

Landscape Report 2015

The Most Significant Information of Digital Games Consumption in Iran



Knowledge Directs Differences

*-who play at least one hour per week

Free Report

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“Digital games, in both aspects of effectiveness and popularity, could be considered one of the three most prominent media of the 21st century. A medium that has far passed the limits of the realm of entertainment and is now a pioneer of other media industries. The word “entertainment” can no longer describe digital gaming, as digital games have made their way into and changed culture, education and art. It is predicted that in a not so far future, digital games will drastically change concepts such as advertisement, research and communication. A medium like this deserves a great deal of strategic attention.”

S. Seyed Hosseini, CEO, DIREC

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About This Report

Landscape annual report 2015, the first published report of DIREC, is about consumption and Gamers' status in Iran. This report provides the most significant information in the field.

The data of this report have been collected by the effort of more than 100 researchers in metropolitan, city and rural areas across the country. More than 15000 people have been surveyed for a statistical sample size.

The results then have been analyzed in DIREC central core. Although a large part of consumption data will be released in future reports, landscape presents very important figures about digital games and paves the way for a better understand of oncoming reports.

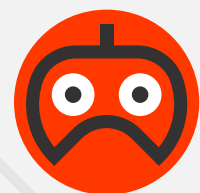
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WHO IS PLAYING?

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WHAT THEY PLAY?

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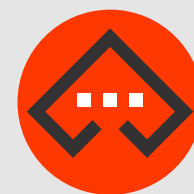
HOW THEY PAY?

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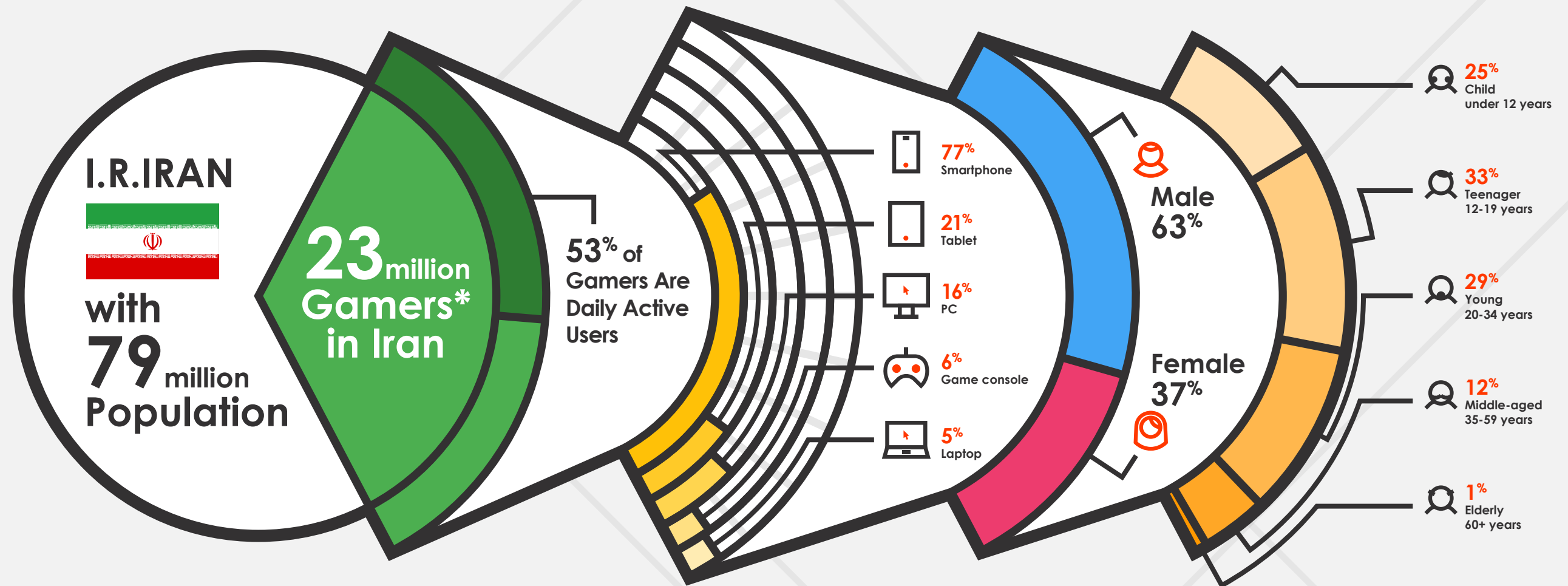


COMING SOON...

