

(LOOT BOXES AND OTHER) ADDITIONAL CONTENT IN DIGITAL GAMES

Results of a representative online survey
from 2022



SUMMARY

- Almost four in ten gamers (39 percent) have paid for additional content for digital games.
- Roughly one in nine persons (11 percent) who purchased additional content paid for loot boxes. In the age group 16-29, roughly one in five persons who have spent money on additional content (19 percent) already purchased loot boxes. This is significantly more than in the older age groups.
- Gamers who buy additional content at least once a month spend a monthly median of 40 euros, or 480 euros per year. A quarter of them spend at least 100 euros on additional content for digital games.
- 72 percent of gamers have had the impression they could only progress in games by making in-game purchases.
- Just over three in ten gamers (31 percent) who make in-game purchases say they have spent more than intended on at least one occasion.

SUMMARY

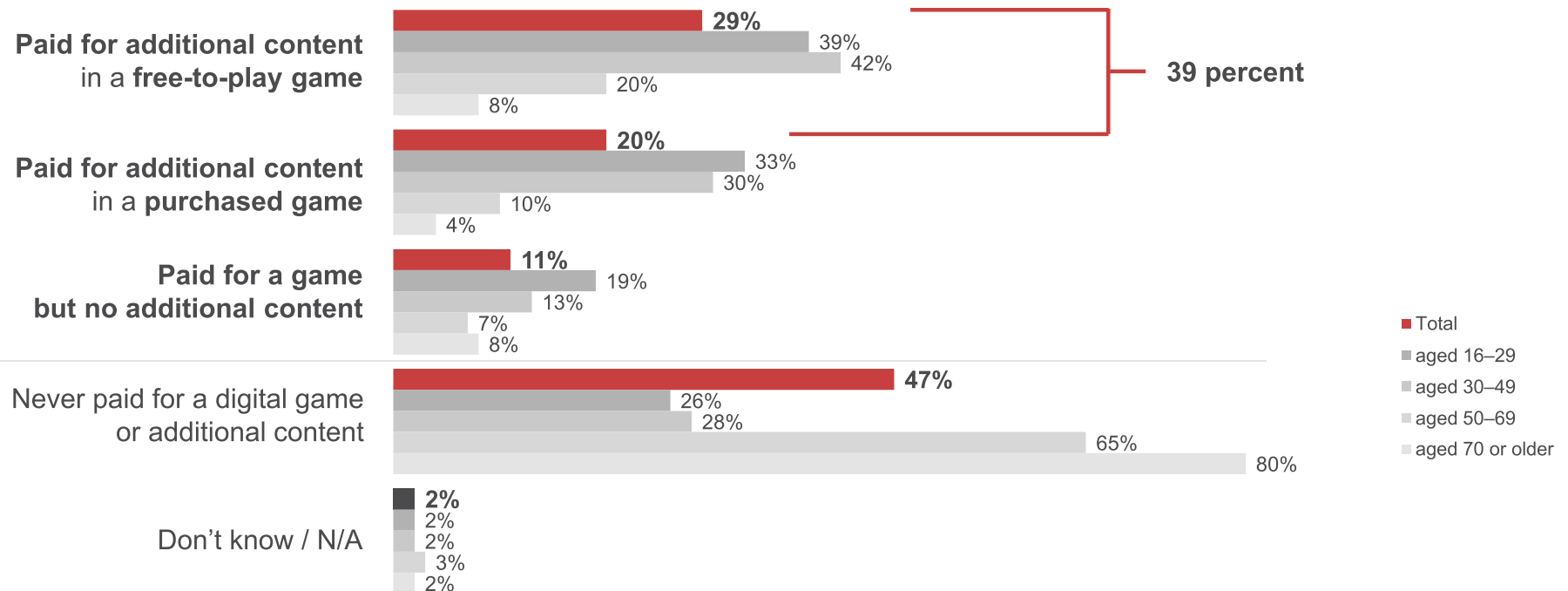
- A vast majority of gamers (79 percent) strongly or partially agree that loot boxes should be banned in digital games aimed at minors.
- Just over three quarters (76 percent) strongly or partially agree that providers should label that loot boxes are a form of gambling.
- A large majority (75 percent) strongly or partially agrees that loot boxes entice users to repeatedly spend money.
- Just over three quarters (76 percent) strongly or partially agree that providers should reveal the likelihood of finding certain additional content by purchasing a loot box.
- 63 out of 83 gamers who have purchased loot boxes have been disappointed by the contents.
- 42 out of 83 gamers who have purchased loot boxes felt pressured to make the purchase in order to progress in the game.

