Welcome to #WIGWednesday
July 22, 2020

Getting Serious About Video Games

Moderated by:
Representative Stephanie Clayton (KS)
Women In Government’s Board of Directors

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July 8, 2020
#WIGSummerSummit
July 22, 2020
#WIGWednesday
Let’s Keep The Conversation Going!
#WIGWednesday

@WomenInGovernment
@WomenInGovernmentFoundation
@WomenInGovt
Women In Government
Women In Government
Getting Serious About Video Games

Moderated By:

Representative Stephanie Clayton (KS)
Women In Government welcomes you to #WIGSummerSummit!

1. All participants are muted through the system.

2. We will have a Q&A period at the end of the presentation, be sure to use the Chat Box feature to ask questions!

3. This virtual round-table event will be recorded and provided on our website once the event is over.
Getting Serious About Video Games

Featuring:

Tara Ryan
Vice President of State Government Affairs, Entertainment Software Association (ESA)

Anastasia Staten
Executive Director, Entertainment Software Association (ESA) Foundation

Patricia Vance
President, Entertainment Software Rating Board (ESRB)
Getting Serious About Video Games

Women In Government

July 22, 2020
ESA – Who We Are

Activision Blizzard, Inc.
BANDAI NAMCO Entertainment America, Inc.
Bethesda Softworks, LLC
Capcom U.S.A., Inc.
Deep Silver
Disney
Electronic Arts, Inc.
Epic Games, Inc.
Focus Home Interactive
Gearbox Publishing, LLC
GungHo Entertainment America, Inc.
Intellivision Entertainment, LLC
Kalypso Media Group
Konami Digital Entertainment, Inc.
Legends of Learning
Magic Leap, Inc.
Marvelous USA (XSEED Games)
Microsoft Corporation
Nacon Gaming USA
Natsume, Inc.
NC软体
NEXON America, Inc.
Nintendo of America, Inc.
NVIDIA Corporation
Paracosma, Inc.
Rebellion Developments, Ltd.
Riot Games
Sega of America
Sony Interactive Entertainment, Inc.
Square Enix, Ltd.
Take-Two Interactive Software, Inc.
Tencent America
THQ Nordic
Ubisoft, Inc.
Warner Bros. Interactive Entertainment, Inc.
Wizards of the Coast
We Are A Nation of Gamers

51.1 M - 70% of kids under 18

163.3M - 64% of adults over age 18

214M
Total video game players in the U.S.
The Game Generation

Majority of gamers are between 18-34

Only 6% more: gamers under 18 vs. 55+
Almost Half of Gamers are Female

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>59%</td>
</tr>
<tr>
<td>Female</td>
<td>41%</td>
</tr>
</tbody>
</table>
## How we play

### Devices Owned by Gamers

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Device Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>73%</td>
<td>own a game console</td>
</tr>
<tr>
<td>43%</td>
<td>own a handheld system</td>
</tr>
<tr>
<td>29%</td>
<td>own a VR device</td>
</tr>
<tr>
<td>25%</td>
<td>own a mobile VR device</td>
</tr>
</tbody>
</table>
QUESTIONS?

Tara Ryan
tryan@theesa.com
202-689-5191
Women in Government

#WIGWednesday: “Getting Serious About Video Games”
22 July 2020
Building New Worlds Together

The ESA Foundation harnesses the power of video games to nurture creativity, innovation and learning opportunities that galvanize the strengths of diverse communities and help solve the world’s biggest challenges through collaboration and compassion for others.
EDUCATION
opens doors by providing young people from all backgrounds with access to engaging learning experiences that increase the likelihood of pursuing fulfilling careers and lives.

COMMUNITY
is the backbone of society. Understanding others and encouraging them to express ideas and make use of their talents not only empowers individuals—it creates bonds and results in problem-solving that improves the lives of all.

DIVERSITY & INCLUSION
showcase the unique talents, skills and ideas of society while driving innovation that leads to change. A company, industry or world bereft of diversity fails to move forward.

