The face of gaming is changing.

Women are balancing the scale when it comes to the battle of the (gaming) sexes. Growing proportion of women are gaming on mobile, are more likely to pay to level up quickly, play more casual/social games and bring into play the competitive spirit of gamers as they advance through the game. While a large proportion of mobile game spenders stay in the game for social connections, the vast majority of mobile game spending parents play mobile games as a family activity and are more likely to spend on in-game for social connections.

5 Global Mobile Gamer Trends

1. Develop a Facebook IQ

Drivers of mobile app downloads

Chat apps
Photo/video services
Social networking platforms

Word of mouth

2. Friendly competition keeps mobile gaming more exciting and brings the competitive spirit of gamers as they advance through the game.

3. Mobile gaming is game time

Gamers play on the go, while waiting, commuting/traveling and while sitting. The mobile gaming revolution means gamers can play anywhere, even at the dinner table.

4. Mobile is a game-changer

Mobile is the primary gaming device for 1 in 4 gamers and the most trusted source. Women are balancing the scale when it comes to the battle of the (gaming) sexes.

5. Women are gaming and are becoming more likely to pay for games on a monthly basis

Women and men look for similar gaming experiences, especially on mobile. Take into account the entire playing field of people who play games on mobile and the types of games that they engage with the most.

Drivers of mobile app downloads

Word of mouth
Chat apps
Photo/video services
Social networking platforms

Discover App Store

Mobile game discovery has moved beyond word-of-mouth recommendations. Reach people on Facebook, where 7 in 10 people say they trust social platforms. It is the most important platform for apps and games, and is growing twice as fast as mobile gaming apps.

Engage time is evening time

For the first time, mobile gaming will take place for longer than TV watching. Mobile gaming is the primary activity from 2pm to 8pm across the 12 markets.

Gaming Trends

US$99.6 billion in revenues in 2016, mobile generating 37% of gaming revenue. Mobile is the primary gaming device for 1 in 4 gamers. Men and women look for similar gaming experiences, especially on mobile. Take into account the entire playing field of people who play games on mobile and the types of games that they engage with the most.

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