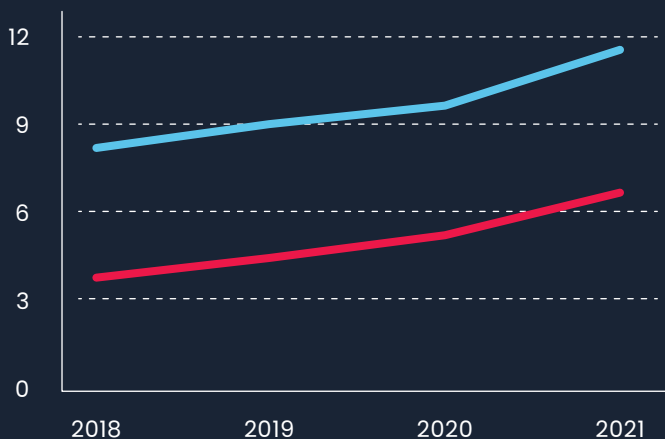


# GAMES INDUSTRY

## A PRIME TARGET FOR DDOS ATTACKS

Online gaming is booming in the UK. After providers were able to further expand their business during the Covid-19 pandemic, the industry is also predicted to have great growth potential in the years to come. Cybercrime has continued to rise in recent years, particularly mirrored by a steady increase in DDoS attacks. Covid-19 has led to a true resurgence of DDoS, in a climate where the damage caused by cyber-attacks is increasing.

Million



● Online Gaming Revenue in the UK (\$) ● Online Gaming Users in the UK



**Gaming in Covid-19 Times**

**+218%** increase in physical game sales by the end of 2020 Q1  
**+67%** in digital downloads week in, week out  
**+46%** in daily PC gaming for the period Jan-May 2019 vs. 2020



**Up to 108% increase in the number of DDoS attacks during the COVID-19 related lockdowns**

#### Sources mentioned:

- Statista: Video Games United Kingdom
- Business Matters: UK gaming sector's market-defying growth, November 2020
- TIGA: TIGA Research Reveals UK Video Games Industry Has Been Expanding At Fastest Rate Ever Recorded, October 2020
- Hiscox Cyber Readiness Report 2020
- Link11 DDoS Report for the 1<sup>st</sup> half of 2020



**\$1.2B → \$1.8B**  
**Cybercrime Losses Up 50%**



2019 2020  
**\$10,000 → \$46,000**  
**UK Median Costs of an incident / breach**



**DDoS attacks are one of the TOP 5 THREATS to organizations**



**18%**  
**of all cyber-attacks are DDoS attacks**

**Gaming and gambling are the most affected industries by DDoS attacks**



**36%**  
 Gaming industry



**31%**  
 Gambling



**27%**  
 ITC



**3%**  
 Business



**3%**  
 Finance



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