



The Benefits of Video Game Play

Far and away, the biggest benefit of playing video games is simply having fun. But the power of play offers a lot more than entertainment. Explore all the benefits of being part of the Game Generation.

Bringing People Together

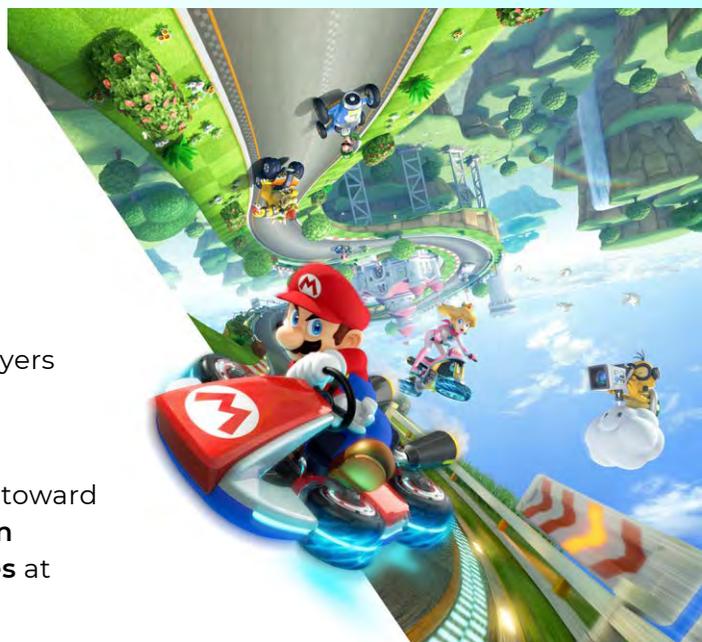
Video games connect old friends and new friends alike through shared experiences, instilling the value of teamwork and offering camaraderie at a time when many people feel technology can be isolating.

 **57%¹** of parents bond with their children through **once-a-week game play.**

 **55%¹** of players say video games help them **connect with friends.**

 **63%¹** of adult players **play with others.**

 **56%¹** of frequent players cooperate toward a **common goal on multiplayer games** at least once a week.



Mario Kart 8 (Nintendo)

Inspiring Creativity

Playing video games unlocks our imaginations, showing what's possible in our world — and in ourselves. Players sharpen their minds and tap into their creative juices.

 **5+ hours** a week of playing can lead to²:

- Improved **problem-solving.**
- Higher **academic achievement.**
- Better **peer relationships.**

 **56%¹** of players **have a creative hobby** (e.g., drawing, singing, writing) versus 49% of average Americans.



Borderlands 3 (Gearbox Software & 2K Games)



Microsoft
Adaptive
Controller



Creating a More Inclusive World

Crossing the boundaries of gender, race, ethnicity, age and physical abilities, video game playing lifts up all of us by building empathy and cultural understanding.



There are **33 million people with motor and cognitive challenges who play video games.**³



People with autism, multiple sclerosis and cancer **boost their mental health and confidence** by playing video games.^{4,5,6}



Organizations from the United Nations to the Special Olympics **recognize the power of video games to improve lives worldwide.**^{7,8}

What else can play do for you?
Learn more at [GameGeneration.org](https://www.GameGeneration.org)



GAME GENERATION™

PLAY · LEARN · CONNECT

1. 2019 Essential Facts About the Computer and Video Game Industry. ESA.
2. Kovess-Masfety et al. Is time spent playing video games associated with mental health, cognitive and social skills in young children? *Soc Psychiatry Psychiatr Epidemiol.* March 2016.
3. AbleGamers opens new facility to help those with disabilities get back in the game. *Polygon.* April 2017.
4. How Video Games Benefit Students with Special Needs. *Asperger/Autism Network.*
5. Video Games Can Help Ease Pain for People with MS. *Healthline.*
6. Granic I, Lobel A, Engels R. The Benefits of Playing Video Games. *American Psychologist.* January 2014.
7. Empathy, perspective and complicity: how digital games can support peace education and conflict resolution. *UNESCO/Mahatma Gandhi Institute of Education for Peace and Sustainable Development.* 2016.
8. Special Olympics USA to host its first-ever video game tournament. *CNet.* May 2018.