



# 2010 Annual Game Survey

Survey Results of 500 Kewlbox.com Users  
Created by Blockdot, Inc.



Biz: [www.blockdot.com](http://www.blockdot.com)

Fun: [www.kewlbox.com](http://www.kewlbox.com)

## Are You a Gamer?

Most of us are, but we're not the "gamers" you may be thinking about. The old concept of a teenage boy glued to a game console has been blown away by the mass-market casual online game player. These online players are engrossed in quick-play engagements that can last from 5 to 45 minutes per user session.

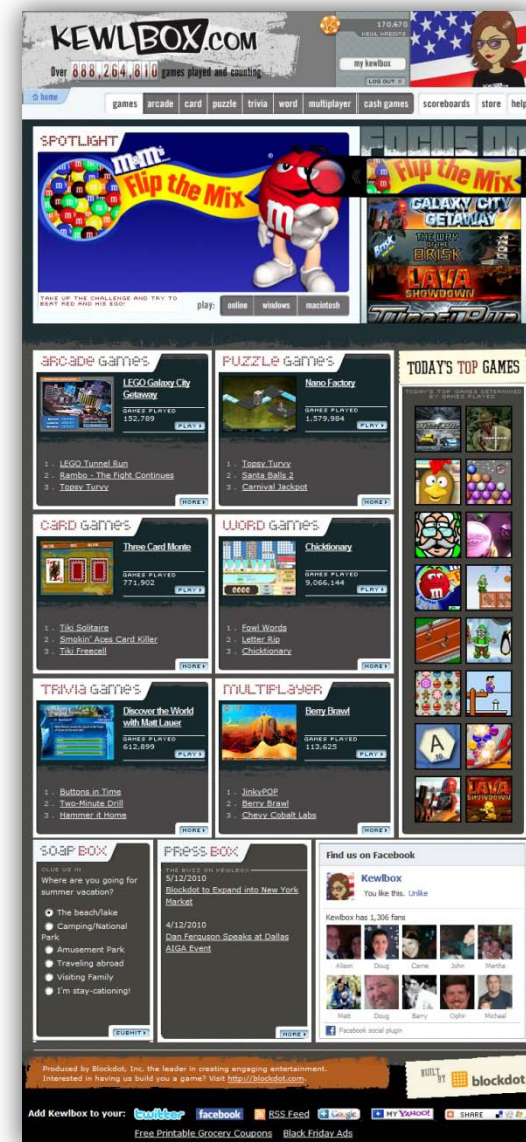
Casual online games are being leveraged as rich content for portals and brand sites. It is the driving force behind the growing app business on the Apple iPhone, Android, and other smart devices. **Whether you admit it or not, these gamers are you.**

## We Love Games

**Blockdot** is one of the largest and most recognized Advergaming companies in the US, and we create exactly the kind of casual, fun games that are driving this movement. In addition to creating games, we manage two game portals, [www.kewlbox.com](http://www.kewlbox.com) and [www.boxerjam.com](http://www.boxerjam.com), where millions of players play.

## Our Survey

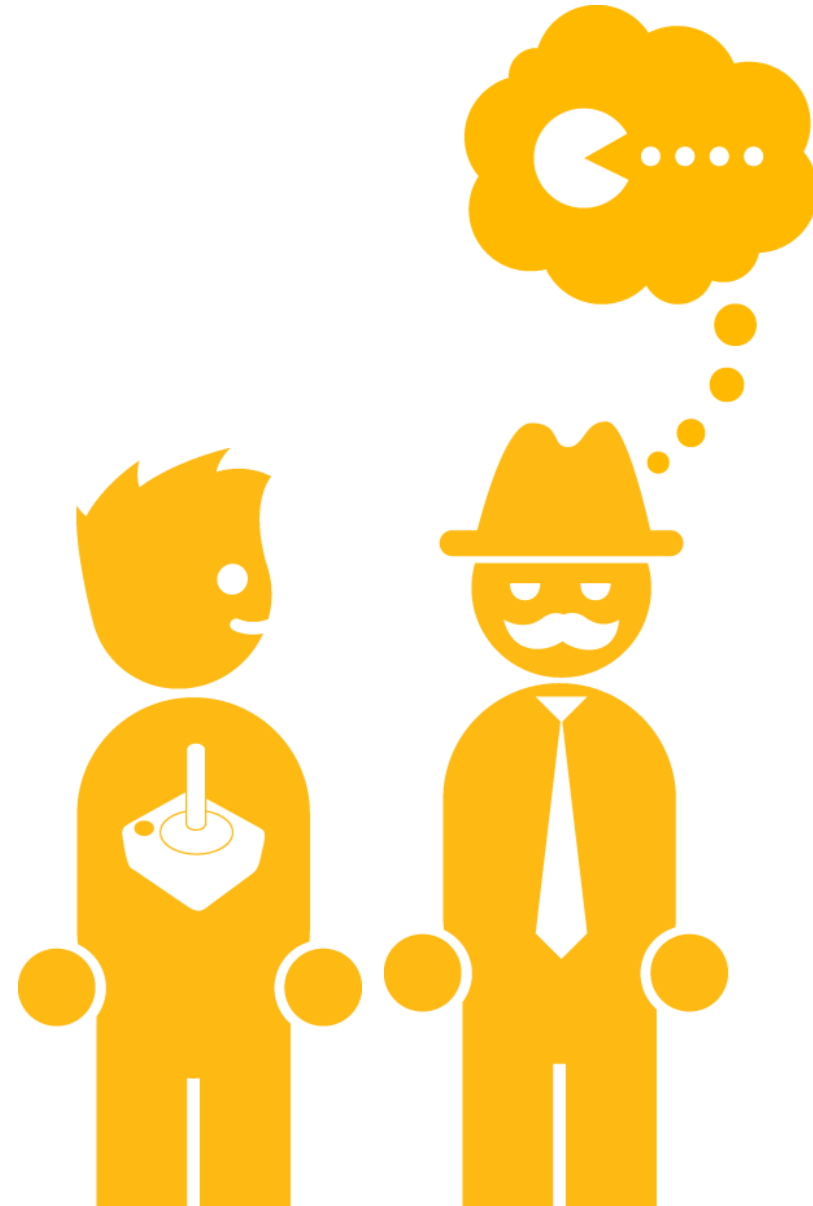
In the spring of 2010, Blockdot conducted our third survey with 500 game players on **Kewlbox.com**; our goal was to gain insights about their gaming lifestyle and behaviors. Our survey revealed some interesting findings, confirming some of what you may believe and likely breaking down misconceptions about gamers.



## Key Findings from the 2010 Survey

- Online versions of Traditional Board Games remain one of the most popular gaming genres, with 88% of females and 80% of males indicating a positive intent to play these games.
- Most desired feature in games is the ability to earn trophies and achievements.
- Most dramatic shift in the survey since 2008: First-Person Shooter games, once very strong with males, are now losing appeal. 20% decline in positive intent to play and 70% increase in negative intent.
- Puzzle games remain extremely popular with female players. Action-Puzzle games is a growing genre for both males and females.
- Despite the growing attention focused on multi-player games, most people still prefer single-player game play.

The following pages are the results of our 2010 Survey. We hope you find it informative and will reach out to Blockdot to help you on your next gaming adventure.



## Action Genre: Platform / Maze / Adventure / Fighting

Action games star the player in the exploration of fantasy worlds. Player can run, jump, climb or leap, with the goal of discovering the doorway or exit into the next stage or level. Generally these games feature cute characters battling a cast of "baddies" and often involve a simple plot.



## Action Genre: Platform Games

Players explore a world where they can run, jump, or climb, with the goal of discovering the doorway or exit into the next stage or level. Games generally involve moving from left to right and jumping on platforms.

### Sample Videos:

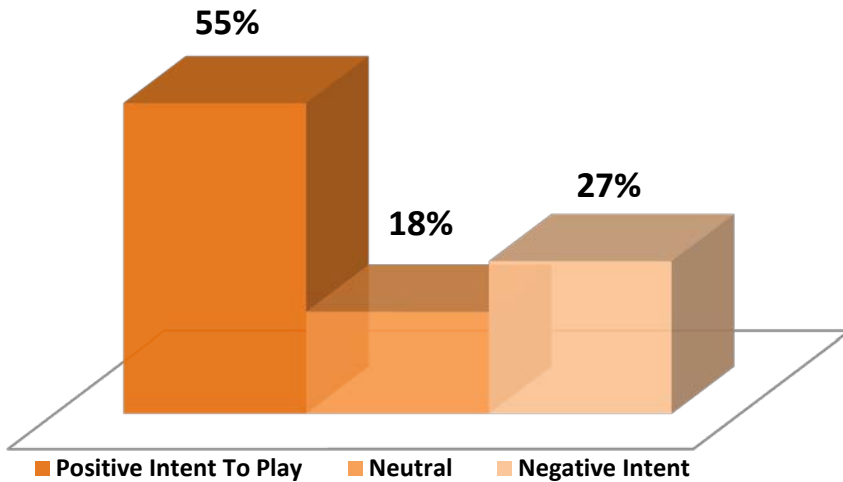
- Verizon: [V-Train Caper](#)
- Body By Milk: [Refuel Rampage](#)
- Kimberly-Clark / Kotex: [K.T.'s Impossi-Bubble Adventures](#)
- SBC: [Braving The Elements](#)
- Innisbrook: [Monkey Mayhem](#)



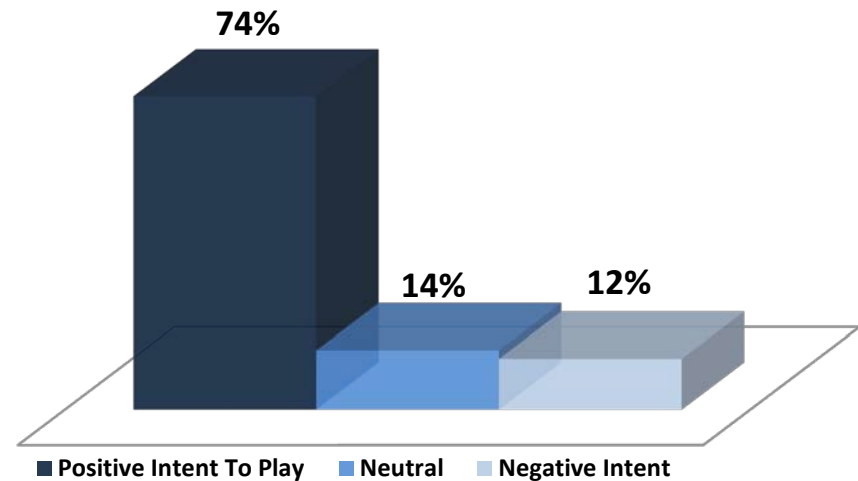
Client: Body By Milk



Client: Verizon



Female



Male

## Action Genre: Adventure Games

Games that take players on a journey in which they visit strange lands and find keys to unlock doors. Often they gather inventory to solve puzzles. The combination of inventory items helps the players move on to hidden areas to discover more mysteries.

### Sample Videos:

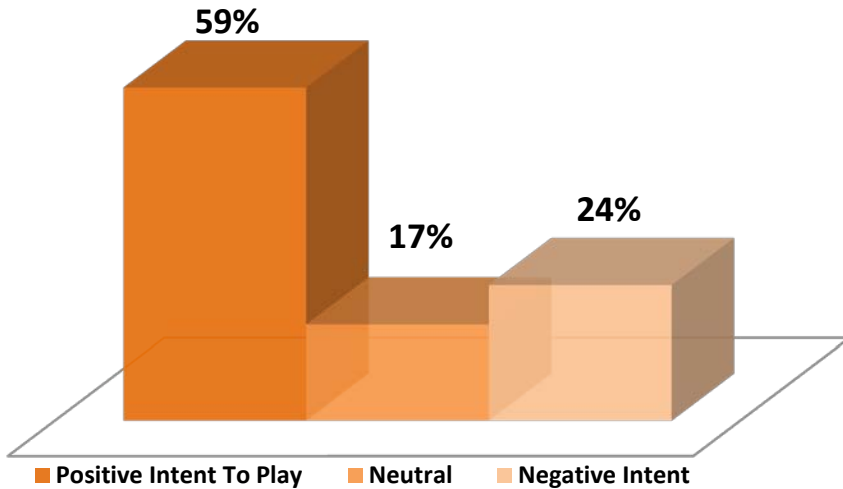
- DIRECTV: [Super Sleuth](#)
- Nokia: [Snow Traxx](#)
- LEGO: [Lava Showdown](#)
- HP: [Diego Smart](#)



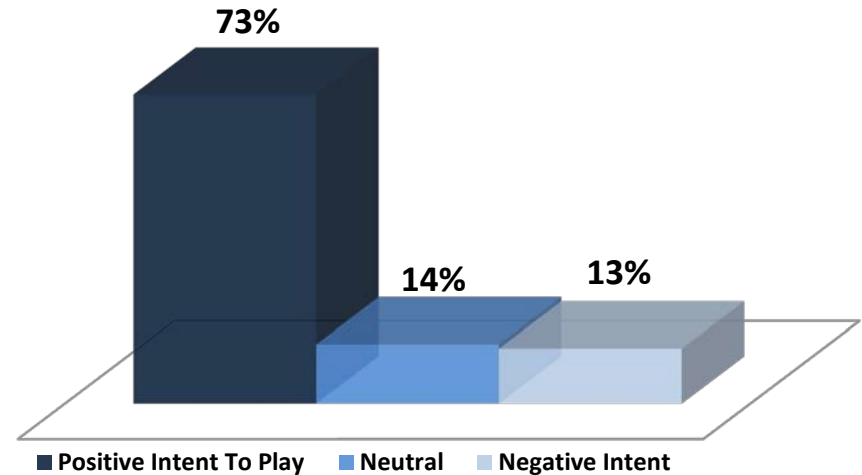
Client: LEGO



Client: DIRECTV



Female



Male

## Action Genre: Fighting Games

These games feature one-on-one fighting with punching, kicking, and special moves. Games in this style typically have a time limit and consist of a specific number of rounds. In general, the object is to drain an opponent's life meter to win each round or bout.

