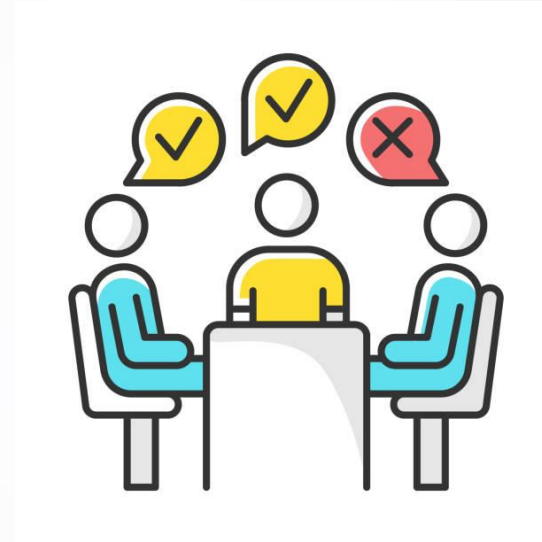


Identifying Indie: A Study of Who Plays What and Why

Humble
GAMES

interpret



4,800+
Active Gamers

18-45
Age Range

6
Countries



Indie Buyers

Who are they?

What is their ideal Indie experience?

How do they buy?



Indie Buyers

Who are they?

What is their ideal Indie experience

How do they buy





Regular Indie Buyer

Bought 5+ indie titles
Prior 12M



Light Indie Buyer

Bought 1-4 indie titles
Prior 12M



Traditional Game Buyer

Bought 0 indie titles Prior 12M
Purchased 1+ AA/AAA title
Prior 12M



40%

Who are they?



Traditional Game Buyer Gaming Habits

PC & Console

12.3 hours gaming per week

Shooters Top Genre

Top Genres Played Recently

Among Traditional Game Buyers



Top Index vs. Indie Game Gamers

Among Traditional Game Buyers

Sports **144**

Who are they?



Light Indie Buyer Gaming Habits

Heavier PC Players

14.9 hours gaming per week

Shooters Top Genre

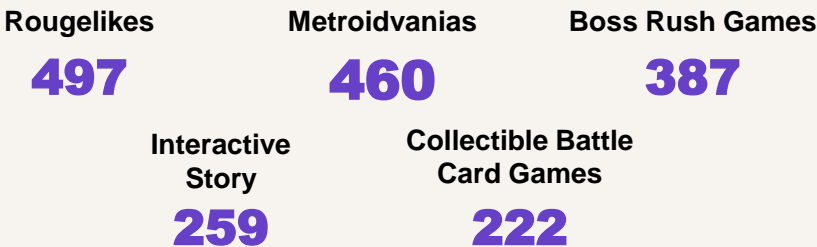
Top Genres Played Recently

Among Light Indie Buyers



Top Index vs. Traditional Gamers

Among Light Indie Buyers



Who are they?



Regular Indie Buyer Gaming Habits

Heaviest PC Players

18.3 hours gaming per week

RPGs Top Genre

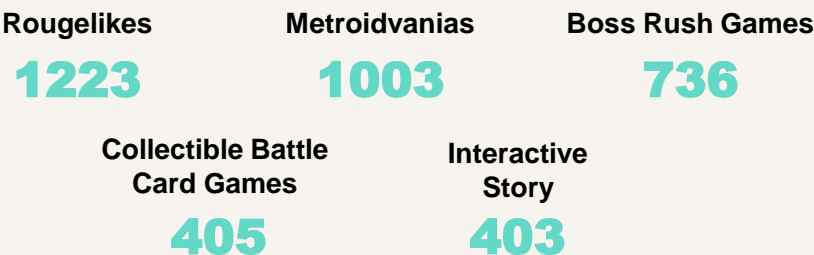
Top Genres Played Recently

Among Regular Indie Buyers, N= 686



Top Index vs. Traditional Gamers

Among Regular Indie Buyers, N= 686

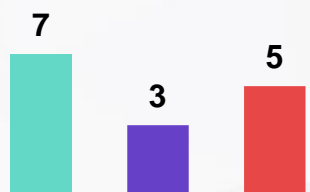


Who are they?

