange purchase between players.

CORONAVIRUS

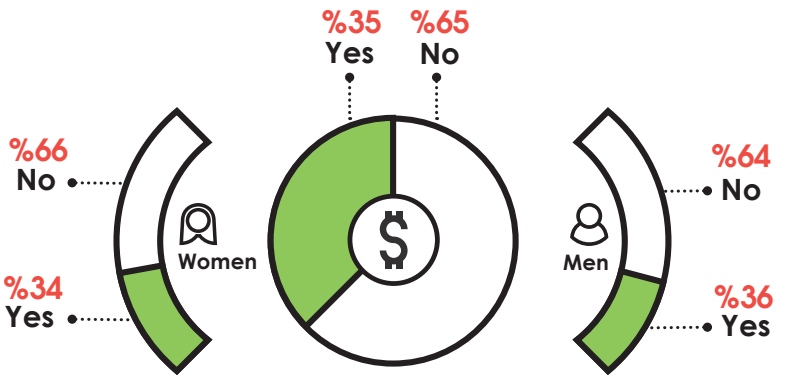
In 2021 the epidemic continued.
This issue caused work methods changes and behavioral changes to occur in the field of games and caused the re-participation of existing gamers and changes in the game consumption.
Despite the gradual return to the lifestyle before the epidemic, market growth has not stopped.
Overall, the background of the coronavirus outbreak set the scene for changing many of the entertainment industries, from work-related activities to consumer habits. Not only were more people online, but also they were playing for different reasons and in different ways.
In the present survey, 62% of the respondents said that Corona was influential in increasing their play time.
One of the topics of interest regarding the increase in the number of hours played by gamers has been related to gender distribution, where more women than men have considered the spread of the coronavirus to be influential in increasing the play time, and 66% of women compared to 59% of men mentioned this issue.

In addition to what was mentioned, the changes caused by the spread of Corona are not only limited to the increase of the number of hours gamers played, but also have affected the amount of money spent on the game.

35% of the respondents have also attributed the increase in spending on games to the spread of Corona, which 36% of men and 34% of women have acknowledged this issue.



In your opinion has Corona increased your play time?



Has corona affected the amount of money you spend on games?

HEADING FORWARD

Games are one of the most important forms of entertainment around the world today.
Although in the past, gaming was known as a special industry, but in recent years, it has become a common phenomenon in our daily life.
With about 3 billion gamers worldwide, it is obvious that gaming is one of the main cultural elements
With the emergence and spread of phenomena outside the world of games, great developments have taken place in the video game industry.
The first wave of these developments began with the expansion of the Internet.
Subsequently, the expansion of smartphones has transformed the gaming world, and it is expected that the beginning of the new Internet era, the Web 3, will start a new wave of fundamental changes, relying on Blockchain technology.
However, the video game industry is constantly evolving and there are other important improvements on the horizon of this industry. Digitization of traditional board games, enrichment of virtual reality and augmented reality, virtual world (known as the metaverse by Meta) and the demographic changes of gamers are part of these changes.
What will the future of the video game industry be like?
This is a question that researchers and industry activists are trying to find the answer to.
On this basis, we will examine the future of this industry further while pointing out some trends affecting the video game industry.

Virtual Reality, Augmented Reality and Virtual World

With the continuation of technological advancements in the field of virtual reality and augmented reality, media consumption system will probably change completely within the next decade, regardless of the content consumption. According to the predictions, in the near future virtual reality headsets will be smaller and lighter with more features such as detecting hand movements and eye tracking technology. Also, with the widespread use of new and affordable accessories, the experience of virtual reality will be richer. In the last 5 years, we have witnessed the gradual growth of the production of virtual reality games; due to this growth access to the services of an increasing number of prominent businesses through headset technologies has increased more than ever. Also, it can be assumed that the technology of virtual reality based on cloud computing will continue. It is worth mentioning that although the concept of the virtual world has been researched in scientific associations since the past, but especially with the spread of blockchain technology and attention to decentralization, the use of the word "metaverse" became popular. Of course, commercial advertising, such as renaming Facebook to Meta, has also been involved in this. However, it should be noted that the discussion about the future of the video game industry will not be complete without considering the concept of the virtual world.
This online virtual world is generally known as a decentralized society.
A parallel virtual realm where everyone can enter and live their (second) life.
A three-dimensional space that users can play, work or interact.
Meta and other tech giants from around the world are investing billions of dollars to make this concept stand out.
Ideally, the virtual world will create a new economy specific to its world by combining virtual reality and augmented reality.

