



Press release

GfK Entertainment extends games market research to encompass 22 countries: portfolio now includes Hungary, the Czech Republic and Slovakia

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Nadine Arend
Public Relations/Marketing
T +49 7221 279 247
nadine.arend@gfk.com

Hans Schmucker
Public Relations
T +49 7221 279 200
hans.schmucker@gfk.com

The charts compiler has expanded its offering and will be providing games and consoles data for three new countries.

Baden-Baden, January 17, 2020. - For many years now, GfK Entertainment has been evaluating video and computer games data for a total of 19 countries worldwide, including such key markets as Germany, France and the United Kingdom. The charts compiler has now expanded its offering and will also be providing sector data for Hungary, the Czech Republic and Slovakia. These data, including back data, will be available retrospectively to 1 January 2019 and provide between 70 and 80 percent market coverage. In addition to games, the weekly data for sales of consoles will be collected.

Tanja Eisen, Global Director Multimedia, GfK Entertainment, notes: "We are pleased to be able to steadily forge ahead with the transnational integration of market research data – and further develop our portfolio in the games segment after extending our services in other areas, such as expanding our VOD offering to include the US and Canadian sales markets".

Taking in the new regions, GfK Entertainment now collects data for the following 22 countries: Austria, Belgium, Brazil, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, the Netherlands, Norway, Poland, Portugal, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, the United Arab Emirates and the United Kingdom.

About GfK Entertainment

GfK Entertainment GmbH
Lange Straße 75
76530 Baden-Baden
Germany

T +49 7221 279 0
F +49 7221 279 111

Represented by:
Dr. Mathias Giloth (Managing Director)
Wolfgang Wanders (Managing Director)

Commercial register:
Mannheim HRB 201294

GfK Entertainment is an official charts and market research data supplier to the Games, Music, Books and Video industries. The company works closely with all industry trade bodies and is currently active in over 30 countries supplying official charts, tailor-made sales-, market- and product data analysis reports to content holders, retailers and trade body groups for all products, physical, digital and social media related in the entertainment sector.

For further information, visit www.gfk-entertainment.com.



GfK Entertainment

About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media - now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.

For more information, please visit www.gfk.com.