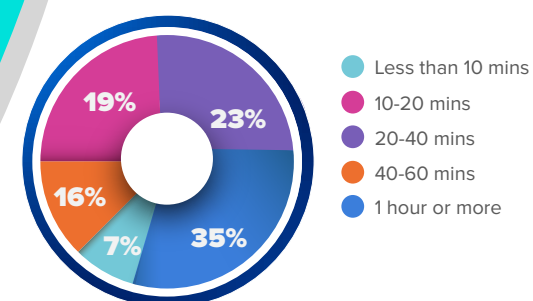
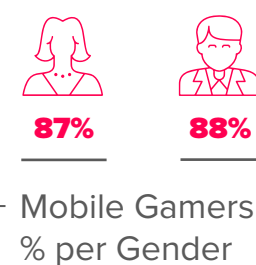
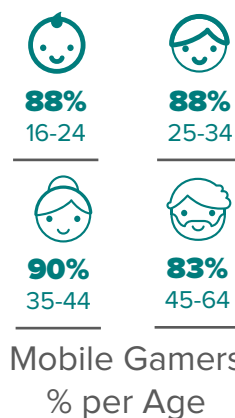
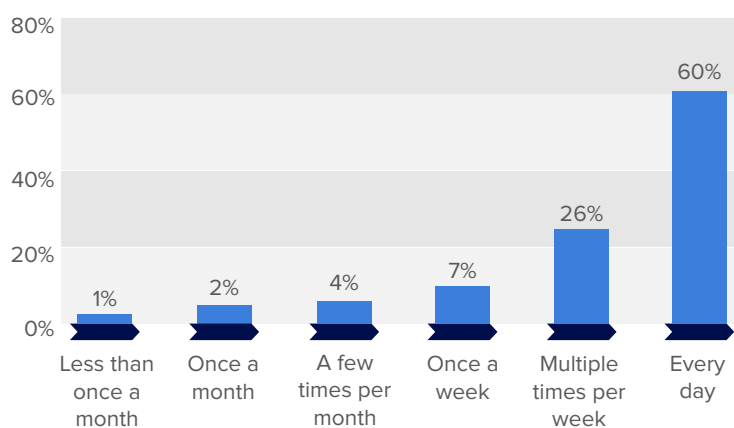
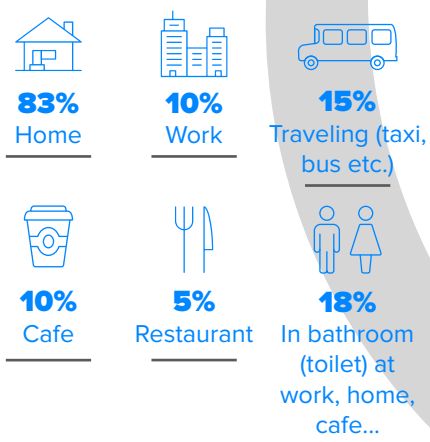


Under the Microscope

Mobile Gaming Research



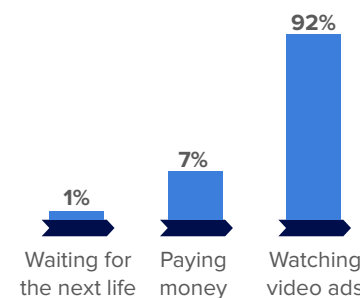
The majority of those who play mobile games every day, play games 5 times or more per day.



83% selected "home" as the place they typically play games.

On average, users play mobile games **20 to 40 mins** per day.

92% of the sample prefer watching video ads for extra lives and/or in-game content in general.



Early Fringe (5:00 pm to 8:00 pm) is the preferred time to play mobile games.

