THE GAME CHANGER

DOUG FISHER & KIRK SKAUGEN
GAMING
EVOLUTION
* includes revenue from PC, Mobile, Consoles, HW/SW, Online and Advertising
$34B | 2015

SOURCES: Digi-Capital™ Global Games Revenue Forecast ($B), NewZoo Games Market Research Global Report, MAY 2015
$45B | 2018

WORLDWIDE GAMERS 1.8B

ACTIVE PC GAMERS 711M

REFRESH | 2-3 YEARS
MYTH #1 ALL GAMERS ARE TEENAGERS
35

AVERAGE AGE

MYTH # 2

WOMEN DON’T GAME
48% WOMEN GAMERS

MYTH # 3

GAMING IS JUST A HOBBY
MYTH #4
ONLY EXCITING
FOR THE PLAYERS
205M GLOBAL AUDIENCE | 180 COUNTRIES

SOURCES: Electronic Sports League; Repucom/NewZoo 2014; Intel Extreme Masters.
THE GAME CHANGER
CROSS PLATFORM AND OPERATING SYSTEMS

* Other brands and names may be claimed as the property of others.
PERFORMANCE
6TH GEN INTEL® CORE™
UNLOCKED K SKU
DEVELOPED BY CHARLES
OWNER OF XTREME SYSTEMS INC
personal experiences
Other brands and names may be claimed as the property of others.
INDUSTRY INFLUENCE
DEVELOPED BY DAVID
MARKETING DIRECTOR LEGO FUTURE LABS

DEVELOPED BY DAVE
CEO iRACING
“The success of Twitch ...epitomizes gamers’ embrace of technology.”

USA TODAY
Other brands and names may be claimed as the property of others.
Played by

CLG RED
INNOVATION
INNOVATION

4K Gaming
Gaming on the Go
Gaming and IoT
Virtual Reality

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SOFTWARE TOOLS DEVELOPED FOR YOU
LEVEL-UP CONTEST
SOFTWARE.INTEL.COM
GAME OF THE YEAR
DEVELOPED BY ???
the Franz Kafka Videogame

GAME OF THE YEAR
DEVELOPED BY DENIS GALANIN
Intel as the game changer

Evolution + Industry Influence + Innovation

Intel as the Game Changer
WINNERS

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