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WHO IS PLAYING?



* who play at least one hour per week



WHO IS PLAYING?

There is an average of **1** gamer in each household.

4 out of **5** households own a device to play digital games.

The average gamers is **21** years old.

On average Iranian gamers have started playing since **6** years ago.

Top 5 Favorite Entertainments



Have a Party



Go to Public Amusement Places



Sport



Shopping



Domestic Travel

Top 5 Favorite Media among Gamers



Television



Music



Digital game



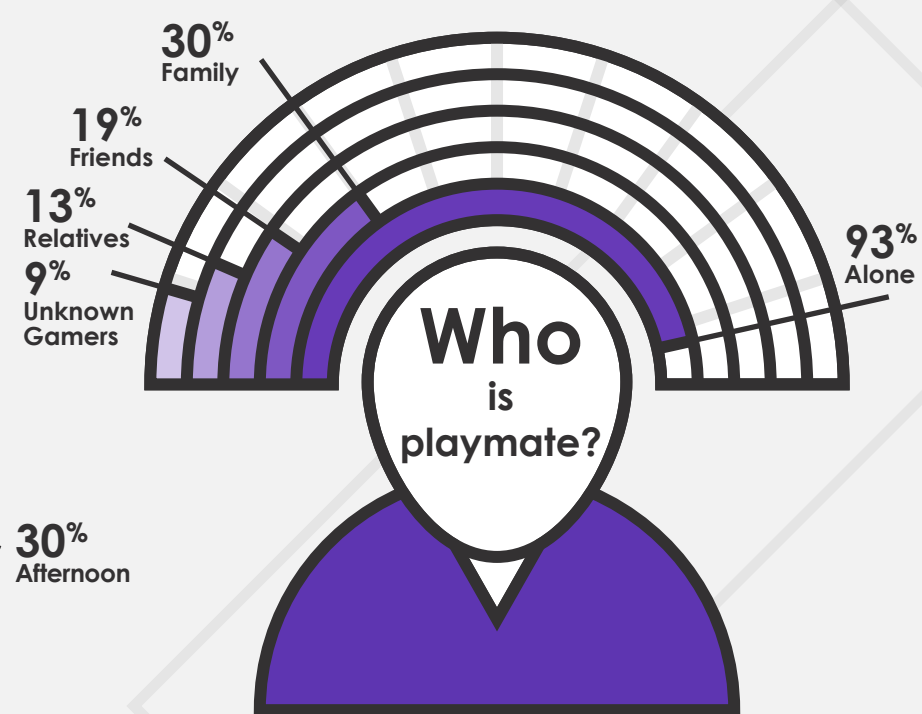
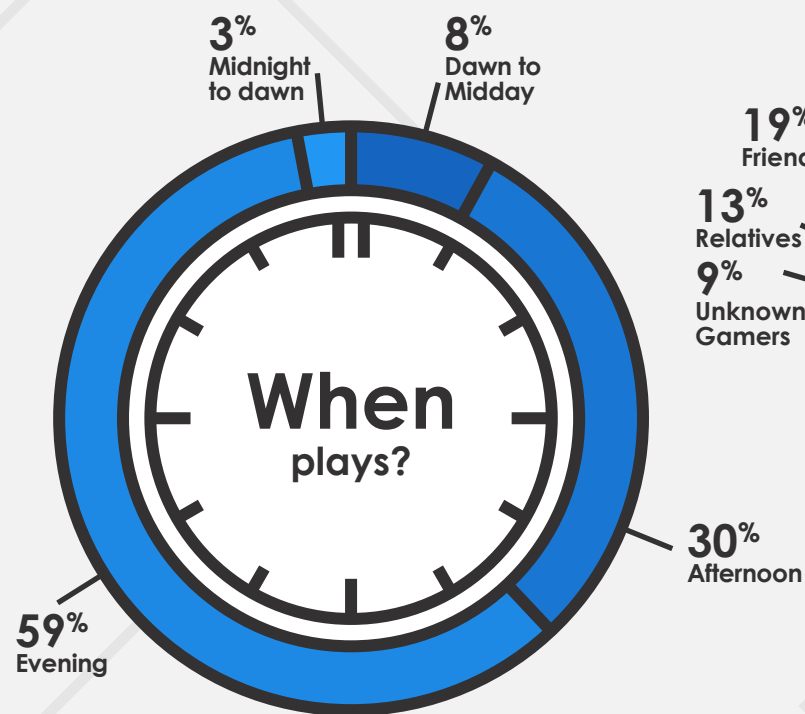
Book



Movie Theater



HOW THEY PLAY?



