

Only 28% of US consumers avoid games with copy protection

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Buyers of PC games believe that copy protection is not an impediment to game purchases, according to ECD Systems. 72% of consumers are not actively avoiding buying games that have copy protection, and nearly 60% believe that it doesn't matter whether the game is protected. 51% noted that copy suppression technology that impacts initial download time, but does not slow down or otherwise interfere with game play is the ideal. 68% of consumers are happy with a technology that protects games without impacting game play - even if the solution allows a minute or more of delay. The vast majority of respondents (69%) stated that their PC has never been negatively affected by copy protection technology; 45% of respondents claim they find it inconvenient when copy protection requires them to keep the disc in the drive during game play.

