



 **ADCOLONY**

ITALY

Mobile Game Players

Do you play mobile games?



63,51% (females) are playing mobile games.



69,80% (males) are playing mobile games.

Age distribution of people who play mobile games

18-24 Years	64,65%
25-34 Years	68,85%
35-44 Years	67,88%
45+ Years	68,42%





Feelings Towards Mobile Gaming

How do you feel while playing mobile games?

33%



Both



27%
Very Happy



44%
Happy



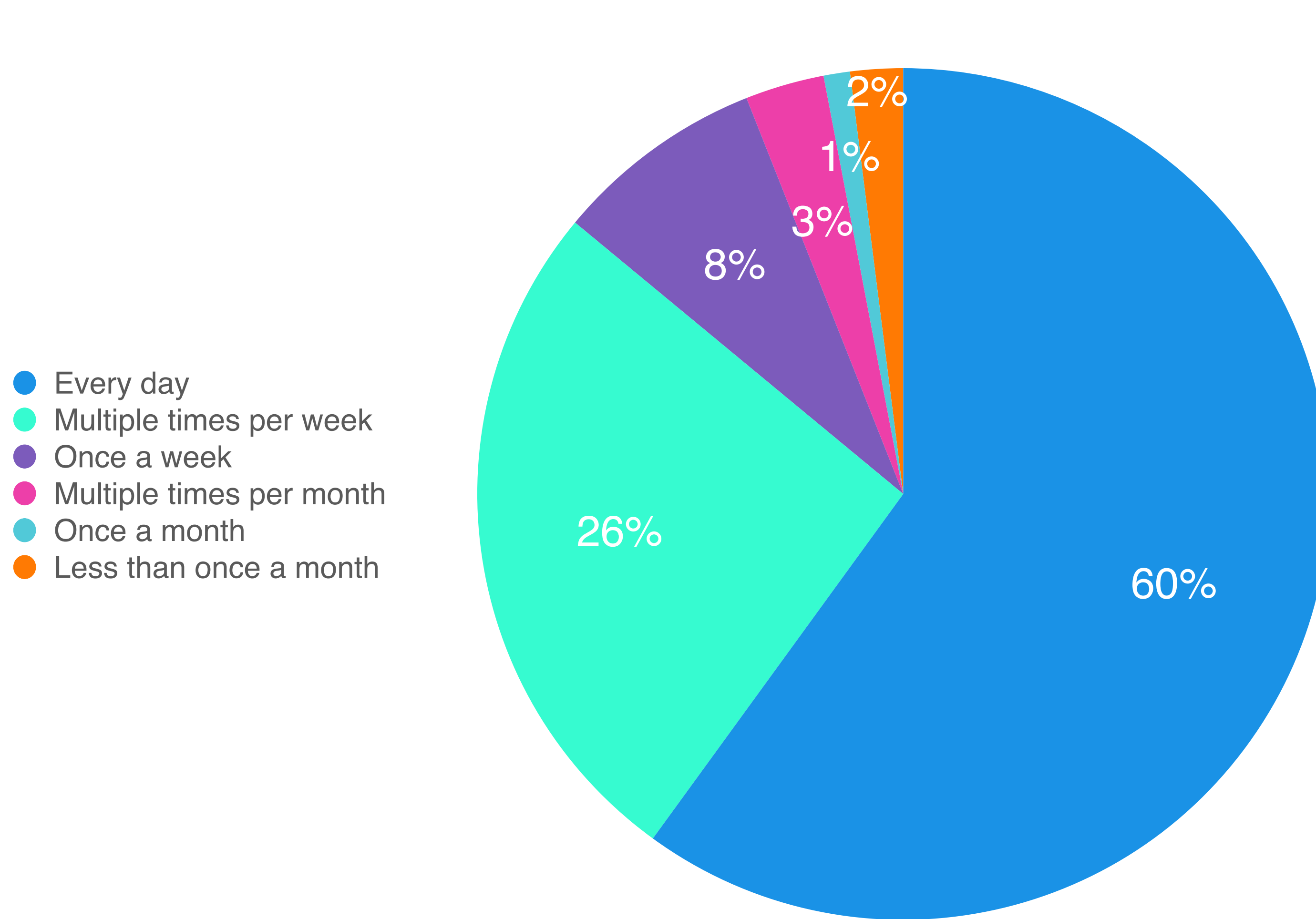
26%
Neutral



3%
Not Happy

Mobile Gaming Frequency

How often do you play mobile games on your smartphone?