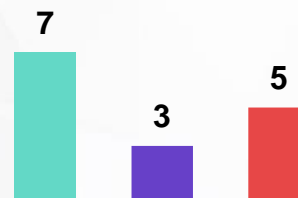


AAA/AA/Indie Games Purchases (Past 12 Months)

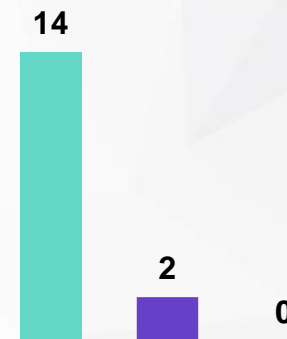
Mean Number of
Games Purchased
*(Excluding those who
purchased none)*



AAA Games



AA Games



Indie Games



Regular Indie Buyers



Light Indie Buyers

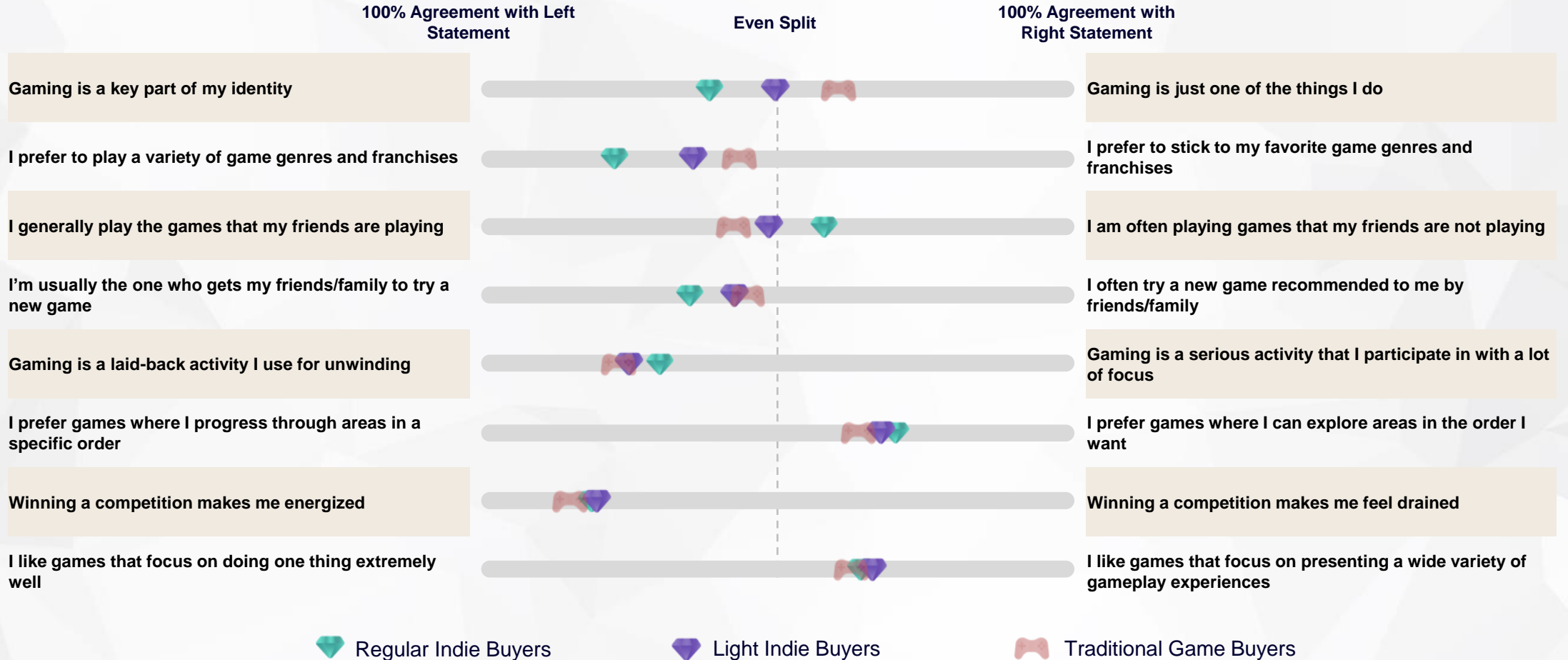


Traditional Game Buyers

Who are they?



Gaming Attitudes



Who are they?



Gaming Attitudes



Who are they?



Indie Game Descriptors



Who are they?



