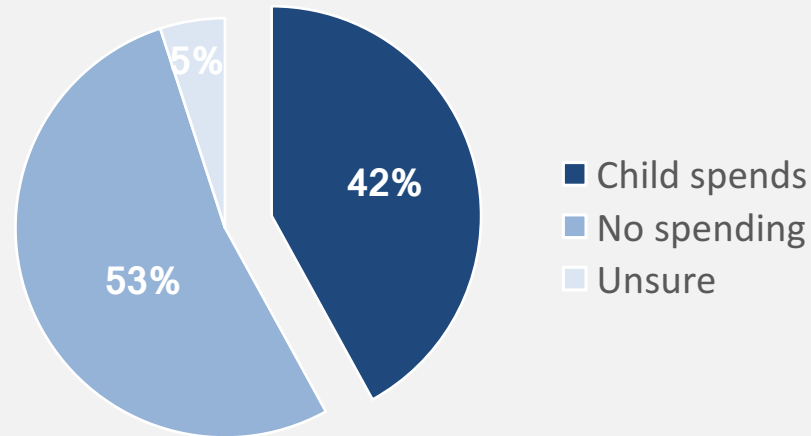


ACCORDING TO PARENTS, JUST UNDER HALF OF KIDS AGED 1-15 PLAYING GAMES SPEND MONEY IN-GAME. THIS IS HIGHEST IN SPAIN WHILE UK, FRANCE AND GERMANY SHOW A SIMILAR INCIDENCE OF IN-GAME SPENDING

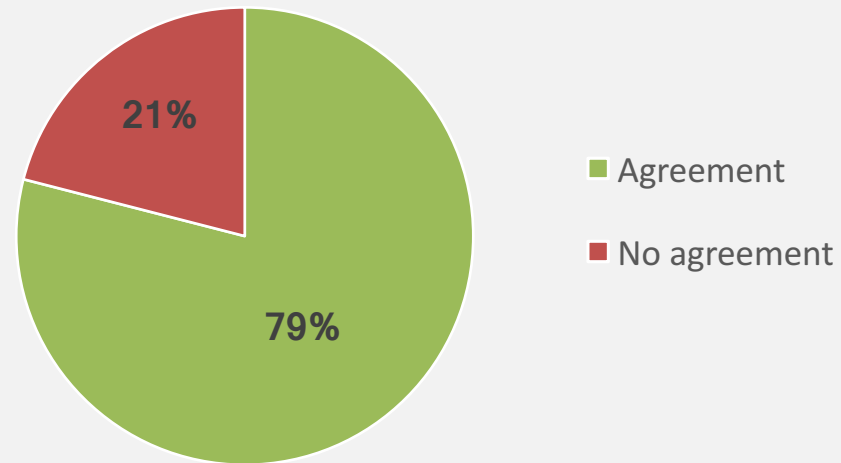
DOES YOUR CHILD SPEND MONEY IN GAME?






	UK	FRANCE	GERMANY	SPAIN
Child Spends	40%	34%	36%	58%
No Spending	57%	63%	60%	33%
Unsure	2%	3%	4%	9%

**NEARLY 8 IN 10 PARENTS
WHOSE CHILD PLAYS GAMES
HAS AN AGREEMENT WITH
THE CHILD ABOUT THEIR IN-
GAME SPENDING**

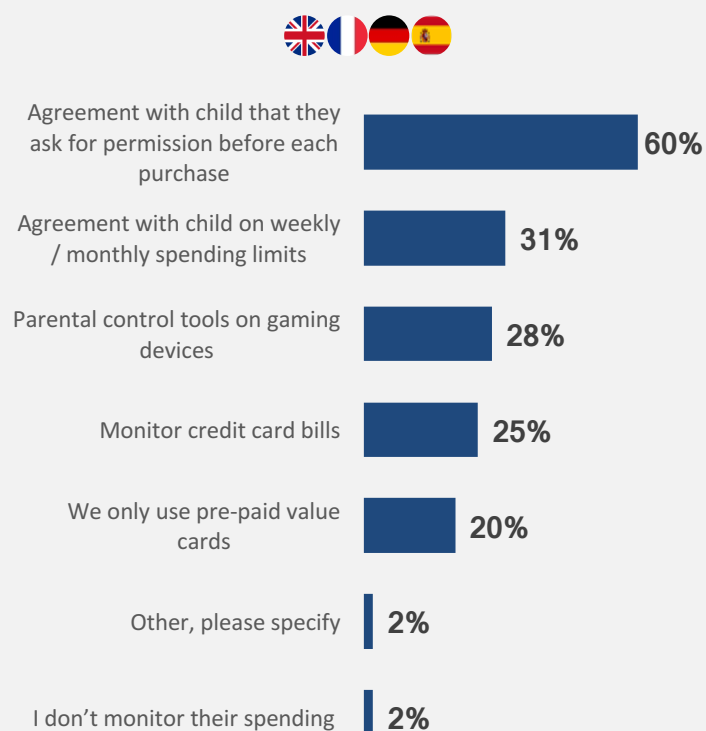
DO YOU HAVE AN AGREEMENT WITH YOUR CHILD?



