

5 Global Mobile Gaming Trends

Mobile gaming has taken the world by storm, appealing to a wider audience than traditional gaming alone. Gamers worldwide will generate a total of US\$99.6 billion in revenues in 2016.¹ For the first time, mobile gaming will take a larger share than PC with US\$36.9 billion.¹ Here we look at how adults in Brazil, France, Germany, India, Indonesia, Russia, South Korea, Spain, Thailand, Turkey, the UK and the US are using mobile as a gaming device.

1

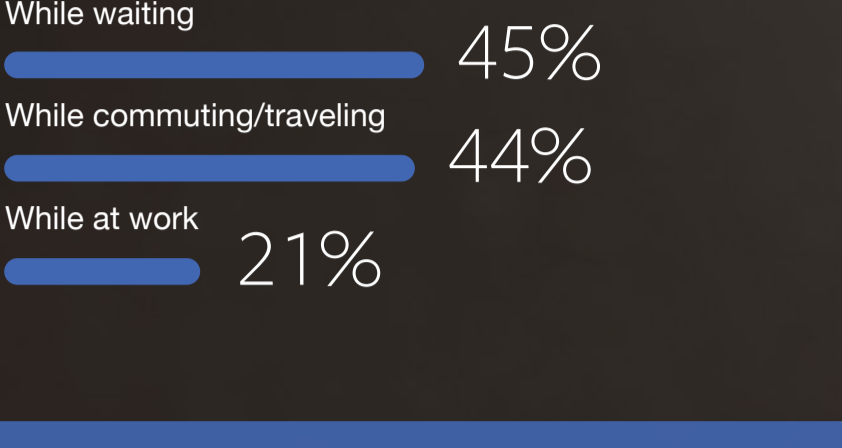
Gamers are everywhere and can play anywhere

The mobile gaming revolution

Gaming gets smarter

On average across the 12 markets

Smartphones are the #1 gaming device



Gamers play on the go

On average among mobile game spenders*



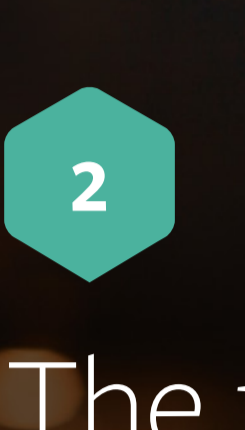
Developing markets² play more frequently

Compared to developed market gamers,³ developing market gamers

are **1.8X** more likely to use their smartphone as their primary gaming device

spend **16min** more per session gaming on their smartphone

play **1.6X** more gaming sessions per week on smartphone



Mobile is a game-changer

Mobile gamers play more frequently and in shorter bursts. Consider where and how people are playing games on mobile and how relevant messaging can reach them at various moments throughout the day.