WELLNESS
strengthens and empowers individuals to be their best. A balanced, healthy lifestyle is essential to thriving personally, professionally and as a member of a productive community.
By The Numbers

$70M+ raised for Children’s Miracle Network Hospitals by Extra Life, a 24-hour video game marathon supported by ESA Foundation

20M+ times students have played games from iCivics, an ESA Foundation grantee

90K+ students offered curriculum in video game design through ESA Foundation grantee, After-School All-Stars

50K+ free copies HopeLab distributed of its original Re-Mission game with ESA Foundation’s support

11K+ minority students reached through Bootstrap’s coding based algebra program
By The Numbers

161 scholarships provided by ESA Foundation and ThanksUSA, to the children and spouses of American servicemembers since 2009

144 charities and nonprofits supported by ESA Foundation grants

400+ ESA Foundation scholarships awarded to women and minority students pursuing computer and video game arts and science-related degrees

10K+ students in LA were provided lessons in digital literacy through ESA Foundation support with partner EVERFI

1 amazing digital game design badge for Girl Scouts interested in exploring STEAM through video games
Players, Makers...

Diversity of Game Players

83% of black teens in the United States report playing video games compared to 71% of white teens\(^1\)

49% of mobile gamers are women, and 65% of girls and women aged 10 to 65 in the U.S. play mobile games\(^2\)

41% of gamers are female players of all ages\(^3\)

Diversity of Game Makers

Blacks, Latinx, Pacific Islanders, Indigenous people and Arabian and West Asian individuals collectively make up just 13% of game-industry employees\(^4\)

Only roughly 28% of the gaming industry identify as female, transgender or another gender\(^4\)

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\(^1\)Pew Report (2015)
\(^2\)Change the Game (Google): Why We Play (2017)
\(^3\)Entertainment Software Association (2020)
\(^4\)International Game Developers Association (2017)
As for the industry, we need more women and minorities to make more diverse games, and that’s slowly happening. But our job’s not complete.

Liz Kirby, ESA Foundation Scholarship Alumna
Girls Are Makin’ It Happen

Eighth-grade girls score better than boys in the national tech/engineering exam (NAEP)\(^5\)

Interest among girls/young women in STEM falls off during high school – a decline that continues into college and career\(^6\)

Girls who play video games are 3X more likely to pursue a STEM degree than girls who are non-gamers\(^7\)

Percentage of women who graduated from games programs more than doubled between 2008 and 2018, from 14% to 33%\(^8\)

Increased Gender Is Only One Opportunity

Over the last five years, universities welcomed a more diverse group of degree candidates\(^8\)

54% of those graduating are white compared to 7% black, 17% Asian and 16% Latinx\(^8\)

Nearly 700 colleges and universities with courses in video game studies, and 450+ with degrees/certificates\(^8\)

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\(^5\)National Center for Education Statistics (2018)
\(^6\)NSF, Science & Engineering Indicators (2018)
\(^7\)University of Surrey (2018)
\(^8\)Higher Education Video Game Alliance (2019)
Scholarship Program

Highlights

Monetary and non-monetary Opportunities

• Three scholarship funds for women and minorities (BIPOC, LGBTQI+):
  1. STEAM: CS + video game arts and sciences
  2. Plus – LGBTQI+ community service
  3. Collegiate esports athletes

• Professional Development

• Scholar Alumni: Working at companies such as Microsoft, Ubisoft, DreamWorks, Activision and Google
DESIGN CHALLENGE 2020
Be a game changer.

Share your idea for an original mobile game.

• 13 and 18 years old
• Cool swag
• Online workshop led by Girls Make Games to discover how to create real playable games and collect all the know-how and tools to go pro
• Online course to earn a certificate of completion and a new Chromebook!

