

# Mobile Gaming

2012

## CASUAL GAMES SECTOR REPORT



CASUAL GAMES  
ASSOCIATION

# What are mobile games?

 **Games that run on a mobile device such as a mobile phone, smartphone or tablet computer. Devices such as iPhone, Playbook, Galaxy Tab, Windows Phone and Android devices.**

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## What makes mobile games special?

1. Mobile games can integrate GPS, camera, microphone, position sensors and video.
  2. Mobile devices are always on and always within arms reach.
  3. Potential audience is enormous with nearly one mobile device per person.
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## Keep in mind

Smartphones don't rule the world... yet. As smartphone penetration increases, so will the potential audience for high value games.



**smartphone penetration**

**Global 15%**

**feature phone penetration**

**Global 85%**



**smartphone penetration**

**China (urban) 35%**



**smartphone penetration**

**U.S. 31%**



**smartphone penetration**

**Russia 25%**



**smartphone penetration**

**India (urban) 23%**



**smartphone penetration**

**Turkey 14%**

source: ourmobileplanet.com

## Device Fragmentation

Lots of different phones, means varying gaming capabilities, operating systems, processing power, screen sizes and graphics.



**KINDLE FIRE**

**7" screen**

**OS: Android OS 2.3**



**IPHONE 4S**

**3.5" screen**

**OS: iOS 5**



**XIAOMI M1**

**4" screen**

**OS: Android OS 2.3**



**SAMSUNG WAVE Y**

**3.2" screen**

**OS: Bada 2.0 OS**



**NOKIA**

**3.2" screen**

**OS: Symbian Belle**

iOS dominates mobile gaming but Android will claim the top spot in the near future as developers embrace Android and Google continues to iron out its payment process.

