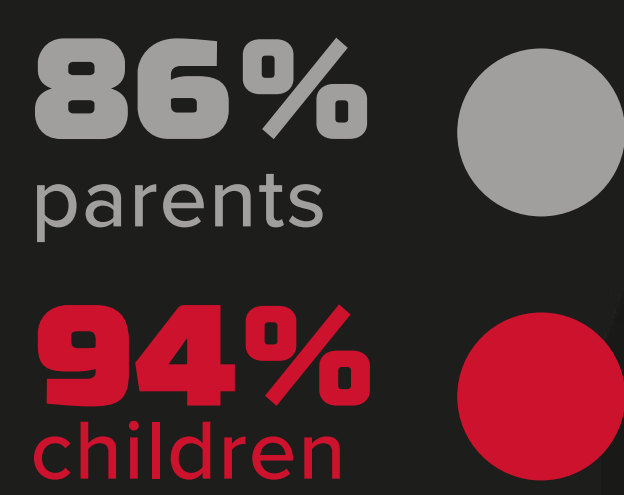


Generation VS Generation

We're All Gamers

Who is gaming?

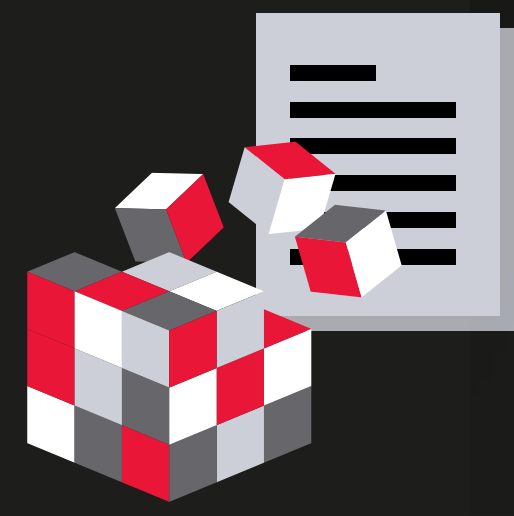


The value of gaming

We love gaming. We do everything possible to make the experience of gaming better for players. From the pros to the casuals, we believe that gaming makes life better. We're All Gamers. We know millions share our passion, but what do everyday parents and children think about gaming? Do parents think gaming is a waste of time? Do children want to become esports athletes? Should gaming be taught in school?

The results of our latest research might surprise you...

EDUCATION



25%

of parents

52%

of children

Think that esports should be part of school curriculum

32%

of parents

57%

of children

Would like/would like their child to participate in an esports competition through their school/college

COPING DURING COVID



50%

of parents

61%

of children

Think gaming improves their child's mental health

52%

of parents

57%

of children

Think children coped better with lockdown because of gaming

FUTURE



40%

of parents

55%

of children

Think gaming is a way into a future career

36%

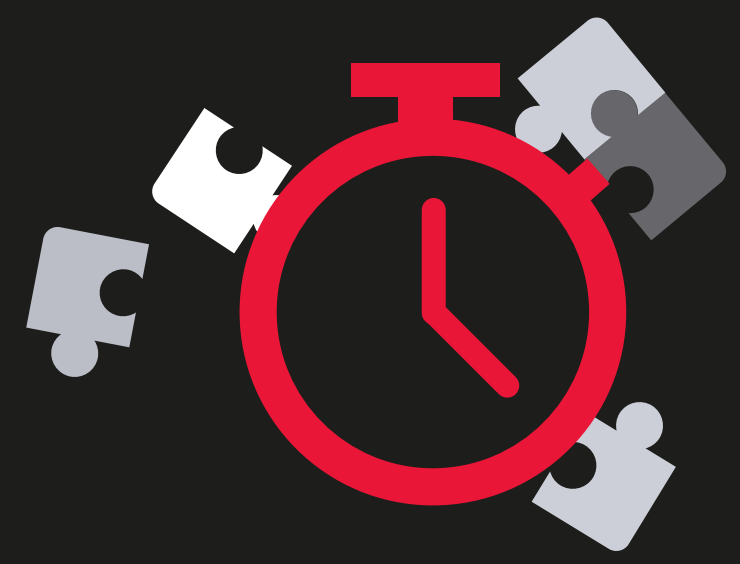
of parents

46%

of children

Gaming is a way to promote education

SKILLS



33%

of parents

58%

of children

Consider gaming a productive way of spending time

70%

of parents

76%

of children

Think gaming is a way to improve skills like problem solving, multi-tasking and decision making

“The pandemic has really highlighted the role of gaming in the social life of young people and the way they communicate with friends.”

Dr Dieter Declercq, Lecturer in Film and Media Studies at the University of Kent

Video gaming is one of the biggest entertainment industries in the world. Gaming is mainstream and it is here to stay. Parents and children alike love gaming and see the potential for this amazing industry to grow even further.

Whatever you play, however you play, HyperX has got you. Our products are made to enhance your gaming life. Everything we build is designed, built and fine-tuned with the gamer in mind. Console or PC, casual or pro, no matter your creed, colour or culture, We're All Gamers and HyperX is always ready to game.

Find out more about our products here:

hyperxgaming.com

HYPER™