Head to g.co/ctgdesignchallenge to enter today.
Digital Experience
Meet the 2019-2020 Scholars

Learn about the passion each of our scholars has for video games and what drives them to be the faces of change and improvement to the industry.

"Even bugs lead to new ideas or funny experiences to share."

Andrew H.
Georgia Institute of Technology

Ashley C.
University of California-Berkeley

Atsina C.
University of Southern California

Audrey W.
The University of Texas at Austin

Avi S.
University of California-Irvine

Cory P.
DigiPen Institute of Technology

Darcelis G.
New York University
WE INVEST in people who actively engage in transformative thinking and generate new ideas with the potential to advance humanity in exciting ways.

WE EMPOWER people to follow their passions and express their unique voices with authenticity, so that others may learn from and embrace their cultures and contributions.

WE ENCOURAGE the next generation of innovators to contribute positively to the lives of others and challenge us all to think differently.

WE COLLABORATE with partners who value creativity and invest in talented young people who, as future leaders, will make a difference in the world.

WE INVITE you to IMAGINE a brighter future with us.
“The philanthropic voice of the video game industry”

ESAFoundation.org
ESAFInfo@TheESA.com
ESRB: A Leader in Self-Regulation

July 22, 2020
About the ESRB

• Founded in 1994
• Self-regulatory arm of ESA
• Independently:
  ❖ Assigns ratings
  ❖ Enforces marketing guidelines
  ❖ Ensures responsible online privacy practices
# Three-Part Rating System

<table>
<thead>
<tr>
<th>Rating Categories</th>
<th>Content Descriptors (Examples)</th>
<th>Interactive Elements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone E</td>
<td>Language</td>
<td>In-Game Purchases</td>
</tr>
<tr>
<td>Everyone 10+ E10+</td>
<td>Suggestive Themes</td>
<td>In-Game Purchases (Includes Random Items)</td>
</tr>
<tr>
<td>Teen T</td>
<td>Violence</td>
<td>Users Interact</td>
</tr>
<tr>
<td>Mature 17+ M</td>
<td></td>
<td>Shares Location</td>
</tr>
<tr>
<td>Adults Only A</td>
<td></td>
<td>Unrestricted Internet</td>
</tr>
</tbody>
</table>
Rating Category Breakdown

ESRB RATINGS ASSIGNED 2019

- **45%** EVERYONE
- **14%** EVERYONE 10+
- **28%** TEEN
- **13%** MATURE

NOTE: Includes ratings assigned for boxed (physical) video games and downloadable titles playable on consoles.
# Rating Summaries (Boxed Games)

## LEGO Batman 3: Beyond Gotham

**Platforms**

- Macintosh

---

**Rating Summary**

This is an action-adventure game in which players control Lego versions of DC characters (e.g., Batman, Superman, Wonder Woman) as they attempt to stop an evil villain from destroying the world. Players traverse environments and use punches, kicks, and assorted weapons (e.g., firearms, batarangs) to defeat enemy henchmen and boss characters. Players’ special abilities (e.g., heat vision, super strength, blasts of energy) also cause damage in battle; combat is highlighted by impact sounds and cries of pain. Enemies burst into Lego pieces when defeated.

- No Interactive Elements
Resources at ESRB.org

Ratings Guide & Search Ratings

Parental Controls

ESRB Blog

Contact Us
Broad Coverage for ESRB Ratings

- Boxed Games
- Digitally Delivered Games
- Mobile Apps
- VR/AR/MR Games & Apps
Integration w/Parental Controls

- XBOX ONE
- PS4
- Google Play
- Nintendo Switch

Account access to content & apps

Age Level for Games

Restriction Level

Restricting Purchases in Nintendo eShop
Nintendo eShop purchases can be restricted from Nintendo Account settings. Configure these settings using your smart device or PC account.nintendo.com
Ratings on Boxed Games

Terraria

ESRB Rating: TEEN

Content Descriptors:
- Alcohol Reference
- Blood and Gore
- Cartoon Violence
- Mild Suggestive Themes
- Users Interact
Ratings for Mobile Games
Ratings for VR

Minecraft Gear VR

See the world of Minecraft in a brand new way with the power of VR!

