

Video games see 35% sales jump amid virus crisis 病毒危機時期，電視遊戲銷售額躍升 35%

With large portions of the US population quarantined at home due to the COVID-19 pandemic, the demand for video games to provide entertainment is growing dramatically. COVID-19 病毒肆虐，大部分美國人得居家防疫，促使提供家庭娛樂的電視遊戲需求戲劇性成長。

NPD Group's monthly report for last month showed that all game-related purchases — software, hardware and accessories — totaled US\$1.6 billion, up 35 percent from a year earlier. NPD 市調集團上月報告顯示，遊戲相關的所有購買，包括軟體，硬體和配件，合計達 16 億美元，較去年同期增長 35%。

The dollar figure was the highest recorded since US\$1.8 billion was spent in March 2008, the retail consultancy's report said. 依零售諮詢商報告說，此金額數字是自 2008 年 3 月以來消費 18 億美元以來的最高記錄。

“At NPD, we are tracking weekly consumer spending changes across entertainment due to COVID-19. With schools closing and shelter-in-place orders going out across multiple states, US consumers' habits reflect the need to live primarily indoors for the foreseeable future,” NPD Group executive Rob Liguori wrote on Tuesday. “NPD 集團追溯因 COVID-19 因素，以致娛樂方面每週消費者支出的變化來看。高階執行長羅伯·利古里（Rob Liguori）週二寫道，隨著學校停課以及多州臨時庇護所發出禁令，美國消費者習慣反應出可預期的未來，娛樂主要會是在室內。

“While steep transaction declines are being seen across multiple industries, consumer [spending] on entertainment is strong, especially in video games,” Liguori added. 利古里補充說明：“儘管許多行業生意出現急遽下滑，但消費者娛樂支出卻很強勁，尤其是在電視遊戲中。”

Software sales were up 34 percent to US\$739 million, the highest figure since

US\$787 million was spent in March 2011, the NPD Group said. NPD 集團表示，軟體銷售額成長 34%，達 7.39 億美元，是自 2011 年 3 月來支出 7.87 億美元以來的最高數字。

Even with the big month, first-quarter software sales fell 8 percent year-on-year to US\$1.4 billion. 儘管有 3 月的銷售旺月，但第一季軟體銷售額較去年同期下降 8%，為 14 億美元。

Hardware sales jumped 63 percent to US\$461 million last month over a year earlier, the group said, adding that the Nintendo Switch set a sales record last month, doubling sales from a year earlier. 該集團表示，上個月硬體銷售額方面比去年同期增加 63%，達 4.61 億美元，並補充說任天堂 Switch 上月銷售創記錄，比去年同期增加一倍。

Xbox One and PlayStation 4 also saw their sales figures rise by more than 25 percent, and console purchases in the first quarter grew by 2 percent to US\$773 million. Xbox One 和 PlayStation 4 銷售額也增加 25% 以上，第一季主機購買成長 2%，達 7.73 億美元。

Game card and accessory purchases were up 12 percent to US\$397 million 遊戲卡和配件的購買增加 12%，達 3.97 億美元。

Leading all game sales for the month was Nintendo's new *Animal Crossing: New Horizons*. The title had the third-best opening month for a Nintendo game, trailing only *Super Smash Bros. Ultimate* and *Super Smash Bros. Brawl*. 任天堂新的《*Animal Crossing: New Horizons*》是此月所有遊戲銷售的龍頭。此冠軍遊戲也是任天堂遊戲推出以來的月銷售第三高，僅次於《*Super Smash Bros. Ultimate*》和《*Super Smash Bros. Brawl*》。

原文出處：

<https://www.taipeitimes.com/News/biz/archives/2020/04/23/2003735113>

譯文任何差異，以原文為準