### Sample Videos:

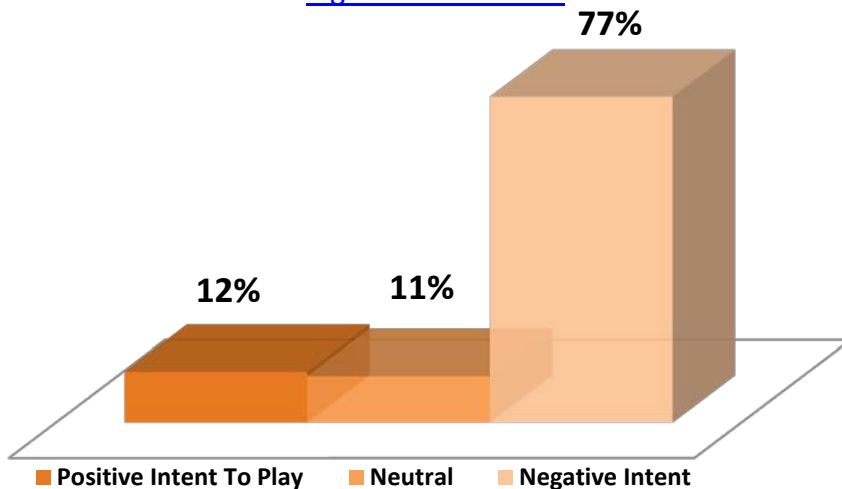
- Lipton: [The Way of the Brisk](#)
- MTV: [Crank Deathmatch](#)
- Pepsi: [Straw Fight](#)
- Taco Bell: [Taco Fu](#)
- Universal Pictures: [Bighouse Beatdown](#)



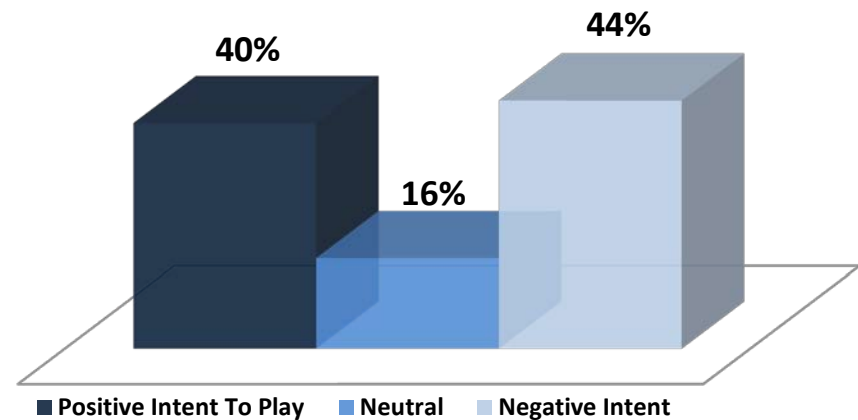
Client: Taco Bell



Client: Pepsi



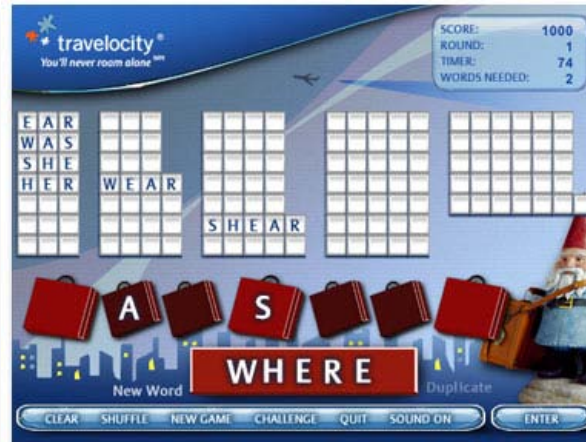
Female



Male

## Puzzle Genre: Action / Word / Math / Trivia

Puzzle games are generally those that rely on the manipulation of objects to find a solution. This also covers the use of letters, numbers, and trivia knowledge to find a solution. There is often a predetermined best solution.





## Puzzle Genre: Action Puzzle Games

These puzzle games rely on manipulation of moving objects within a single screen or play area. Players usually have to fit or position pieces as quickly as possible in order to eliminate groups of similar pieces.

### Sample Videos:

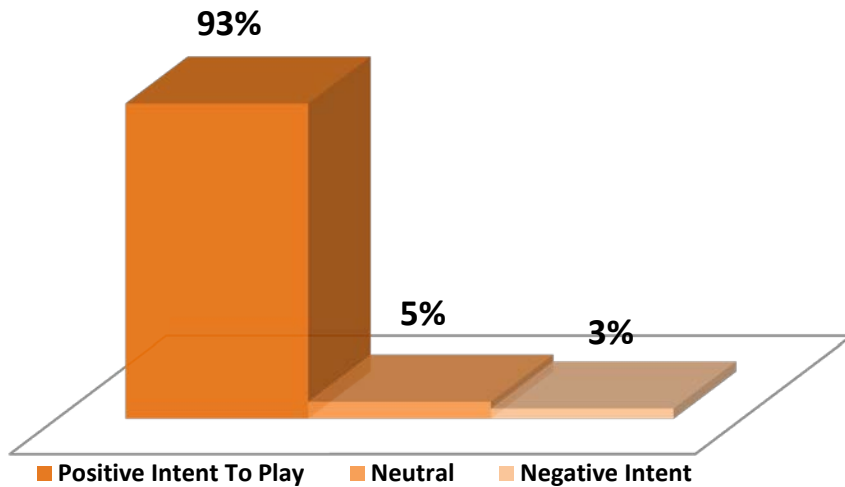
- American Airlines: [We Know Why You Fly](#)
- Sonic: [Flavor Shot](#)
- M&M's: [Flip the Mix](#)
- Kotex: [Ms. Match](#)
- Universal Pictures: [Land of the Lost](#)



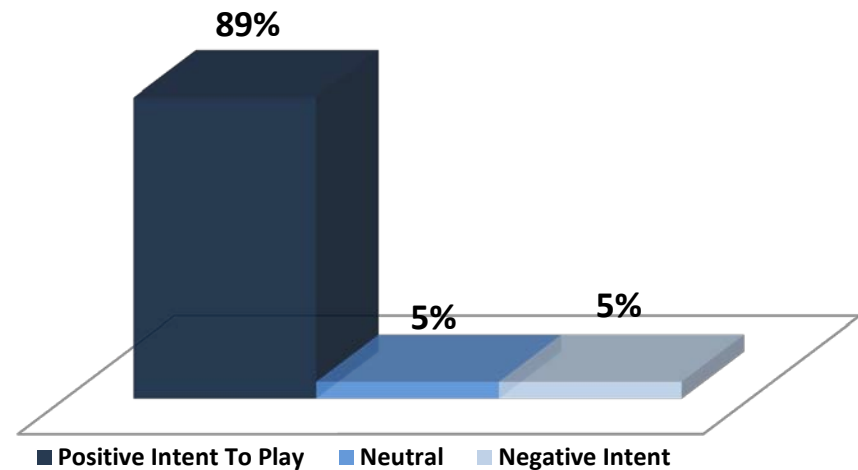
Client: Oreo



Client: Universal Pictures



Female



Male

## Puzzle Genre: Word Puzzle Games

Word Puzzle games are those that involve creating or forming words in order to solve the puzzle.

### Sample Videos:

- Microsoft / Bing: [Spelling Bee](#)
- Blockdot: [Chicktionary for iPad](#)
- Lands' End: [ShoreLiners](#)
- Clorox: [Seek and Sanitize](#)
- Old El Paso: [El Tacodor](#)



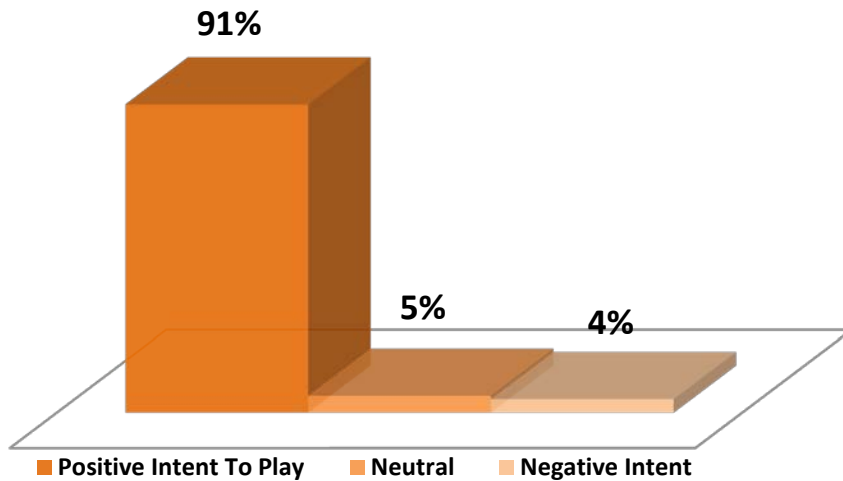
Client: Old El Paso



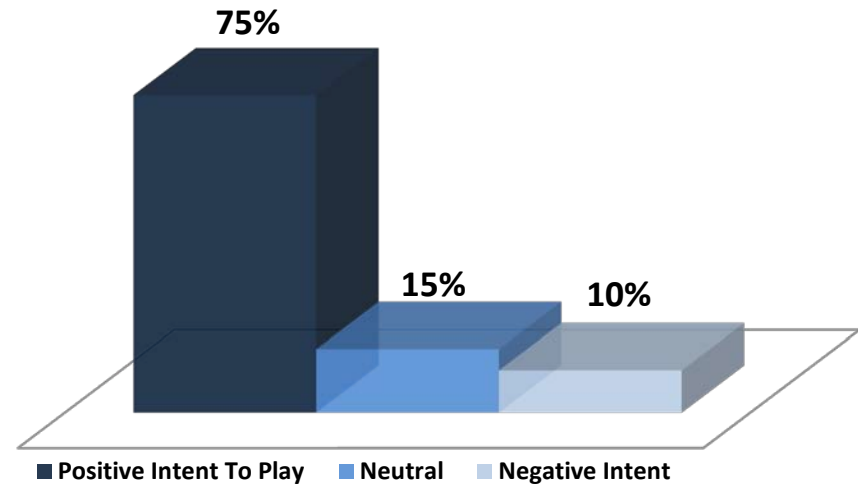
Client: Blockdot



Client: Microsoft / Bing



Female



Male

## Puzzle Genre: Math or Number Puzzle Games

These puzzles involve adding, subtracting, multiplying, or dividing numbers in order to solve them.

### Sample Videos:

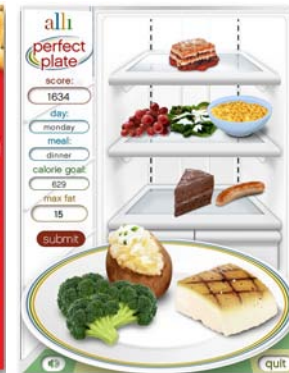
- Kraft / Ritz: [Arithmetiles](#)
- Kraft / 1000 Calorie Packs: [Da Numba](#)
- GlaxoSmithKline: [Alli Perfect Plate](#)
- Clorox: [Sparkling Sudoku](#)



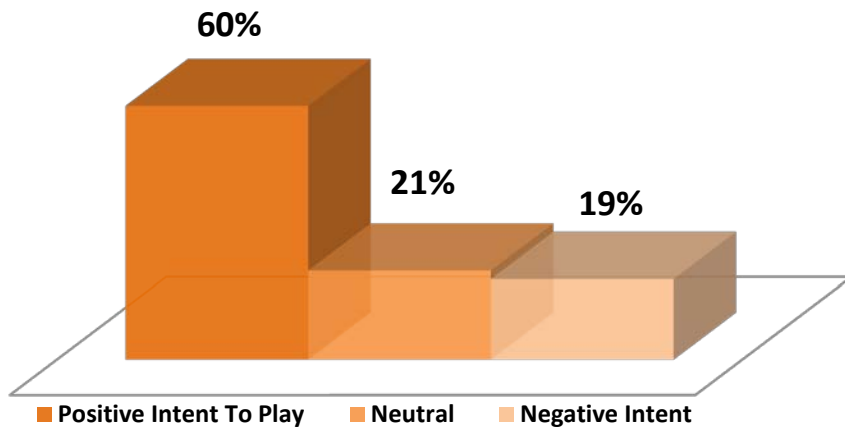
Client: Clorox



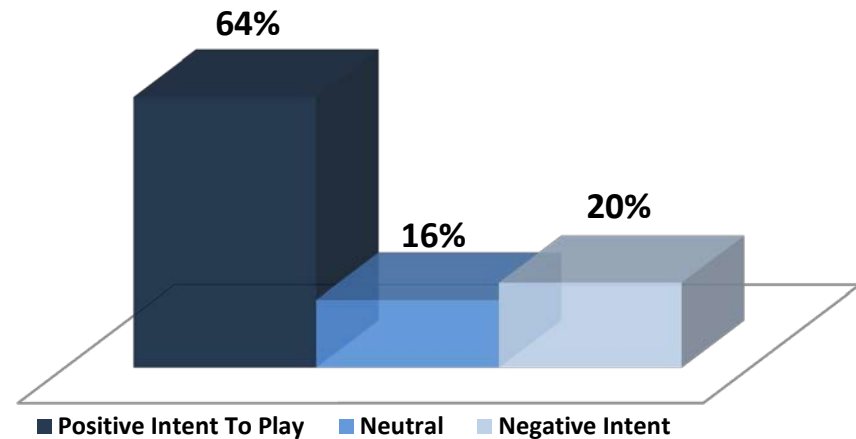
Client: Kraft / Ritz



Client: GlaxoSmithKline



Female



Male

## Puzzle Genre: Trivia Games

Trivia games traditionally offer several questions that can cover a wide assortment of subjects.

### Sample Videos:

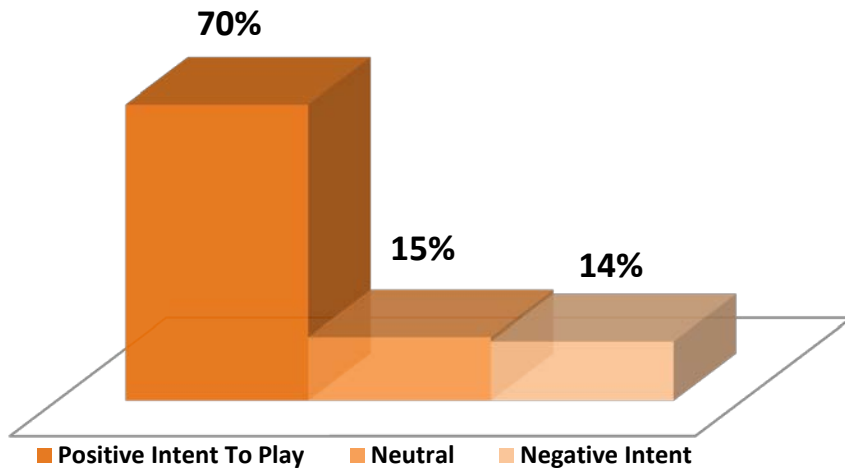
- A&E: [Hammer It Home](#)
- Baskin-Robbins: [Find The Pink Spoon](#)
- Microsoft: [Discover the World with Matt Lauer](#)
- Microsoft / Bing: [Time Capsule](#)
- Microsoft / Bing: [CrossWire](#)
- VISA: [Financial Soccer](#)



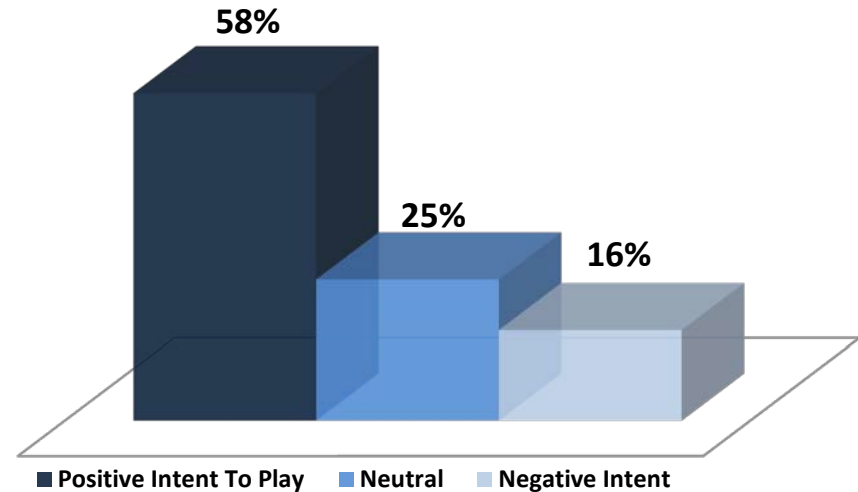
Client: Unilever  
I Can't Believe It's Not Butter



Client: Baskin-Robbins



Female



Male

## Racing Genre: General / Demolition

Racing games have players controlling a vehicle or object in which the goal is to win the race by beating other vehicles, objects, or a qualifying time.



## Racing Genre: General Racing Games

Racing games have players controlling vehicles (cars, spaceships, boats, etc.) to win a race against other vehicles. The goal could be to simply place first in a race or beat a particular time on a track.