Indie Buyers

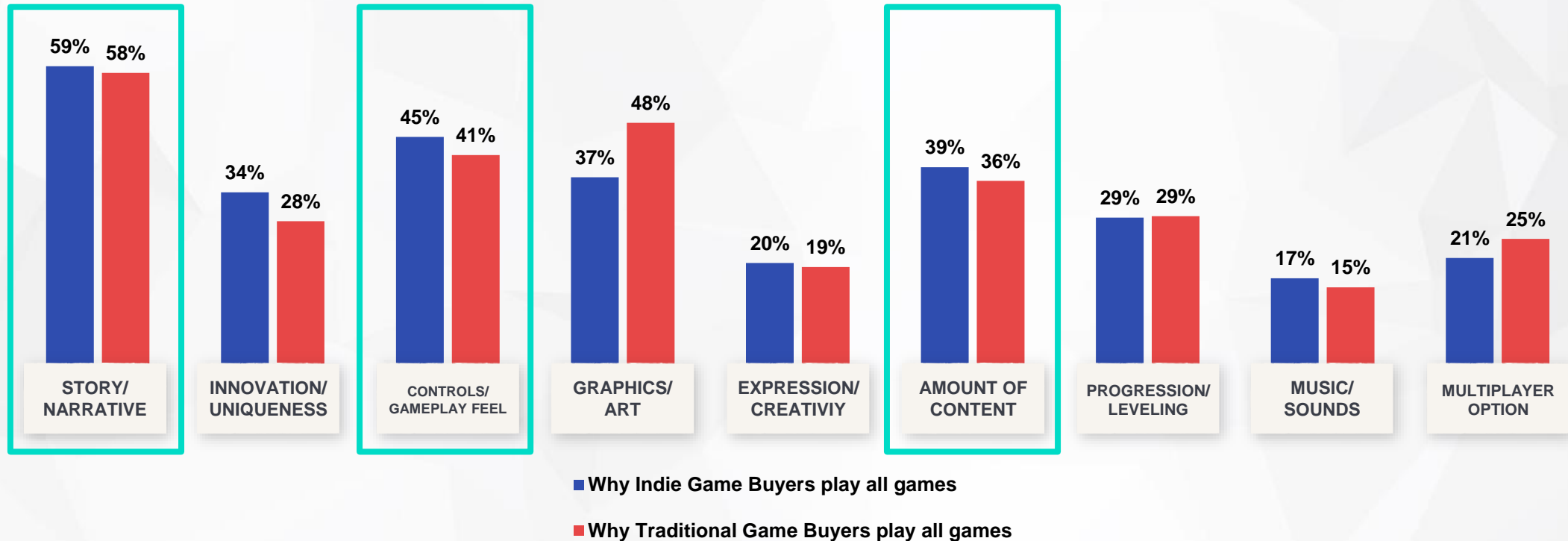
Who are they?

What is their ideal Indie experience?

How do they buy?



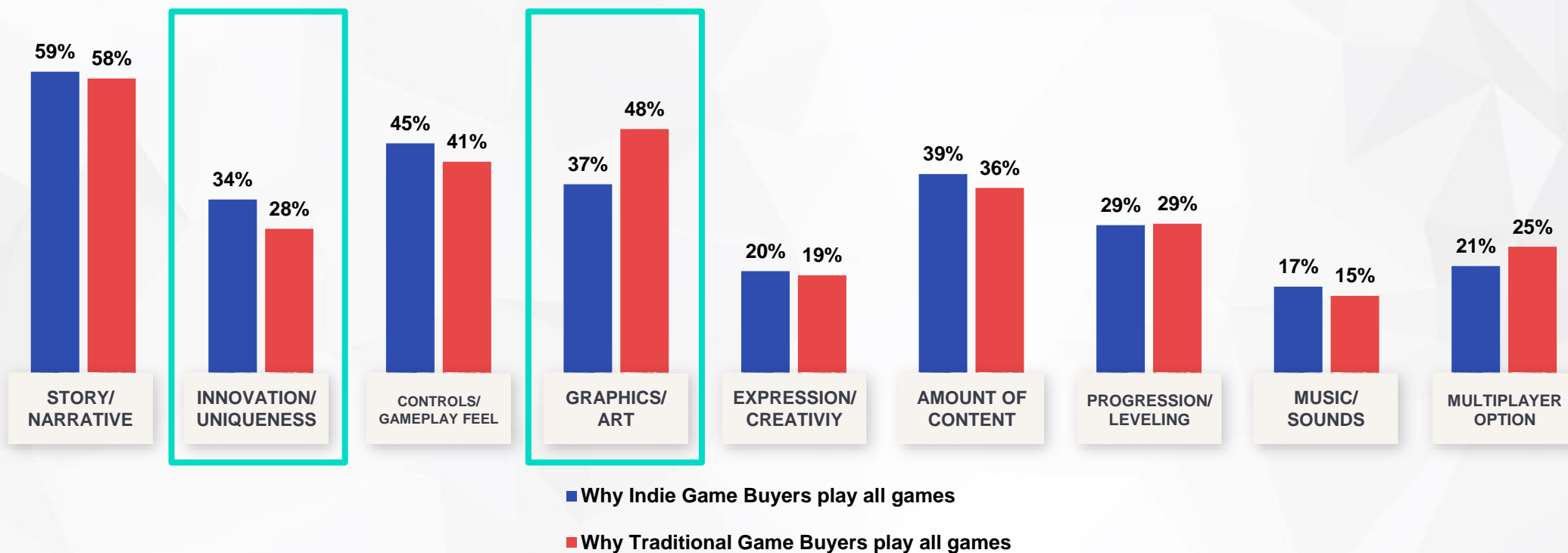
Gaming Aspect Priorities (Ranked Top 3) Indie Buyers vs. Traditional Buyers (all games)