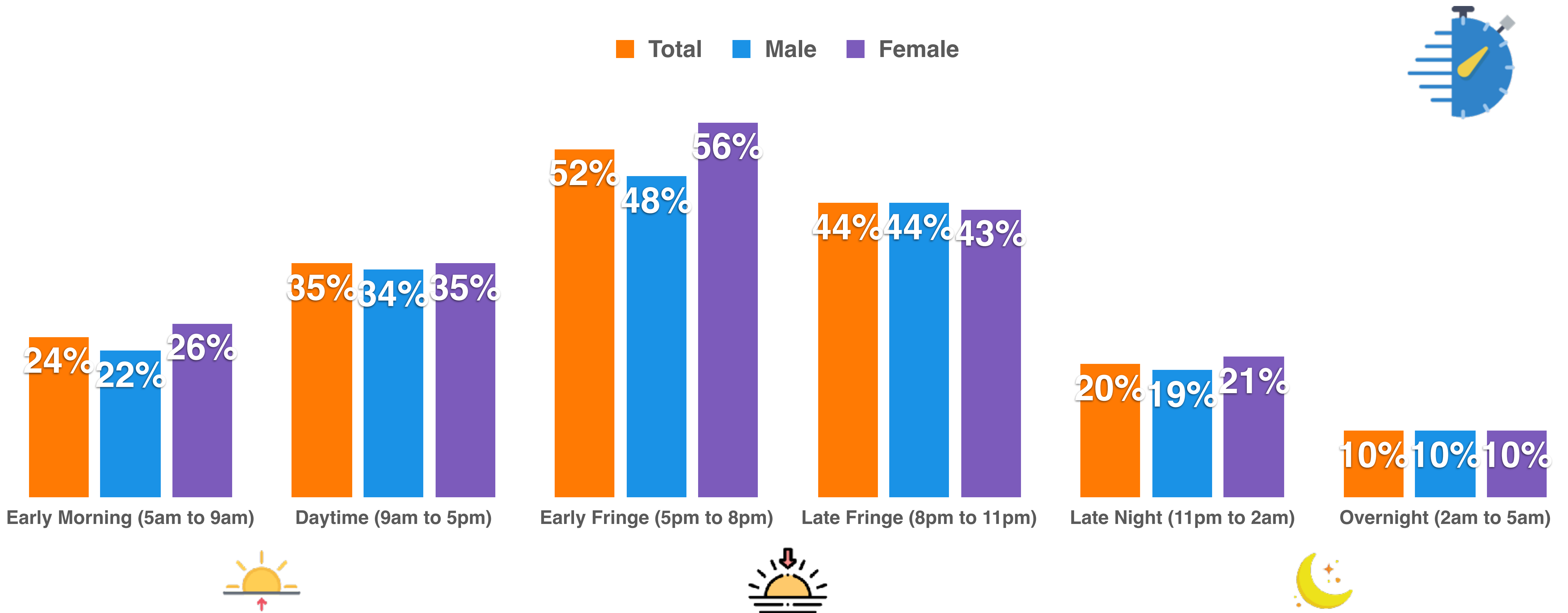


A huge majority, **60%** of the respondents play mobile games on their smartphones **every day!**

When we break it down into genders, **55%** of **female** users play games on their smartphones **every day**, the number is even higher at **66%** in **male** respondents.

Mobile Gaming During The Day

In which parts of the day do you play mobile games?