### Sample Videos:

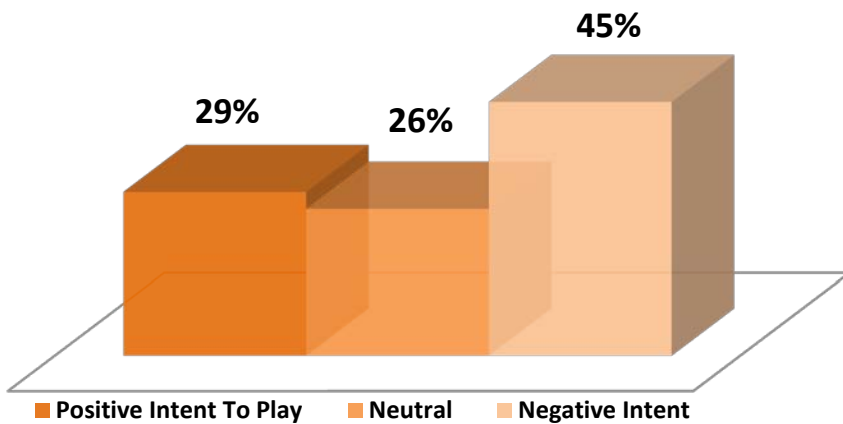
- General Motors / Chevrolet: [Costal Cruisin'](#)
- Unilever / Degree Men's Deodorant: [Degree V12 Challenge](#)
- Nokia: [Sketchy Snow Sledding](#)
- Panasonic: [Extraction Reaction](#)
- LEGO: [Tunnel Run](#)



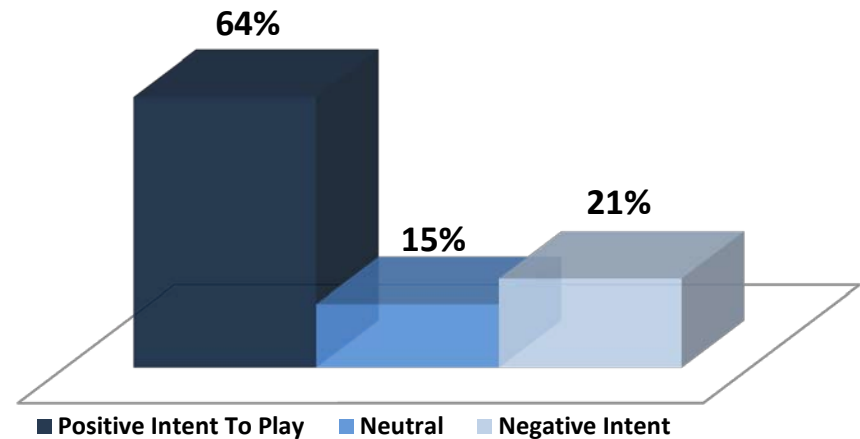
Client: General Motors / Chevrolet



Client: Unilever / Degree Men's Deodorant



Female



Male

## Racing Genre: Demolition, Combat, Endurance Games

These games involve a straightforward demolition competition or competing in races and/or traveling from Point A to Point B, with points awarded for wrecking an opponent's vehicle or surviving the course.

### Sample Videos:

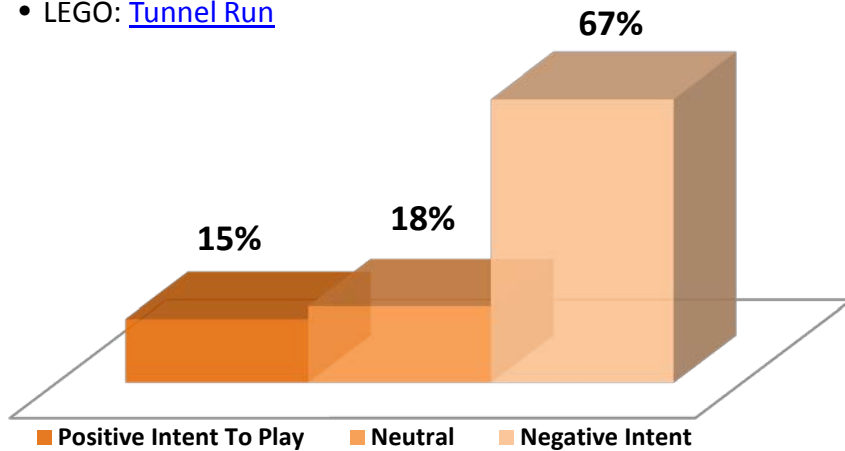
- Home Depot: [Mower Mayhem](#)
- Skittles / Starburst: [Penguin Downhill Racing](#)
- Nokia / MetroPCS: [Street Cred](#)
- Universal Pictures: [Baby Mama](#)
- LEGO: [Galaxy City Getaway](#)
- LEGO: [Tunnel Run](#)



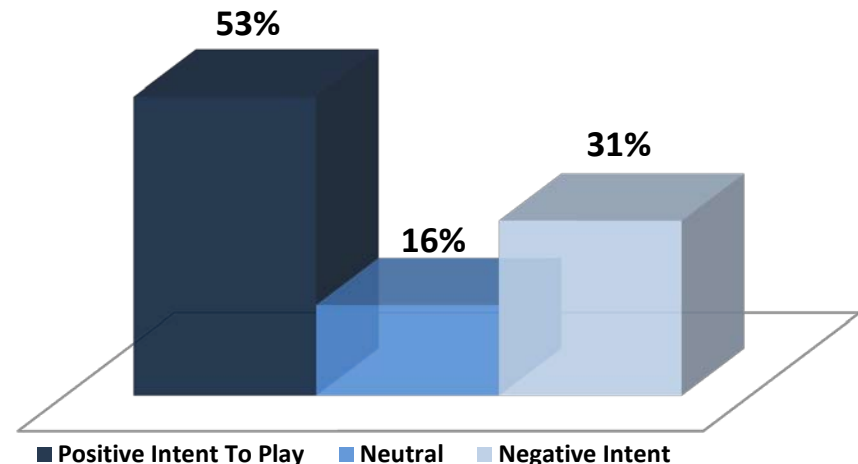
Client: Home Depot



Client: Skittles / Starburst



Female



Male

## Shooting Genre: First Person / Fixed Screen

Games that involve the shooting of projectiles and the avoiding of enemy projectiles.





## Shooter Genre: First-Person Shooter Games

In this game genre, you are looking through the character's eyes while using various forms of projectile weapons. This often involves the scrolling of screens or moving throughout an environment.

### Sample Videos:

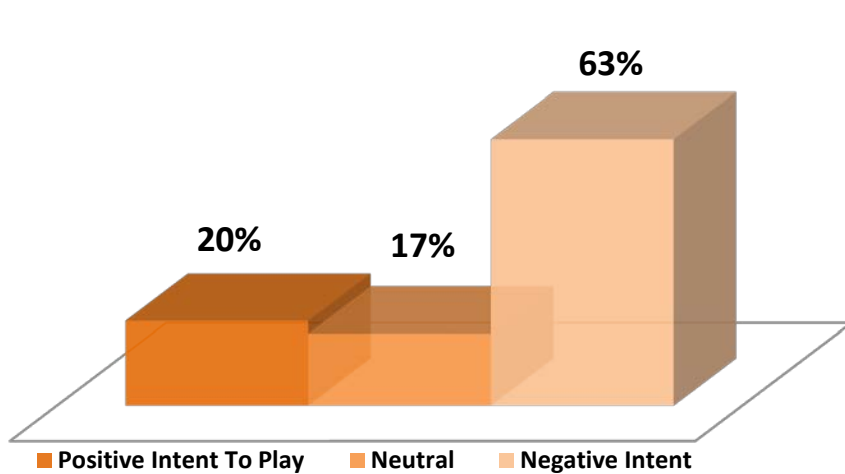
- Lionsgate: [Rambo – The Fight Continues](#)
- T.G.I. Friday's: [Bovinator](#)
- Kellogg's: [Fruity Face Off](#)
- Ritz: [Touchdown Toss](#)
- S. C. Johnson: [Power Sprayer Showdown](#)



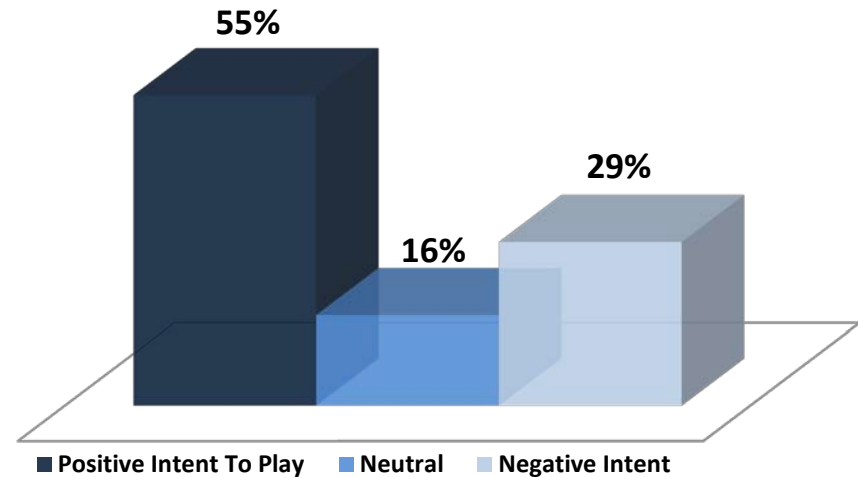
Client: Lionsgate



Client: T.G.I. Friday's



Female



Male

## Shooter Genre: Fixed-Screen Shooter Games

The Fixed-Screen Shooter represents the earliest form of shooter in gaming history. It involves shooting objects or characters and avoiding being shot within a single-screen playing area. There is no scrolling involved.

### Sample Videos:

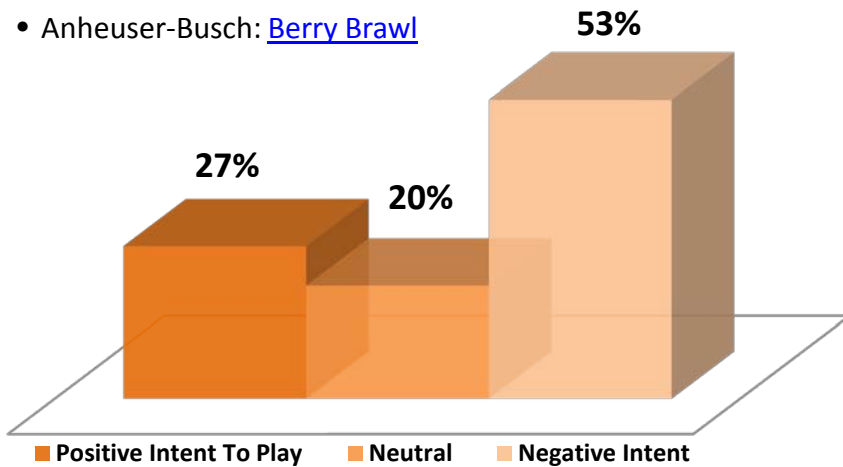
- Baskin-Robbins: [Office Invaders](#)
- Dunkin' Donuts: [Ski Slope Showdown](#)
- Roche: [Cell Invasion Rave](#)
- Verizon: [Moon Monkey XI](#)
- Kraft / Ritz: [Snowball Showdown](#)
- Anheuser-Busch: [Berry Brawl](#)



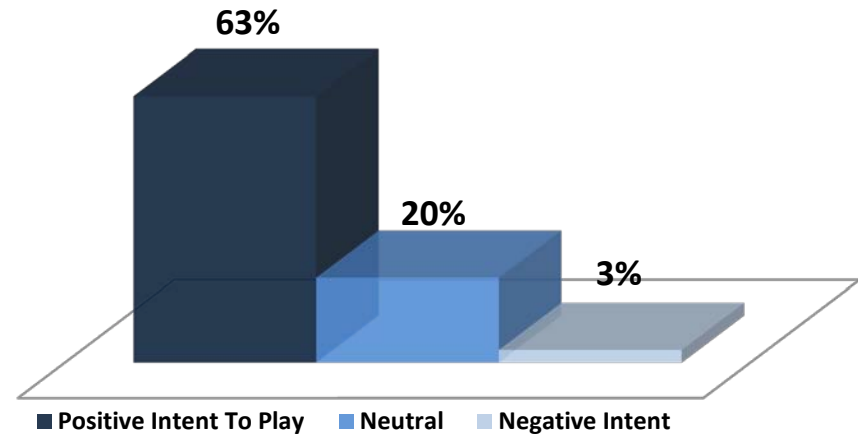
Client: Baskin-Robbins



Client: Kraft / Ritz



Female



Male

## Traditional Parlor Genre: Board / Card / Dice / Casino / Puzzle / Mechanical

These games are based on board games, card games, or other forms of non-electronic games.



## Traditional Parlor Genre: Board Games

These games are based on board games, card games, or other forms of non-electronic games played in the home.

### Sample Videos:

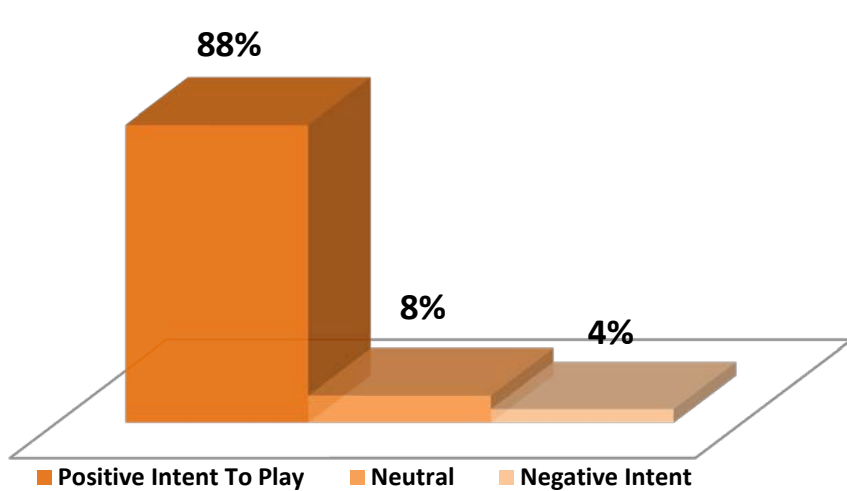
- A&E: [Hammer It Home](#)
- Kraft / Post Cereal: [Monster Rumble](#)
- M&M's: [Red vs. Green](#)
- Kraft / Wheat Thins: [Snack Squares](#)
- WebMD: [Beat The Urge](#)



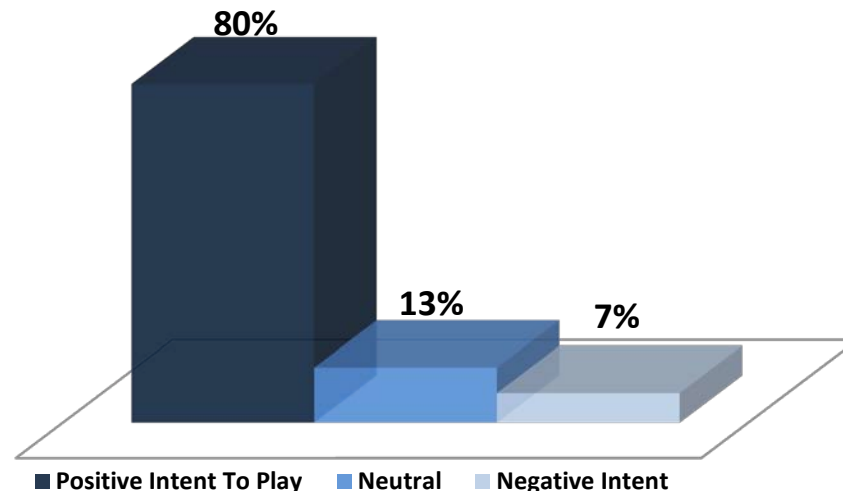
Client: A&E



Client: Kraft / Wheat Thins



Female



Male

## Traditional Parlor Genre: Card Games

Card games offer users the chance to play a variety of card games on the computer or console. Example: Solitaire, Poker, Poker Solitaire.

