





Entertainment software association stats

1. **67% of american households play games**
2. **40% of gamers are female**
3. **Average yearly growth of 10%**
4. **More game sales than DVD and blu ray sales**
5. **Games to outsell magazines by 2014**

<http://www.theesa.com/facts/index.asp>







Progress has a price

70's: XXXX US\$

80's: XXXXX US\$

90's: XXXXXX US\$

00's: XXXXXXXX US\$

10's: XXXXXXXXX US\$

20's: XXXXXXXXXXX US\$?





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42% of american heads of households play games on a wireless device such as a cell phone or PDA

Online gaming second most popular activity on the internet (after social networks)

friv.com - Mozilla Firefox


File Edit View History Bookmarks Tools Help

http://www.friv.com/promo.html


Getting Started Latest Headlines

Stumble! I like it! Send to- Channel: All - taunt3d Favorites Friends Tools

Michael's Games Blog + Ne... friv.com



Done

FRIV  200
Ramy Ride

The image shows a screenshot of a Mozilla Firefox browser window displaying the Friv.com website. The browser's address bar shows the URL 'http://www.friv.com/promo.html'. The website content consists of a large grid of 100 small, colorful game icons arranged in 10 rows and 10 columns. A yellow speech bubble-like graphic is overlaid on the bottom right of the grid, containing the text 'FRIV' in a stylized font, a green arrow pointing upwards with the number '200' inside it, and the name 'Ramy Ride' below. The browser's status bar at the bottom left shows the word 'Done'. The background of the entire image is a vibrant, fiery landscape with a large, glowing sun or moon in the sky.

Back to business



OnLive ▶ Arena



RedFalcon
Prince of Persia



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