Ideal Experience?



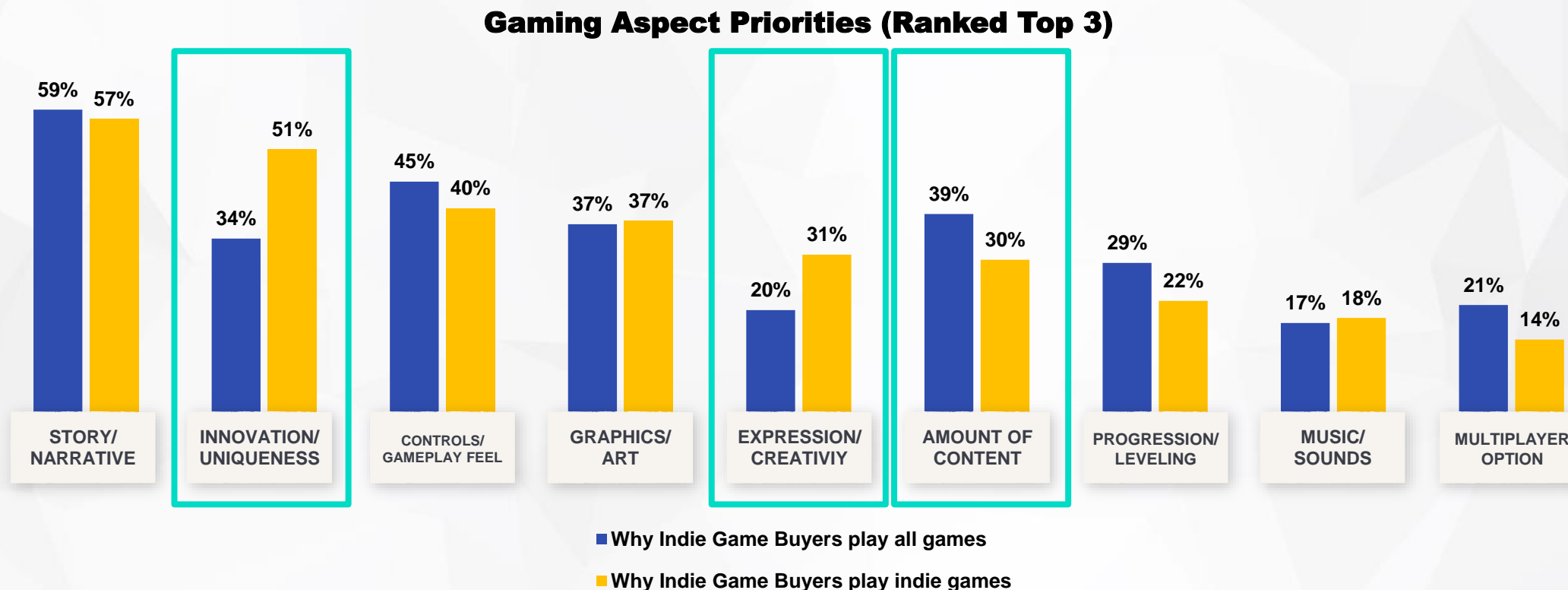
Gaming Aspect Priorities (Ranked Top 3) Indie Buyers vs. Traditional Buyers (all games)



Ideal Experience?