### Sample Videos:

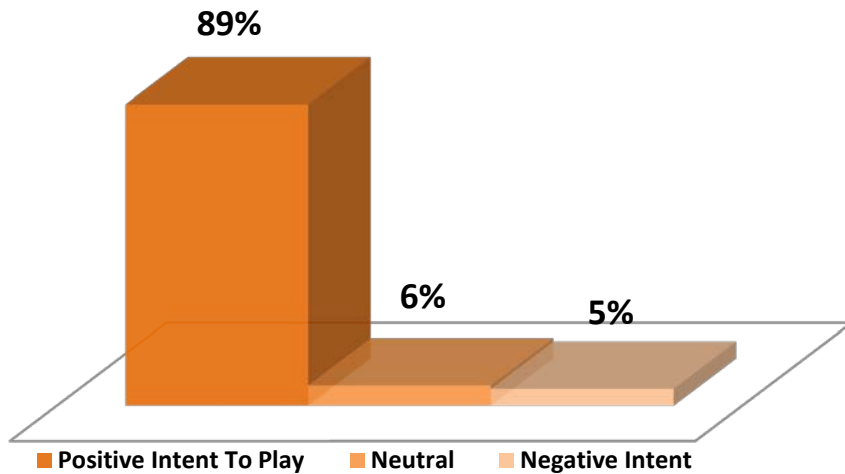
- BusinessWeek: [Small Biz Big Deal](#)
- Blockdot: [Blackjack Elf](#)
- I-Won!: [Gryphon Hearts](#)
- Nickelodeon: [SpongeBob SquarePants: Go Fish](#)



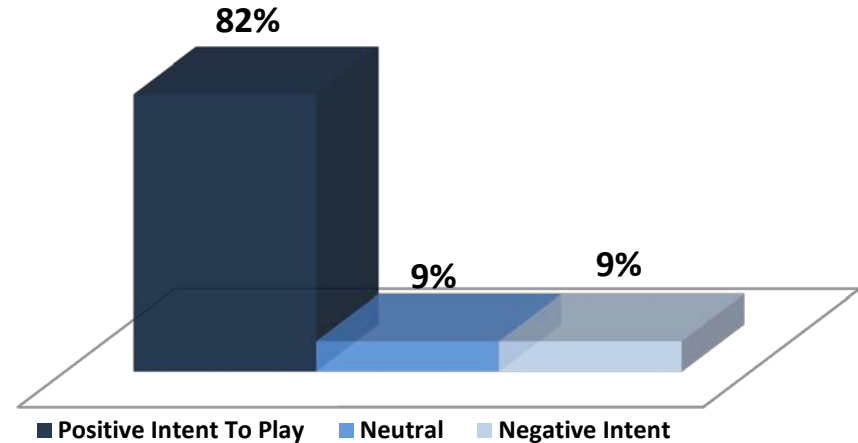
Client: Nickelodeon



Client: BusinessWeek



Female



Male

## Traditional Parlor Genre: Social Dice Games

These games are based on people taking turns rolling dice strategically or for fun.

### Sample Videos:

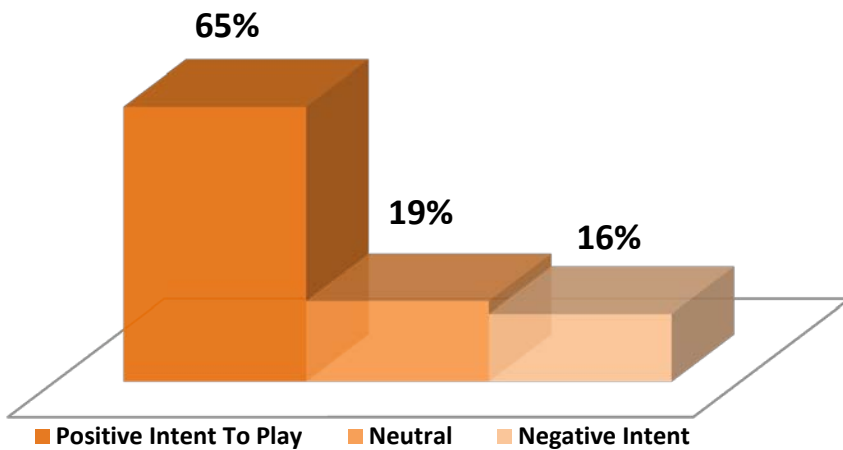
- P&G / [Prilosec OTC: Bunco Central](#)
- Turbine / Lord Of The Rings Online: [King Under The Mountain](#)



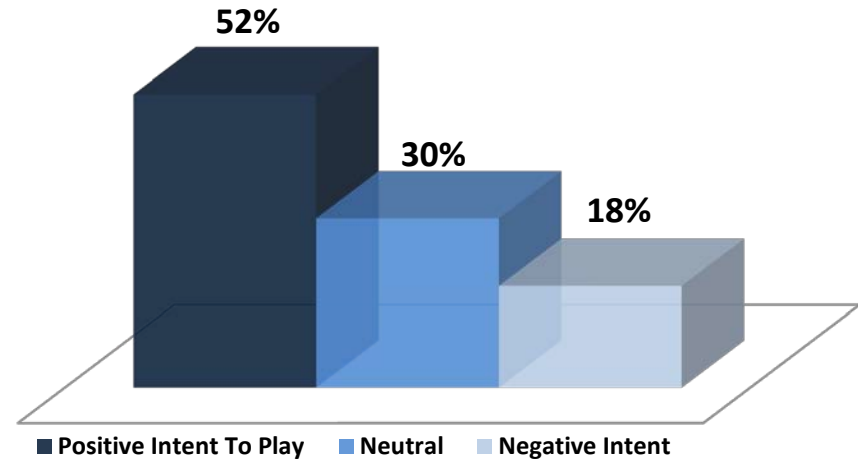
Client: P&G / Prilosec OTC



Client: Turbine / Lord of the Rings Online



Female



Male

## Traditional Parlor Genre: Casino Games

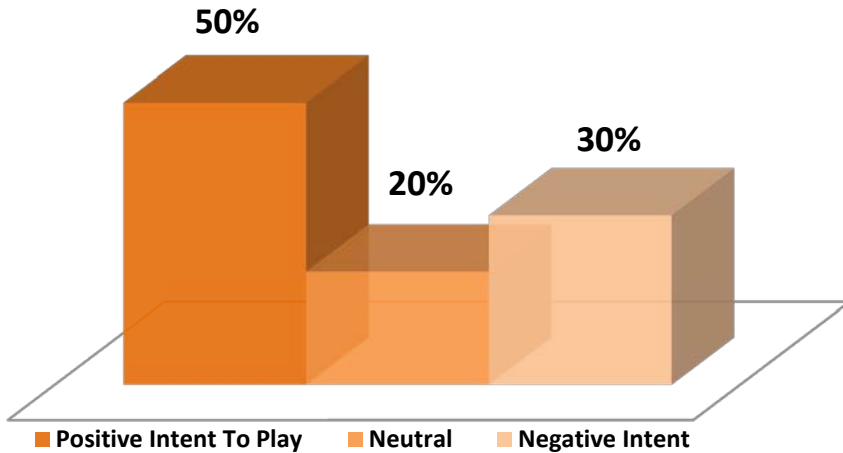
Casino games are games you would normally find in Las Vegas. Example: Slots, Keno, Craps, Roulette.

### Sample Videos:

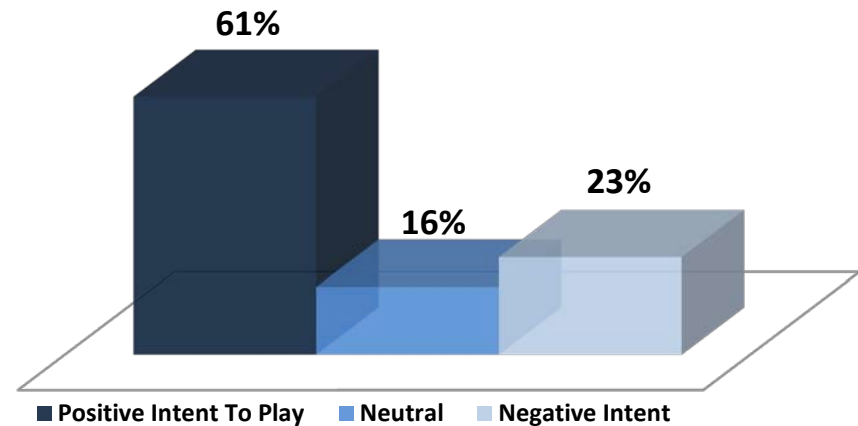
- iWon!: [Diamond Slots](#)



Client: iWon!



Female



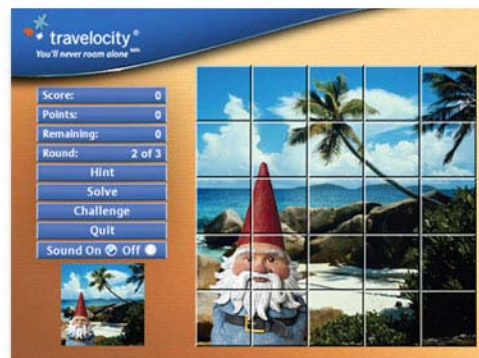
Male

## Traditional Parlor Genre: Traditional Puzzle Games

Games in which you push or slide puzzle pieces to form a picture.

### Sample Videos:

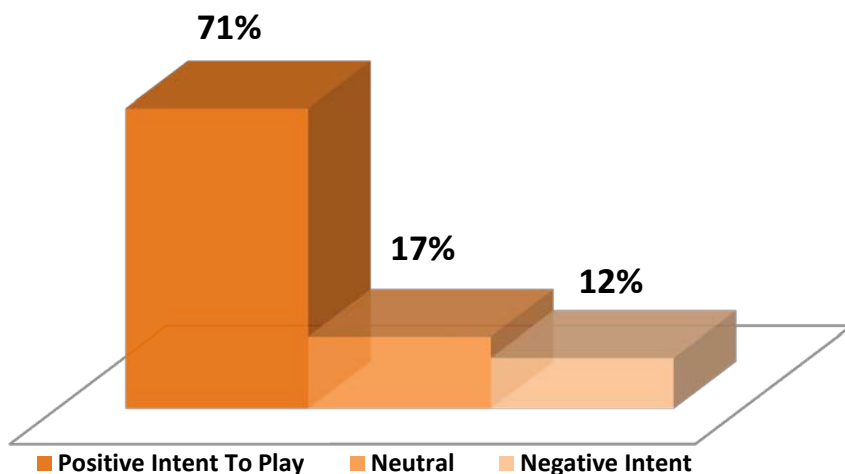
- Crest: [Swappers – Bright Solutions](#)
- Travelocity: [Scenery Scramble](#)
- Kraft / Lunchables: [Transformers](#)
- Universal Pictures: [American Pie Video Swapper](#)



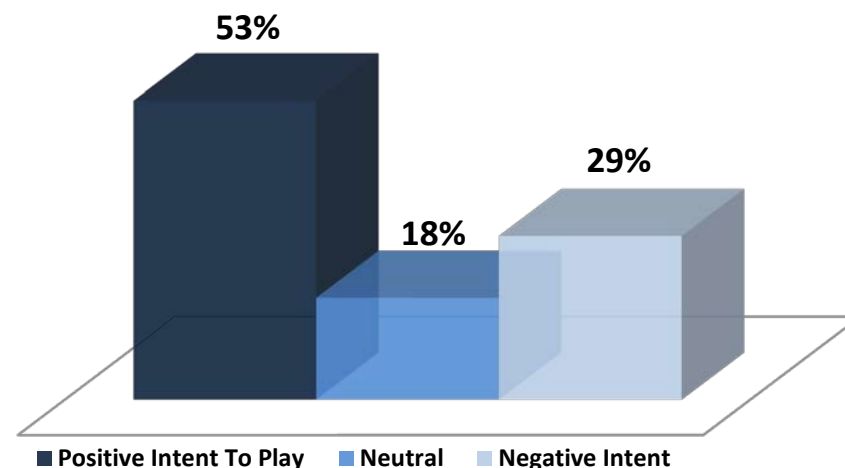
Client: Travelocity



Client: Kraft / Lunchables



Female



Male



# Traditional Parlor Genre: Photo Games

Games in which photos are the primary subject matter and you must search for differences and hidden objects, or determine what the object in the photo actually is.

Sample Videos:

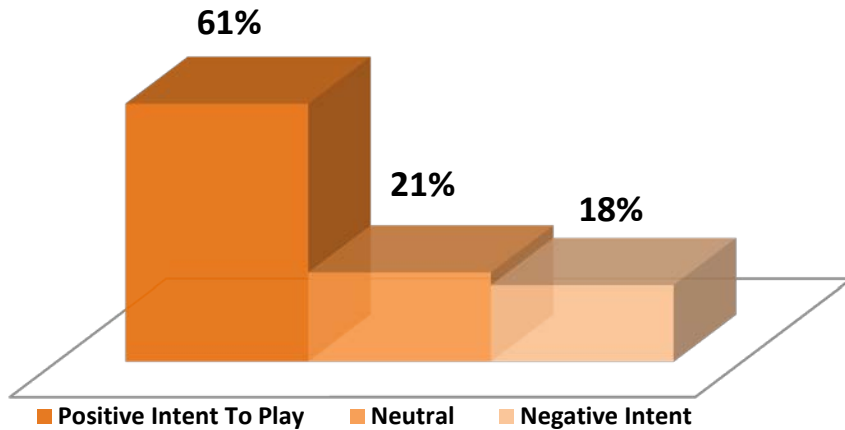
- Paramount Pictures: [Buttons in Time](#)
- Panasonic: [Treat It Or Eat It](#)
- Lindt & Sprüngli Chocolates: [Gold Bunny Hunt](#)
- Orlando Convention Bureau: [Find My Smile](#)



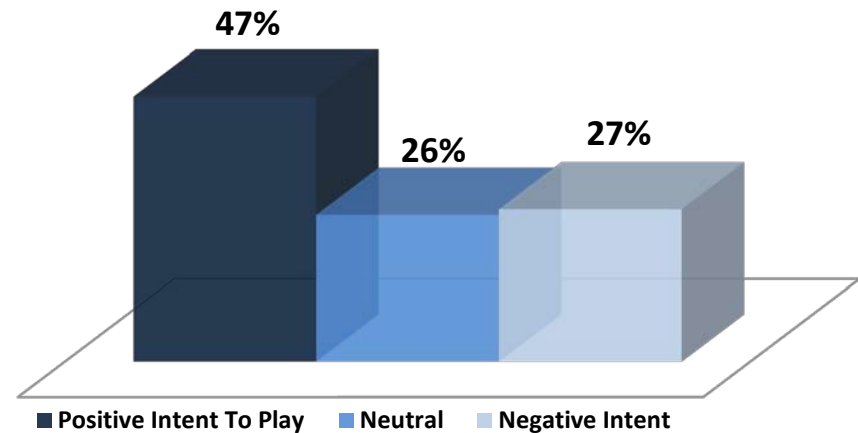
Client: Lindt & Sprüngli



Client: Orlando Convention Bureau



**Female**



**Male**

## Traditional Parlor Genre: Mechanical Arcade Games

Games that feature a three-dimensional environment/table that is very similar to a real game. Example: Pinball, Bowling, Shuffleboard, Air Hockey, Darts, Pool.