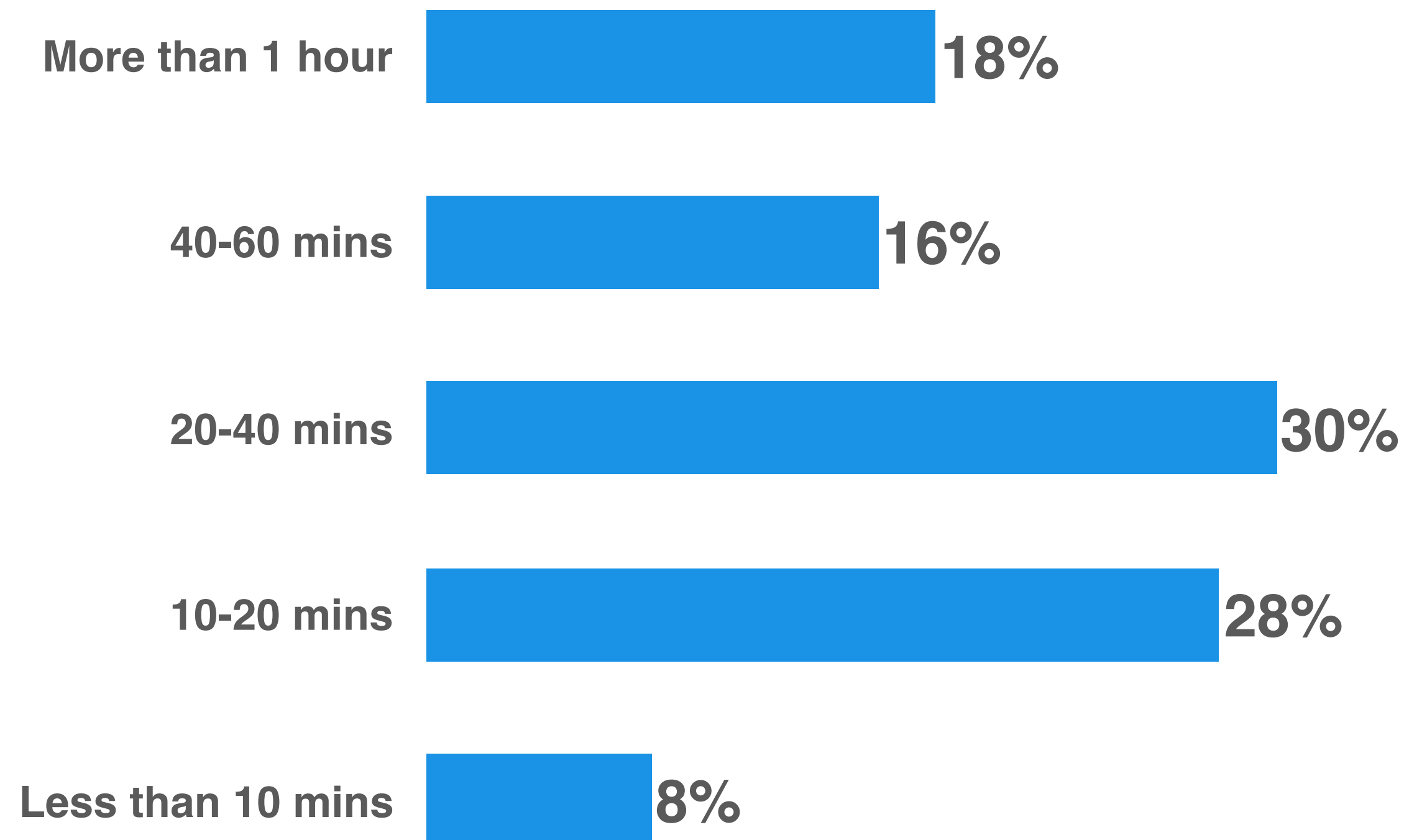


Early Fringe (5pm to 8pm) is the **best time** for all respondents to play mobile games, followed by **Late Fringe** (8 PM to 11 PM) and **Daytime** (9 AM to 5 PM).



Mobile Gaming Duration

On average day, how long do you spend playing mobile games?



The majority for both males and females are spending **around 40 mins** per day playing mobile games.

