

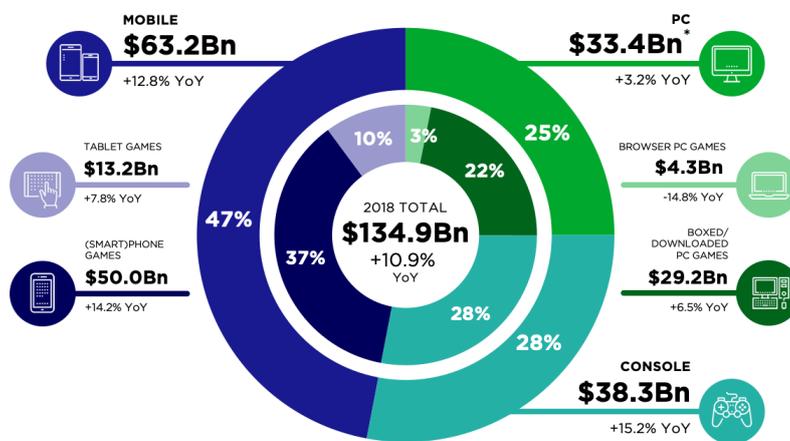
Mobile Phone Gaming

1. Mobile Gaming Industry, Almost 50% of the Global Games Market

The global games market was predicted to be worth \$134.9 billion in 2018. The largest sector of this was mobile gaming which was estimated to be worth \$63.2 billion, 47% of the global games market.



2018 GLOBAL GAMES MARKET PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



\$34.4Bn

2018 Total Chinese games market revenues (+6.1% year on year)

*Due to rounding, browser PC games (\$4.3Bn) and boxed/downloaded PC games (\$29.2Bn) add up to \$33.4Bn.

Source: ©Newzoo | October 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

2. Gaming Expected to be Worth More than \$174 billion by 2021.

Gaming revenue predictions by 2021 they expect total gaming to be worth \$174.0 billion.

They expect mobile gaming to continue to grow, reaching \$91.2 billion in 2021, with 43% of the market smartphone gaming and a further 9% tablet.

3. 25% of Game Spending is in China

Total game spending in China in 2018 would be \$34.4 billion, 25% of worldwide spending.

In comparison, the US spent \$31.5 billion.

4. Apps Account for 90% of the Time Spent on Smartphones

A report found that apps account for over 90% of internet time on smartphones and 77% of internet time on tablets. But the time spent on the apps is unequal. Nearly half of app time occurs in an individual's top app, and 90% in the top five.

5. 73% of 2018 App Revenue Expected to Have Come from Gaming

The \$63.2 billion games app revenues in 2018 will have been 76% of all app revenues, leaving just \$23.9 billion (27%) for non-gaming apps.

Although they expect the dollar values of mobile game apps to increase by 2021 (to \$91.2 billion) these will only make up 71% of total app revenue, with non-gaming apps rising to 29%.

6. 50% of Mobile Gamers are Women

Reports show that unlike console or PC gaming, there are little noticeable differences between the genders when it comes to the numbers participating in mobile gaming. 51% of all mobile gamers are women and 49% men.

7. Males and Females Play Different Types of Games

While the report found that as many females as males play mobile games, there are significant differences in the types of game they play. Young males prefer shooter games. Older females prefer puzzle games.

63% of those who play action/adventure games are men (and 52% are aged 21-35). This effect is even more pronounced with shooters – 74% men and 54% aged 21-25. With puzzle games, only 34% of the players are men, and 39% are aged 36-50 (with a further 21% aged 51-65).

8. 6-10pm is the Most Common Time to Play Apps

More people played their games (and shopped) on mobile apps in the evening than at other times.

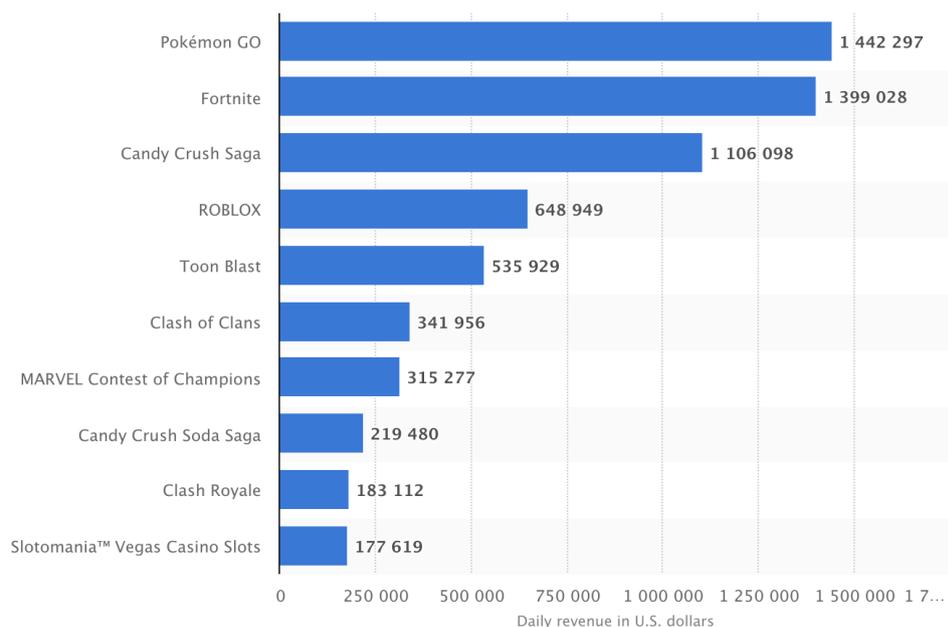
18-20-year-olds begin their daily game-playing earlier, with 30% opening gaming apps in the afternoon.

9. Candy Crush is Still the Most Popular Game Overall

Candy Crush Saga may have been around for five years now, but is found that 35% of mobile gamers still play it, nearly double the second most popular game (Pokémon GO). Fortnite is currently in the third spot, proving that it is not just on consoles that Fortnite has mesmerized the younger generations.

Candy Crush is particularly popular in France, with 41% of mobile gamers still playing it daily.

10. Pokémon GO Top Grossing iPhone App



11. Fortnite Estimated to Have Exceeded 100 Million Downloads on iOS in Just 138

Days

Fortnite surpassed the 100 million download mark after being on the iOS market for less than five months, just 138 days. However, the quickest game to reach 100 million iOS downloads was Super Mario Run which reached that milestone in a mere 68 days.