



Hack the Game.

Conquer New Territories with PayPal.



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The Battle for Gamer Attention

The State of Play

Gaming has seen remarkable advancements in the past year. VR and AR technologies have created realistic virtual worlds and blended digital and physical realms. Real-time ray tracing has added stunning realism, while AI-powered NPCs and dynamic gameplay are reshaping the gaming landscape. Cloud gaming platforms offer seamless streaming across devices.¹

The Battle For New Territories

As gaming experiences evolve, publishers and developers are striving to attract and retain gamers with the most immersive and captivating games. Scale is vital and the importance of having an international gamer base has never been greater.

With the global reach of the internet and the increasing accessibility of gaming platforms, tapping into diverse markets and engaging players from around the world is essential for sustained success.



Here's what a wider and international gamer base could mean for you.

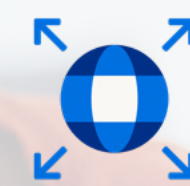
- Reach diverse players and boost your revenue through game sales, in-game purchases, subscriptions and advertising.
- Expand your global presence and help attract attention from developers, partners and investors.
- Gain international visibility, brand recognition and media coverage.

In this comprehensive guide, we equip you with the knowledge and insights needed to explore new territories and achieve success in emerging gaming markets. Backed by PayPal's two decades of experience in payments, our trusted brand stands ready to guide you towards growth in the captivating realm of gaming.



The PayPal Hack:

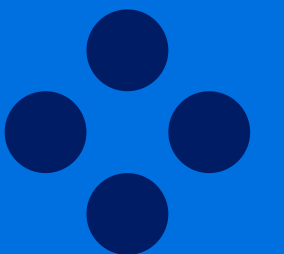
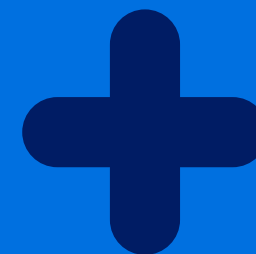
Developers and publishers can tap into PayPal's vast user base to achieve global growth.



Expand into over **200 markets** and reach new international frontiers.



Access PayPal's network of **430M active accounts** who value seamless online transactions.



New Realms, Multiple Revenue Possibilities

As we witness this new frontier where reality merges with the virtual realm, gaming companies are spearheading innovation and emerging as visionary creators. In this dynamic landscape, virtual experiences undergo a remarkable transformation, evolving into lucrative ventures that captivate audiences and drive financial success.



Fortnite's Coachella Island² and Elton John's "Beyond the Yellow Brick Road" on Roblox³ are recent examples of emerging business models and new, hybrid monetisation opportunities.

These interactive virtual events generate revenue for the platforms through ticket sales, in-game purchases of virtual merchandise and customisations, sponsorship and brand collaborations, media and broadcasting rights, artist and record label partnerships, and real-world ecommerce opportunities.

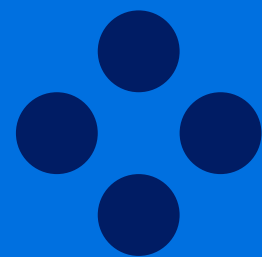


And while monetisation models in gaming are plentiful, there are also some pros and cons to consider.

TYPE	Pay to Play	In-game purchases	Virtual Real Estate	Subscriptions	DLC and Expansion Packs	Esports
PROS	Appeals to traditional gamers who wish to avoid constant microtransactions. Provides all players with equal access to content.	Opportunity to increase revenue per player with additional content.	Revenue through property transactions and rental income.	Encourages player commitment, loyalty and community.	Generates revenue from existing players who desire more content.	Partnership, sponsorship and promotional opportunities between publishers and esports leagues.
CONS	Lack of ongoing revenue may discourage regular updates and affect long term player engagement.	Potential backlash if microtransactions seem over-priced or required for game progress.	May appeal only to small numbers. Difficult to accurately price virtual real estate.	Needs continuous flow of new and engaging content to retain subscribers.	Risk that developers are perceived as withholding content to sell separately.	High initial and ongoing costs to organise and host esports events.

The PayPal Hack:

No matter your monetisation model, PayPal helps to secure transactions by providing a secure and convenient payment solution.



Many gamers around the world choose PayPal because it offers three big advantages:

No pausing for payments

PayPal payments are fast. No searching for wallets or keying in long card numbers. With PayPal, gamers can stay logged in and checkout faster.

One account, many places to play

Serious gamers often have multiple subscriptions to different platforms. With PayPal, they can manage their payments in one secure account by setting PayPal as the payment method for all accounts.

