Understanding Portable Gamers: A Profile of Nintendo DS and Gameboy Advance Owners

Description: This report is the first in a two-report series designed to better understand portable gaming players (PGP) users, especially those who have adopted the latest generation of feature packed video game platforms. The current report profiles Nintendo DS and GameBoy Advance owners, while the second report profiles Sony PSP owners. In both cases, these profiles are intended to help better understand the unique usage habits and requirements of each segment in order to improve design and application development.

From the Report:
For fifteen years, Nintendo dominated the market for portable gaming players (PGPs) with the Gameboy series. During these fifteen years, portable and mobile technologies rapidly advanced and digital technology has reached the point where it is now feasible to converge many once-separate mobile applications into a single portable device. This has forever changed the nature of the PGP market, and has driven Nintendo and other vendors to experiment with a variety of designs and feature sets to discover just how far the “single device/any application” logic can be pushed.

In the last two years, however, these advancements have moved beyond convergence to fundamentally alter the way consumers interact with their handheld digital media devices. No where is this more evident than among PGPs. For example, both Sony and Nintendo have included different combinations of the following features in their PGPs:

- Touch screen inputs (DS);
- Dual screen displays (DS);
- WiFi wireless network connectivity (DS and PSP);
- Removable storage (PSP);
- Digital music and video players (PSP); and
- Movies released for exclusive play on the PGP (PSP using Sony's UMD format).

To what extent these features will drive new purchases, however, remains poorly understood. For example, it is still not clear which features consumers consider “desirable” versus “deal-breakers”; which consumers want which features; and how, if at all, these features will be put to use.

Methodology
In August 2005, we fielded an online survey of more than 2,000 U.S. cell phone users between the ages of 15 and 50 regarding issues including mobile phone ownership, mobile phone service subscriptions, portable media device ownership, online and digital music service subscriptions, preferred television networks and interest in access to these networks using a mobile phone, as well as myriad of other issues related to mobile media. The sample was randomly selected from a panel of several million Internet households.

Products Mentioned:
- Nintendo
- Gameboy

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