Demographic changes of players and increased diversity

These days, people of all age groups are part of the gaming audience. It looks like this trend will continue as the generations that grew up with digital games continue to play as they age. In the past, men were the main gaming audience but this situation is changing and with the increase in the number of female gamers in recent years, it can no longer be considered that the gaming audience consists of young men. In Iran, we have also been experiencing the growth of the number of female gamers in the past years. According to the survey results of 2021 out of every 100 Iranian women, 35 of which are gamers; Compared to the survey of 2019, we have seen a growth of 6%. On the other hand, with the spread of cloud-based services in games and similar trends, the digital games market has become more diverse and involves more people in this field.

Blockchain technology and Non-Fungible Token (NFT)

Another development of the video game industry is the growth of blockchain-based games. NFTs are a type of digital assets based on blockchain technology, which unlike fungible tokens or other digital currencies, are considered unique and different from each other. In NFT-based games, players will be able to make money in addition to enjoying the game. Many of these games offer digital assets as rewards in the form of NFTs to earn money so that gamers can profit by buying and selling these tokens.

HEADING FORWARD

Digitalization of traditional board games

Another innovation in the video game industry is turning board games, card games and arcade games into a digital experience. The next generation of board games integrates digital tools such as live streaming, user-generated content, podcasts, and online social platforms. For example, new players can learn the rules of these types of games while having fun digitally. As board games and digital games converge to a great extent, the next evolution will likely be a combination of the two.

Artificial intelligence and game developments

The use of artificial intelligence in the video game industry has a long history Developers can use artificial intelligence algorithms to develop and promote games. Game developers can use this tool to create high-quality games so that players can enjoy a new and lively experience every time. Researchers in this field and game developers are trying to use artificial intelligence systems to design games in such a way that are fun for players. Also, in the future, we will witness the collaboration of human designers and computer algorithms to create the next generation of digital games. Although artificial intelligence has not yet been able to create high-quality games completely, it can certainly provide valuable feedback to game developers. Also, modeling based on the data collected from the players experience helps the game developers to design dynamic games according to the users taste.

Digital distribution and the appearance of Video on demand (VOD) in the game market

With the increase in digital gaming revenue, stores of this type of games are also developing. Digital distribution of games through services such as Steam is a complement to publisher marketing strategies and allows companies to provide users with constant messages to regularly introduce features, updates and games. On the other hand, companies like Netflix and Amazon have boosted the home video market, and the video games industry is moving in the same direction. Video game adaptations in the form of animations, movies or TV series has become increasingly popular. In the past years, however, a new approach to making games based on popular movies and series has also been proposed and has helped the two-way communication between the cinema industry and the video game industry. Video On Demand platforms are trying to get into the digital video game industry to find new customers. The entry of Netflix into the field of adaptation games can also be considered one of the examples of this type of marketing. However, this entry is not limited to the field of movie marketing. These companies have also entered the field of digital games production.

Expansion of mobile games

Today, mobile is becoming a convenient device for consumers looking for new ways to stay entertained. According to Deloitte, mobile games with more than 2 billion users worldwide are the biggest driver of the growth of the video games industry.