Daily Average Time of Playing Is:

79 minutes



69% of Gamers have access to Internet
But **39%** Play Online.



HOW THEY PLAY?

Top 5 Reasons of Playing:

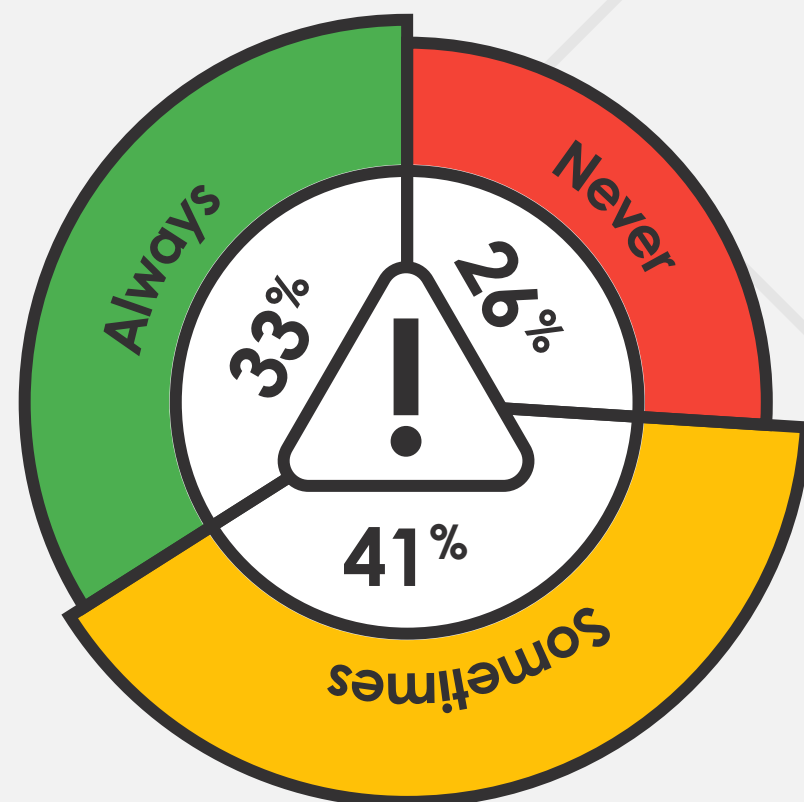
- Playing Digital Games Are **Enjoyable**.
- Digital Games **Fill My Loneliness**.
- Digital Games Are **Newer and More Different Than Other** Entertainments.
- Digital Games Are **Less Expensive Than Other** Entertainments.
- Because **What We Can Do in Digital Games Would Be So Costly in Real Life**.

Top 5 Favorite Ways of Game Information Sharing:

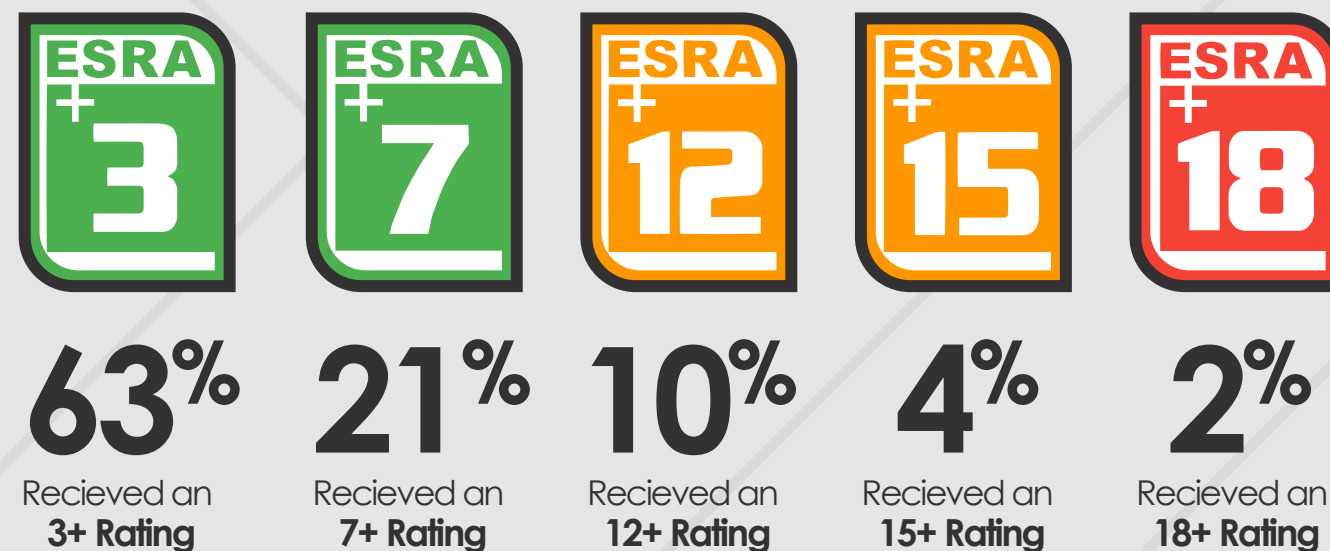
- **Chat with Friends**
- **Talk to Family**
- Post A Comment in **Social Networks**
- Post A Comment in **Game's Digital Distribution Stores**
- Post A Comment in **Forums And Websites** Related To Digital Games

WHAT THEY PLAY?

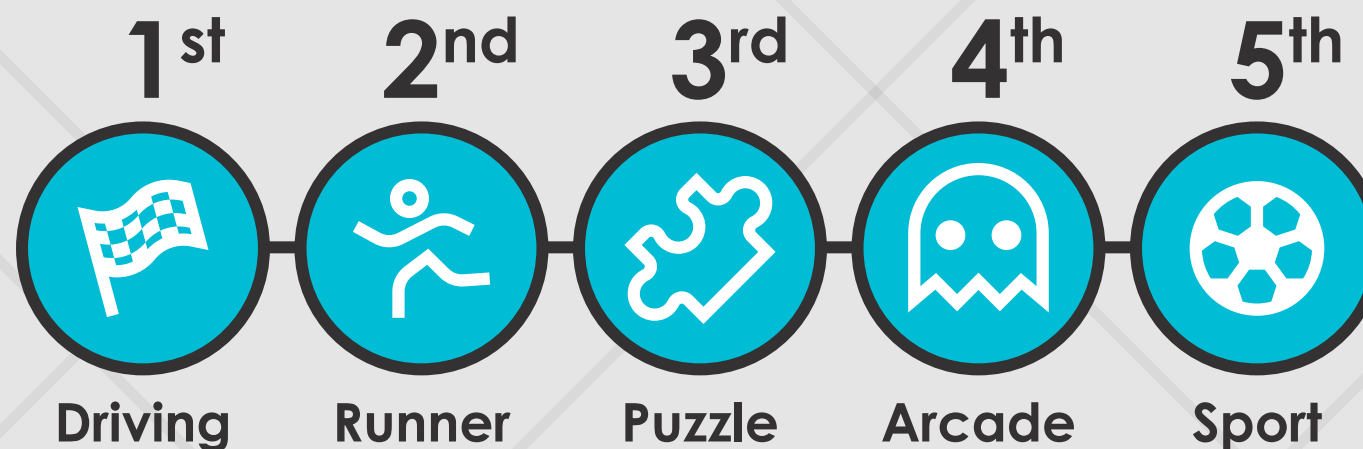
How Much Do Gamers Notice to Game's Rating



Of The Games Rated by ESRA



Top 5 Favorite Genres

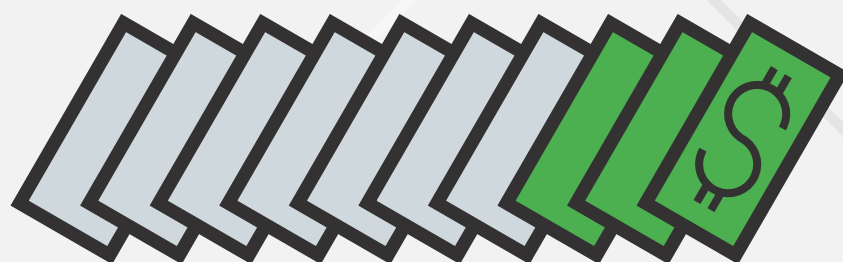




HOW THEY PAY?