RESEARCH DESIGN

Survey method:	10-minute online survey
Population:	Gamers aged 16 and above in Germany (PC or console games or gaming apps)
Sample size:	n = 1,401
Representativeness:	Representative online quotas and weighting by age, gender, and education level
Statistical error tolerance:	max. \pm 3 percentage points
Survey period:	15 to 26 November 2022
Institute:	eye square GmbH, Berlin
Note:	Due to rounding up/down, the total of individual percentage values may deviate from 100 percent. Similarly, due to rounding up/down, the sum of several answer categories may deviate from the addition of the individual values shown.

MICROTRANSACTIONS

Almost four in ten gamers (39 percent) have already paid for additional content for digital games.



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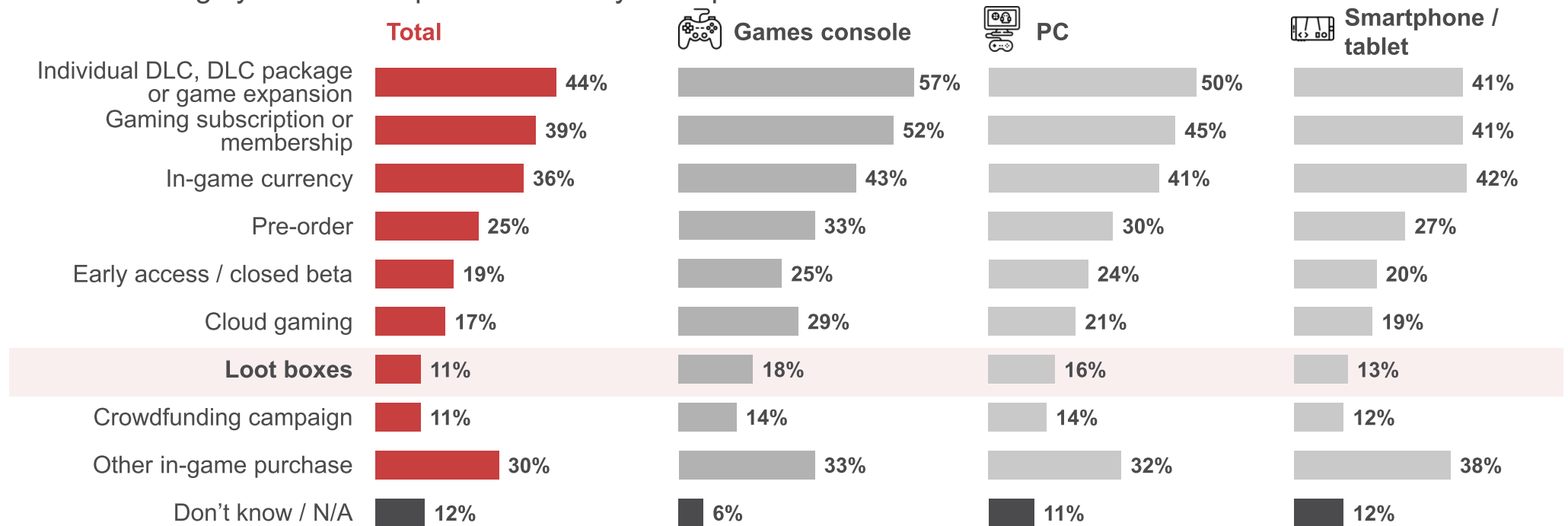
Bundesverband

Basis: 1,401 gamers
 (552 aged 16–29, 332 aged 30–49, 360 aged 50–69, 157 aged 70 or older)

Question: Have you ever paid for digital games themselves or for additional game content (e.g. in-game currency, DLC or loot boxes)? Digital games means games that require at least a one-time internet connection (e.g. to register or to play the game). (Multiple answers possible). Answer options shortened.

MICROTRANSACTION TYPES

DLC/game expansion, gaming subscription, and in-game currency are the most frequently purchased additional contents. Roughly one in nine persons already have purchased loot boxes.