24/7 fraud monitoring

Players shouldn't have to worry if they can trust that their payment is secure. With 24/7 fraud detection monitoring, PayPal helps keep players' purchases secure so they can keep their heads in the game.



An Overview of 5 Key Gaming Markets

To help maximise your company's international reach and engagement, you need to understand the demographics and gameplay preferences of gamers in different key markets. By understanding the profile and preferences of players in Japan, United States, Germany, United Kingdom and Mexico, games developers and merchants can create targeted strategies to help attract audiences effectively.

Each country is different and by understanding the most popular platforms, genres and channels in each target market, you can tailor your products and marketing for the best chance of winning new territory in the growing and competitive international market.

Choose your journey below:

 United States →

 Mexico →

 United Kingdom →

 Germany →

 Japan →

Gamers in Japan

Japan, a global gaming powerhouse, boasts influential developers, iconic franchises and a dedicated player base. Japanese gamers range from avid RPG enthusiasts to competitive esports players. Understanding this dynamic market is essential for companies aiming to tap into Japan's vast potential and forge meaningful connections with its passionate gaming community.



Stats and demographics

 **110**
Number of Players (MN)⁴

 **19.9**
Gaming Revenues (US\$BN)⁵

	Gender of Gamers ⁶	Age ⁷	Share of Players Per Platform ⁸	Top 3 Gaming Genres ⁹	Top 3 Games ¹⁰	Most Popular Payments for e-Commerce ¹¹
#1	Male 51%	21 - 50 64%	Mobile 48%	RPG	Pokémon Scarlet / Violet	Credit card 57%
#2	Female 49%	10 - 20 24%	Console 34%	Puzzles (Mobile) Adventure (Console) Shooter (PC)	Splatoon 3	Digital wallet 18%
#3	Non-binary/Other <1%	51 - 65 12%	PC 18%	Simulation	Pokemon Legends: Arceus	Account-to-account (A2A) 7%

How to find your target audience

The top social media platforms in Japan are LINE, YouTube, Twitter and Instagram.¹² Live streaming is very popular and there's a big range of local favourites to choose from. Overall, the most popular live streaming sites are: YouTube Live, Twitch, Hakuna Live and Twitchcast (all with **over 2 million monthly viewers**).¹³

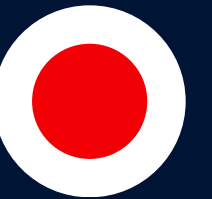
Games conventions and events

Japan is known for hosting several popular gaming conventions that attract gaming enthusiasts from around the world. Here are some of the most well-known gaming conventions in Japan:

- 1. Tokyo Game Show (TGS):**
Japan's largest gaming convention showcasing upcoming releases and trends.
- 2. Jump Festa:**
Manga and anime celebration with game demos, cosplay, and merchandise in Tokyo.
- 3. Comiket (Comic Market):**
World's largest "doujinshi" convention in Tokyo for self-published works, such as magazines, manga, or novels.

Trade association

The national trade body for the online games industry in Japan is the Japan Online Game Association (JOGA): japanonlinegame.org.



How PayPal can help



66%

of PayPal users pay with PayPal when shopping in Japan because they trust PayPal payment method.¹⁴



41%

of cross-border shoppers abandoned a purchase from Japan because PayPal was not available.¹⁴



67%

of PayPal JP XB shoppers said that PayPal was their preferred payment option for XB shopping in JP, the highest for any payment method.¹⁴



50%

of PayPal users pay with PayPal when shopping in Japan because it gives them confidence that their payment information is safe and secure.¹⁴



59%

of PayPal XB consumers have abandoned a purchase while shopping from a Japanese merchant.¹⁴

Gaming preferences may halt your game's success

While it's difficult to pinpoint specific types of games that universally fail in Japan, there are some genres or types of games that may face more significant challenges or have limited appeal. Here are a few examples:

1. Sports Games:

Sports games are generally less popular in Japan compared to regions like North America or Europe, except for those focused on popular sports like baseball or soccer.¹⁵

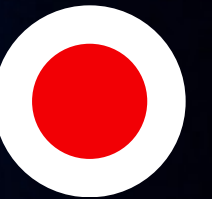
2. Niche or Specialised Genres:

Games catering to specific and niche genres or having complex mechanics may struggle to find a broad audience in Japan, often appealing primarily to dedicated fans.¹⁶

3. Language and culture are critical:

Japanese gaming culture is unique and games should adapt their content to local symbolism and associations as well as language to be successful.¹⁷

← Return to map

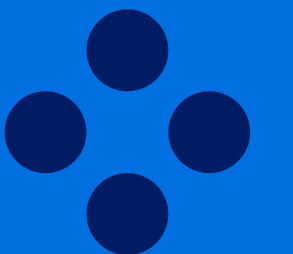


The PayPal Hack:

Use cross-border transaction insights to plan ahead:

PayPal provides businesses with valuable insights and analytics related to their cross-border transactions. This data can help businesses understand customer behaviour, identify market trends and make informed decisions regarding their expansion strategies.