Build, explore and battle mobs from a fresh perspective. With a VR headset on, coming face-to-face with monstrous mobs takes on new meaning: creeping in dark caves inspires even greater trepidation thanks to audio; and the light of a gorgeous sunrise seems to envelop you more completely.

Everyone 10+

Developer Terms of Service & Privacy Policy
• Game publishers who submit their physical games for rating are legally bound to:
  – **Fully disclose** all pertinent content during rating process
  – **Display ratings** information on all product and marketing materials per ARC Manual requirements
  – **Responsibly market** their product per ARC Principles and Guidelines and target marketing rules

• Sanctions include points, fines (up to $1 million), and/or corrective actions

• ESRB reserves the right to revoke rating and/or rating services
“Commitment to Parents Code” includes:
(accepted June 2006)

- Adopting voluntary store policy not to sell M (Mature) rated games to customers under 17 without permission from a parent
- Posting ratings education signs, displaying accurate game rating info on websites, providing sales associate training and customer redress
- Participating in annual mystery shopper and online audits
- And much more

ERC RETAIL PARTNERS:
Video game industry “outpaces” movie & music industries in:

- Restricting target marketing of mature-rated products to children
- Clearly and prominently disclosing rating information
- Restricting children’s access to mature-rated products at retail

Video game retailers generally are doing a good job restricting children’s access to M-rated games, denying sales to 80% of underage shoppers.

FTC Mystery Shop Audits

FTC MYSTERY SHOPPER AUDITS: 2000-2013

“This [rating] system does much to ensure that minors cannot purchase seriously violent games on their own, and that parents who care about the matter can readily evaluate the games their children bring home.”

Justice Antonin Scalia
United States Supreme Court
Brown vs. EMA/ESA
June 27, 2011
High Awareness and Use (in U.S.)

Parental Awareness of ESRB Ratings

87%

Regular Use of ESRB Ratings

77%

Source: 2019 Hart Research Associates
Parents who use parental controls on a game device (computer, mobile device, or console)

- 72%
- 78% Parents with kids ages 3-9
- 66% Parents with kids ages 10-15

Source: 2019 Hart Research Associates
Parental Controls

Parental controls help you manage your children’s video game use, even when you aren’t around.

What would you like to control?

- Block by Age Rating
- Control Spending
- Limit Time Spent
- Restrict Communication
Resources at ESRB.org

- Ratings Guide & Search Ratings
- Parental Controls
- ESRB Blog
- Contact Us
In Sum

• Consumers are informed.
• Parents are engaged.
• Industry deploys effective tools.
• We take self-regulation REALLY seriously.
Questions & Answers

Featuring:

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Anastasia Staten
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Patricia Vance
President Entertainment Software Rating Board (ESRB)
Register for next week’s #WIGWednesday

July 29, 2020 -
3:00 pm – 3:30 pm EDT: *Stepping Up in Times of Crisis: COVID-19 & Kidney Failure* moderated by Kansas State Senator Barbara Bollier featuring Wendy Schrag, Vice President State Government Affairs, Fresenius Medical Care North America, Maria Garcia, Director of State Government Affairs, Fresenius Medical Care North America, and Shannon Gately, State Government Affairs Specialist

Register online for this free event!
We enjoyed staying connected with you while we were physically a part!

Check out all available #WIGSummerSummit resources by going to the events tab on www.womeningovernment.org
You’re Invited!

JOIN WOMEN IN GOVERNMENT
Annual State Directors Conference and Healthcare & Technology Summit
11/18/2020 - 11/19/2020
11/19/2020 - 11/21/2020
Orlando, FL

Contact Women In Government today!
Laura Blake, Outreach and Development Manager
lblake@womeningovernment.org