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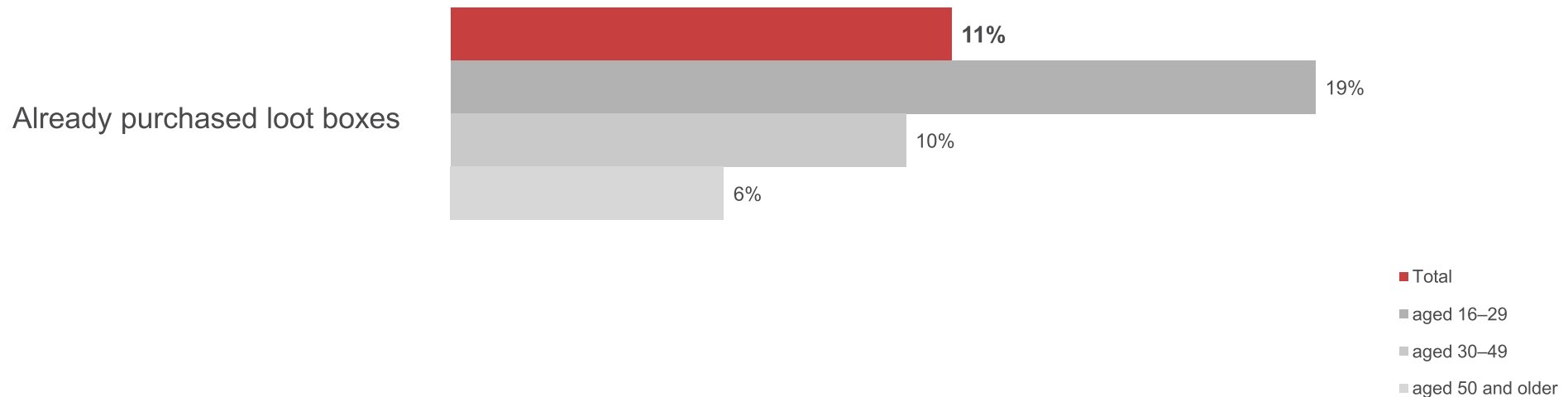
Bundesverband

Basis: 509 to 782 gamers who pay for digital games/additional content
(327 to 426 gamers on a console, 319 to 461 gamers on a PC, 337 to 510 gamers on a smartphone / tablet)

Question: Which of the following options have you used to purchase either digital games themselves or additional game content? Digital games means games that require at least a one-time internet connection (e.g. to register or to play the game). (Multiple answers possible)

PURCHASE OF LOOT BOXES – AGE SPLIT

In the age group 16-29, roughly one in five persons who have spent money on additional content (19 percent) already purchased loot boxes. This is significantly more than in the older age groups.



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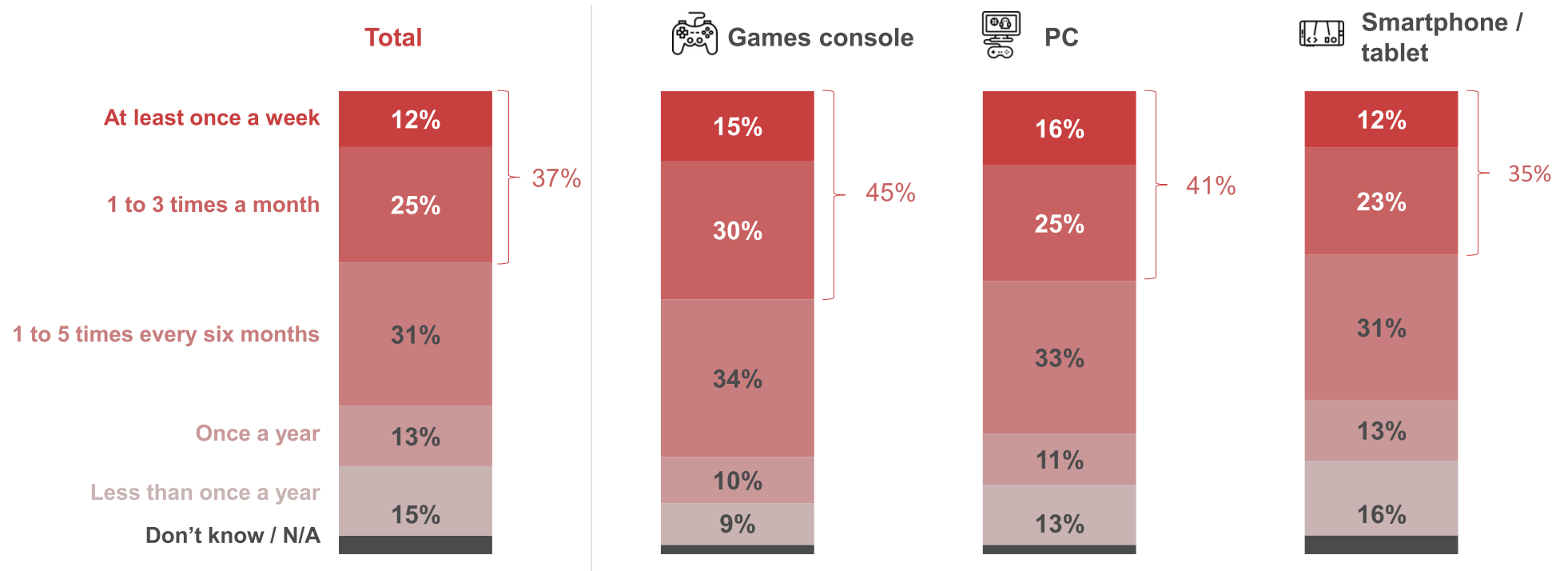
Bundesverband