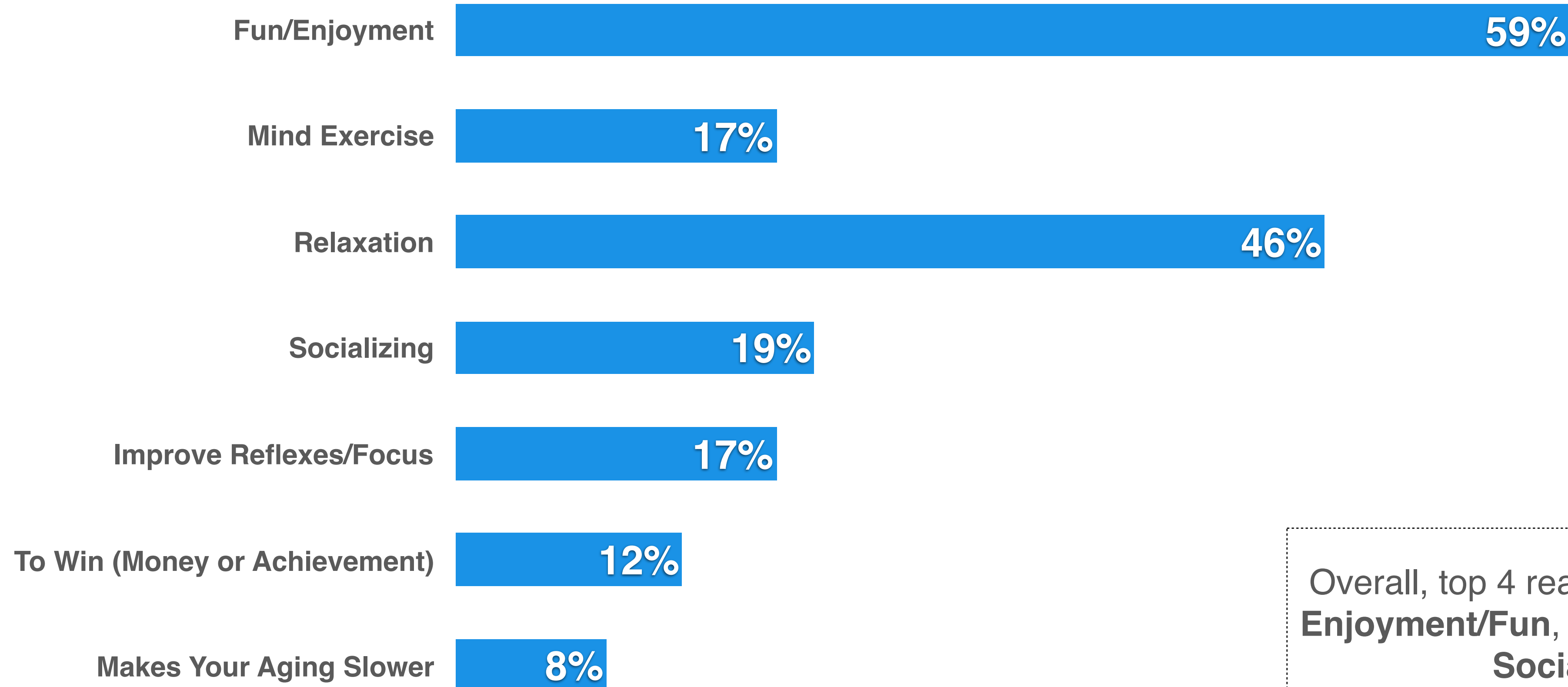
The majority of all age groups **(18-24) & (25-34) & (34-45)** are spending **more than 30 minutes** playing mobile games.

The chart on the top is showing the splits of the **time spent on playing mobile games**. **20-40 minutes** got the majority of the votes with **30%**, then **10-20 minutes** comes as a second choice with **28%**.



Reasons Behind Playing Games (Multiple Options)

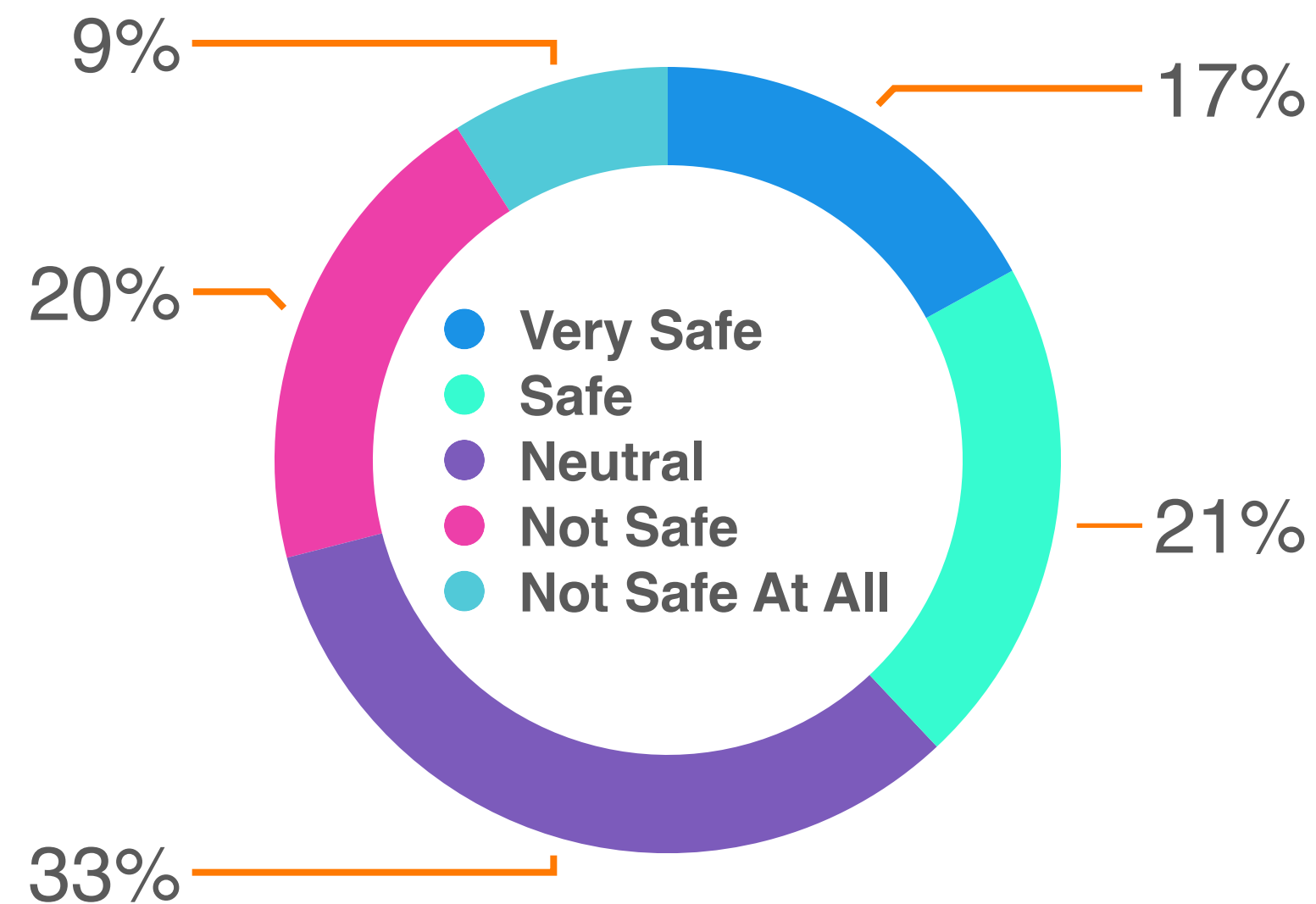
Now we'd like to ask you about the reasons why do you play games?