	UK 	FRANCE 	GERMANY 
Agreement	83%	83%	91%
No Agreement	17%	17%	9%

AN AGREEMENT WITH THE CHILD IS THE MOST USED METHOD TO CONTROL IN-GAME SPENDING, WITH ONLY AROUND 1 IN 4 USING PARENTAL CONTROLS

METHODS TO CONTROL IN GAME SPENDING



UK	FRANCE	GERMANY
57%	67%	61%
24%	32%	29%
30%	25%	30%
25%	15%	23%
18%	14%	24%
4%	2%	1%
2%	2%	2%

Do you use any of the following methods to manage or monitor your child's/children's in-game spending?

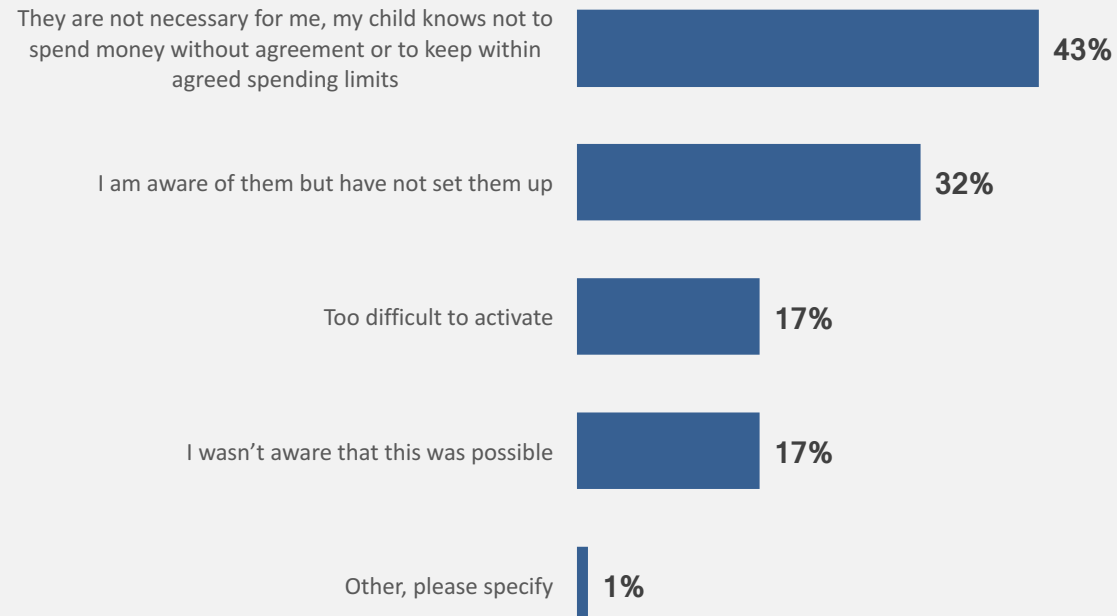
Base: Parents whose children play games, and spend money within the game.

Europe (378), UK (102), France (110), Germany (107)

NB: Base size <100 for Spain so not reported

PARENTS GENERALLY FEEL THAT AGREEMENT WITH THE CHILD IS SUFFICIENT TO CONTROL THEIR SPENDING, HOWEVER AROUND 1 IN 5 WERE NOT AWARE OF THE POSSIBILITY AND A SIMILAR NUMBER CONSIDER IT TOO DIFFICULT TO ACTIVATE

REASONS FOR NOT USING PARENTAL CONTROLS



Why do you not use parental controls on gaming devices to monitor or manage your child's spending?

Base: Parents whose children play games, and do not use parental controls

Europe (275)

NB: Base size <100 for each country individually so not reported