2

The face of gaming is changing

Women are balancing the scale when it comes to the battle of the (gaming) sexes

Mobile is the great equalizer

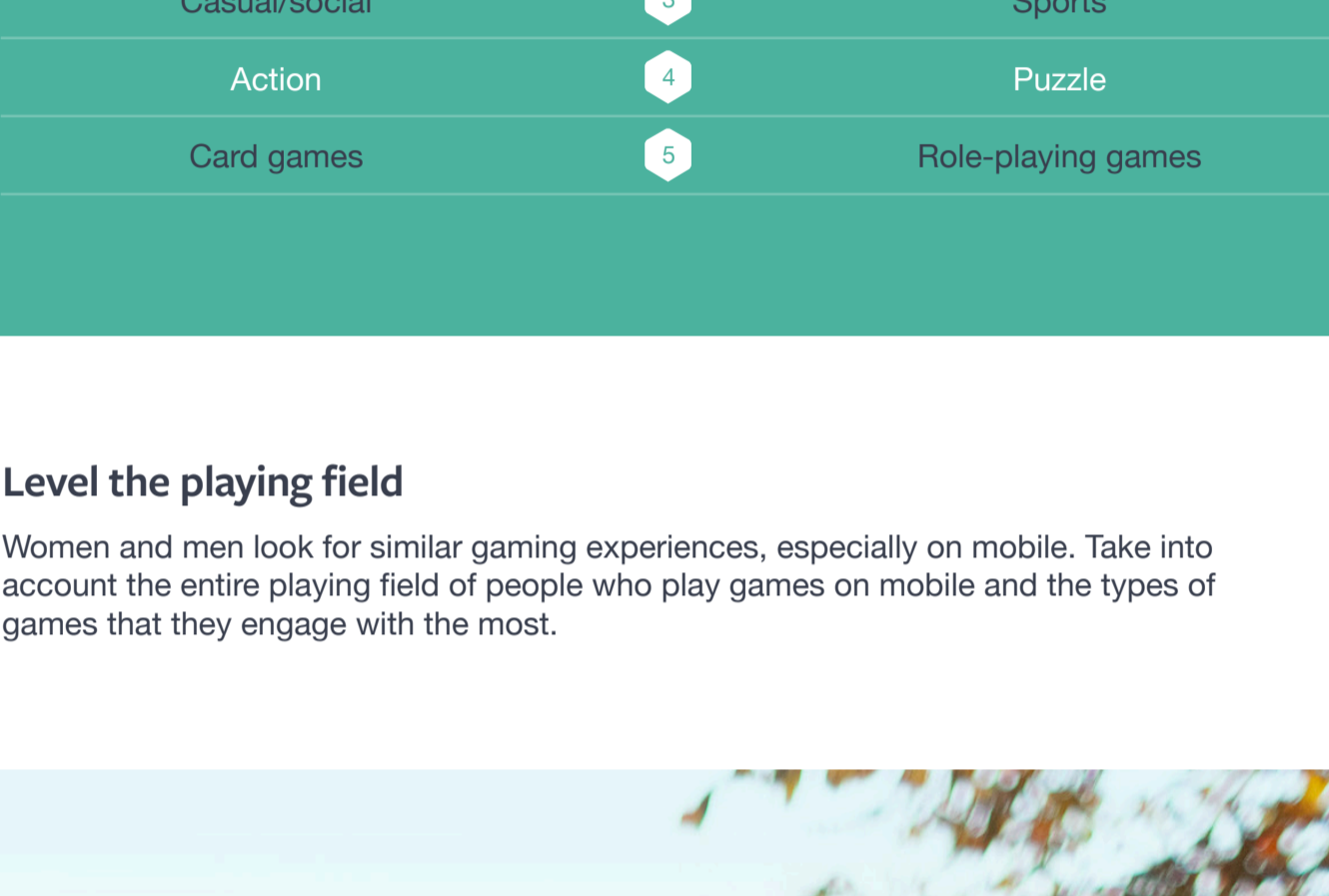
On average across the 12 markets



Different gender, similar genres

Shared genres

On average among mobile game spenders* across the 12 markets



Level the playing field

Women and men look for similar gaming experiences, especially on mobile. Take into account the entire playing field of people who play games on mobile and the types of games that they engage with the most.

3

All is fair in love and games

Friendly competition keeps mobile game spenders* in the game

On average across the 12 markets

Compared to mobile non-spenders, mobile game spenders are

2.7X more likely to stay in-game for sense of community and belonging

2.3X more likely to drop out if community members stop playing

2.0X more likely to stay in-game for social connections

2.9X more likely to pay so they can beat their friends

2.8X more likely to pay to level up quickly



The winner takes it all

While a large proportion of mobile game spenders stay in the game for social connections, they will go the extra distance to claim bragging rights over their friends. Raise the stakes and bring into play the competitive spirit of gamers as they advance through the game.