HEADING FORWARD

Electronic Sports

Esports is the fastest growing topic in the gaming and according to Global Data market forecasts, this field will have earned 1.8 billion dollars by 2025. With the growth of audiences and revenues, Esports have become a major competitor to traditional sports. In the coming years, it is be expected that more investment will be made in this industry and the amount of viewers and participation in this field will increase. As the popularity of Esports has increased, more tournaments have been held around the world, providing an opportunity for players of all skill levels to compete against each other and showcase their talents. In terms of number of viewers, we can expect to see a constant increase in the number of Esports spectators. The increase in the number of viewers with the help of live streaming services such as Twitch and YouTube makes it easy for anyone to watch their favorite players and teams play. With the presence of more people, we can expect bigger events with bigger prizes. In the coming years, it is expected to have more professional athletes in Esports. By increasing investments, players can pursue Esports as a full-time profession. This means we can expect to see even higher levels of competition because gamers are trying to be the best in the world. It can also be expected that professional teams as well as new organizations will emerge.

Game as a family hobby

In recent years, we have seen a generation of parents who have grown up with the game and have passed this interest and knowledge on to their children. A recent survey of British families indicates that 75% of parents surveyed are now playing digital games with their children, and children aged 10 or younger are often influenced by their parents' advice during the game, and at the same time, families spend more time with their children.

Live Streaming

One of the newest technologies and ideas developing in the industry is live streaming. Thousands of enthusiastic players spend long hours watching other people's playing games on Twitch and YouTube, hoping to learn tips, tricks and strategies to improve their game level or simply enjoy watching their content. The industry was worth more than 2 billion dollars in 2022. The prediction of the video game industry in the future shows that the growth of the live streaming of games is likely to increase even more. Over the years, live streaming platforms have taken many steps to make content more interactive. In this way, the audience can vote in polls, make predictions in games and even directly influence the game process in some games. In total, between 2020 and 2021, we have seen an increase in the number of audience in Twitch from 660 million to 800 million viewers. This indicates a growth of more than 20% in this field. The growth which reached 900 million people was even higher than before in 2022, and forecasts say that the number of Twitch audience will reach one billion people in 2023. It seems that the tendency towards live streaming will continue in the video game industry.

In general, it can be said that the future of the video game industry is bright. With many opportunities from artificial intelligence to the virtual world, gaming in the digital age has endless features. New consoles, live streaming and cloud gaming all offer a very promising future for the video game industry in the digital age.

WHO WE ARE?

About Iran Computer and Video Games Foundation (IRCG)

Today, digital games as artistic and commercial products have extensive cultural and economic impacts; thus, it seems necessary to pay attention to this area and to establish a set of goals and responsibilities for Iran's administrative organizations in this sector.

Iran Computer and Video Games Foundation, as a subdivision of the Ministry of Culture and Islamic Guidance, is in charge of Iran's digital games ecosystem which has been founded to plan, control and support a set of activities related to the digital games area.

The main missions and goals of the IRCG, along with policy-making and planning, in general, can be divided into four aspects: supporting, educating, regulating and researching.

WHO WE ARE?

About DIREC

In the growing environment of the digital games market and industry in Iran and the world, the existence of accurate information and knowledge is crucial to analyze the rules, policies, industry conditions, competition atmosphere, consumer tendencies, and other indicators of business development in the field of digital games.

The research department of IRCG, titled the Digital Games Research Center (DIREC), was founded in 2015 with the primary purpose of increasing the share of research in the video games industry. In this regard, DIREC has established interactive communication with industry activists, including game studios, publishers, media, universities, and policymakers, and has access to considerable amounts of data and information by conducting periodic surveys on consumer behavior studies across the country.

