

MUSIC VIDEO GAMES HAVE BRITAIN ROCKING

Submitted by: 10 Yetis PR and Marketing

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Videogames such as SingStar, Rock Band and Guitar Hero have inspired hundreds of thousands of Brits to take up musical instruments and singing lessons, according to nationwide research by Swoopo, a leading retail-entertainment site.

According to research of 3,624 gamers nationwide, playing video games such as Sony's 'SingStar' series, Activision's 'Guitar Hero' and MTV Games' 'Rock Band' has resulted in much more than just a passing 5 minute interest – 32% of those questioned admitted to taking up a musical instrument or taking singing lessons having been inspired by the gaming franchises.

The research was conducted by www.Swoopo.co.uk, a retail-entertainment site, which has seen a huge rise in sales of the games in question over the last 6 months and decided to investigate their appeal to understand whether the buyers might also be in the market for musical instruments.

When asked "have video games such as SingStar, Guitar Hero and Rock Band inspired you to become more musical?" 32% of gamers said 'yes'.

The guitar is the instrument of choice for 43% of the budding video game musicians, with piano/keyboard, drums and singing lessons following with 24%, 11% and 6% respectively. Other gamer/musicians chose less predictable instruments, with 3% decided to try their hand at the saxophone and 2% having taken up the violin as a direct result of playing the games.

Gamers from the North West were nearly twice as likely to take up a musical instrument as a result of the games according to the study, perhaps due to the region's roots in music with globally successful bands such as the Beatles, Oasis, The Verve, Happy Mondays, The Zutons and more.

Nigel Whiteoak, UK manager of Swoopo.co.uk said,

"I think it is great that these games are rousing members of the public to take up music, as it helps dispel the thoughts of many that playing video games is a waste of time. As the results show, these games have been very influential with regards to helping British gamers branch out musically.

"Who knows, in a year or two's time, we may hear about a new act who was inspired to become a musician as a result of these games!"

Swoopo auctions tens of thousands of products per month and has over a million registered users worldwide.

Links:

Swoopo UK: www.swoopo.co.uk

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For more information or to set up interviews with Nigel Whiteoak, UK manager of Swoopo, please call Rich Leigh, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>), on 01452 348211 or email rich@10yetis.co.uk

EDITORS NOTES:

Swoopo as Telebid has been featured in the Daily Express, The Guardian, The Metro and more.

Swoopo is an international platform, running across five countries: the US, the UK, Germany, Austria and Spain.