### Sample Videos:

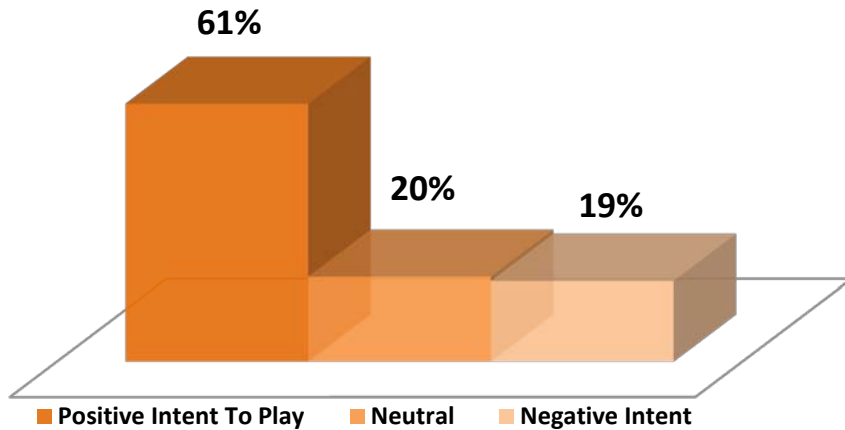
- Verizon: [Alphabet Lanes](#)
- Verizon: [Kachong](#)
- Kraft / Ritz: [Ritz Touchdown Toss](#)
- Turbine / Lord of the Rings Online: [Swig and Toss](#)



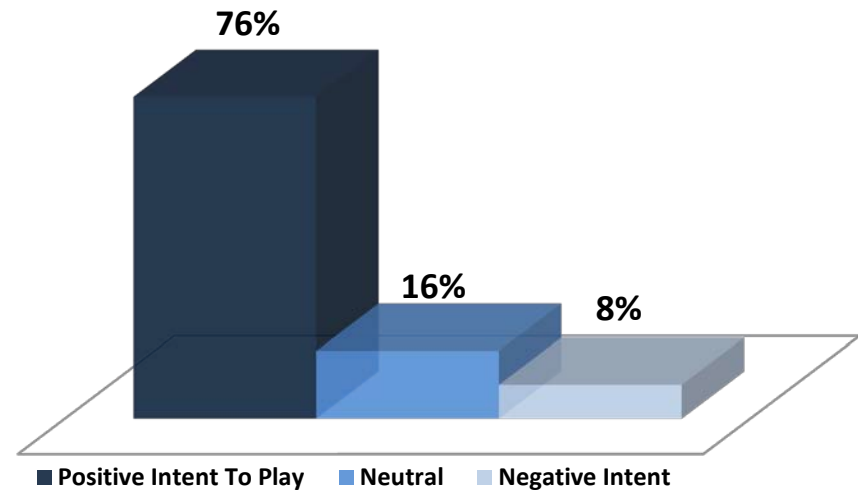
Client: Turbine / Lord of the Rings Online



Client: Verizon



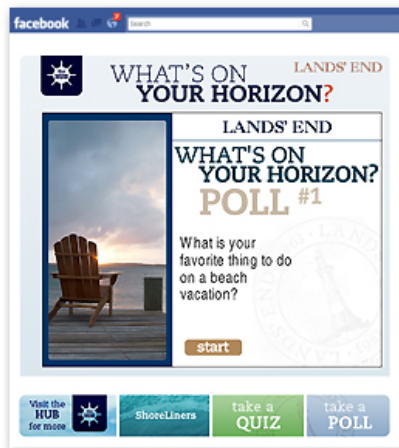
**Female**



**Male**

## Other: SIM / Twitch / Music / Tempo / Sports / Time Management / Decision Tree

Many games break the genre mold. They are often genre builders and define a new, exciting way of playing games.



## Other Genre: Simulation (Sims) Games

A Simulation game is any game in which the player is required to replicate a real-life situation (i.e. run a business, manage a professional sports team, train a horse to victory, etc.), even if the simulation is of a fictitious activity (piloting a spacecraft).

### Sample Videos:

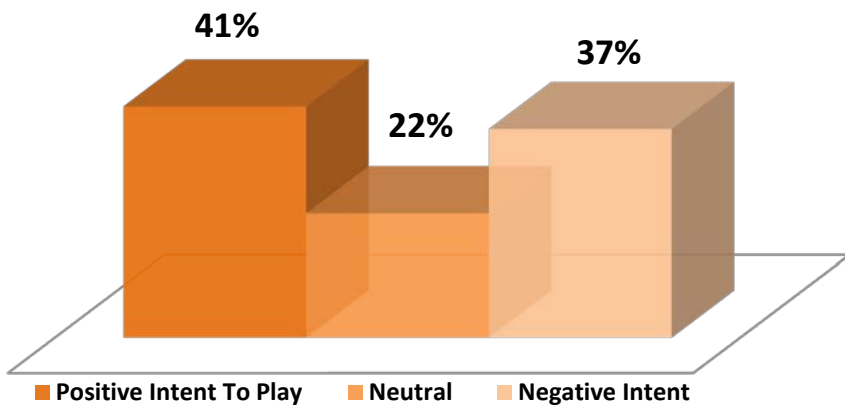
- Kraft / Fruity Pebbles: [Peb Pals](#)
- Crystal Light: [Crystal Light Oasis](#)
- Old Navy: [Star of the Store](#)
- Oreo: [Double Stuf DSRL](#)



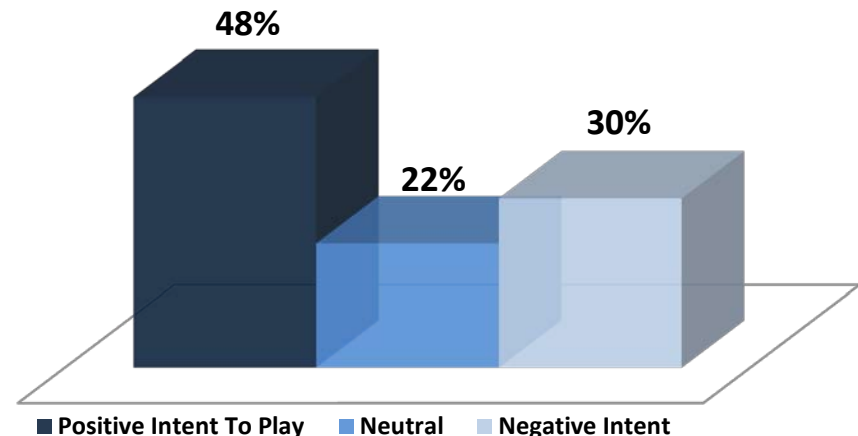
Client: Kraft / Fruity Pebbles



Client: Old Navy



Female



Male

## Other Genre: Twitch

Twitch gameplay tests a user's reaction time and precision. The active game element is often in the form of a power meter, but it can also involve hitting quick pop-ups.

### Sample Videos:

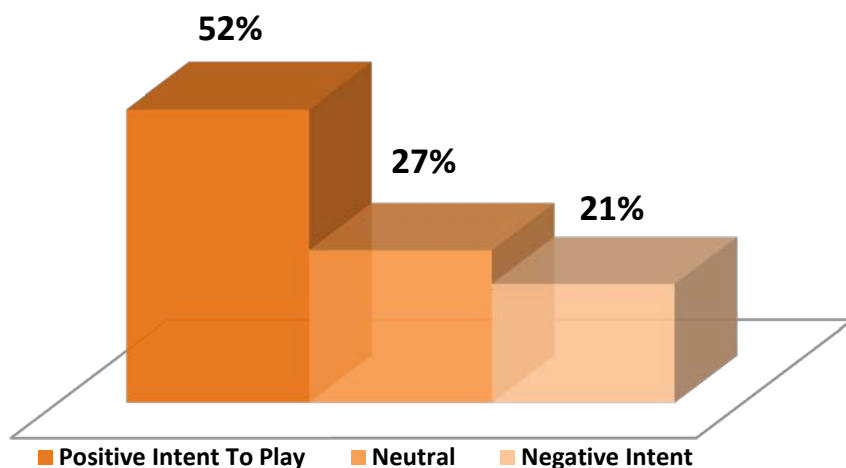
- Kraft / Ritz: [Ritz Snack Shot](#)
- La Quinta: [LQ Challenge](#)
- Universal Pictures: [Smokin' Aces](#)
- Panasonic: [Crazy CAT Scan](#)



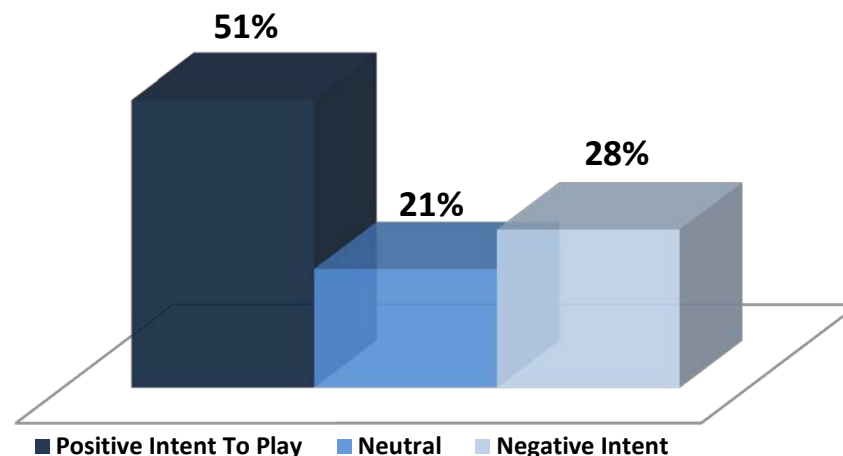
Client: Kraft / Ritz



Client: Motorola



Female



Male

## Other Genre: Tempo or Music Games

Games that involve music or tempo as a key element of game play.

### Sample Videos:

- INXS: [Bang the Drum](#)
- VH1: [Drop The Beat](#)
- Kraft / Ritz: [Rock The Block](#)
- DIY: [Nail The Stud](#)
- KFC: [Grilled Chicken Dance Game](#)



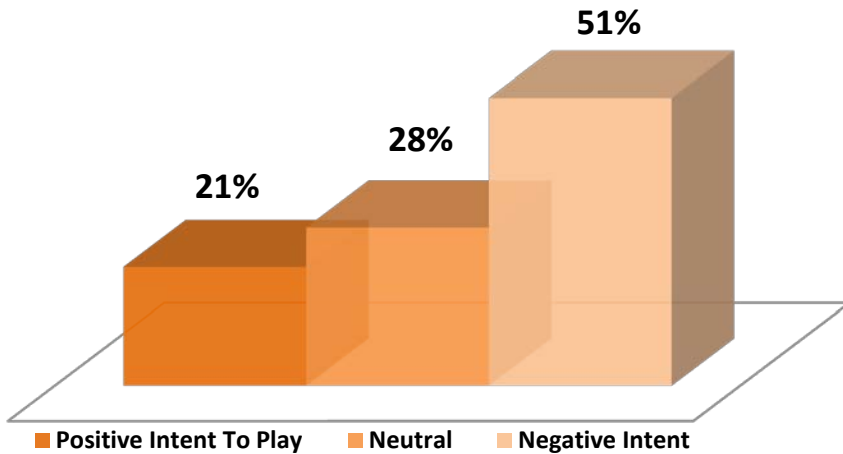
Client: Kraft / Ritz



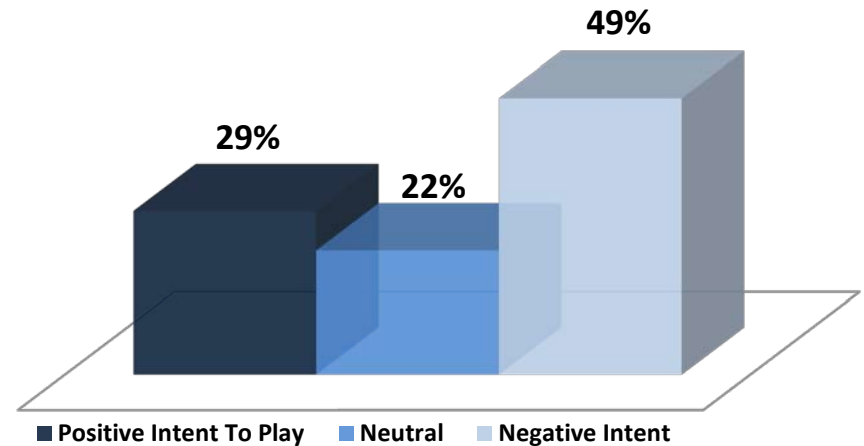
Client: Kraft / Lunchables



Client: VH1



Female



Male

## Other Genre: Sports Games

Sports games allow players to become athletic superstars. Players either control the ball or are placed in the primary position in each respective sport (i.e. quarterback, batter, pitcher, etc.).

### Sample Videos:

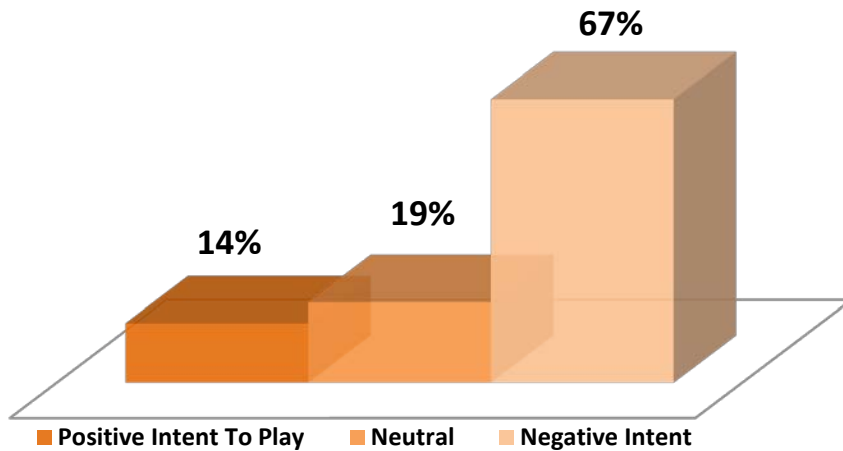
- SBC: [Pass or Perish](#)
- SBC: [Grab the Glory – 110 Meter Hurdles](#)
- VISA: [Financial Soccer](#)
- Burger King: [BK Bobble Bowl](#)
- Verizon: [Alphabet Lanes](#)
- GDA: [Soccer Showdown](#)



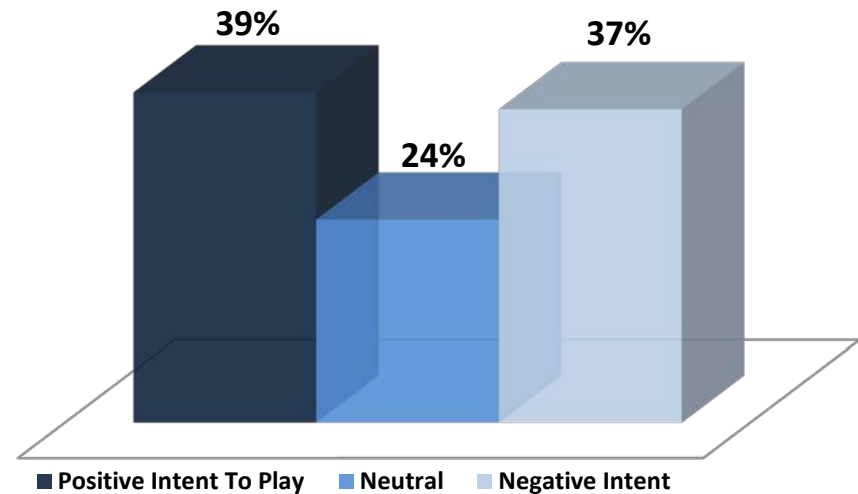
Client: VISA



Client: Burger King



Female



Male

## Other Genre: Time- or Click-Management Games

Management games often resemble a simulation experience in which the user must click or manipulate items to take care of them. These games usually take place over a period of time when the user is managing resources.