Overall, top 4 reasons behind playing games are **Enjoyment/Fun**, **Relaxation**, **Mind Exercise** and **Socializing** respectively.

Digital Environment & Safety

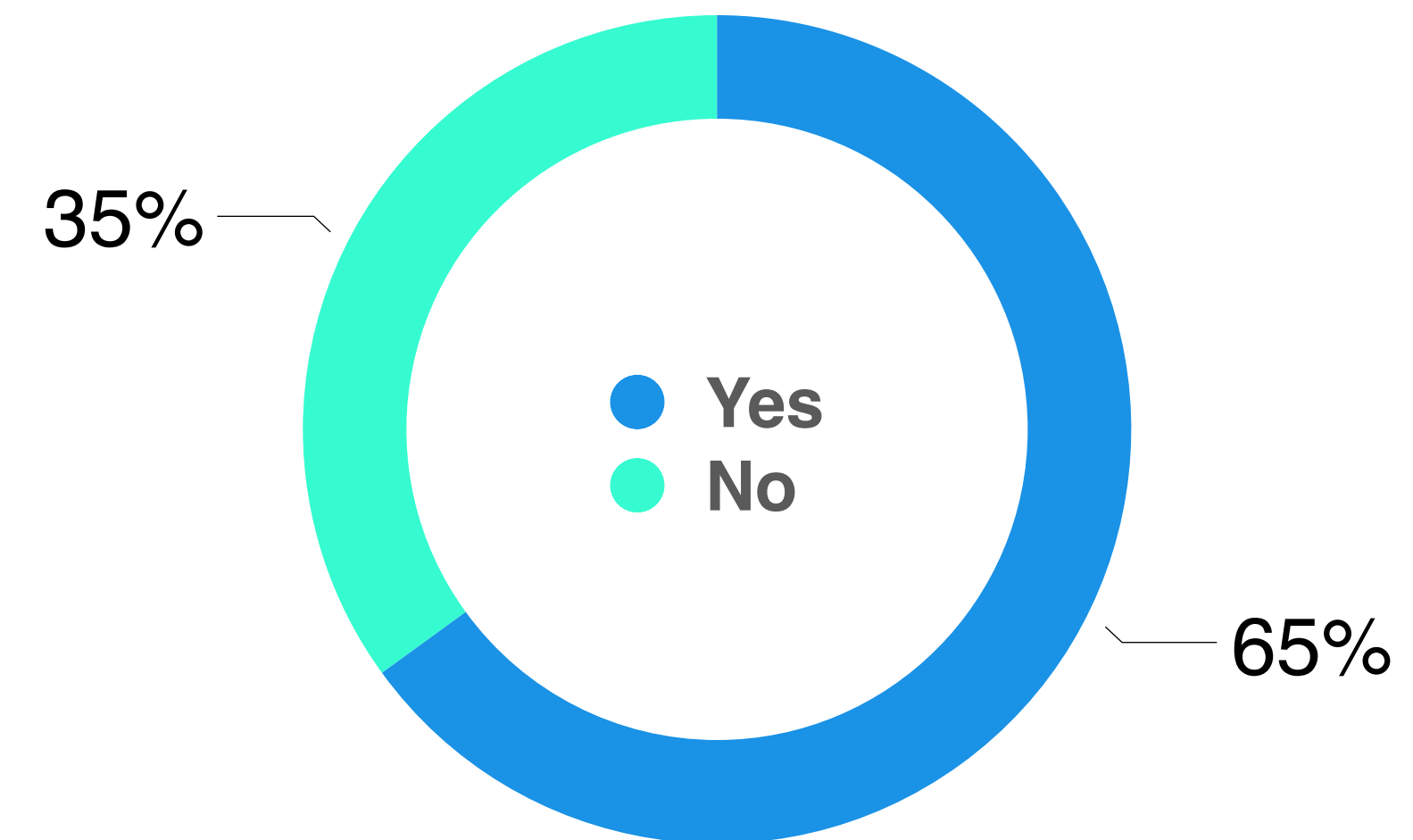
How safe do you think the digital environment is?
(Violence, inappropriate content, identity theft, phishing etc.)?