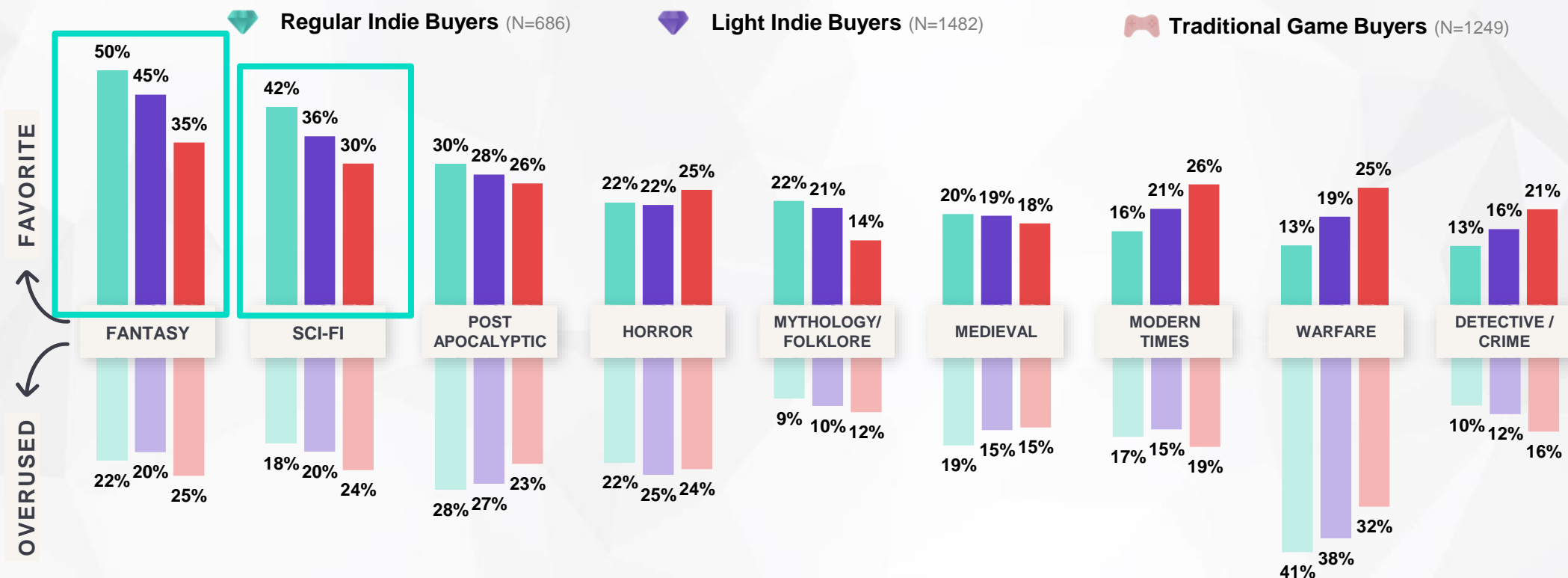
Gaming Aspect Priorities (Ranked Top 3) Indie Buyers (all games vs. indie games)



Ideal Experience?



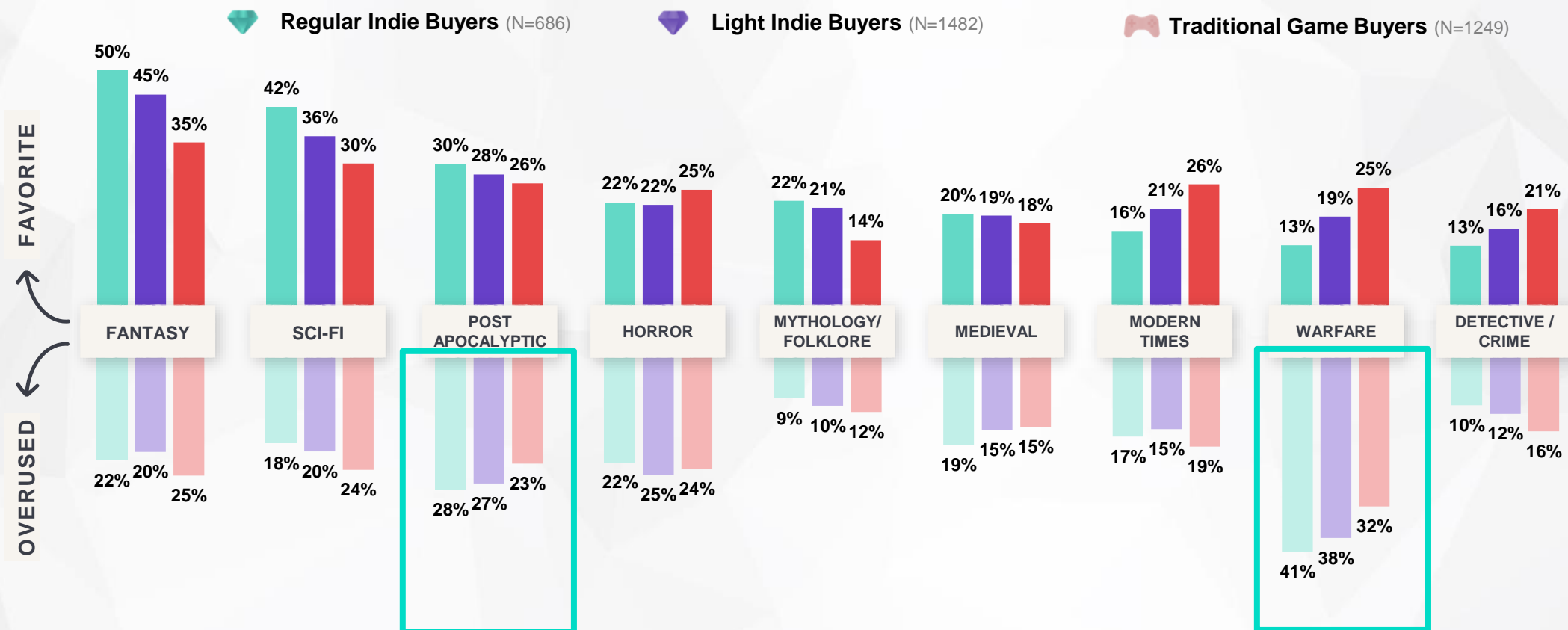
Theme Preferences (Rank Top 3)



