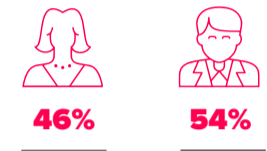
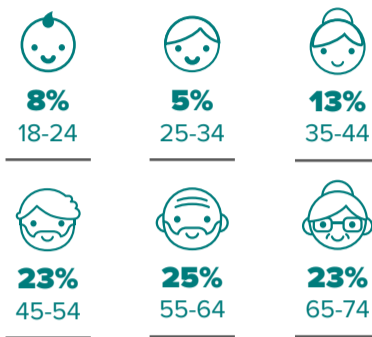


Under the Microscope

# Mobile Gaming Research



**37%** play mobile games for 60 minutes or more on an average day

**35%** play games 5+ times or more per day.



**32%** feel very happy or happy while playing mobile games

**74%** typically play mobile games at home

When playing mobile games, the audio is



Mobile Gamers per Age

Mobile Gamers % per Gender

**61%** have children at home

**32%** look at App Store ratings to choose a mobile game to download



**81%** of the sample prefer watching video ads for extra lives and/or in-game content in general.

**17%** prefer to pay money

**20%** play games late night (8pm to 12am)