[Learn More](#)



Gamers in the United States

Welcome to America, the birthplace of video games and the second largest gaming market in the world. Video gaming is one of the fastest growing entertainment sectors in the US and nearly three quarters of Americans are games enthusiasts.¹⁸ The US is an exciting and diverse market with many different player personas and a growing appetite for esports.



Stats and demographics

191
Number of Players (MN)¹⁹

47.3
Gaming Revenues (US\$BN)²⁰

	Gender of Gamers ²¹	Age ²²	Share of Players Per Platform ²³	Top 3 PC and Console Gaming Genres ²⁴	Top 3 PC and Console Games ²⁵	Most Popular Payments for e-Commerce ²⁶
#1	Male 52%	21 - 35 36%	Mobile 48%	Shooter	Fortnite	Digital wallet 32%
#2	Female 47%	10 - 20 26%	Console 39%	Adventure	Counter-Strike: Global Offensive	Credit card 30%
#3	Non-binary/Other 1%	36 - 50 25%	PC 27%	Battle Royale	Grand Theft Auto V	Debit card 20%

Most popular channels for your target groups

The most popular social media platforms for US gamers are YouTube, Facebook, Instagram, Discord, TikTok and Twitch.²⁷ Depending on your game genre and its target demographic, you might also look at Reddit and Twitter as these are popular with some audiences.

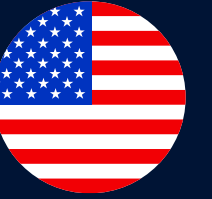
Games conventions and events

The US hosts some of the largest gaming events in the world. It's also home to the world's largest industry professional event, the Game Developers Conference (GDC) in San Francisco. To connect with gamers and games fans, check out the following conventions:

- 1. PAX (Penny Arcade Expo, held in Seattle) and PAX East (held in Boston):**
a celebration of gaming and game culture.
- 2. E3 (Los Angeles):**
one of the world's biggest gaming conventions.
- 3. Comic-Con International (San Diego):**
originally dedicated to comics, Comic-Con now has a large video game presence.

Trade association

The national trade body for the video game industry in America is the Entertainment Software Association (ESA): www.theesa.com.



PayPal in the US



82%

user share. PayPal is the most used online payment service in the United States.²⁸



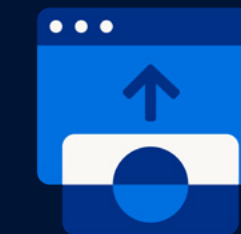
69%

of PayPal users feel more secure shopping at a merchant that accepts PayPal.²⁸



33%

PayPal has shown it can help increase checkout conversion by an average of 33% with large merchants.²⁹



2.2x

PayPal users buy 2.2x more often on a site which accepts PayPal vs. sites which do not.²⁸



6 bps

PayPal shows that it can help reduce fraud rate by 6 bps on credit card transactions.³⁰

A large but discerning market

While the US gaming market is large and diverse, it is also discerning and it can be hard for a new entrant to break into the market. Here are 3 important points to consider:

1. Be very clear about your target audience:

The US is a huge market and you waste large sums of money by marketing to too broad an audience.

2. Localisation is key:

Make sure you use accurate translations into US English (or Spanish if you are targeting the large Hispanic population) and keep your cultural references accurate and up to date.

3. Build a strong online presence and community:

The best way to build a following in this large market is to foster a strong and engaged community of fans.

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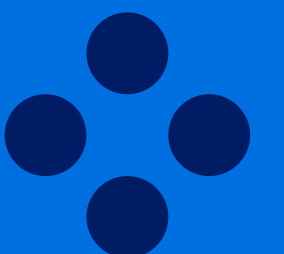


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[Learn More](#)



Gamers in Germany

Germany is home to the world’s largest games event, gamescom.³¹ The country has a thriving industry of mostly small developers and publishers, and a large and passionate community of gamers. From casual gamers seeking immersive experiences to competitive esports athletes competing at the highest level, the German gaming community offers a vast range of opportunities for gaming companies.