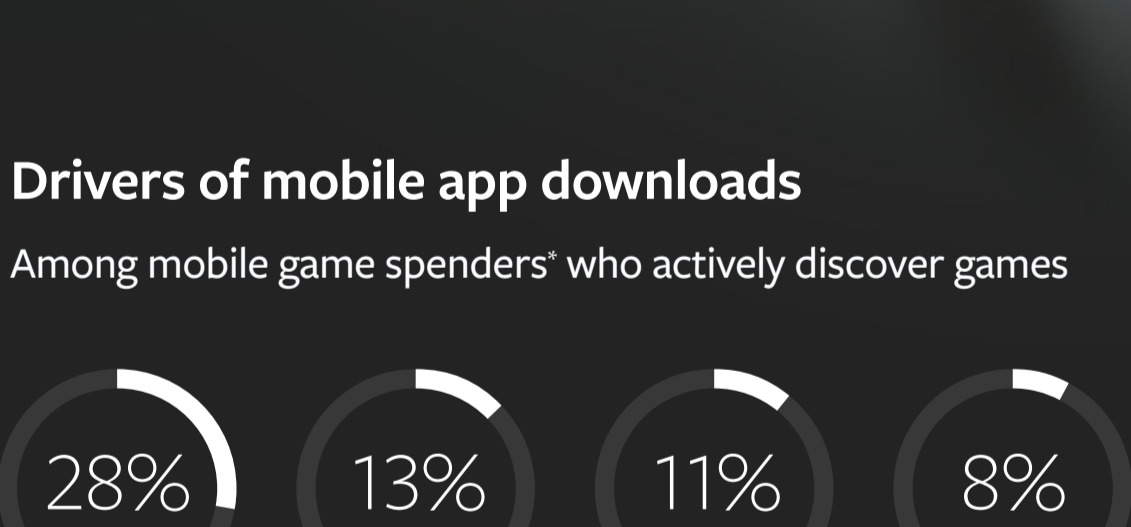
4

Discover. Play. Share.

Mobile game spenders* find and download games from their most trusted sources

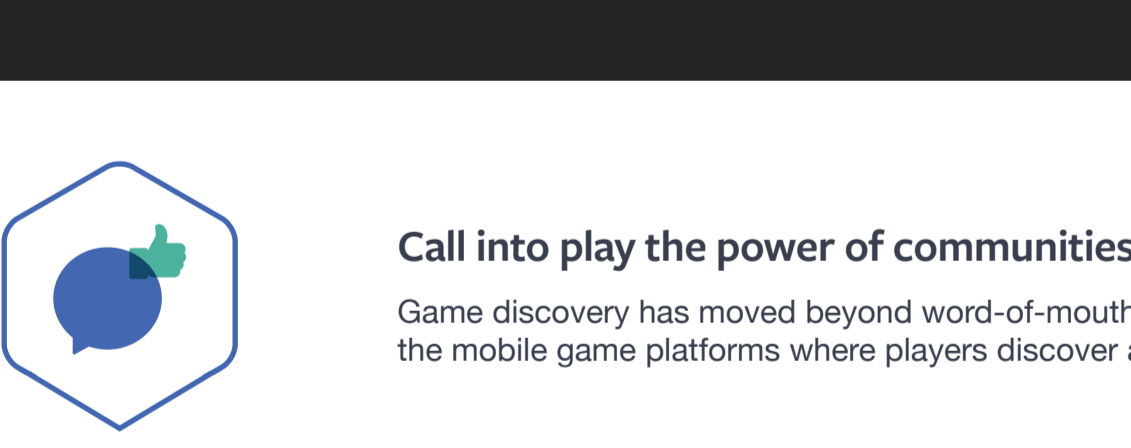
Mobile game discovery

On average across the 12 markets



Drivers of mobile app downloads

Among mobile game spenders* who actively discover games



1 in 4 say they trust social networking platforms the most to discover mobile games