Basis: 595 gamers who pay for additional content in digital games:
(298 aged 16–29, 191 aged 30–49, 106 aged 50 and older)

Question: Which of the following options have you used to purchase either digital games themselves or additional game content? Digital games means games that require at least a one-time internet connection (e.g. to register or to play the game). (Multiple answers possible). Displayed is the answer „loot boxes“.

FREQUENCY OF PURCHASED ADDITIONAL CONTENT

More than one in three gamers buy additional digital games content at least once a month.



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Bundesverband

Basis: 595 gamers who pay for additional content in digital games
(327 gamers on a console, 352 gamers on a PC, 382 gamers on a smartphone / tablet)

Question: How often do you purchase additional content for digital games (loot boxes, in-game currency, other in-game purchases)? Digital games means games that require at least a one-time internet connection (e.g. to register or to play the game).

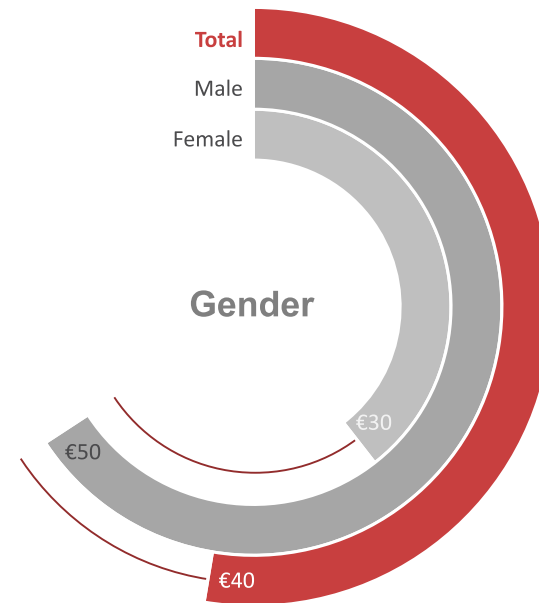
SPENDING ON ADDITIONAL CONTENT – FREQUENT PURCHASERS

Gamers who buy additional content at least once a month spend a median of 40 euros per month.

Median spending **per month**
by **frequent purchasers**

40 

= approx. €480 per year



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Bundesverband

Basis: 195 gamers who pay for additional content in digital games and purchase additional content at least once a month (124 male, 71 female)

Question: When you add everything up: roughly how much money do you spend on average per month to buy additional content for digital games (loot boxes, in-game currency, other in-game purchases)? (Open-ended question)

