

WHAT THEY PLAY

What They Play is a family guide to video games. As the most comprehensive resource of its kind, What They Play provides parents with expert insights into the themes and content of thousands of today's most popular interactive entertainment products. Through thousands of informative video game descriptions and topical feature articles, What They Play empowers parents with everything they need to know to make informed decisions about what games are right for their children and family.

To Find out More about What They Play, contact your IGN Sales Executive.

DEMOGRAPHICS

> Male composition

64%

> Average age in years

28.7

> Average household income

\$78,780

> With children

81%



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