GameStop Market Model Excerpts
Includes Console Hardware, Console Software and Console Digital

Source: GameStop Market Model
Expect to buy in next 12 months:
PowerUp Rewards members

- Playstation 4: 34%
- Smartphone: 23%
- Tablet (e.g., Android, Apple, etc.): 22%
- Laptop or netbook computer: 18%
- Portable gaming device (e.g., DS/Vita): 13%
- Desktop computer: 13%
- Internet connected TV/Smart TV: 11%
- Blu-ray Player: 8%
- Portable music player/MP3 player: 8%
- E-Reader (such as Kindle, Nook): 8%
- Digital camera or video camera: 7%
- Regular TV (not Smart TV): 6%
- DVR - digital video recorder: 3%
- Streaming or Digital Media Device: 3%

Source: PowerUp Rewards consumer research (2013)