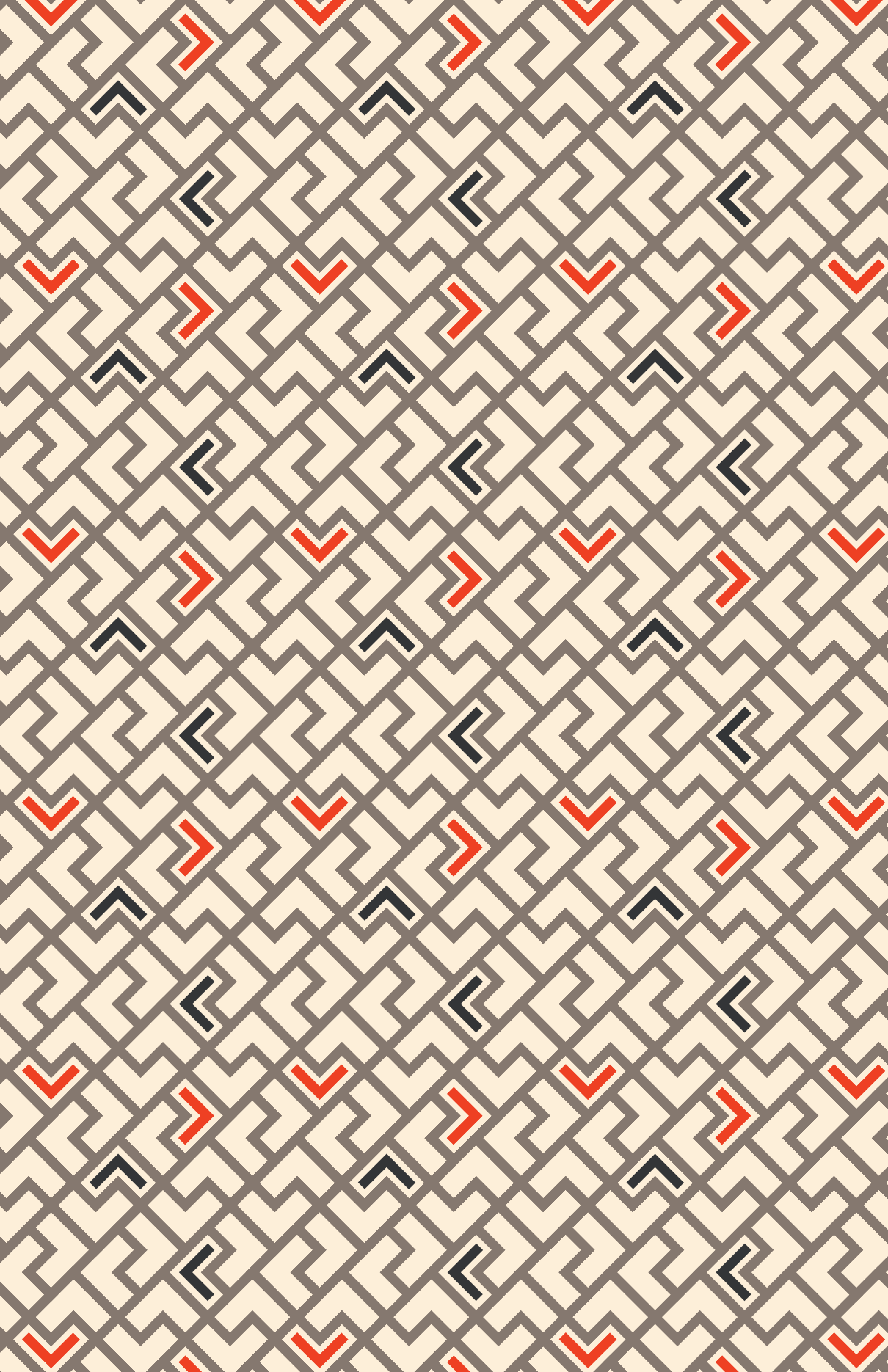
DIREC is the official reference for publishing statistical reports and enhancing the theoretical foundations of the video game industry in Iran and is mainly active in the following four areas:

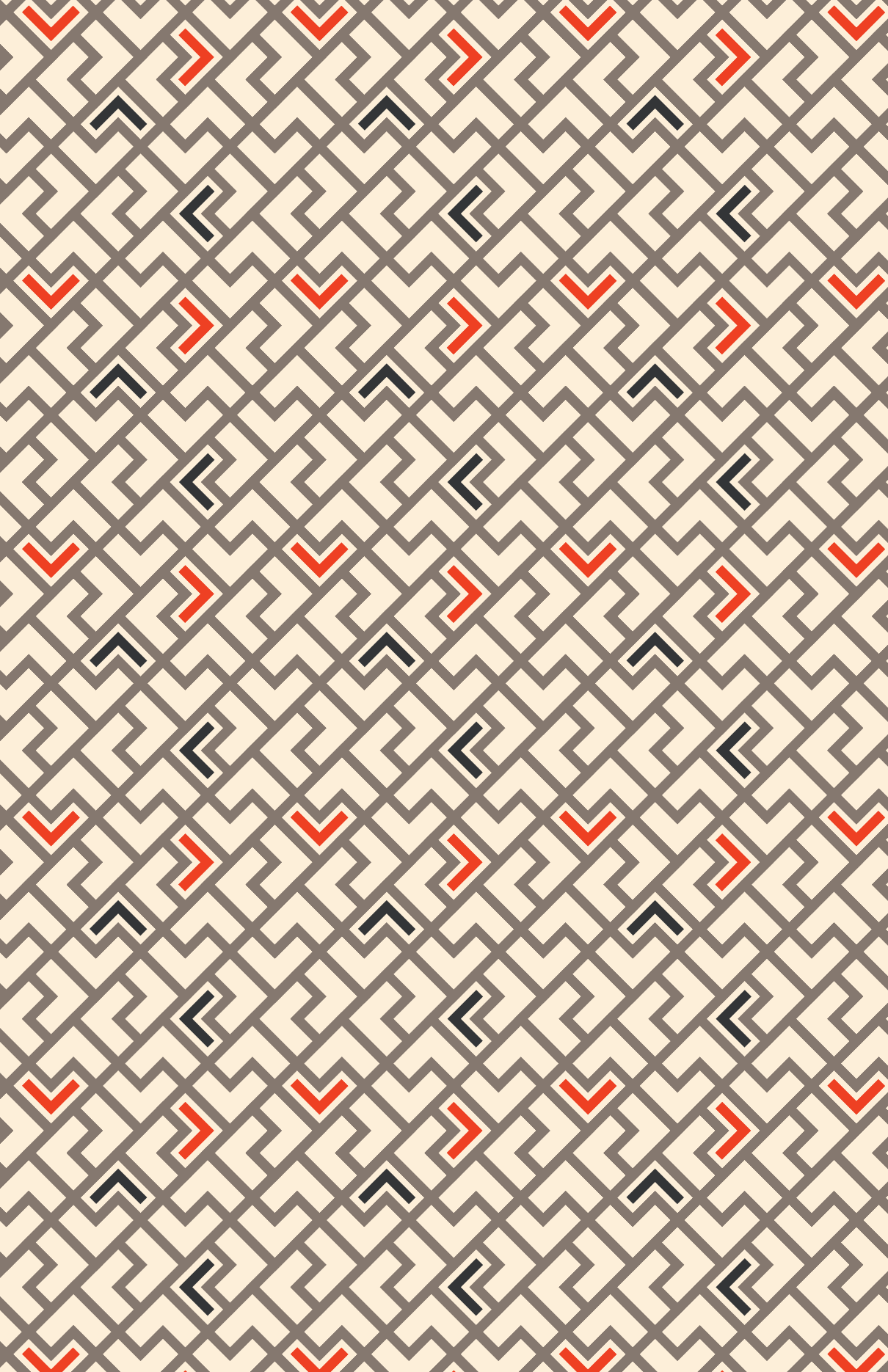
- Conducting researches in the field of macro policymaking of digital games ecosystem
- Increasing the ecosystem intelligence by publishing statistical and analytical reports
- Improving the theoretical foundations of game studies and enhancing the connection between the industry and academia
- Supporting the research, production, and promotion of Serious Games in Iran

Alireza Kabourani
Director of National Survey and Statistical Analysis

Pouria Maleki Fard
Director of Survey Researches

Mahshid Shahidi
Expert of trends and future studies





DIREC is the official reference for publishing statistical reports and enhancing the theoretical foundations of the video game industry in Iran. On working days, DIREC is ready to respond to the opinions, suggestions and criticisms of its esteemed audience.

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DIREC
Digital games Research Center

جمهوری اسلامی ایران
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