## Revenue by smartphone OS

**iOS 50%**

**Android 30%**

**others 20%**



# The Players

## mobile social games - avg. player

Female

ages **25-34**



USA eCPM = \$12.92

eCPM source Flurry

## mobile games - avg. player

Male

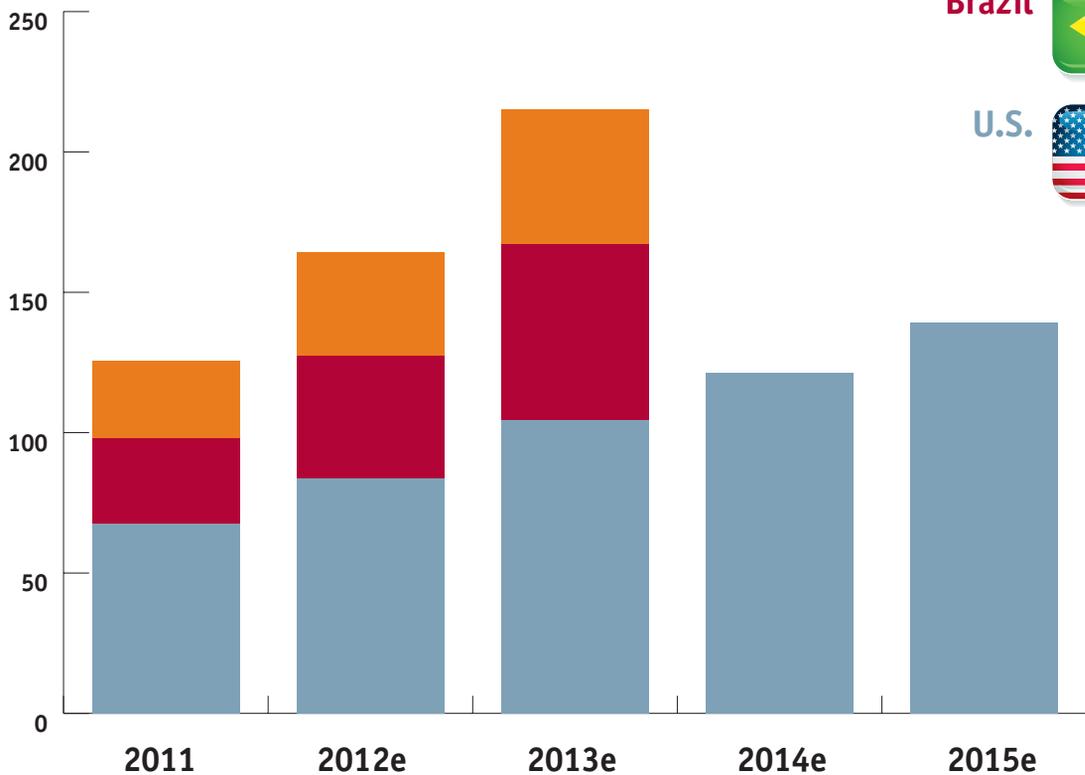
ages **25-34**



USA eCPM = \$7.80

eCPM source Flurry

## mobile gaming audience - size and projections (millions)



# The Payers

## How Mobile Games are Monetized

### Revenue Models:

#### 1. Ad supported.

Example: Angry Birds on Android devices.  
Reported \$1 to 6 million per month in revenue.

#### 2. Microtransactions & Virtual Goods.

Example: Tiny Tower.  
Reported \$3 million in first year from in-app purchases of in-game currency.

#### 3. Paid download.

Example: Fruit Ninja in Apple App Store for 99¢.  
Reported 200,000 sales in first month of release.

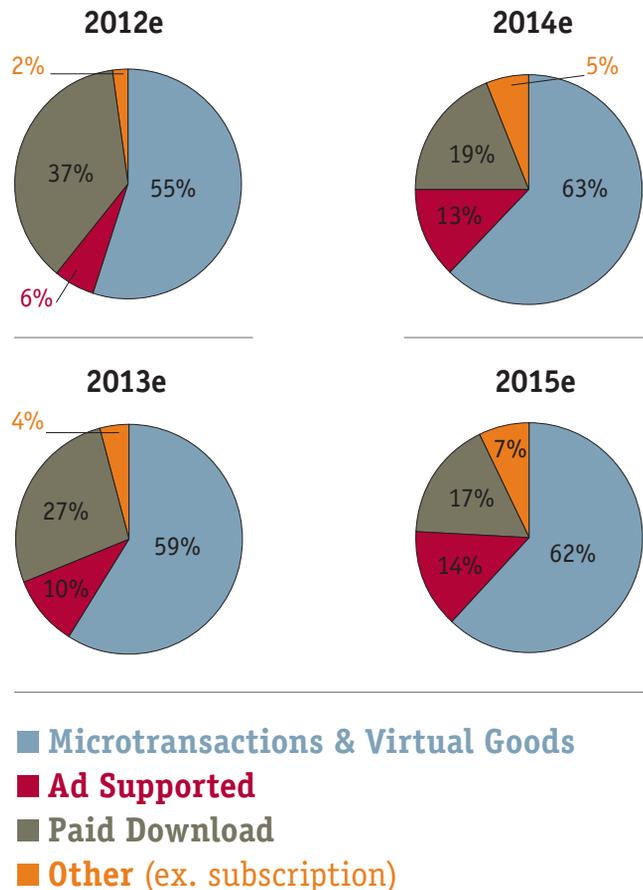
#### 4. Subscription.

Example: Gameloft Subscription.  
In the U.S., \$7/month for two games per month, in the U.K., £.99/week for one game per week.

#### 5. Hybrids.

Example: Infinity Blade.  
Paymium: paid download and microtransactions. In Apple App Store for \$5.99 and players can make in-app purchases such as a Bag of 150K Gold Coins for \$4.99. Reported revenue of \$23 million within first year of release.

### revenue models % of market



*Between 3.5% and 10% of a Mobile Free-to-Play game audience will convert to paying users.*

*Most users spend between \$8 and \$15 per month.*

# Notable Content Providers

## EA Mobile

[www.eamobile.com](http://www.eamobile.com)

EA has been very vocal about their aggressive mobile gaming strategy. And their aggressiveness is paying off. They recently reported that mobile gaming revenues are up 19% from 2010 to 2011.

## Gameloft

[www.gameloft.com](http://www.gameloft.com)

Gameloft primarily develops for mobile platforms. They recently reported a 18% YoY sales increase (2010 to 2011). Currently, Gameloft is developing games for GREE, as the mobile gaming network moves west.

## Zynga

[company.zynga.com/games/mobile-games](http://company.zynga.com/games/mobile-games)

Industry insiders speculate that mobile is Zynga's weak spot since Facebook doesn't dominate and competitors are already gaining market share. As of January, Zynga reached 15 million daily active mobile gamers and have plans to roll out more mobile than Facebook games this year. To help with that effort, they acquired four mobile gaming companies.