38% of all respondents think that the digital environment is a **safe environment**.
29% of our sample group stated that they **don't trust** the digital environment.

Mobile Gaming & Safety

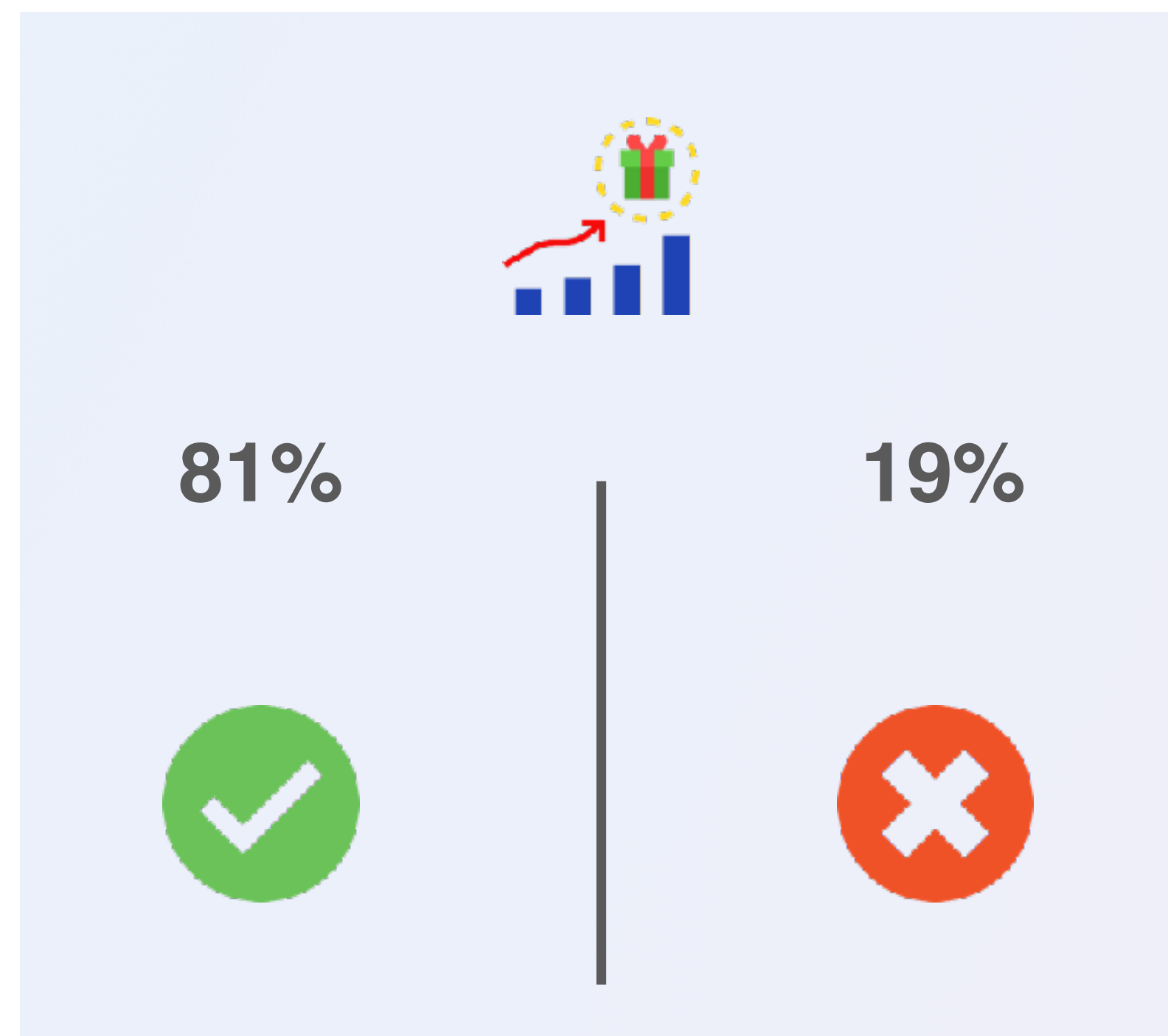
Do you think mobile gaming environment is a safe one?