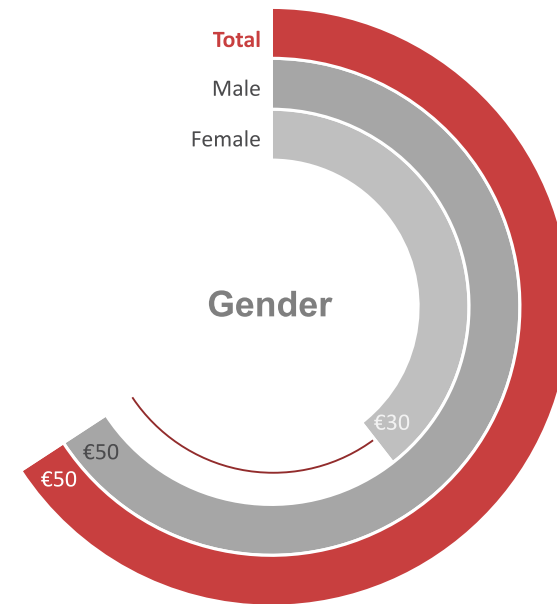
SPENDING ON ADDITIONAL CONTENT – INFREQUENT PURCHASERS

Gamers who purchase additional content for digital games less than once a month spend a median of 50 euros per year.

Median spending **per year** by
infrequent purchasers

50 

= approx. €4 per month



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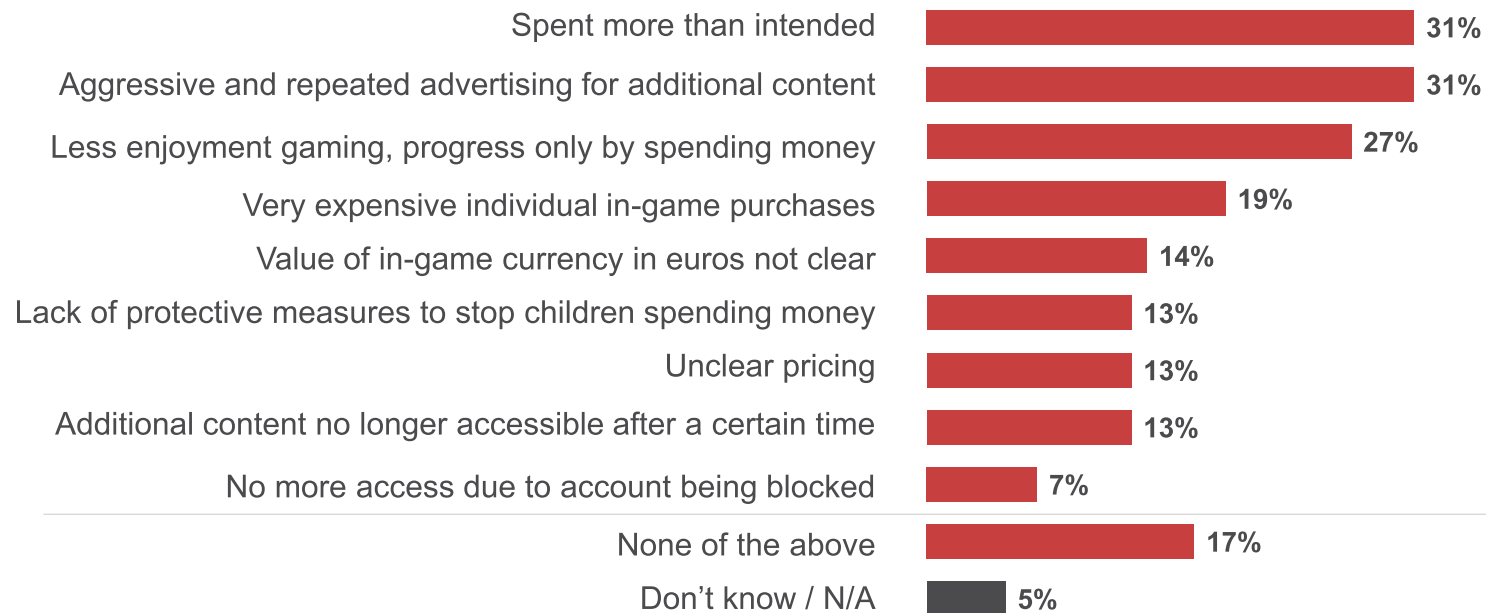
Bundesverband

Basis: 243 gamers who pay for additional content in digital games and purchase additional content less than once a month (111 male, 132 female)

Question: When you add everything up: roughly how much money do you spend on average per year to buy additional content for digital games (loot boxes, in-game currency, **other** in-game purchases)? (Open-ended question)

EXPERIENCE WITH MICROTRANSACTIONS

Just over three in ten gamers who make in-game purchases say that on at least one occasion they have spent more than intended.