Stats and demographics

 **49.8**
Number of Players (MN)³²

 **6.6**
Gaming Revenues (US\$BN)³³

	Gender of Gamers ³⁴	Age ³⁵	Share of Players Per Platform ³⁶	Top 3 PC and Console Gaming Genres ³⁷	Top 3 PC and Console Games ³⁸	Most Popular Payments for e-Commerce ³⁹
#1	Male 54%	21 - 35 31%	Mobile 43%	Shooter	Fortnite	Digital wallet 29%
#2	Female 45%	36 - 50 28%	Console 34%	Adventure	Overwatch 1&2	Account-to-account 27%
#3	Non-binary/Other <1%	51 - 65 22%	PC 34%	Sports	Grand Theft Auto V	Buy Now Pay Later 23%

How to find your target audience

Popular media platforms for the 21-50 gamer demographic in Germany include Twitch and YouTube for content consumption,⁴⁰ Discord for community engagement, and social media platforms like Facebook, Instagram, and Twitter for gaming news and updates. Gaming websites and forums also play a significant role in connecting German gamers and providing valuable information.

Games conventions and events

Germany hosts several notable gaming conventions that attract gaming enthusiasts from near and far. Here are three of the top gaming conventions in Germany:

- 1. Gamescom:**
The largest gaming convention in Cologne showcasing industry trends and upcoming releases.
- 2. DreamHack Leipzig:**
Prominent gaming festival with esports competitions and interactive exhibitions.
- 3. MAGFest Europe:**
Music, gaming, and culture festival in Erfurt with live concerts and indie game showcases.

Trade association

The national trade body for the games industry in Germany is The German Games Industry Association (Game): [game.de](https://www.game.de).



PayPal in Germany



93%

user share. PayPal is the most used online payment service in Germany.⁴¹



79%

of German consumers believe PayPal is the most trusted brand to keep their financial information secure.⁴¹



84%

increase in checkout conversion for SMB merchants with PayPal.⁴¹



60%

increase in checkout conversion for large merchants with PayPal.⁴¹



18 bps

PayPal can help reduce chargeback rates by 18 bps.⁴²

Regulatory measures and other considerations

Several factors can contribute to the failure of games in the German market. If you are aiming for success in Germany, you need to consider:

1. Localisation and cultural sensitivity:

Poor localization or cultural insensitivity hinder player engagement and impact the overall experience.

2. Content regulations:

Germany has strict regulations when it comes to violence, blood, and explicit content in video games.

3. Weak execution:

Licensed games that fail to capture the essence of the source material or provide subpar gameplay receive a negative reception from German gamers.

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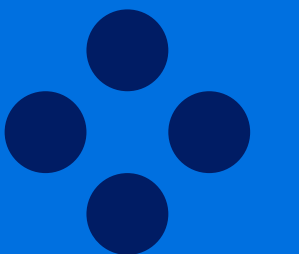
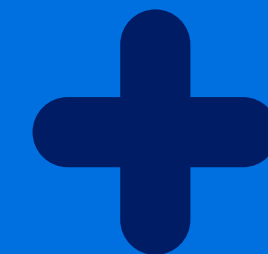


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[Learn More](#)




Gamers in the United Kingdom

The UK is one of the leading games market with a large and sophisticated community of gamers. Video games are the UK's most popular form of entertainment and the industry is the most profitable entertainment sector in the UK.⁴³ From casual games like Candy Crush Saga and Wordle through to immersive adventures and shooters, Brits are avid gamers and big spenders – 58% of gamers buy game subscriptions.⁴⁴



Stats and demographics

 **39.1**
Number of Players (MN)⁴⁵

 **5.5**
Gaming Revenues (US\$BN)⁴⁶

	Gender of Gamers ⁴⁷	Age ⁴⁸	Share of Players Per Platform ⁴⁹	Top 3 PC and Console Gaming Genres ⁵⁰	Top 3 PC and Console Games ⁵¹	Most Popular Payments for e-Commerce ⁵²
#1	Male 54%	21 - 35 33%	Mobile 46%	Adventure	Overwatch 1&2	Digital wallet 35%
#2	Female 45%	36 - 50 28%	Console 41%	Shooter	Fortnite	Credit card 24%
#3	Non-binary/Other <1%	10 - 20 23%	PC 27%	Battle Royale	FIFA 23	Debit card 22%