65% of the sample group stated that they think the **mobile gaming** environment is **safe**.

Rewarded Videos

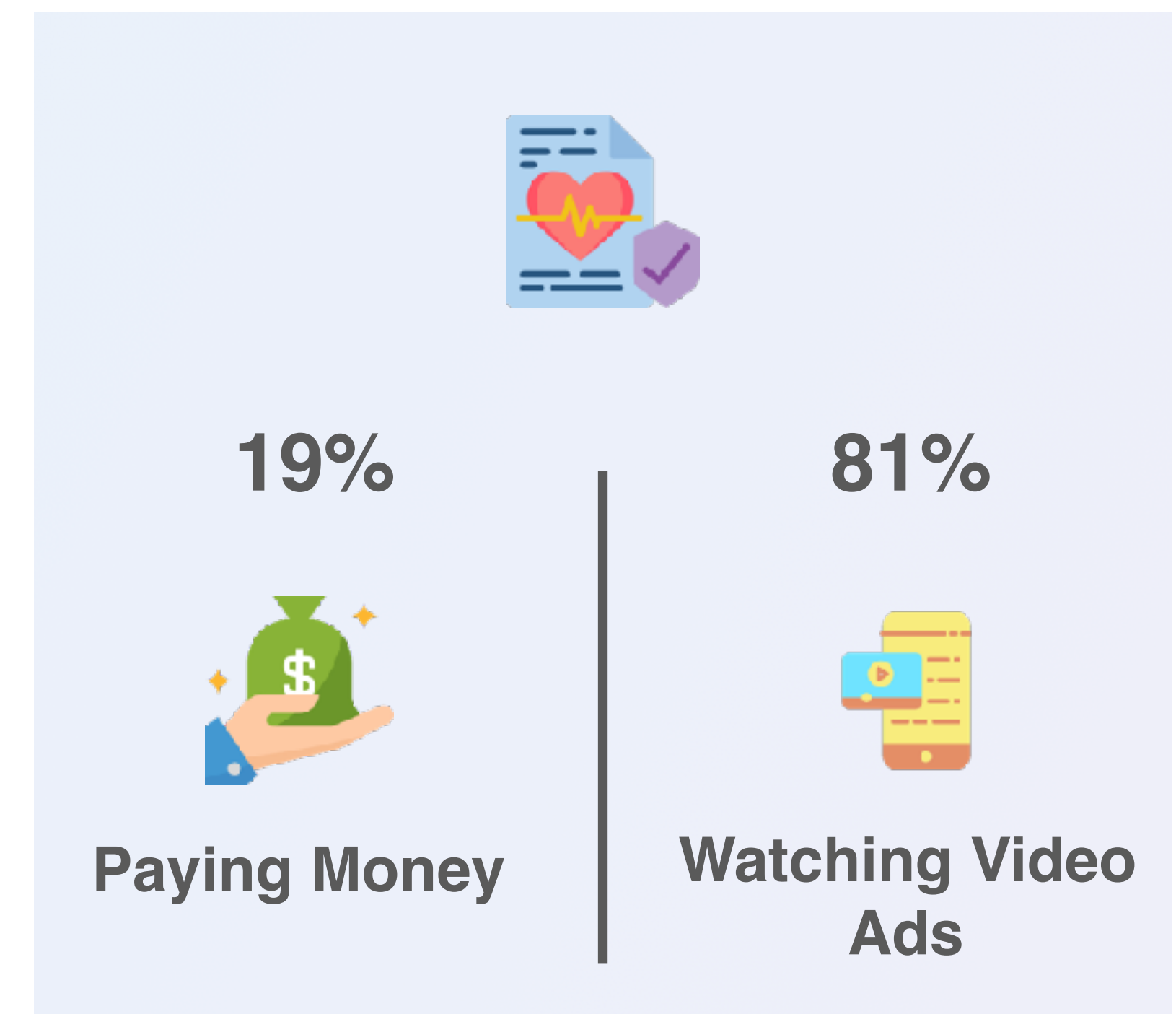
Do you watch video ads for extra lives and/or in game content in general?