Ideal Experience?




Theme Preferences (Rank Top 3)



Ideal Experience?

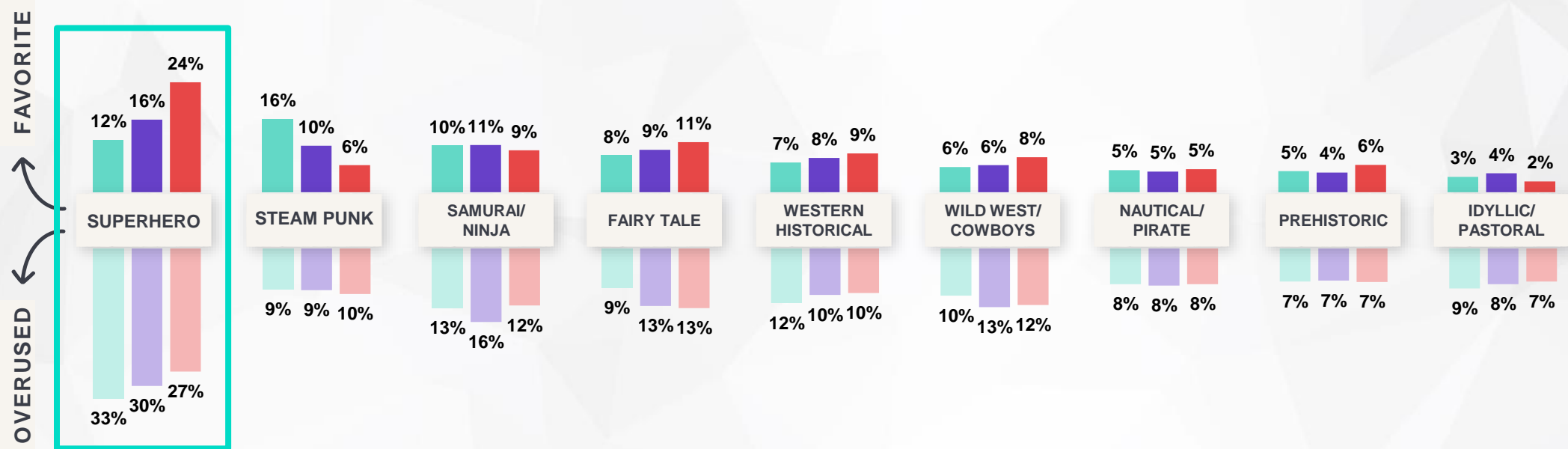


Theme Preferences (Rank Top 3)

 Regular Indie Buyers

 Light Indie Buyers

 Traditional Game Buyers



Ideal Experience?



Ideal Indie Features Overview

Story/Narrative

- ◆ **Original IP/world**
- ◆ **Deep** storyline
- ◆ **Non-linear** or environmental story-telling



Innovation/Uniqueness

- ◆ Feels like designers **“took a risk”**
- ◆ Showcases new and unique **stories/characters**
- ◆ Showcases new and unique **gameplay styles/mechanics**

Controls/Modes

- ◆ **Third-person** perspective
- ◆ **Slower pace** that allows time to plan moves out
- ◆ **Single Player** over Multiplayer
- ◆ **Online Co-op** for MP

Graphics/Art/Audio

- ◆ **Stylized** art style
- ◆ **Bright** colors
- ◆ **2-D or 3-D** okay
- ◆ Looks **hand-drawn** (if 2D)
- ◆ Music / **Soundtrack**



Creativity/Expression

- ◆ Focused on **personal satisfaction** (over community shareability)
- ◆ Includes rich **character customization**
- ◆ Allows players to develop a **unique playstyle**

Amount of Content

- ◆ A **vast world** to explore
- ◆ Designed for **long** play sessions
- ◆ **20 to 100 hours** total playtime

Ideal Experience?