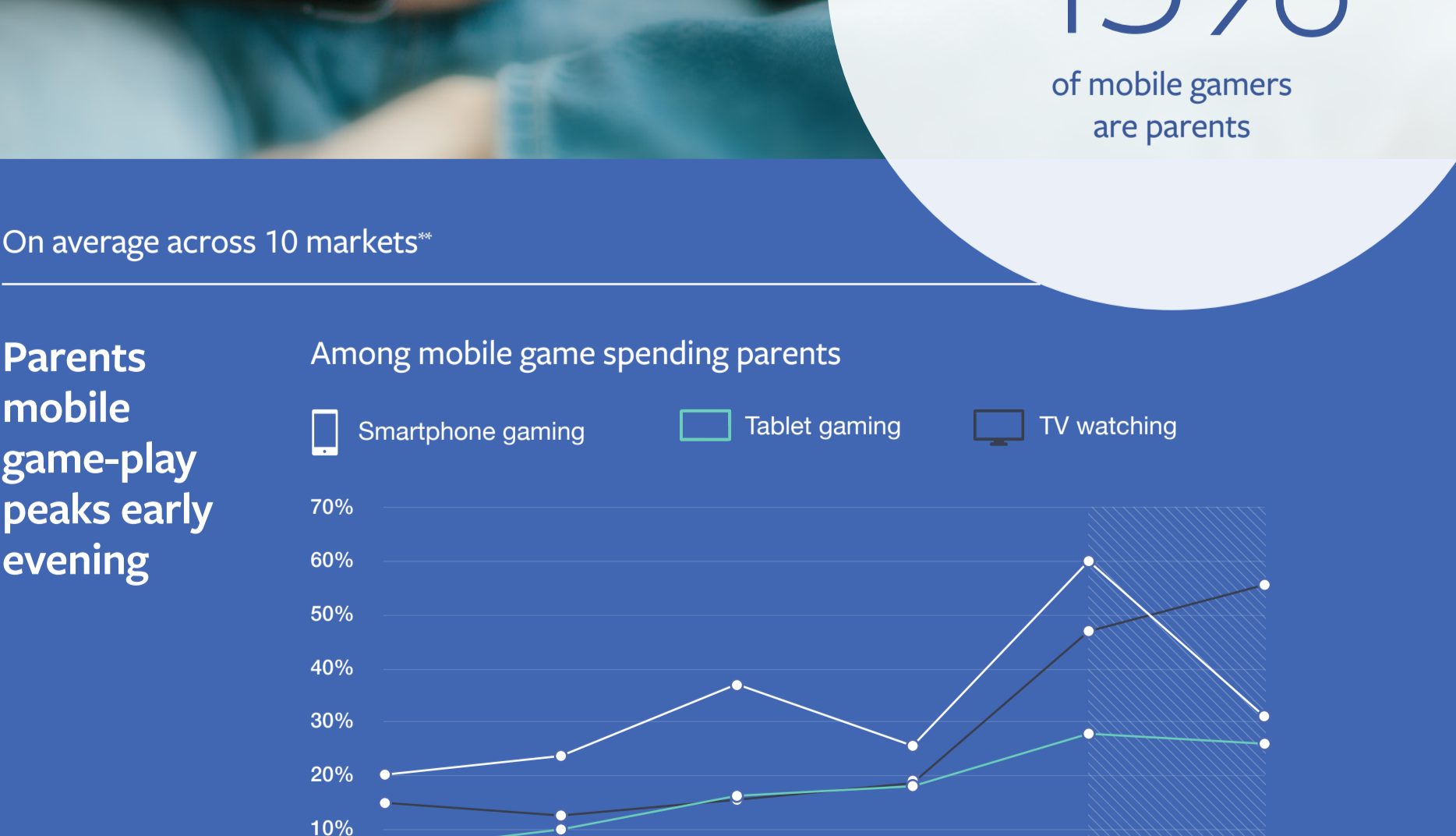
Call into play the power of communities

Game discovery has moved beyond word-of-mouth recommendations. Reach people on the mobile game platforms where players discover and discuss the games they love most.