Majority of the sample group (**81%**) **watch videos** for extra lives in mobile games.

Extra Lives In Mobile Games

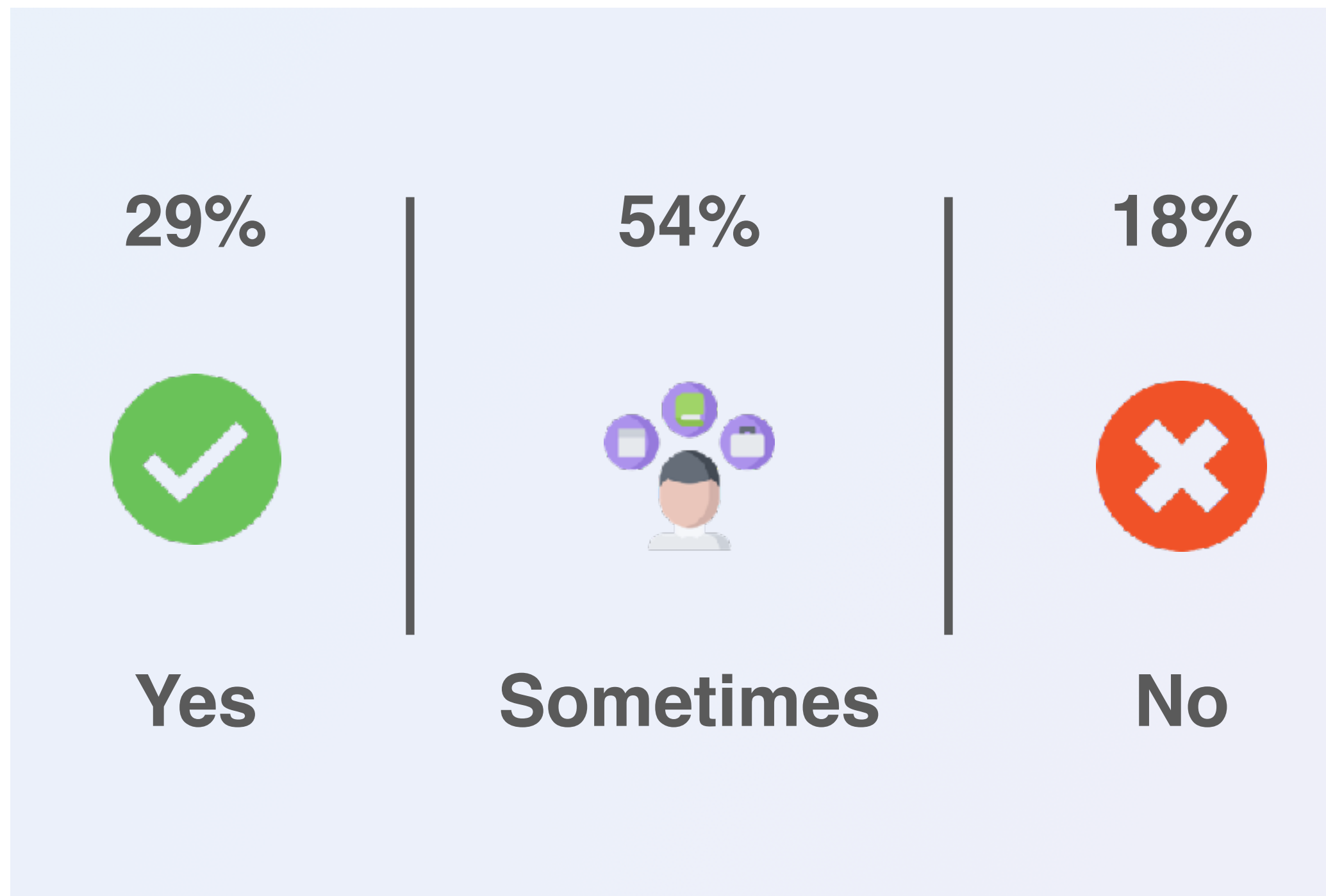
Which one of the following do you prefer for extra lives and/or in game content in general?



81% of our sample prefer **watching video ads** for extra lives in mobile games, rather than **paying money** for it.

Video Ad Recall

In general, do you remember the video ads you watched earlier?



29% of the sample **remember** the video ads they've watched, while **54%** are ambiguous.



Thank You.