Indie Buyers

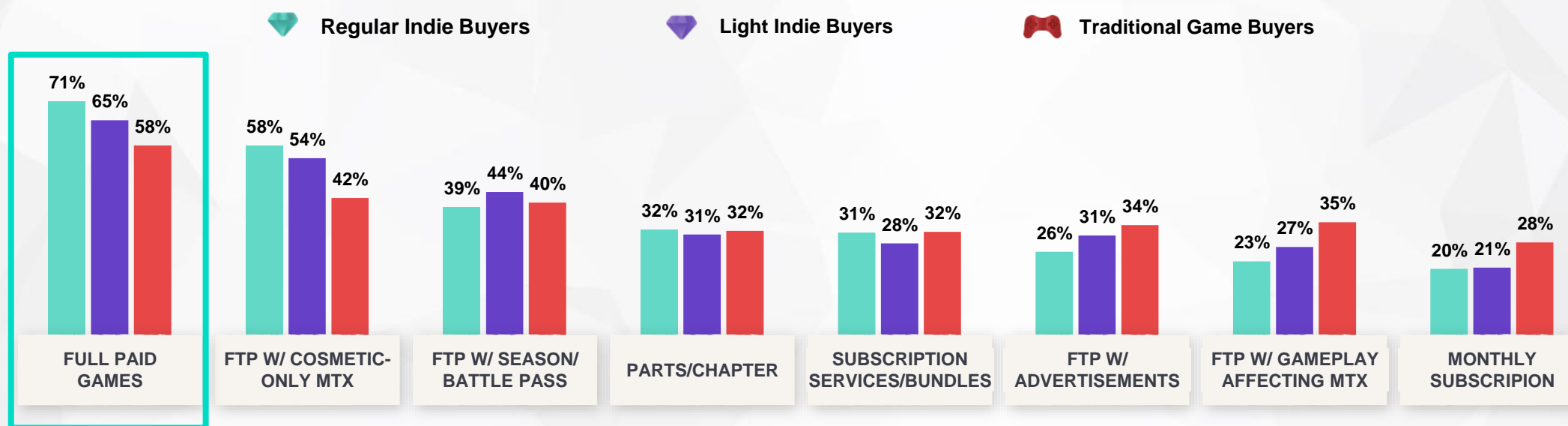
Who are they?

What is their ideal Indie experience?

How do they buy?



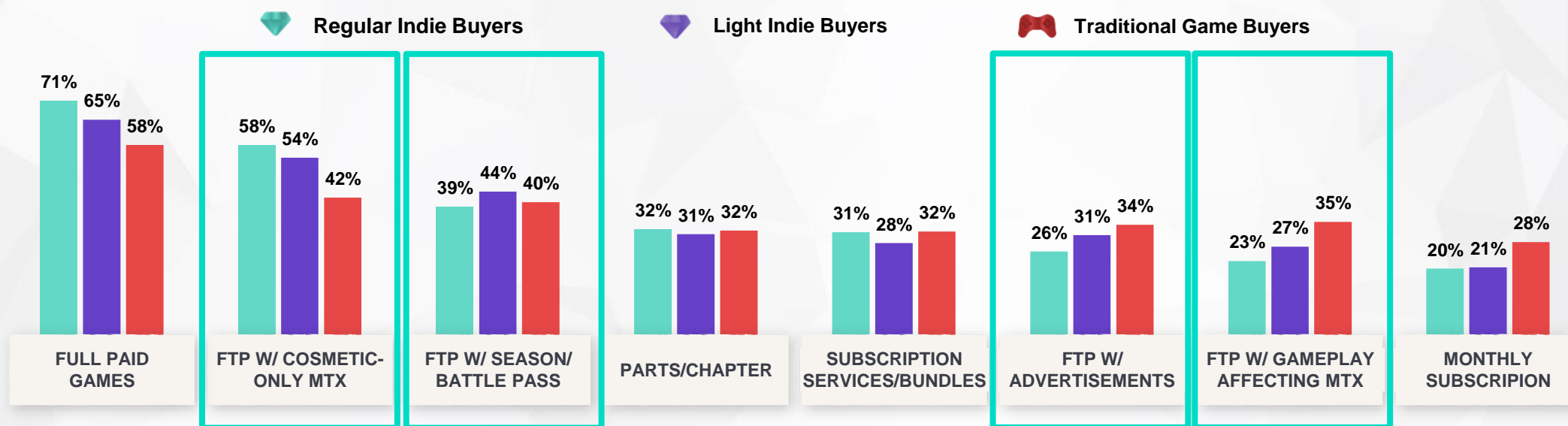
Monetization Model Preferences (Rank Top 3)



How do they buy?