How to find your target audience

58% of Brits watch game-related content, with YouTube (**74%**) and Twitch (**25%**) being the most popular platforms.⁵³ In terms of time spent per month, The UK's most popular social media platforms are: TikTok (**27.3hrs per month**), YouTube (**15.5hrs**) and Facebook (**14.6hrs**).⁵⁴

Games conventions and events

With such a large and engaged gaming community, there's no shortage of gaming events across the UK, international, national and regional. Check these out:

- 1. EGX:**
The UK's largest video-game focused event, held in London.
- 2. UK Comic-Con:**
Dedicated to all forms of comic and pop culture including cosplay and, of course, video gaming.
- 3. Insomnia Gaming Festival:**
"a massive community-led gaming convention" that includes esports, LAN parties and entertainment.

Trade association

The national trade body for the UK games and interactive entertainment industry is UKIE: ukie.org.uk.



PayPal in the UK



91%

user share. PayPal is the most used online payment service in the UK.⁵⁵



45%

of UK consumers say trust in using PayPal is the reason for repeat purchases in SMB sites.⁵⁵



24%

increase in checkout conversion for large merchants with PayPal.⁵⁶



71%

increase in checkout conversion for SMB merchants with PayPal.⁵⁷



9 bps

PayPal can help reduce fraud rate by 9 bps on credit card transactions.⁵⁸

Think about the right monetisation strategy

Nearly 2/3 of UK gamers spend money on games and the top motivation to make a purchase is a sale or special price.⁵⁹ To be able to play with friends and family is the second highest motivation. At the same time, nearly a quarter (24%) of players are merely filling time. Deciding on the best monetisation strategy for your target audience is critical:

1. Understand the regulations:

Games and apps targeting children are heavily regulated with regard to data, analytics and advertising.

2. Avoid loot boxes:

There is concern about the effects of this approach and the UK government (along with the EU) is threatening legislation to make them illegal.

3. Consider whether a subscription model is right for your game:

58% of British gamers buy game subscriptions.⁶⁰

← Return to map

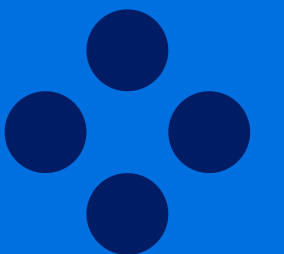


The PayPal Hack:

Use cross-border transaction insights to plan ahead:

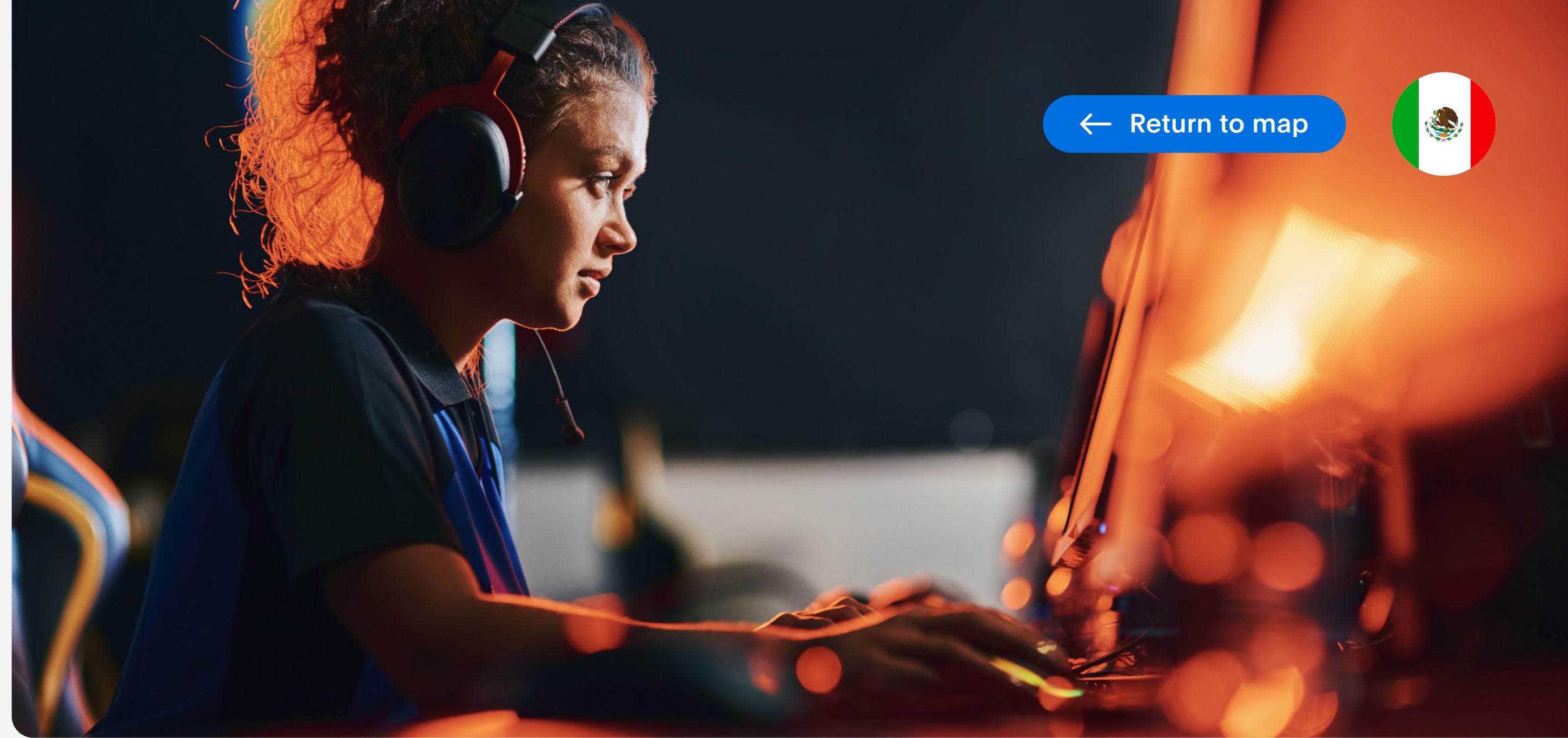
PayPal provides businesses with valuable insights and analytics related to their cross-border transactions. This data can help businesses understand customer behaviour, identify market trends and make informed decisions regarding their expansion strategies.