### Sample Videos:

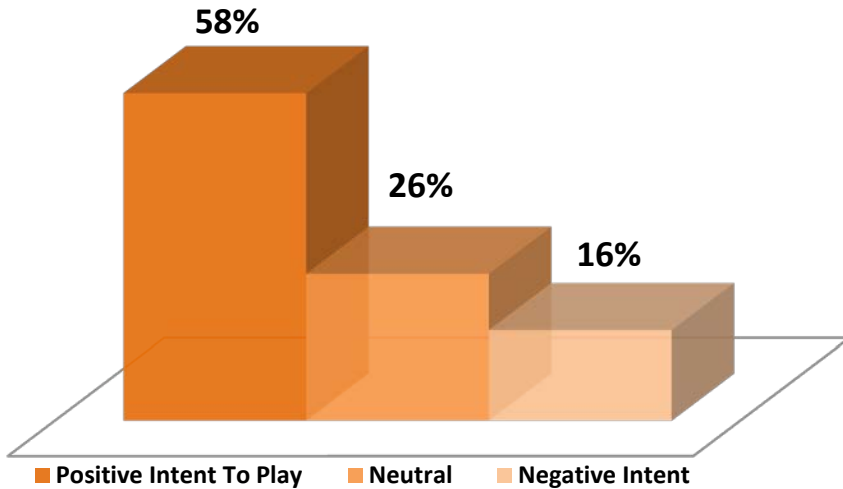
- Old Navy: [Star of the Store](#)
- Microsoft / Bing: [Taxi Wrangler](#)
- Universal Pictures: [American Pie Beer Chugger](#)
- Universal Pictures: [Sunbathing 101](#)



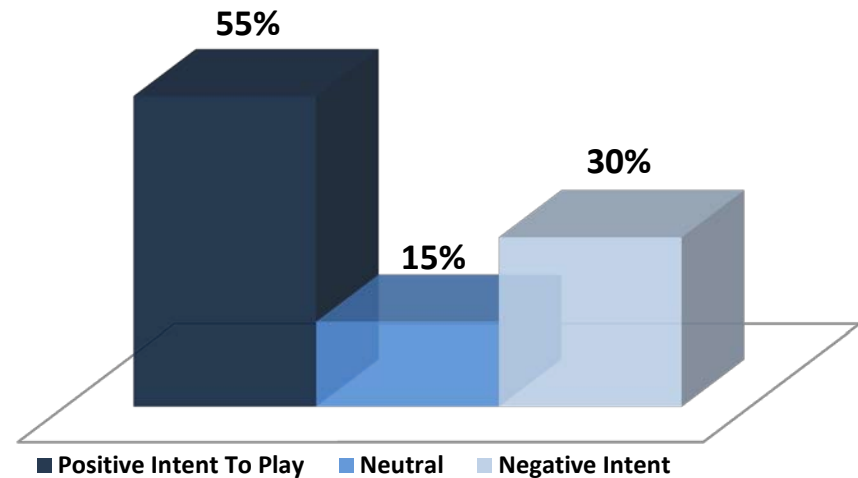
Client: Universal Pictures



Client: Microsoft / Bing



Female



Male



## Other Genre: Decision-Tree Games

In these puzzle-style games, a user must choose between several courses of action in order to solve a puzzle or to complete the story.

### Sample Videos:

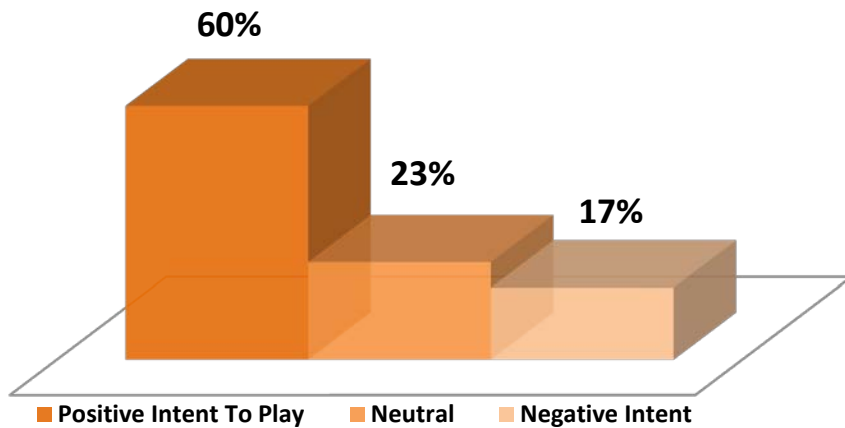
- Klondike: [Khaki Pants Pete](#)
- Lionsgate: [Saw IV Trapped](#)
- Lands' End: [What's on Your Horizon Personality Quiz](#)
- Crystal Light: [Crystal Light Facebook Oasis](#)



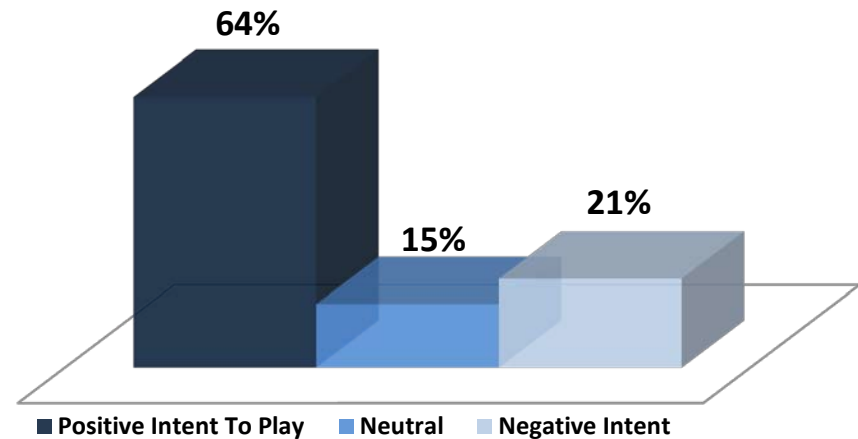
Client: Lionsgate



Client: Klondike



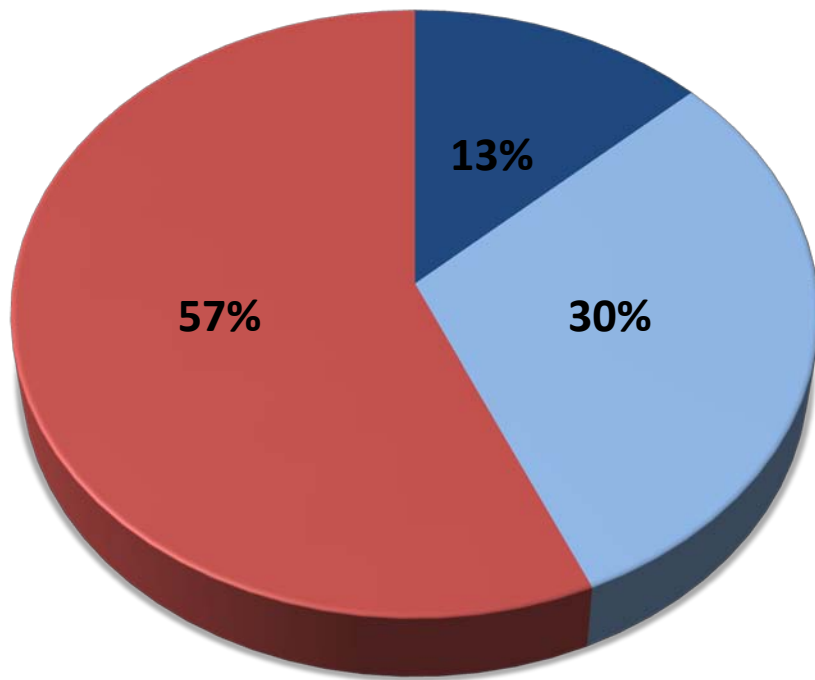
Female



Male

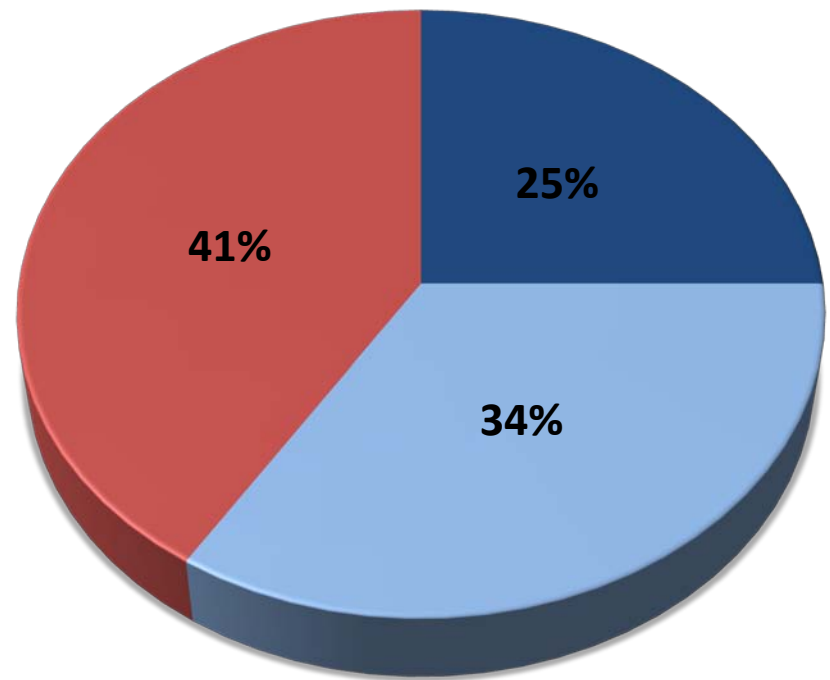
# Web Cameras and Games

Do you have a web cam?



■ Yes - I use it   ■ Yes - But I do not use it   ■ No

**Female**

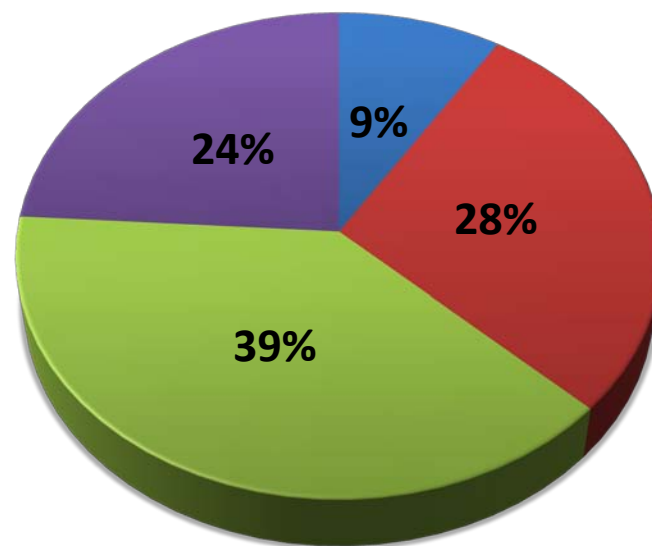
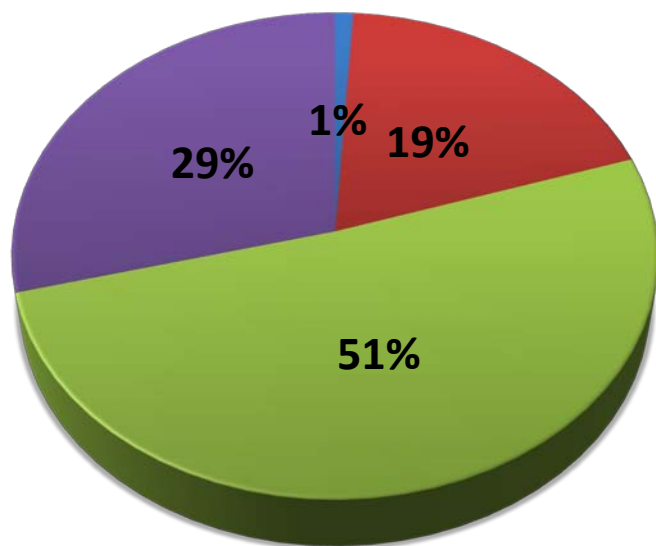


■ Yes - I use it   ■ Yes - But I do not use it   ■ No

**Male**

# Web Cameras and Games

Have you ever used your web cam for an online game experience (Augmented Reality)?



- Yes I have a web cam and have used it for Augmented Reality
- Yes I have a web cam, but I have never used it for Augmented Reality
- I do not have a web cam
- I do not know what Augmented Reality is

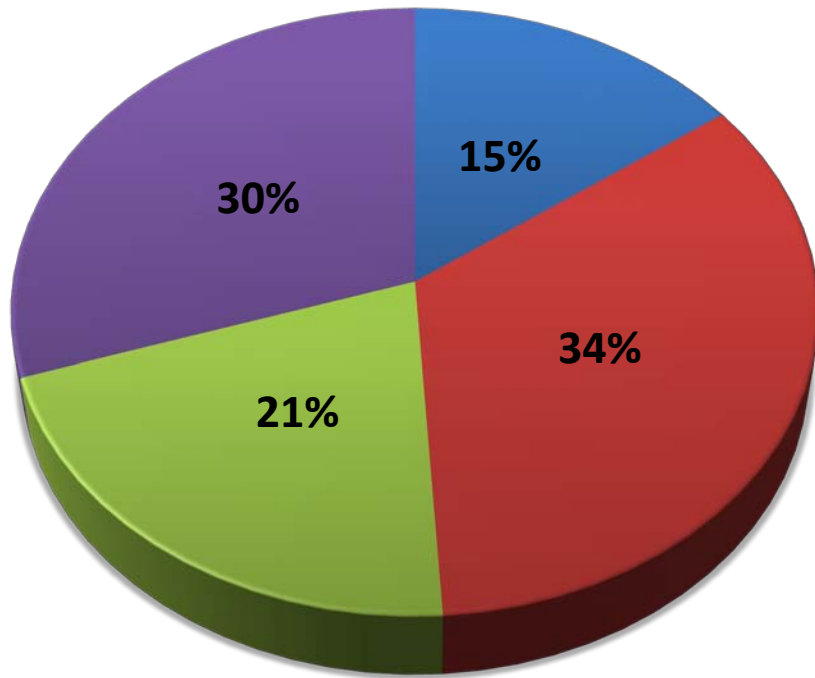
Female

- Yes I have a web cam and have used it for Augmented Reality
- Yes I have a web cam, but I have never used it for Augmented Reality
- I do not have a web cam
- I do not know what Augmented Reality is

Male

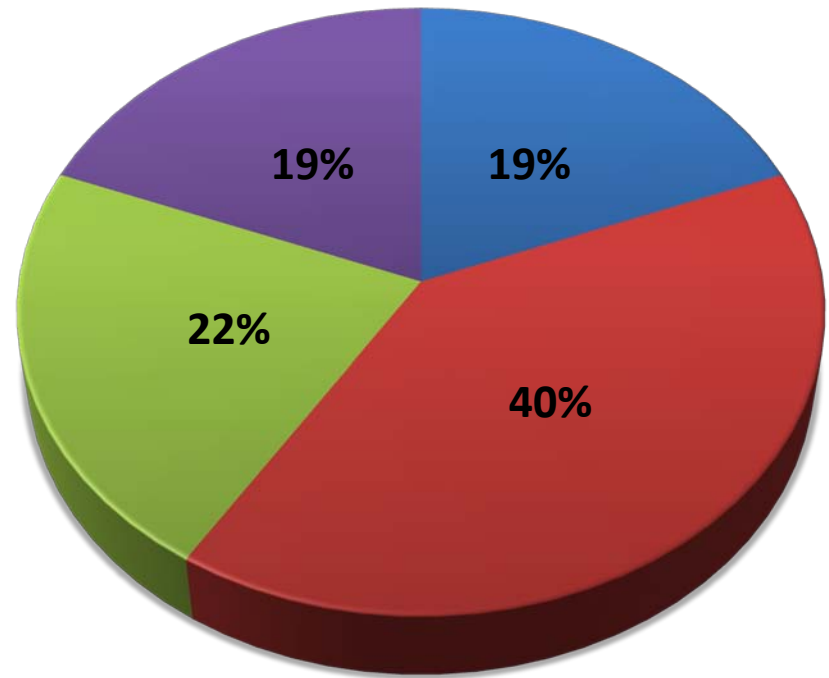
# How do you play?