Monetization Model Preferences (Rank Top 3)



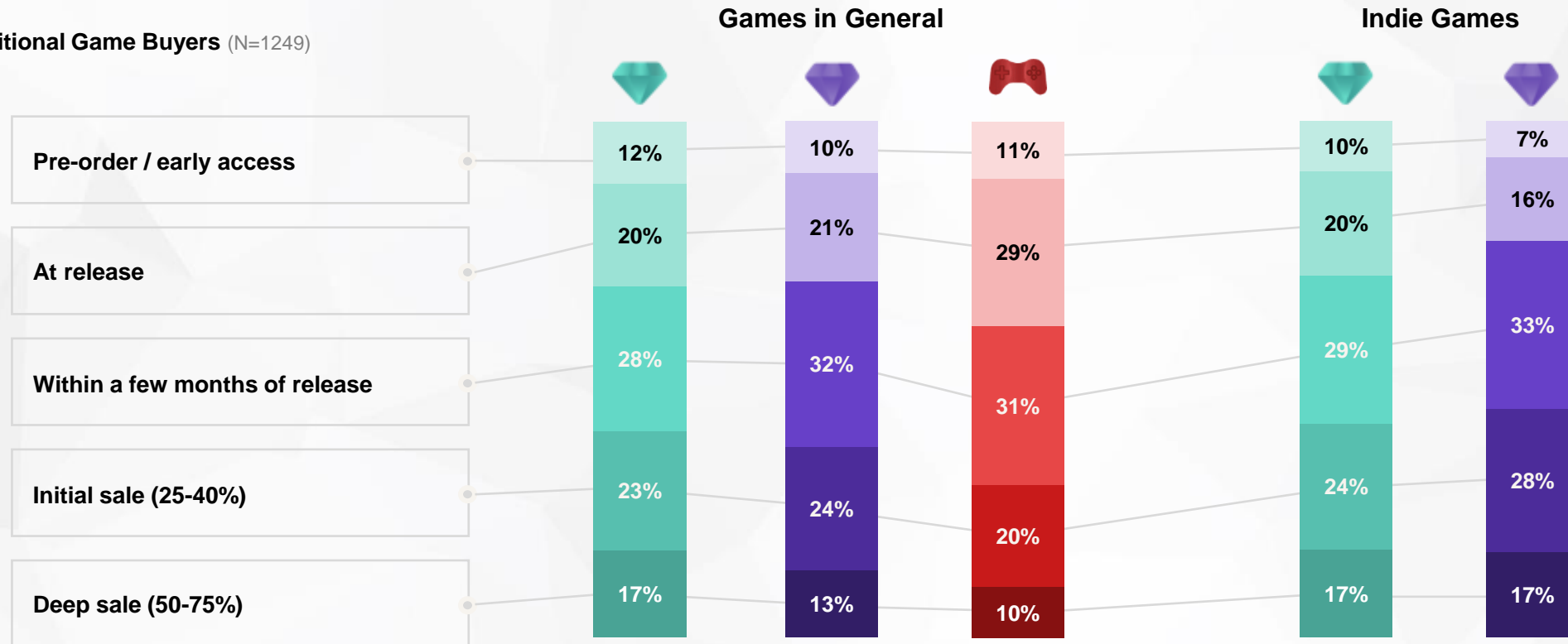
How do they buy?



Purchase Timing

-  Regular Indie Buyers (N=686)
-  Light Indie Buyers (N=1482)
-  Traditional Game Buyers (N=1249)

Most Common Time to Purchase Games



How do they buy?



Path to Purchase (Indie PC Buyers)



How do they buy?



Indie Buyers



Indie Buyers



Gaming
part of **identity**



Not only
Indie Games



Value
Innovation

Who are they?



Indie Buyers



Take a
risk!



Creative
Storytelling



Artistic
Touches

Ideal Experience?



Indie Buyers



Back
to **basics**



Patience
is a virtue



Gameplay
reigns supreme

How do they buy?



Thank You!

phil@humblegames.com