## Rovio

[www.rovio.com](http://www.rovio.com)

Rovio's success with Angry Birds is phenomenal. They continue to release new Angry Birds installments and now their game comes pre-installed on the Nokia C7 and LG Optimus. But it looks like it's time to diversify. Rovio states that a new non-Angry Birds game will be released in 2012.

## Nexon

[www.nexon.net](http://www.nexon.net)

Nexon is also gearing up for the mobile gaming battle. They recently merged with Nexon Mobile in order to streamline operations and bought a 20% stake in a mobile gaming company. Nexon plans to launch more than 10 smartphone games this year.

## NOTABLE PLATFORMS

### GREE

[gree-corp.com](http://gree-corp.com)

### DeNA (ngmoco)

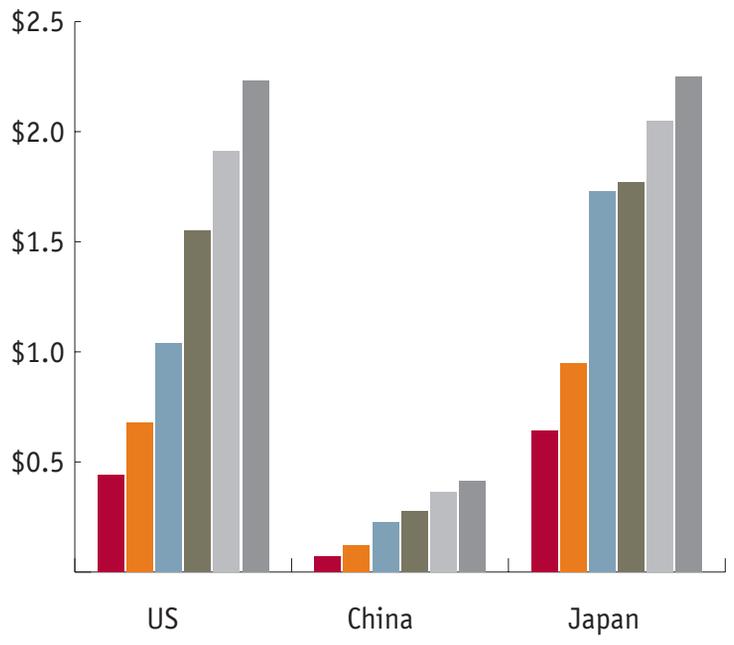
[dena.jp/intl](http://dena.jp/intl) and [blog.ngmoco.com](http://blog.ngmoco.com)

Right now there is an intense race to become the top mobile gaming platform. DeNA and GREE are two of the biggest contenders. Both companies originated in Japan and have upwards of 30 million subscribers to their mobile gaming networks. They also both opened global offices in North America and Singapore.

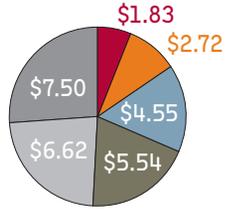
# Revenue



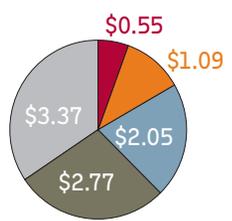
revenues by individual market (billions)



