

MOBILE GAMING RESEARCH

EGYPT



92%
16-24



94%
25-34



87%
35-44



88%
45-64

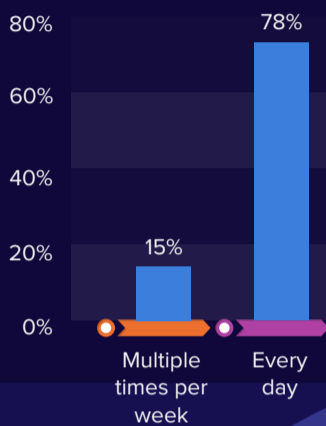


89%



93%

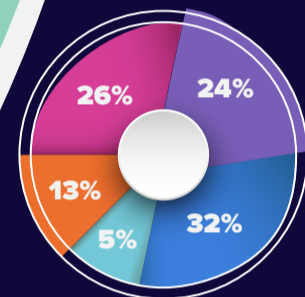
Mobile Gamers
% per Gender



Mobile Gamers
% per Age

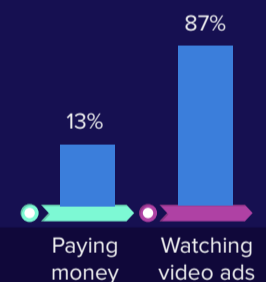
6% Once
22% 2 times
20% 3 times
8% 4 times
44% 5 times or more

The majority of those who play mobile games every day, play games 5 times or more.



On average, users play mobile games over **20 to 40 mins** per day.

87% of the sample prefer watching video ads for extra lives and/or in-game content in general.



79%
Home



28%
Cafe



27%
Traveling (taxi, bus etc.)

79% of our total sample selected home as the place while they play games.

Mobile Gaming During The Day
Late Fringe (8:00 Pm to 11:00 Pm) is **peak play time** for all respondents to play mobile games.