Digital Games' Revenue Is

153,000,000 Dollars



30% of Gamers Pay for Digital Games.

The average Payers is **25** years old.

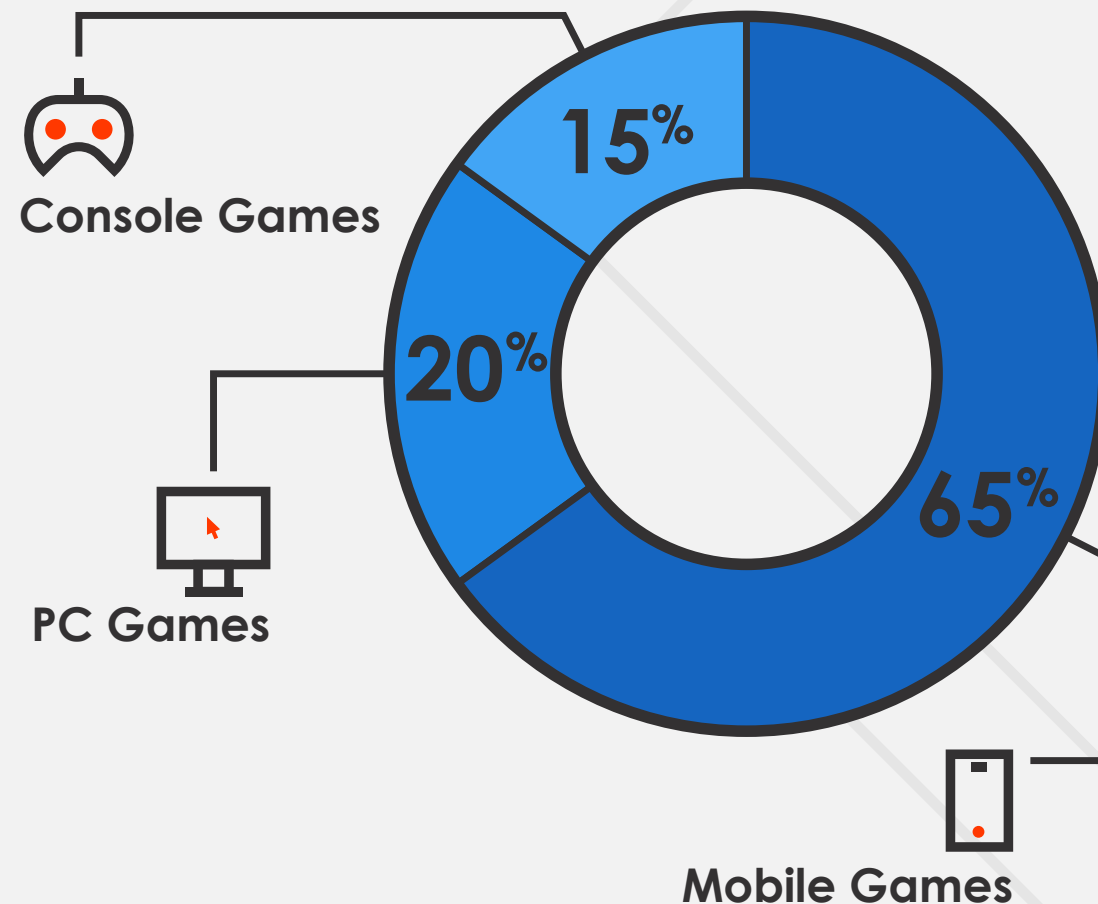
Iranian Games Market Share Is: **5%**

Digital Vs Physical Games Retailing



HOW THEY PAY?