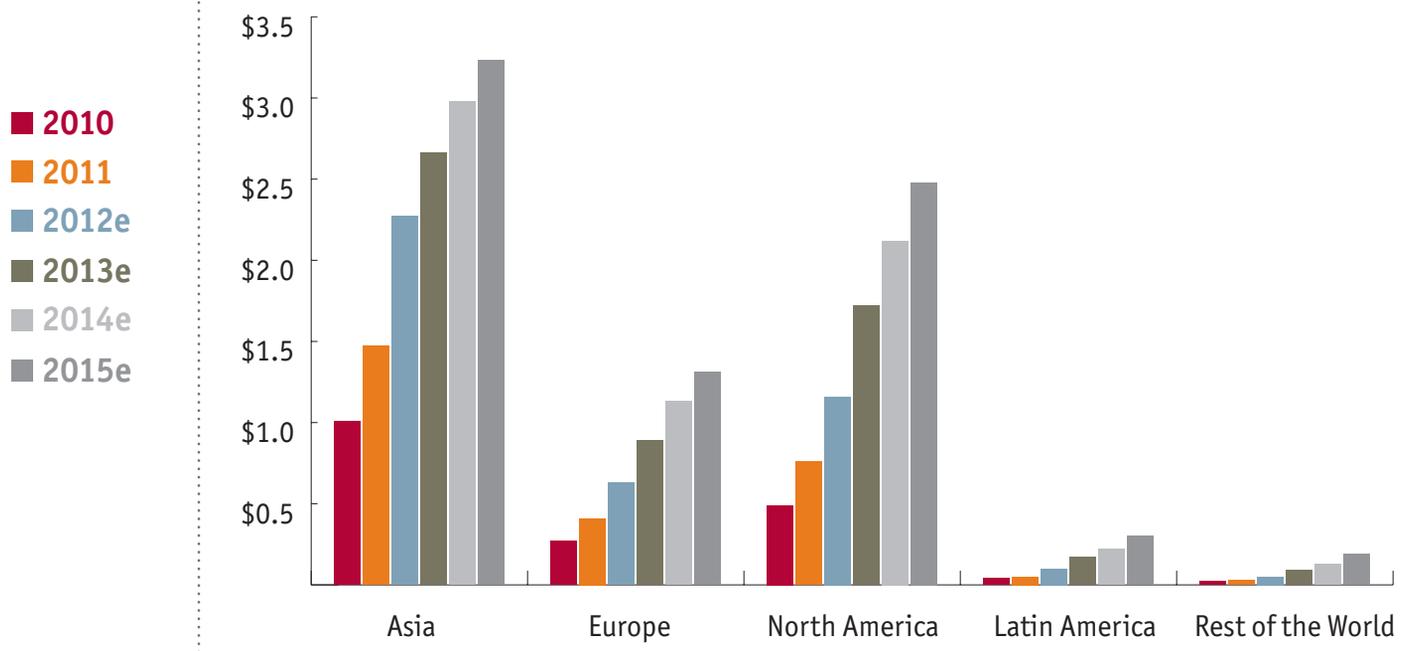
revenues - worldwide (billions)



revenues - mobile social (billions)



revenues by region (billions)



# Key Terminology

**ARPPU** Average Revenue Per Paying User.

**ARPU** Average Revenue Per User.

## **COST PER ACQUISITION (CPA)/ CUSTOMER ACQUISITION COST**

Cost of acquiring leads or customers. CPA is calculated by dividing the cost of a campaign by the number of new application installs attributable to that campaign.

## **DAILY ACTIVE USERS (DAU)**

The number of unique users that have used an application at least once over the course of a day.

## **DLC**

Downloadable Content.

## **eCPM**

Effective Cost per Thousand Impressions is a measure of total revenue (or cost) per impression. eCPM is calculated by dividing total earnings (or total costs) by total number of impressions.

## **FEATURE PHONE**

Category between mobile phone and smartphone. These devices have more features than a standard call and text capable mobile but less features than a smartphone. Feature phones tend to be less expensive than smartphones and have limited third party application support and integration.

## **FREEMIUM**

Offering a game, product or service free of charge (such as software, web services or other) while charging a premium for advanced features, functionality, or related products and services.

## **LIFETIME VALUE (LTV)**

Total amount that a player will spend with a particular game during his or her lifetime with the game.

## **MICROTRANSACTIONS**

Low value transactions at a high volume.

## **MONTHLY ACTIVE USERS (MAU)**

The number of unique users that have used an application at least once over the course of a month.

## **SMARTPHONE**

Mobile phone with computer enabled features, such as data storage, high speed internet access, media players and e-mail capability. Smartphones also support third party application integration.

## **VIRTUAL GOODS**

In-game items or game-related services, such as virtual currency, premium content, or a temporary subscription, that enable or enhance game play.

### **ABOUT THE CASUAL GAMES ASSOCIATION**

When it comes to the health of your business, the more things that work together, the better. Which is why the Casual Games Association is a critical portion of the success of your company and the industry as a whole. It means that you and your team have access to cutting edge educational resources and are connected to thousands of other game industry professionals, members of the press and service providers around the globe. Learn more at <http://www.casualgamesassociation.org/>



For press inquiries, please email [jessica@casualconnect.org](mailto:jessica@casualconnect.org)

Learn more about the mobile games industry with the best speakers, networking, lectures and data to help you succeed in a crowded market at **Casual Connect Asia: May 22-24** and **Casual Connect Seattle: July 24-26**.