[Learn More](#)



Gamers in Mexico

Mexico is one of the largest and most dynamic gaming markets in Latin American and the world. It's also one of the top importers of video games and software.⁶¹ Mexican gamers are mostly young (although popularity is spreading quickly through older age groups) and largely favour casual gaming on mobile phones. Competitive esports are also popular in Mexico.



← Return to map



Stats and demographics

65.9
Number of Players (MN)⁶²

2.4
Gaming Revenues (US\$BN)⁶³

	Gender of Gamers ⁶⁴	Age ⁶⁵	Share of Players Per Platform ⁶⁶	Top 3 Gaming Genres ⁶⁷	Top 3 Mobile Games ⁶⁸	Most Popular Payments for e-Commerce ⁶⁹
#1	Male 52%	5 - 20 43%	Mobile 80%	Strategy (Mobile) Sports (Console)	Roblox	Credit card 33%
#2	Female 48%	21 - 30 24%	Console 21%	Puzzle (Mobile) Shooter (Console)	Free Fire	Digital wallet 27%
#3	Non-binary/Other <1%	31 - 40 14%	PC 7%	Adventure (Mobile) Battle Royale (Console)	Clash Royale	Debit card 22%

How to find your target audience

You definitely need to be on social media. Mexican youths have more access to devices and are more likely to use social media than their global peers. They favour TikTok, Facebook and Twitch.⁷⁰ Across all age groups, WhatsApp, Facebook, Instagram and TikTok are the favorites.⁷¹

Games conventions and events

Here are a couple of major gaming events in Mexico where you can engage with gamers and games fans:

- 1. Electronic Game Show (EGS):**
Mexico's largest video game convention.
- 2. Gamergy:**
one of the largest gaming events in the Spanish-speaking world, Gamergy is based in Madrid, Spain and holds events in Mexico and Argentina.
- 3. La Mole Comic Con Internacional:**
a comic and cosplay-centred event that includes gamers.

Trade association

The national trade body for the video game industry in Mexico is The Asociación Mexicana de Videojuegos (AMEXVID): <https://amexvid.com/>.