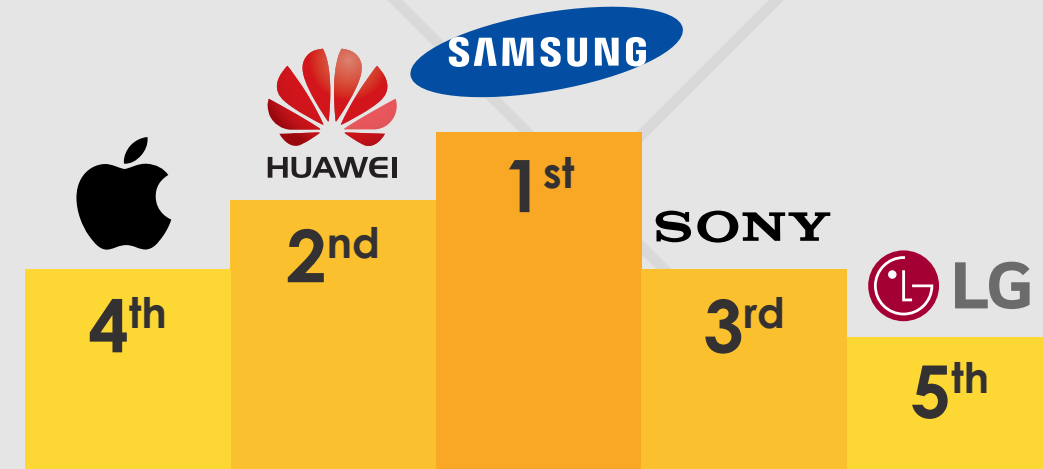
Digital Games' Revenue Based On Platform



Mobile Games Usage Based on OS



Top 5 Favorite Brands of Mobile Gaming





WHO WE ARE?

DIREC's Story

Digital games research center (DIREC), as a spin-off company of Iran Computer Games Foundation, was founded in 2015 in order to make room for research cores consisting of graduates of the best national universities as well as specialists and experts in various areas related to digital games industry. It's ever since been taking steps towards advancing its research goals mainly focusing on marketing, communication, psychology and sociology by defining multiple research projects on behavioral studies and market research.

DIREC Reports

Some of the most important reports of DIREC in the digital games industry are as follows:

- The landscape report of Iran digital game industry (Essential facts of the industry)
- Triple reports of platforms: mobile, pc, console
- Market information report: popular games, best-selling brands, the most used hardware and etc.
- Gamers behavioral report based on different segments
- Report of online gaming
- Special report of Tehran
- Comparison of the top 11 Iran's metropolises report

Other Services of DIREC

In addition to conducting research and publishing reports, DIREC provides other services. Some of these services are as follows:

- Information consulting service to domestic and foreign companies in order to help them expand their activities in the industry
- Implementation of client- based research
- Industry Directory (Including information related to production, developers, publishers and etc.)
- Gathering scientific references related to the digital games industry

DIREC Clients

Due to the nature of DIREC's activities, a wide range of individuals and firms are our client:

- Policymakers and top managers
- Developers, publishers and domestic and foreign distributors
- Domestic and foreign venture capitalists
- Complementary industries
- Companies interested in advertising in the industry
- Researchers and academics

DIREC Advantages

DIREC is the largest and the most powerful digital game research center in Iran and has very high sensitivity for doing research in this field. The most important advantages of using DIREC services are as follows:

- The core research center specializing in the field of marketing, communication, sociology and statistics
- Cooperation with Iran computer games foundation
- Using statistical sample size of more than 15000 people with a national coverage
- Cooperation with more than 100 researchers across the country
- Coverage of relative information across the country including metropolitan, city and rural areas
- research has high generalizability (a confidence level between 95 and 97 percent in quantitative research and scientific saturation in qualitative research)
- Ability to perform an in-depth analysis by specialists
- Cooperation with the best Iranian universities and research centers
- Cooperation with global market research companies in the field of digital games and other related industries



COMING SOON...

Phenomenon of The Year: Clash of Clans

This report examines a popular game each year. In 2015, it was the controversial game, Clash of Clan. In this report, we investigate the main reasons for playing this special game through studying the behaviors of 1000 participant Players of the game. Also by using national survey data, demographic characteristics of Gamers, the game's penetration rate and its revenue from Iranian market can be estimated.

PC and Laptop Platform Report

PC and laptop platform special report is the first report of the triple reports of the platforms. In this report, detailed information related to PC platform will be investigated. It includes the market information such as brands, popular devices and demographic variables of Gamers and their behavioral habits like the hours spent playing and penetration rate among Iranian Gamers.



Please feel free to contact us with your questions and suggestions:
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