5

Prime time is game time

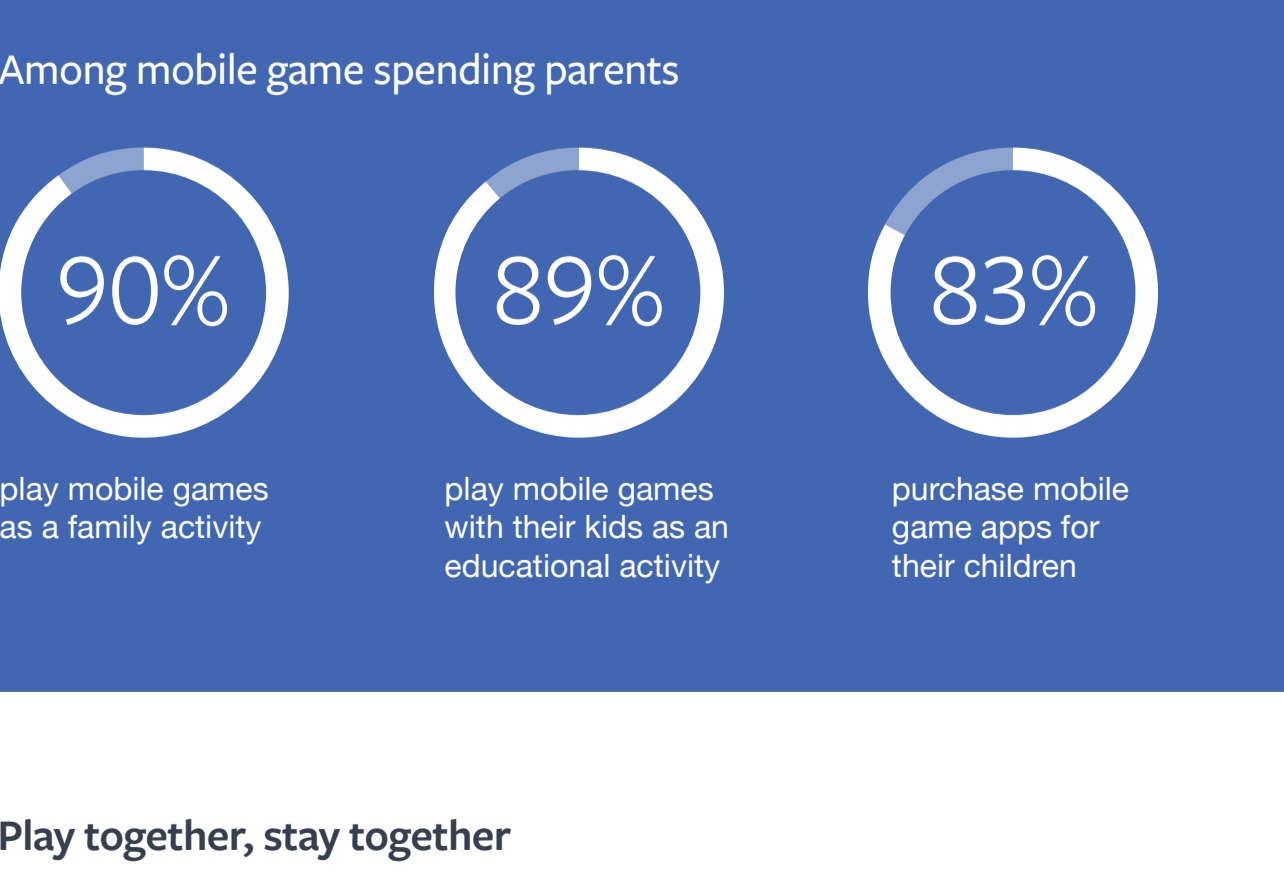
From 5pm on—for parents—it's game on



On average across 10 markets**

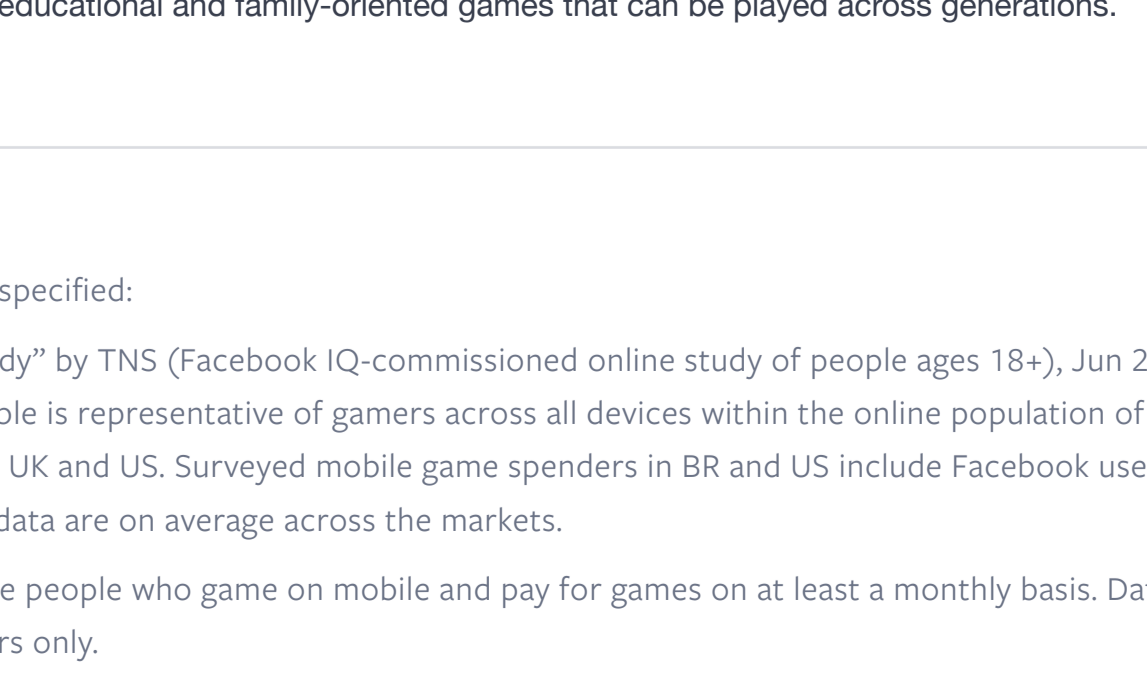
Parents mobile game-play peaks early evening

Among mobile game spending parents



The generation game

Among mobile game spending parents



Play together, stay together

A new family tradition is emerging as parents and kids bond over gameplay. Keep in mind that across mobile gaming markets there is a high proportion of gaming parents seeking educational and family-oriented games that can be played across generations.

Source unless otherwise specified:

"Global Mobile Gamer Study" by TNS (Facebook IQ-commissioned online study of people ages 18+), Jun 2015–Mar 2016. The incidence sample is representative of gamers across all devices within the online population of BR, DE, ES, FR, ID, IN, KR, RU, TH, TR, UK and US. Surveyed mobile game spenders in BR and US include Facebook users only. Unless otherwise noted, data are on average across the markets.

*Mobile game spenders are people who game on mobile and pay for games on at least a monthly basis. Data for BR and US include Facebook users only.

** Data excludes BR and US.

1. "The Global Games Market Reaches \$99.6 Billion in 2016, Mobile Generating 37%" by newzoo, Apr 21, 2016.

2. Developing markets include Brazil, India, Indonesia, Thailand and Turkey.

3. Developed markets include France, Germany, Korea, Russia, South Korea, Spain, UK and US.