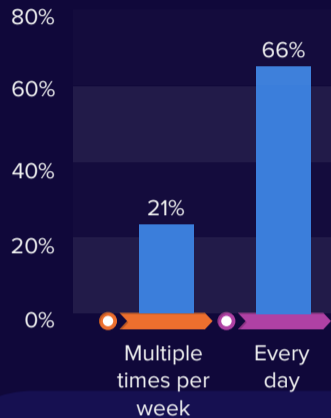


# MOBILE GAMING RESEARCH

KSA



**88%**  
16-24



**86%**  
25-34



**80%**  
35-44



**50%**  
45-64



**90%**



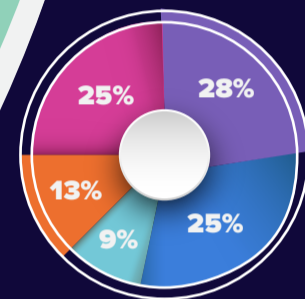
**83%**

Mobile Gamers % per Age

Mobile Gamers % per Gender

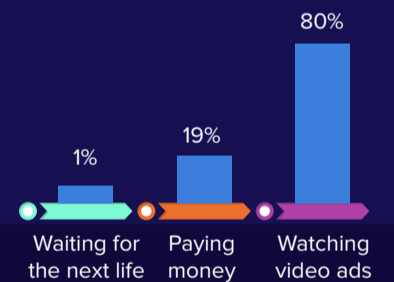
**11%** Once  
**19%** 2 times  
**20%** 3 times  
**6%** 4 times  
**43%** 5 times or more

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.

**80%** of the sample prefer watching video ads for extra lives and/or in-game content in general.



**77%**  
Home



**23%**  
Cafe



**19%**  
Traveling (taxi, bus etc.)

**77%** 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.

