

# All About Casual

## What Are Casual Games?

Casual games are video games developed for the mass consumer, even those who would not normally regard themselves as a “gamer.”

Casual games are fun, quick to access, easy to learn, and require no previous special video game skills, expertise, or regular time commitment to play. Many of these games are based around familiar game concepts that consumers played

casual games becoming one of the most common past times - so it is not surprising that for many consumers casual games are replacing television for relaxing after work.

Recently, electronic games have developed a stigma as being for young teenagers, but this year’s research shows that an ever increasing percentage of those with online connections young and old are secretly playing casual games.

Casual gaming is about more than a consumer demographic or a genre of games, casual games are defined by gameplay behavior

in arcades or the family Atari from childhood. In addition, casual games are usually easy to pause, stop and restart with little consequence to the player’s enjoyment. The most common introduction to casual games for most consumers is via Microsoft Solitaire for Windows, which is the most commonly opened application on Windows XP.<sup>1</sup>

200 million people play casual games online each month over the internet and the wide reach of pre-installed casual games bundled with personal computers are contributing to

Casual games may not have the sexy marketing and production budget of the hard-core enthusiast niche market, but casual games reach an ever widening consumer base. This reach to a broad demographic has made casual games a highly desirable advertising mechanism.

The Casual Games Association expects 2008 to bring casual games into the everyday lives of consumers with stand alone massively multiplayer casual games and the integration of gaming into existing social networking websites.

### Most Popular Online & Mobile Casual Games<sup>2</sup>



**1. Microsoft Solitaire on Windows XP**  
Solitaire is the #1 opened application on Windows XP with an install base of over 400 million.



**2. Tetris, Alexy Pajitnov, USSR, 1985**  
Best selling casual game across all platforms with over 60 million copies sold.



**3. Bejeweled, PopCap Games, 2001**  
Original online casual franchise, 300 million downloads, 50 million mobile deployments and \$100 million of consumer spending.



**4. QQ Games<sup>3</sup>, Tencent, Inc.**  
China’s largest casual game portal with 273 million active users of the IM tool QQ, with 3.17 million peak users for its games service.



**5. Diner Dash, Gamelab / Playfirst, 2003**  
Franchise with over \$35 million of consumer spending and 200 million downloads is one of the most successful casual properties.



**6. Mystery Case Files, Big Fish Games, 2005**  
Hidden Object became the most popular gameplay mechanic of 2007. The franchise boasts over 1.2 million copies sold.

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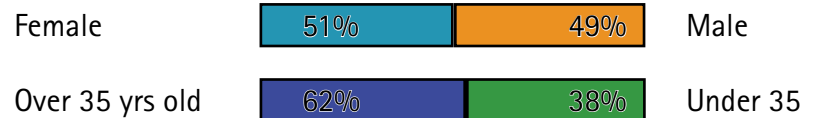
Casual games are replacing television viewing as an important stress reliever after work and during lunch hours

Casual games are usually played in short time increments – though it's common for people to play one game after another for many hours

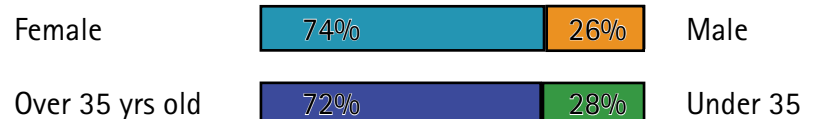
Many play casual games at work and at home – even if they do not admit it to their bosses and friends

### Gender & Age

#### All Casual Games Consumers<sup>4</sup>



#### Paying Casual Games Customers<sup>4</sup>



### Gameplay Characteristics of Casual & Hard-Core Enthusiasts

Characteristic	Casual	Hard-Core Enthusiast
Demographic	All ages, male and female, 100% of population	18 - 35 year old males, < 15% of population
Where Play	Home, work, airplane, transit stop	Home
Why Play	Fun, relaxation, escape	Exploration, stimulation, adrenaline rush
Themes	Family friendly scenarios	Sci-fi, edgy violence, horror, suspense, war
Time commitment	Game time or level 1 - 10 min to complete	Levels: 20 min - 2 hours, MMO: 5 - 40 hours/week
Time to completion	Single player story 15 hours to complete	Single player story 15 - 40 hours to complete
Primary Platform	PC, Mac, inexpensive console	Game consoles, hi-end PC
Game Price	Advertising supported - \$19.99	\$39.99 - \$59.99
Game Selection	Free trials, up-sells	Marketing campaigns, reviews and previews
Hollywood Equivalent	Sex and the City, Friends, ER	Horror, Silence of Lambs, Reservoir Dogs, Aliens

1. For more information on Games for Windows, visit: <http://www.microsoftcasualgames.com/>
2. Solitaire, Diner Dash, Mystery Case Files and Bejeweled sales numbers reported directly from IP holder to the CGA. Tetris sales number from [www.tetris.com](http://www.tetris.com). The most downloaded casual PC game of 2006 was Cake Mania with 55 million downloads.
3. For more information on Asian markets, to ask permission to use the data or to purchase a full report, please contact Pearl Research at [research@pearlresearch.com](mailto:research@pearlresearch.com) or call 415-738-7660.
4. From major online portals. Subscription play time varies significantly based on method of distribution and community features.