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# VIDEO GAMES

## ALL THE WORLD'S A GAME

**TIM CROSS**

A SPECIAL REPORT FROM

The  
Economist



The Economist

The Economist: Video Games: All the World's a Game (Penguin  
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The Penguin Economist Special reports explore the most pressing economic issues of the day: from national and global economies, to the impact of trade, industry and jobs. Tim Cross analyses the proliferation of the video games in this Economist particular report, and how its successes are established to grow. Last year the market earned \$56billion worldwide. In america, the average age of a gamer is 37 and 42% are female. Written to be read on an extended commute or in your lunch hour - be better informed in under an hour. Sections in the survey include: All the world's a game As you prefer it The business of video gaming: Thinking from the box Paying for pixels E-sports: Gentlemen, begin your computers Violence and addiction: No killer app Alternative uses: The play's the thing The need for fun: Homo ludens



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