Basis: 595 gamers who pay for additional content in digital games

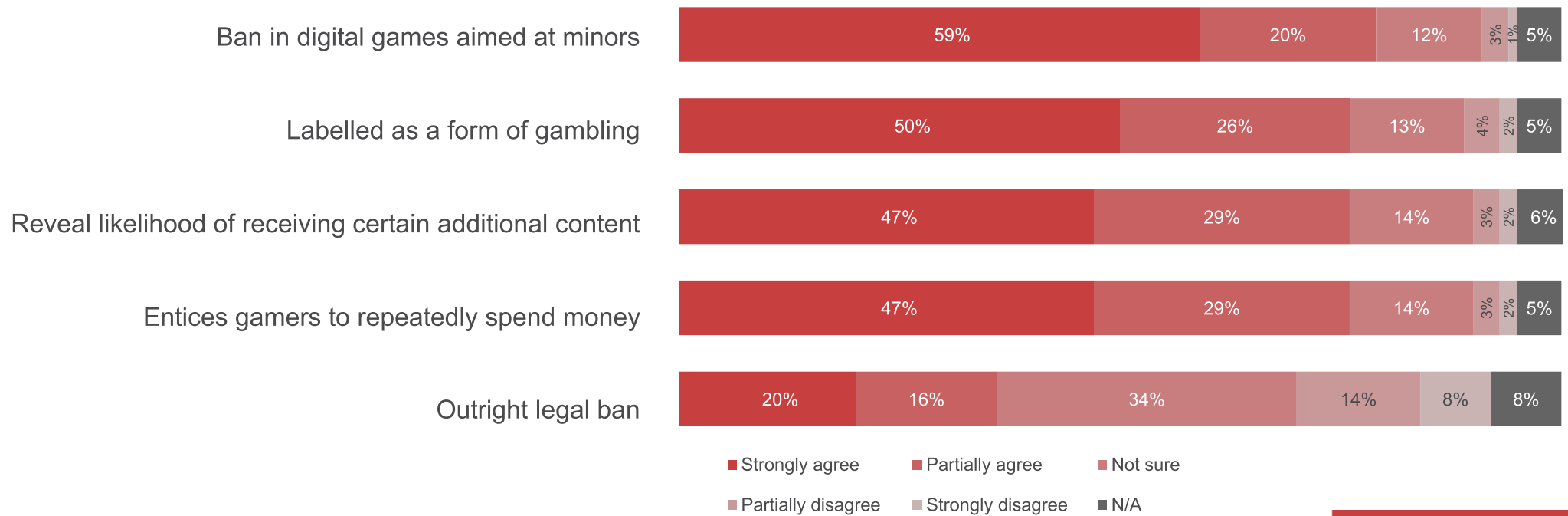
Question: Which of the following have you experienced when purchasing additional content for digital games? Digital games means games that require at least a one-time internet connection (e.g. to register or to play the game). (Multiple answers possible). Answer options shortened.

