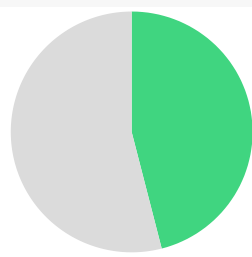


Do top games reflect players?*

Who are your players?



46% are women¹

20%

are Latinx

15%

are Black

5%

are Asian American¹

31%

have a disability¹

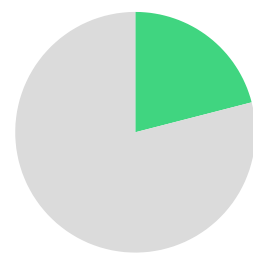
29%

are 50+⁴

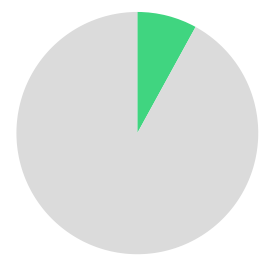
20%

are LGBTQ+⁵

Who are the main characters in video games?



21% are women



8% are women of color²

Nearly **nine-in-ten** leading characters are white.²

1%

of characters shown in top 10 trailers had a disability³

3%

of characters are ages 50+.

<1%

of lead characters are 50+.²

<2%

of games on major consoles and PC include LGBTQ+ characters⁵

And in game dialogue, a 2023 study found....

male characters speak

twice

as much as female characters.⁶

➔ What do your players want?

Your players want inclusive content and spaces!



70%

of PC & console players say that it's very or extremely important that games feature diverse characters and stories.⁷



60%

of players decided to not spend money in a game because of how other players treated them in that community.⁸



80%

of adolescents expressed a desire to see characters that look like them in games. However, a majority (50.6%) indicate that they find it challenging to find such games.⁹

It's estimated that video game companies working toward more inclusive representation...



Can generate **\$500M+** incremental monthly revenue.

Yield an incremental monthly spend of **\$4.50/player**.

Double their average spending with women.¹⁰

The GDI Playbook empowers game creators with research and insights to craft more inclusive, authentic characters and narratives. Get started at GDIPlaybook.org.

*Data from U.S. and UK sources

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