We use them as an every day part of life. My child is growing up using, accepting and learning through and about media."

Female, Parent, 41, Auckland Region

“It provides fun on off days and brings family together at times too.”

Male, 18, Canterbury

“It has given us family time where we can enjoy the game together.”

Female, Parent, 26, Auckland Region

“These forms of media are very important in our work life and free time, for work purposes and games, amusing grandchildren and contacts with family and friends.”

Female, 62, Bay of Plenty Region

“It’s a daily tool for learning, communicating and playing.”

Male, Parent, 41, Canterbury

“The games provide a centre to attach a memory to in social situations. I remember playing Mario Kart with my family, certain people [were bad] at it, but everyone had fun.”

Female, 22, Waikato Region
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Digital New Zealand 2012 (DNZ12) is a study of 846 New Zealand households and 2428 women, men, girls and boys in them. These participants were from an online national random sample using the Nielsen Your Voice Panel. The survey was conducted in July 2011.

It provides information on the digital media ecology in New Zealand households with a focus on computer game use and attitudes. The place of all digital media in the lives of everyday New Zealanders of all ages was the secondary focus of this research. Adults responded to over 80 questions and responded on behalf of all other members of the household. The questions were grouped into sections:

**Introduction:**
Time required, instructions.

**Section 1:**
Demographic profiles.

**Section 2a:**
Devices and hardware used at home, travelling, at work.

**Section 2b:**
Media libraries, physical and digital.

**Section 3:**
Internet access, use and dependency.

**Section 4:**
Media spend, subscriptions and services used.

**Section 5:**
Gaming status, behaviours.

**Section 6:**
Games converging with other media.

**Section 7:**
Games, families, social relations and parenting.

**Section 8:**
Security, privacy and access.

**Section 9:**
Attitudes Toward Interactive Entertainment (open-ended)

**Section 10:**
Positive use stories

**Conclusion:**
Last demographics, contact information.

A game household was one that had in it any device for playing a computer game, including smart phones and tablet computers. A gamer was a person who indicated they play computer (or video) games, simply “yes” or “no.” The margin of error is ±3.4% for the national sample comparing all households and ±2.5% for all gamers.

The Nielsen Company provided Bond University with raw data from the survey for statistical analysis at the University. The data were analysed by the study author using PASW Version 18. Statistical procedures included simple descriptive statistics such as frequencies, cross-tabulations, means and tests of significance such as Chi-square and One-way ANOVA. For the purposes of including results for all members of a given household, the Vars-to-Cases procedure was used to create individual records for all persons in a household identified by the participants in the study.

Data reduction procedures included reducing the range for some questions to simplify presentation of responses. Some measures were combined into indices where obtaining a frequency or mean across a combination of measures simplified the presentation of findings. Missing values were eliminated for analysis on a per-question basis unless multiple measures were examined conjointly. For these, the case-wise deletion method was applied.
Games and DIGITAL MEDIA in New Zealand Households

New Zealanders enjoy digital games and the vast majority live in a household with at least one device used for playing games whether on a PC, console, handheld, phone or tablet.

Households with Games

- 93% of homes with children under the age of 18 have a device for playing computer games.
- 7% have no games.

98% of homes with children under the age of 18 have a device for playing computer games.

“The memories that I have from playing games is the camaraderie that working together has forged. This is apparent from MMOs that allow for teamwork. I have even met people in real life from those that I have met online. In fact my partner and new daughter started from a relationship that [started with] an Online interaction.”

Male, Parent, 35, Wellington Region

“Our son is a lot more technically computer literate than either of us were at his age. He is a native to IT.”

Male, Parent, 34, Waikato Region

PCs are in 98% of game households with 62% of game households using a PC for games. Game consoles are in 51% of game households, dedicated handheld consoles in 8%. Mobile phones are used to play games in 38% of game households, tablet computers in 9%.
Households that include game devices as part of their digital media ecology are also rich in other media and demonstrate early and greater adoption of digital media.

### Game Devices Used in Game Homes

![Game Devices Used in Game Homes chart](chart.png)

### Media Used in Game and Non-Game Homes

<table>
<thead>
<tr>
<th>Device or Service</th>
<th>% In Game Homes</th>
<th>% In Non-game Homes</th>
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<tbody>
<tr>
<td><strong>Standard Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile Phone</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>PC/Laptop</td>
<td>98</td>
<td>93</td>
</tr>
<tr>
<td>All Print Media</td>
<td>92</td>
<td>90</td>
</tr>
<tr>
<td>Flat-panel TV</td>
<td>75</td>
<td>71</td>
</tr>
<tr>
<td>DVD Player</td>
<td>66</td>
<td>71</td>
</tr>
<tr>
<td>Sound/Music System</td>
<td>48</td>
<td>68</td>
</tr>
<tr>
<td><strong>Newer Media</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portable Music/iPod</td>
<td>39</td>
<td>7</td>
</tr>
<tr>
<td>Surround Sound</td>
<td>42</td>
<td>22</td>
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<td>e-Print Media</td>
<td>47</td>
<td>20</td>
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<tr>
<td>DTV Set-top Box</td>
<td>15</td>
<td>13</td>
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<tr>
<td>DVD Recorder</td>
<td>31</td>
<td>29</td>
</tr>
<tr>
<td>Subscription TV</td>
<td>47</td>
<td>-</td>
</tr>
<tr>
<td>BluRay Play/Rec</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>PVR</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>DAB – Digital Audio</td>
<td>2</td>
<td>0</td>
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<td><strong>Older Media</strong></td>
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<tr>
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<td>42</td>
<td>61</td>
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<td>CRT TV</td>
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</table>

* Defined as existing in a majority of all homes.
Gamers in New Zealand Today

33 YEARS OLD

The average age of a gamer is 33. The average age of New Zealanders is 36 years. Non-gamers are older.