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STATEMENTS ON LOOT BOXES

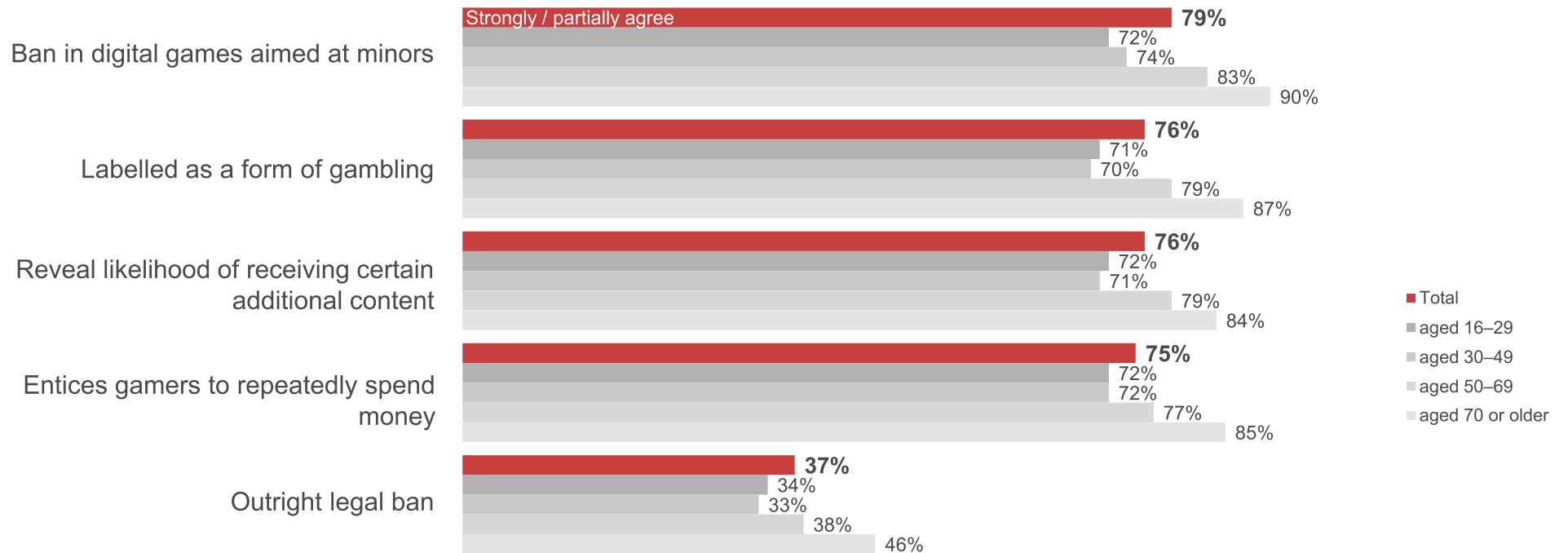
79 percent are (strongly or partially) in favour of banning loot boxes in digital games aimed at minors. Fewer people are in favour of an outright ban.



Basis: 1,401 gamers
Question: To what extent do you agree with the following statements about loot boxes?
(Strongly agree, partially agree, not sure, partially disagree, strongly disagree, N/A)

STATEMENTS ON LOOT BOXES – AGE SPLIT

79 percent are (strongly or partially) in favour of banning loot boxes in digital games aimed at minors. Fewer people are in favour of an outright ban.



Basis: 1,401 gamers

Question: To what extent do you agree with the following statements about loot boxes?

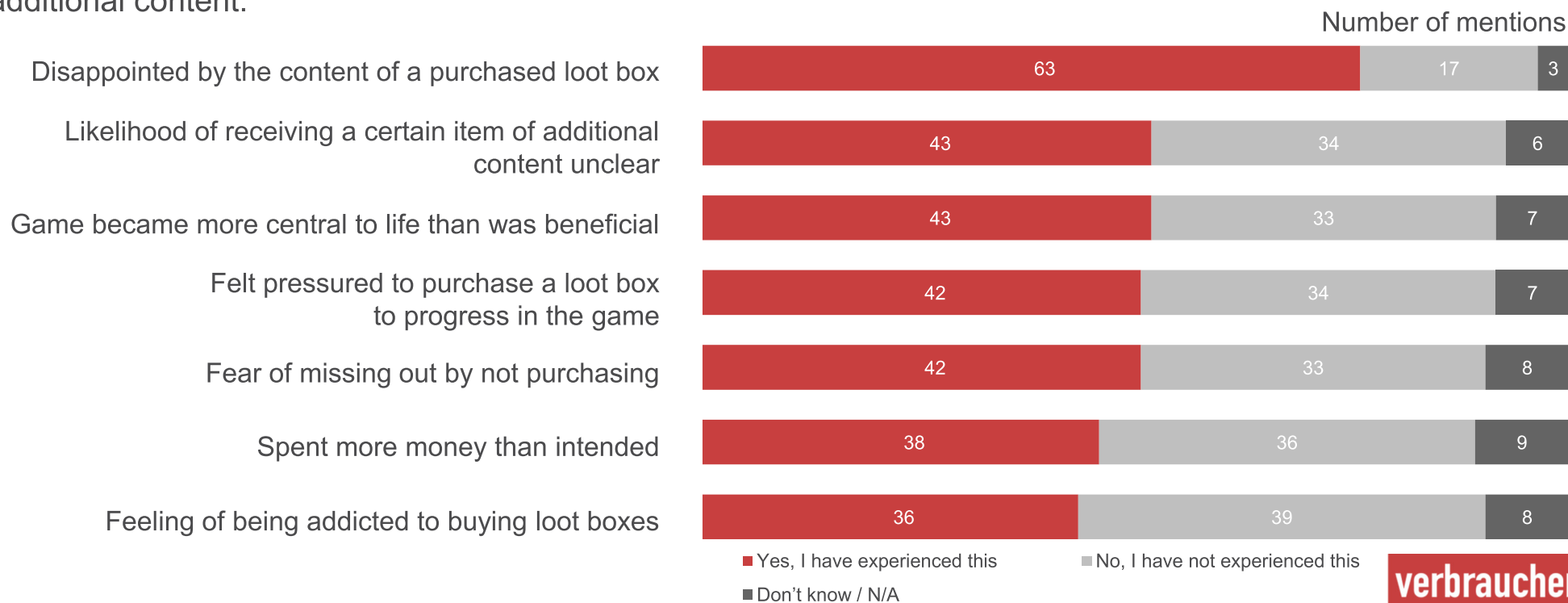
(Strongly agree, partially agree, not sure, partially disagree, strongly disagree, N/A). Only top 2 values depicted (strongly agree, partially agree).