How often do you post your score to see how you compare to others?



■ Every time ■ Some times ■ Rarely ■ Never

Female

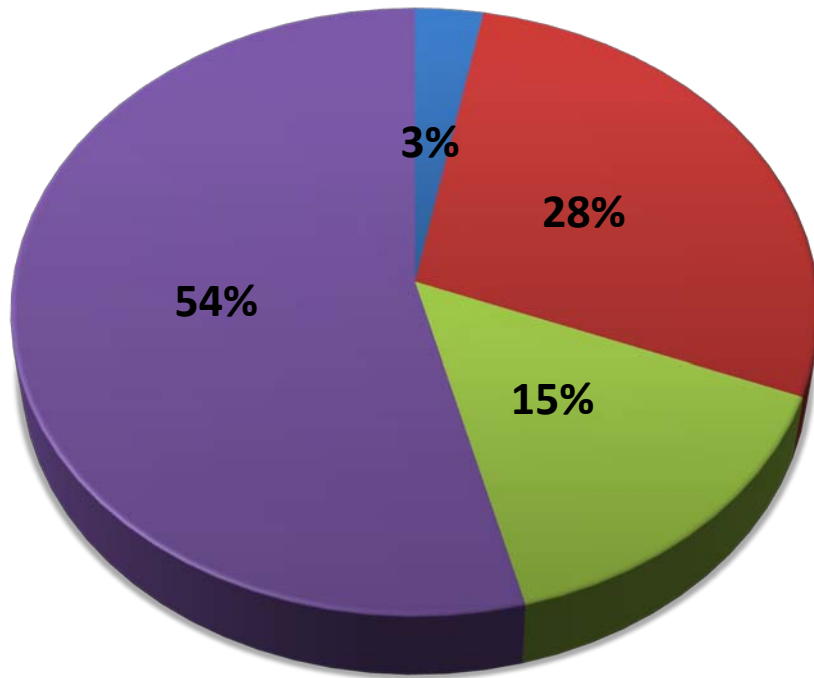


■ Every time ■ Some times ■ Rarely ■ Never

Male

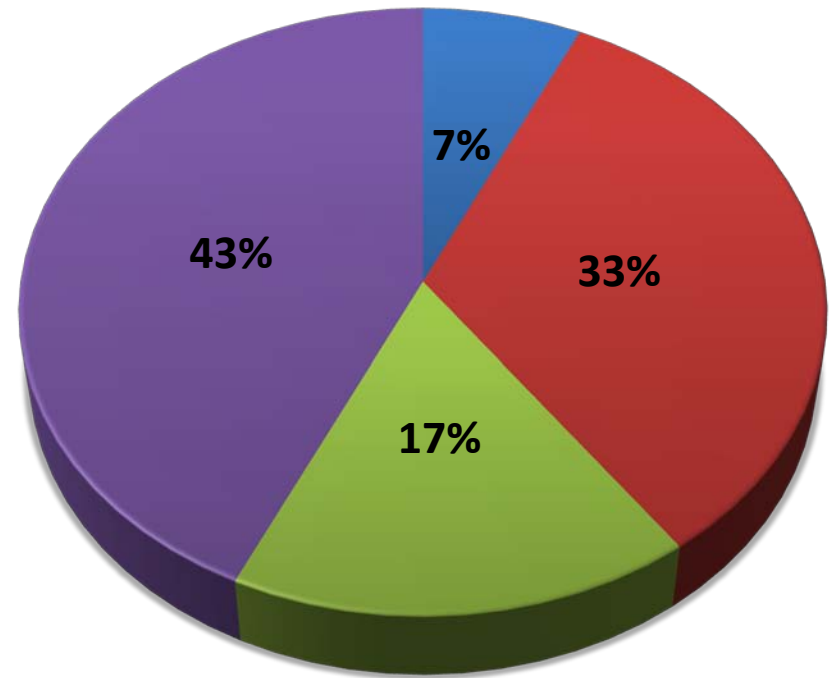
# How do you play?

How many times do you play a particular game?



■ 1 time ■ 2-3 times ■ 4-5 times ■ More than 5 times

Female

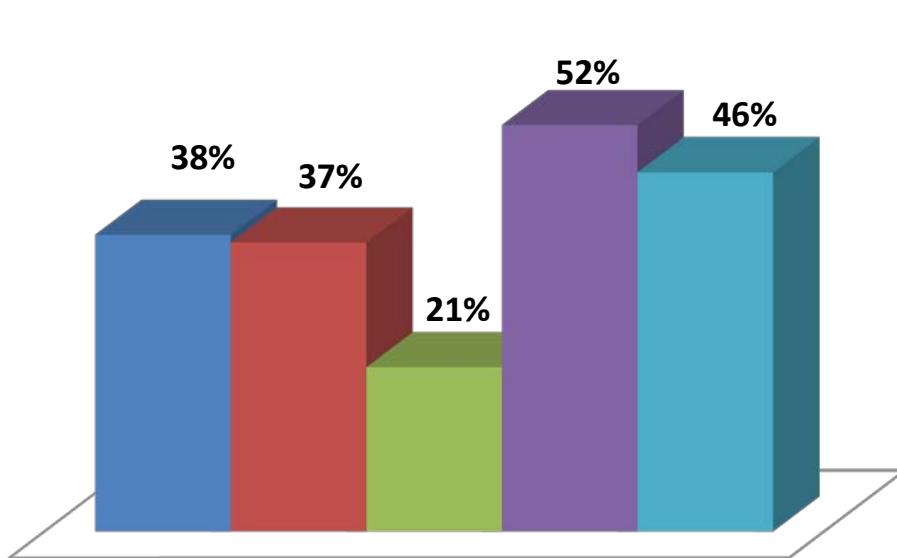


■ 1 time ■ 2-3 times ■ 4-5 times ■ More than 5 times

Male

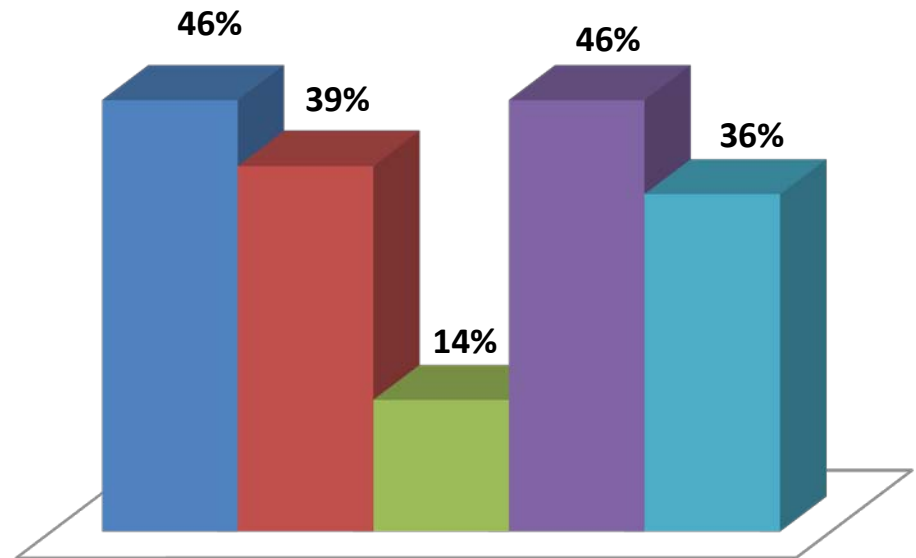
# How do you play?

What functionality do you expect from a game? (Check all that apply.)



- Global scoreboards to see how you compare against the world
- Scoreboards to see how you compare to your friends
- Chat
- Virtual trophies or achievements
- Ability to rank games or give feedback

**Female**

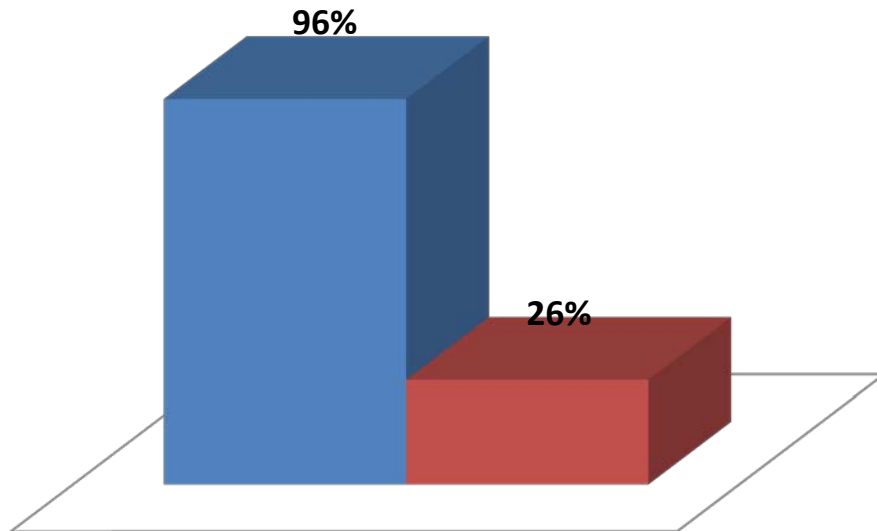


- Global scoreboards to see how you compare against the world
- Scoreboards to see how you compare to your friends
- Chat
- Virtual trophies or achievements
- Ability to rank games or give feedback

**Male**

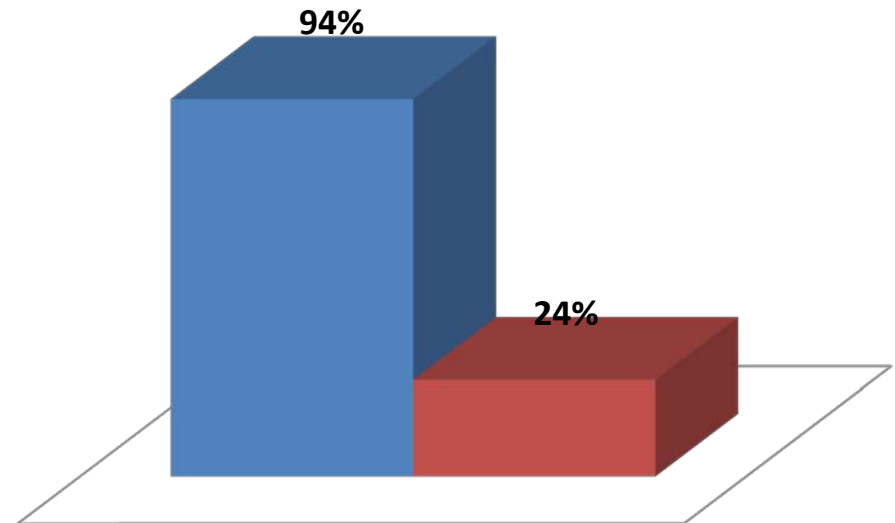
## How do you play?

How do you like to play games? (Check all that apply.)



- Single player – to try and beat the game, my best score, or beat the computer (turn-based game play)
- Multi-player – competitive play against other people

**Female**

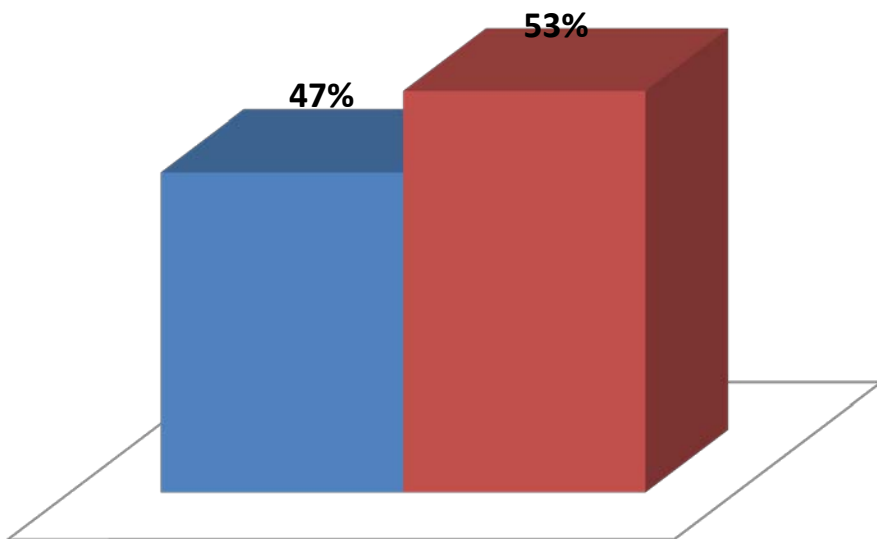


- Single player – to try and beat the game, my best score, or beat the computer (turn-based game play)
- Multi-player – competitive play against other people

**Male**

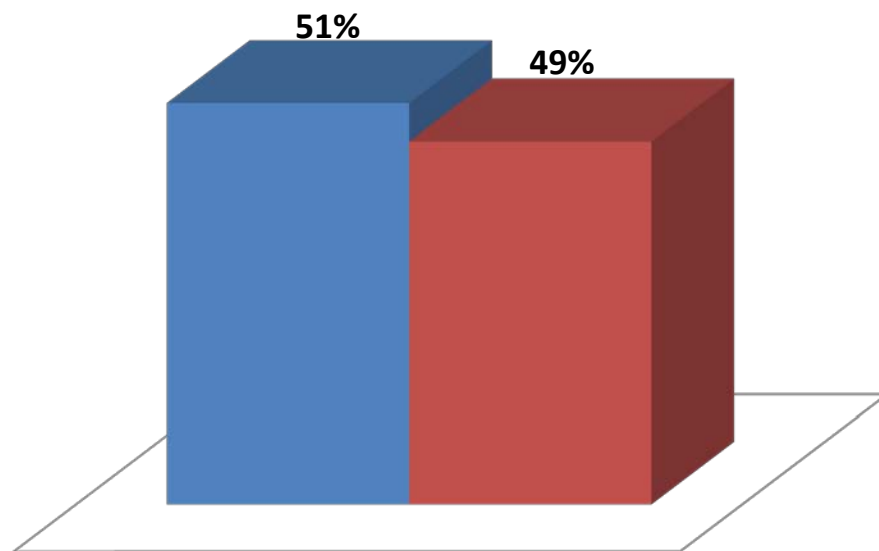
## How do you play?

