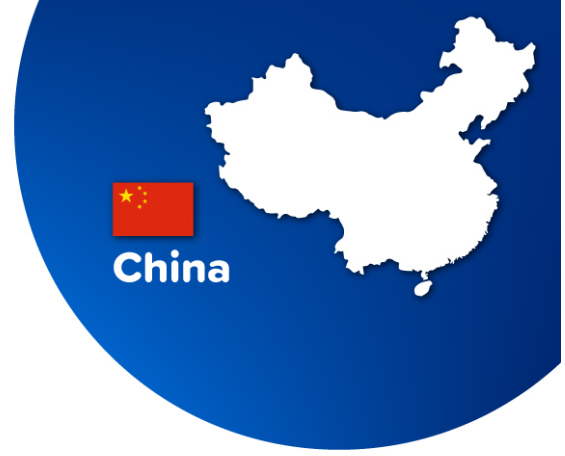




Under the Microscope

# Mobile Gaming Research



## Types of games played

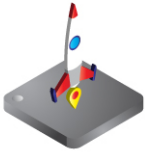
**57%**

Action



**33%**

Adventure



**31%**

RPG



**29%**

Strategy



**64%**

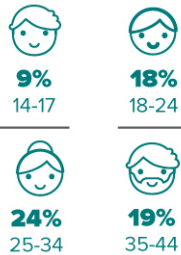
watch video ads for extra lives and/or in-game content in general.

**40%**

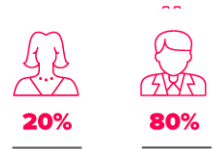
look at App Store ratings to choose a mobile game to download.

**64%**

make in-app purchases while playing mobile games.



Mobile Gamers % per Age



Mobile Gamers % per Gender

**24%** of respondents play mobile games for **60 minutes or more** per day.

**55%** play games on their device several times a day.

**82%** typically play mobile games at home

## Times when consumers play mobile games

