

PRESS RELEASE

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### **The Digital Gamer Undressed - First Facts About the Legal Downloader**

Berlin, October 4, 2010: In its latest analysis, Deals4Downloads.com, the digital deal and price search portal, takes a first look at the digital gamer.

"While we know some facts about the digital market and its business participants, we hardly know anything about the people that really drive this market - the digital gamers", comments Sebastian Lindig, CEO of Deals4Downloads.

According to the report, the digital gamer is almost exclusively male with an average age of 30. The majority lives in North America with smaller populations in Europe and tiny settlements in Asia, South-America and Africa. He is equally interested in PC and Console games with a growing appetite for mobile downloads. Everyone has been sighted at Steam, but a large group surprisingly also shops at one or more other download store as well.

For more insights about the digital gamer read the latest blog post on the Deals4Downloads Blog.

#### *About Deals4Downloads.com*

Founded by game industry veterans, online startup Deals4Downloads.com leaves the brick and mortar market behind and is the first price and deal search engine for digitally distributed games.

Deals4Downloads.com provides its customers with free and up-to-date information about deals, trends, availability and pricing of digitally distributed games as well as online shop reviews and ratings, all aggregated in one place. The Deals4Downloads.com blog further reports on trends and behind the scene information within the digital distribution market.

With its exclusive focus on digital content, Deals4Downloads.com supports games developers, publishers and online shops to market their digital content and to target their audience. It stands for an open, transparent and quickly growing digital market. It helps consumers to find their digital games and online store faster, safer and for a better price.

The core team around the founders Sebastian Lindig and Michael Krenz is supported by an international team of research analysts and programmers.

#### *Press Material and Contact Info*

Print-ready logos and other assets: <http://www.deals4downloads.com/index/press>

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