

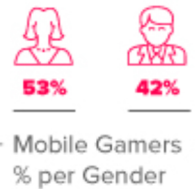
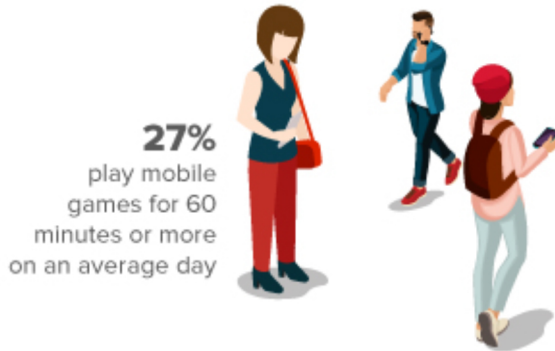


Under the Microscope

# Mobile Gaming Research



Australia



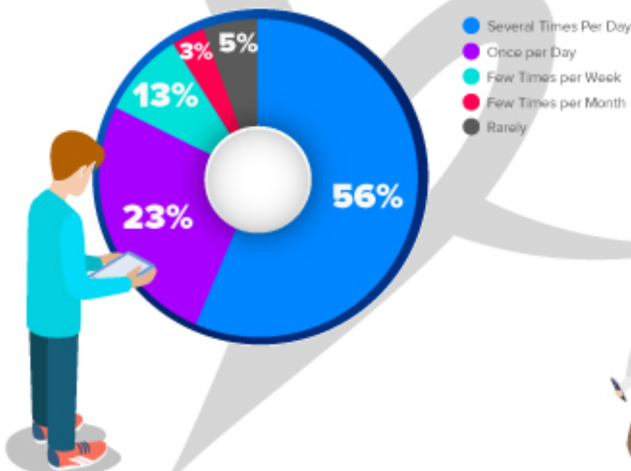
**30%** of respondents make in-app purchases while playing mobile games

**27%** look at mobile ads when choosing a mobile game to download

**80%** of the sample prefer watching video ads for extra lives and/or in-game content in general

**87%** of respondents typically play mobile games at home

Respondents Play Games on their Device



**27%** of respondents play mobile games **60 mins** or more per day