PayPal in Mexico



80%

of PayPal users are more likely to complete a purchase from an unknown merchant when PayPal is present.⁷²



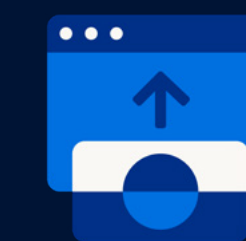
90%

of Mexican PayPal users agree that they trust PayPal to make purchases from another country.⁷³



59%

increase in checkout conversion for large merchants with PayPal.⁷⁴



1.3x

PayPal users buy 1.3x more often on a website which accepts PayPal vs. websites which do not.⁷⁵



50%

of PayPal users have abandoned a purchase because PayPal was not present at checkout.⁷⁶

A young and mobile market

A younger, mobile-equipped demographic coupled with rapidly expanding national infrastructure means that the Mexican gaming market is moving quickly. Important points to consider:

- 1. Prioritise mobile strategy:**
Even if your game doesn't target mobile gamers, leverage mobile platforms for marketing, engagement, and payments.
- 2. Focus on genre preferences:**
Explore specific popularity of genres like wrestling games in Mexico.
- 3. Embrace esports:**
Engage with the thriving esports scene in Mexico, including leagues such as FIFA Interactive World Cup, Call of Duty League, eFormula One, and League of Legends.

← Return to map



Building An Engaged Community

Promoting your games and building a community on channels like Twitch and Discord and through esports leagues is crucial for the success of your game. These platforms help give you a direct line to gamers, enhancing your game's visibility and success in a competitive landscape.

Here are some ways you can help promote your game and build your community

Sponsor esports teams and tournaments	Collaborate with influencers	Livestream gameplay on Twitch	Engage with and sponsor Discord Communities	Organise community events	Cross-Promotion
This can help increase visibility of your game in the gaming community.	Engage gaming influencers to stream gameplay, and join promotional events to help boost reach and adoption.	Interact with viewers, share game insights, and foster a passionate community to help generate excitement for your game.	Set up an official Discord server for your game, actively engage with the community, foster discussion, address feedback and create a vibrant gamer community.	Host exclusive events, tournaments or challenges for Twitch and Discord communities, offering unique rewards, in-game items, or early access to help foster a sense of exclusivity and drive participation.	Cross-promote each other's content by including shoutouts, co-streaming sessions, or hosting joint events. By tapping into each other's audiences, you can expand your reach and attract new players.

By leveraging the power of esports, Twitch, and Discord, you can promote your game, build a strong player base, and foster a passionate community around your game.

Don't forget your website

Relying on app stores and gaming platforms to get your game out there isn't enough. With your own website, you can sell direct to your gamers, promote your games and related events, and link to community chats. A website also gives a professional face to your business, which can help build confidence in new markets.

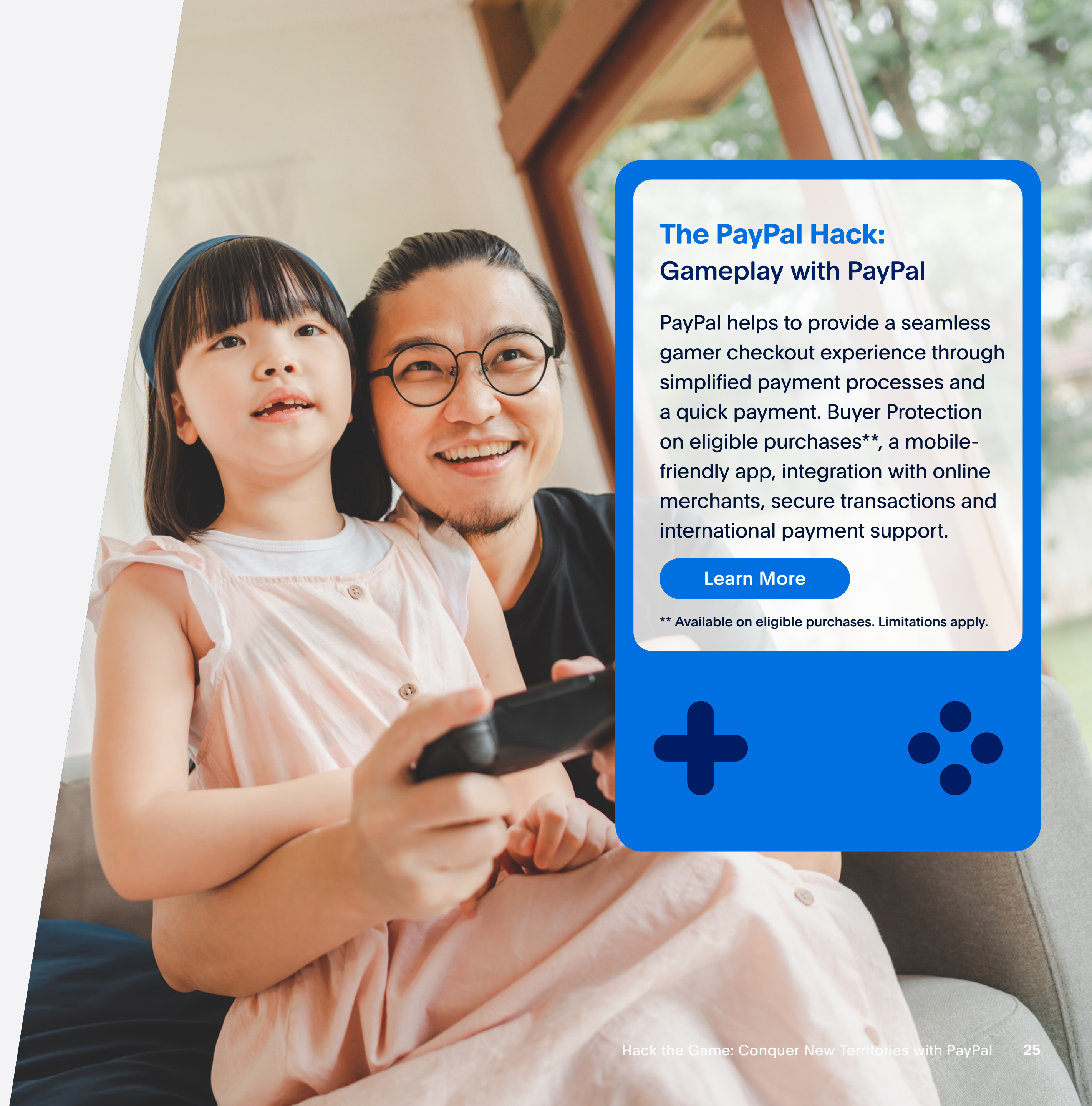
[Learn More](#)