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Bundesverband

EXPERIENCE WITH LOOT BOXES

63 out of 83 persons who purchased loot boxes have been disappointed by the content. More than 40 people felt pressured to make the purchase and just as many were unsure how likely it was they would receive a certain item of additional content.



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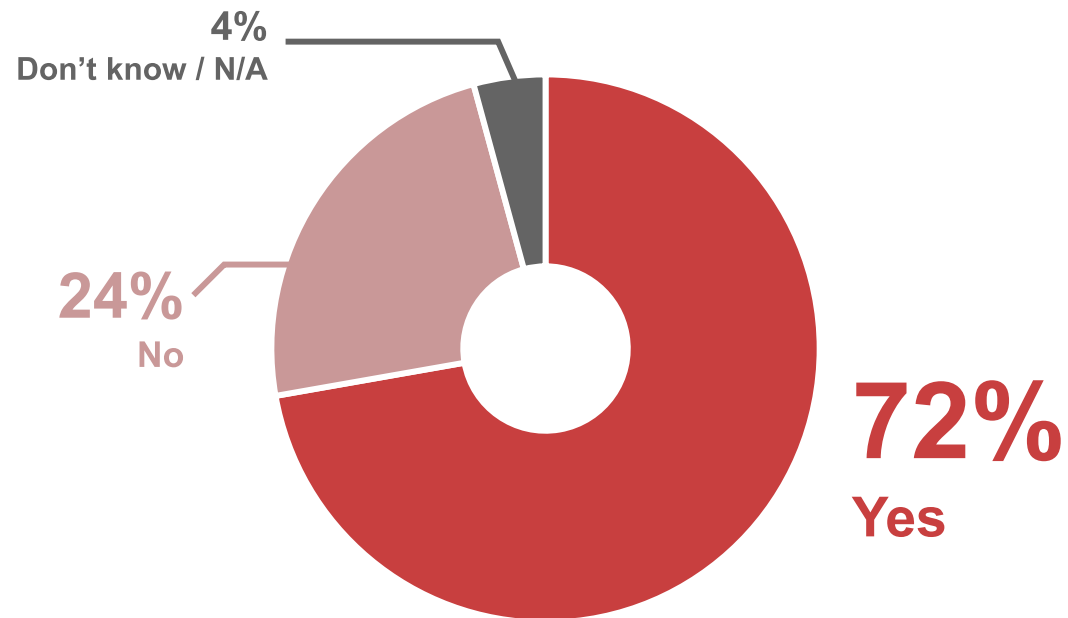
Bundesverband

Basis: 83 gamers who have purchased loot boxes
 Question: Which of the following have you experienced at least once in a game for which you purchased a loot box? (Yes, I have experienced this; No, I have not experienced this; Don't know / N/A). Answer options shortened.
 Illustration: Unweighted absolute number of cases due to small sample size

EFFECT OF IN-GAME PURCHASES ON GAMING SUCCESS

72 percent of gamers have had the impression they could only progress in games by making in-game purchases.

Have you ever had the impression you could **only** progress in a game by making in-game purchases?



Basis: 595 gamers who pay for additional content in digital games
Question: Have you ever had the impression you could **only** progress in a game by making in-game purchases (e.g. in-game currency, loot boxes)?
(Yes, I have had this impression; No, I have not had this impression; Don't know / N/A)