When you sit down to play a game on your computer, do you — (Check all that apply.)



■ Plan to play an individual game ■ Plan to play several different games

**Female**



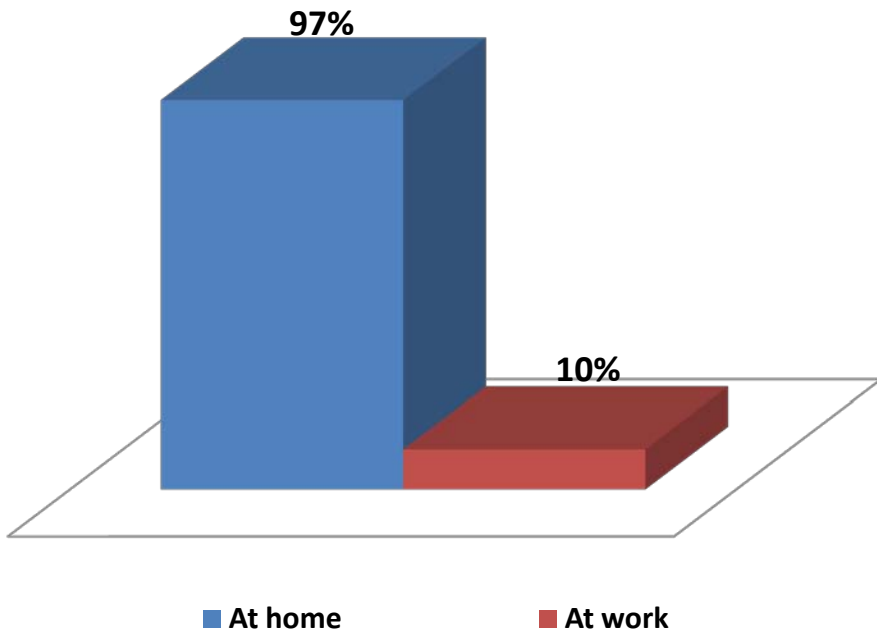
■ Plan to play an individual game ■ Plan to play several different games

**Male**

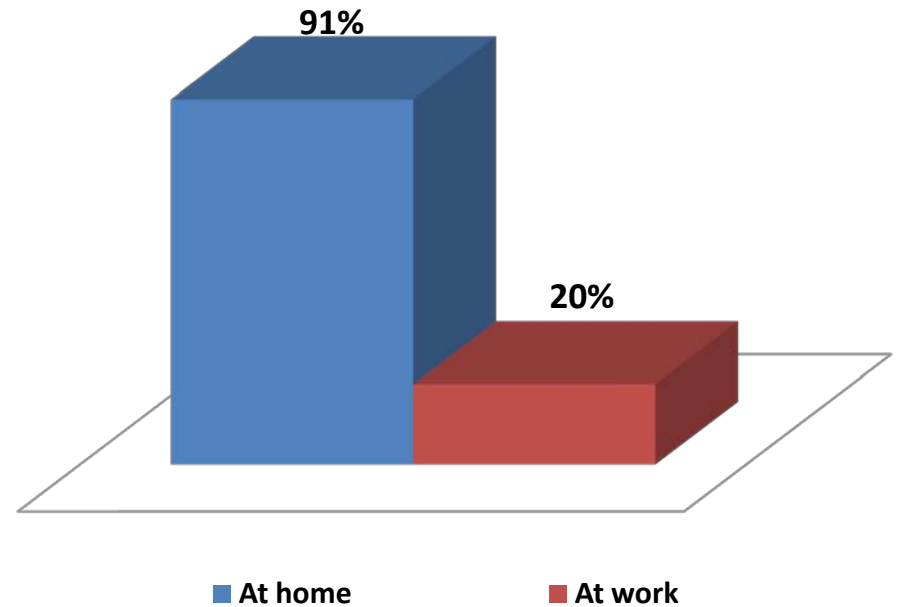


# How do you play?

Where do you play games? (Check all that apply.)



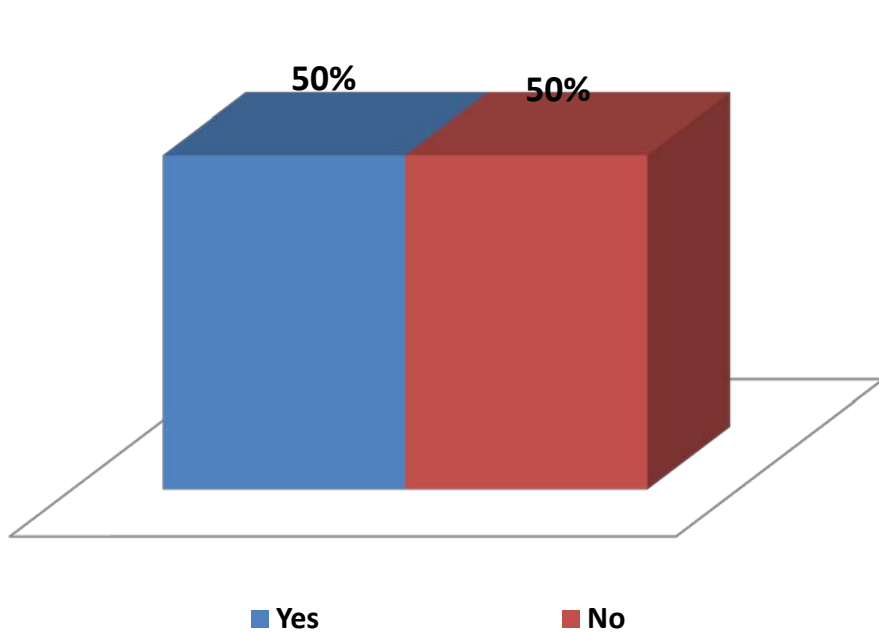
Female



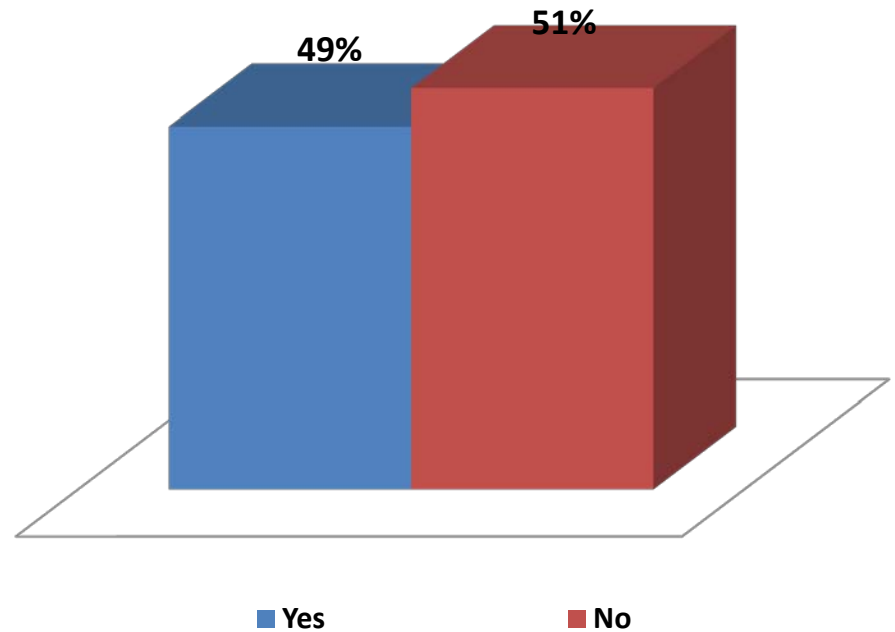
Male

## How do you play?

Would you consider yourself a gamer? (Check all that apply.)



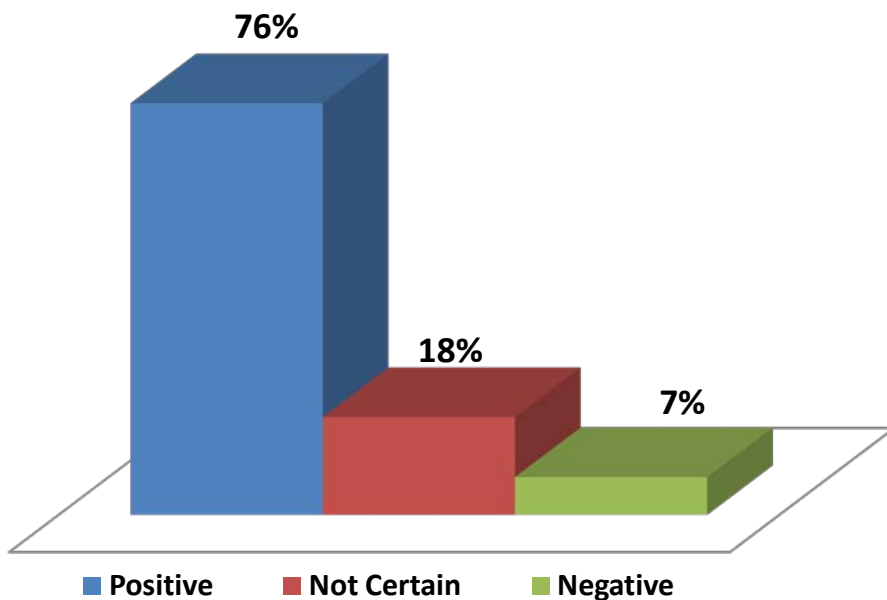
**Female**



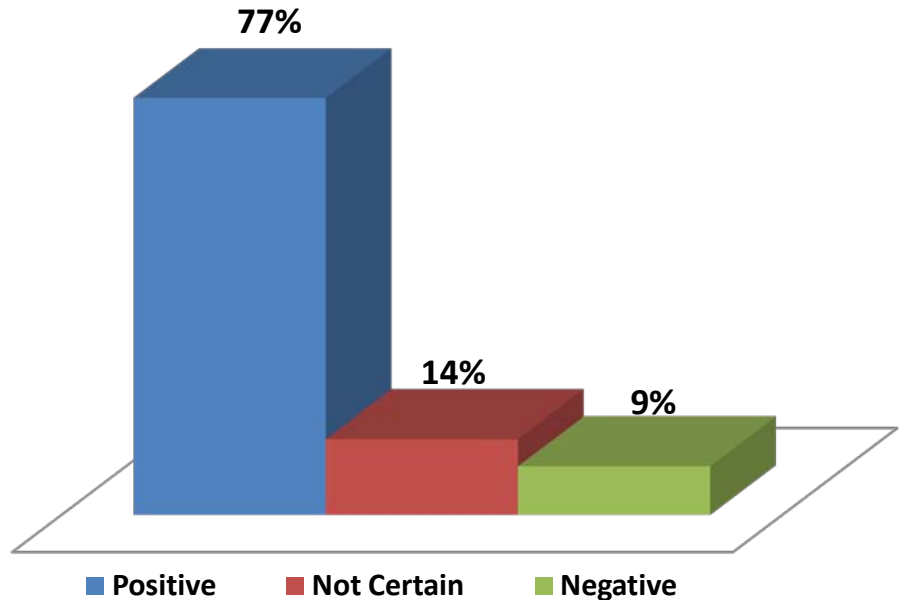
**Male**

## How do you play?

Many of the games on Kewlbox.com are free because they are sponsored by a company. Do you have a positive opinion of companies that sponsor and provide these games for people to play?



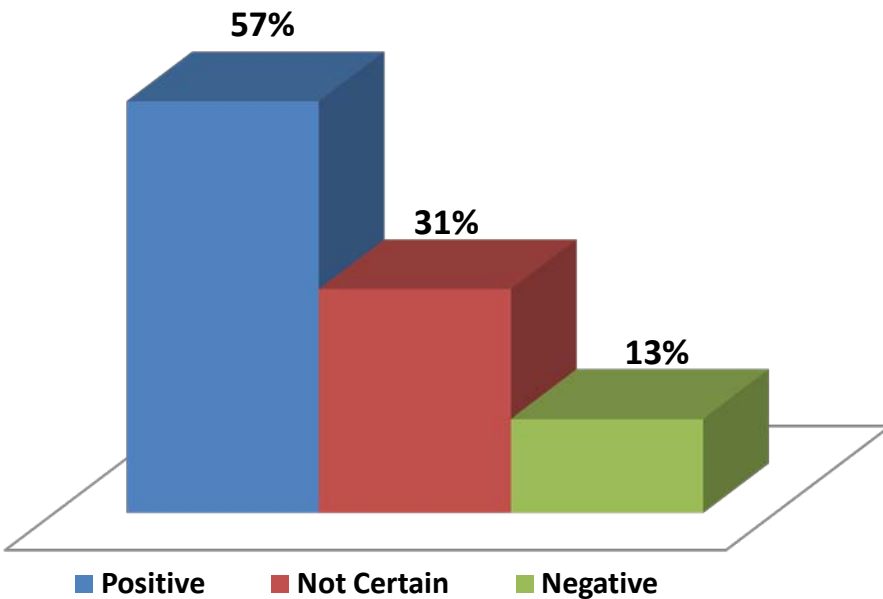
Female



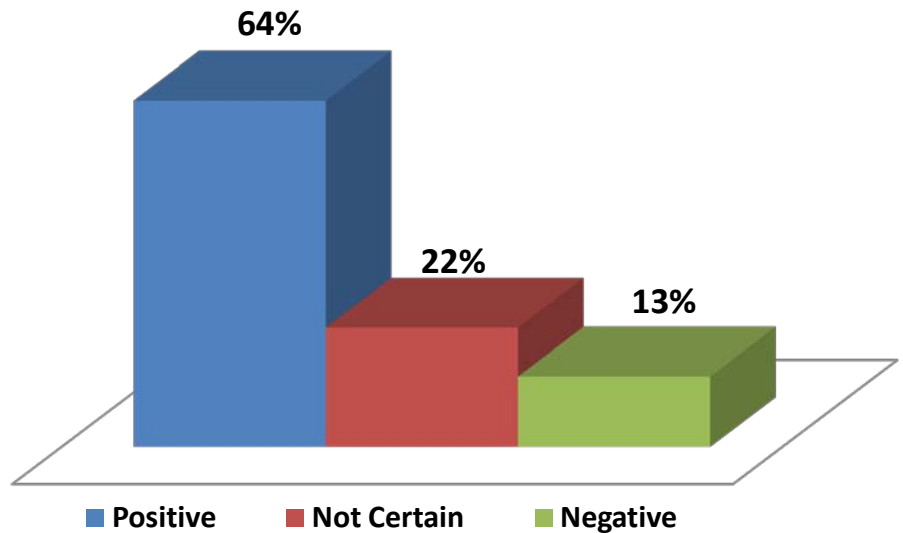
Male

# How do you play?

Are you more willing to buy products from brands with games?



Female



Male

## Time To Level Up!

Brands and advertisers recognize that games are an important part of their online marketing mix. These experiences range from casual online “Advergaming” to full-fledged sponsored gaming portals, both of which are designed to immerse a user in an entertaining experience while delivering an advertising message.

Blockdot is one of the largest and most renowned Advergaming companies in the US. Since 2001, Blockdot has produced nearly 1,000 games and experiences, generating over 1 billion game plays for the most recognized companies in the world. These games provide high click-through rates and session times that can last 5 to 45 minutes. Chances are you have experienced our work firsthand, but we won't tell your boss.

We hope you found the survey informative and will reach out to Blockdot to help you on your next gaming adventure.

Log on and goof off - The Blockdot Team

Visit [www.blockdot.com](http://www.blockdot.com) for more examples of our capabilities.

Visit [www.kewlbox.com](http://www.kewlbox.com) to play some of our games.

Other ways to connect with **Blockdot**.



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