“I enjoy learning to fly different aircraft with all the frustration, sweating and relief when finally accomplishing a task. Flying to different parts of the world, flying a commercial airliner from New Zealand to England and then the following year doing the same flight for real.”

Male, Parent, 52, Hawkes Bay Region

“Digital media has provided opportunities for my family that we wouldn’t be able to afford or experience in reality.”

Male, 41, Parent, Marlborough Region

Gamers by Age Group

Most gamers are 18 years or older; 95% aged 6 to 15 are gamers and 41% aged 51 or older are gamers.
Gender of Gamers

47% Male
53% Female

The proportion of female gamers is high in New Zealand. Female representation equal to males among gamers is imminent and likely to be the norm within five years.

“We use them as an every day part of life. My child is growing up using, accepting and learning through and about media.”

Female, Parent, 41, Waikato Region

“We’ve had some fun times...especially with games as the children are usually much better at working out what you need to do than adults. Children love feeling like they can show you something too, and that their parents are taking an interest in what they are doing too”

Female, Parent, 44, Wellington Region

“We have competitions with extended family when they visit us. The gloves are off at Christmas time.”

Male, Parent, 57, Northland Region

“I have good times, learning things about people that I did not realise before playing games together.”

Female, 54, Bay of Plenty Region
1 in 5 gamers play social network games and 1 in 12 plays massively multiplayer online games. One in four gamers say they would either be “motivated” or “very motivated” to sign up to a faster broadband service for game downloads and online play.

“We are a family that is competitive and loves to beat each other and have a lot of fun doing it.”

Female, 54, Waikato Region
The average adult gamer has been playing for 12 years and 25% have been playing for more than 20 years. Among gamers of all ages, reasons to game differ by experience and game device. Consoles and PCs deliver fun and relaxation whereas mobiles and tablet computers fill idle moments by helping pass time.

Reasons Gamers Play Video Games

Most gamers play between half an hour and an hour at a time and most play every other day. 69% play for up to an hour at a time and just 3% play for five or more hours in one sitting. 58% of all gamers play either daily or every other day.
Typical Playing Experience

“We’ve had some great family nights all playing the Wii together and laughing until we nearly cried. It’s a good bonding experience and nice to do occasionally - to keep it novel.”

Female, Parent, 33, Auckland Region

Number of Gamers in Households
Most parents of children aged 18 and under living with them play computer games. Of these, 90% play computer games with their children.
Familiarity with Parental Controls

“Evolution of media has made entertainment in any format more accessible to myself and my family.”

Male, Parent, 40, Waikato Region

Our thoughts about digital media . . .

“We do not rely heavily on digital media but they certainly are a nice addition to our life. They have their time and place and if used wisely can benefit the whole family for both entertainment and education.”

Female, Parent, 38, Bay of Plenty Region
Parents are generally more positive than non-parents about the benefits of computer and video games for children. They are more attuned to the social and life-skills that games may impart.

But regardless of parental status, adults feel that the classification system has more influence on choosing games for children than for adults.

“The learning games give my kids a fun way to learn their school work.”

Female, Parent 30, Auckland Region
"Digital media allows us to actively interact with the kids and their learning and give them access to so much more, via the internet, than we ever had at their age."

Male, Parent, 46, Canterbury

“...quizzes, sing-alongs and sporting games marathons with the whole extended family, special weekends with sleep-overs, party food ... great fun for young and old. ”

Female, Parent, 44, Auckland Region
The experience of gamers with games over time has given them an understanding of the medium quite different from the understanding of non-gamers. Adult gamers are more positive about the role of games and also more positive about the function of interactivity in games compared with other media.

"Digital and interactive media ... contribute significantly to the lives of my family; not only for relaxation and fun but also education."

Female, 24, Auckland Region
Trust in Games as Entertainment

Gamers, more than non-gamers, believe there is trust of games in the communities they inhabit. Non-gamer communities are less trusting of games.

“Digital media has taken over our lives almost to the exclusion of other media (apart from printed books) - it is where we go for information, entertainment and contact with friends and family.”

Female, 55, Otago

About DNZ12

“They are ... fun with children, a distraction from concerns as an adult, effective learning as an adult, and good practice responding to a technology stimulus.”

Male, 61, Auckland Region

Click above image to play
The NZ games industry is forecast to reach $192 million by 2015, a compound annual growth rate of 6.9%. Globally the interactive game market is expected to reach $90.1 billion by 2015, a compound annual growth rate of 8.2% according to the PwC report, *Australian Entertainment & Media Outlook, 2011-2015*.

**Annual Value of the NZ Games Industry ($Mil)**

![Graph showing the annual value of the NZ games industry from 2003 to 2015 (forecast).](image)

**Preferred Ways to Buy Games**

![Bar chart showing preferred ways to buy games.](image)

SOURCE: The NPD Group Australia, PricewaterhouseCoopers

Among participants in this study, the average total physical and online store spend on all media “in the past week” was $31. Games accounted for 42% of the total non-subscription media spend and 14% of total in-store spend.

New Zealand gamers mainly purchase box games new from a local retailer (37%) while 24% buy games new from a download store and 14% buy boxed games new from an online store.

The Business of Digital Games
Most Popular Game Genres by Unit Sales, 2010

- Action games accounted for 19% of all unit game sales in 2010 followed by Family (16%), First-Person Shooters (15%) and Sports games (11%) according to The NPD Group Australia point of sale data.

“I have memories of the first game bought for me by my parents and memories of playing that with my father regularly.”

Male, Parent, 27, Auckland

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