The Thing About Latency

Near-zero latency ensures seamless, uninterrupted transaction to give your gamers instant gratification, and encouraged to make repeat purchases.

In the competitive world of gaming, poor latency can result in:

1. Disputed transactions.
2. Unfair benefit for certain players.
3. Issues with currency conversions, exchange rates, and delayed transfers.
4. Discouraging players from making future purchases and even abandoning the game entirely.

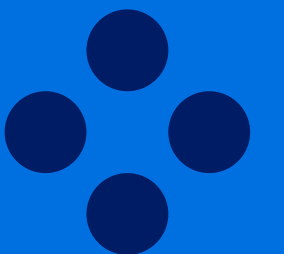


The PayPal Hack: Gameplay with PayPal

PayPal helps to provide a seamless gamer checkout experience through simplified payment processes and a quick payment. Buyer Protection on eligible purchases**, a mobile-friendly app, integration with online merchants, secure transactions and international payment support.

[Learn More](#)

** Available on eligible purchases. Limitations apply.



Fraud, one of the most significant risks associated with latency

Delayed processing can allow fraudsters to exploit system vulnerabilities, intercept sensitive payment information and launch malicious attacks.



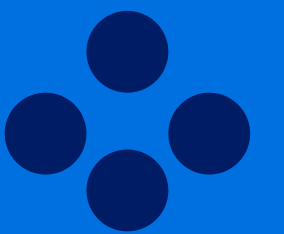
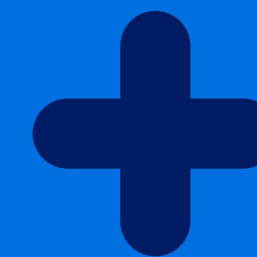
- 1. Financial losses:**
Unauthorised transactions, stolen accounts (account takeovers) or fraudulent in-game purchases can lead to real money losses and chargebacks.
- 2. Disrupted gameplay:**
Stolen accounts are used for cheating, and hacking.
- 3. Damaged trust and reputation:**
It can lead to lower revenue, lower engagement and lower investment.
- 4. Legal and regulatory problems:**
Severe fraud cases and compromised customer data can lead to legal and regulatory issues including legal action and penalties.

To help mitigate fraud risk, developers can implement security measures like multi-factor authentication, fraud detection systems, account recovery processes and player reporting mechanisms.

The PayPal Hack:

With over 20 years in the payments industry, our predictive risk algorithms ingest trillions of data points from our network to help identify patterns, anomalies, suspicious activities, and detect potential fraud.

[Learn More](#)



CONCLUSION

Enter a world of possibilities and discover how PayPal can empower your gaming business to help break through borders and expand abroad. It's time to reimagine your player payment processes as a game-changer for growth. With the help of PayPal, you can confidently venture into new markets, expand your global reach and increase revenue possibilities.

[Connect With Us Today](#)

** This content is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.



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