

MOBILE GAMING RESEARCH

UAE



86%
16-24



86%
25-34



87%
35-44



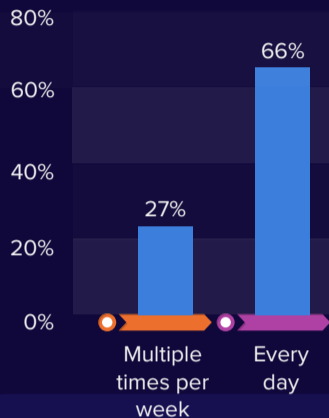
79%
45-64



84%



87%

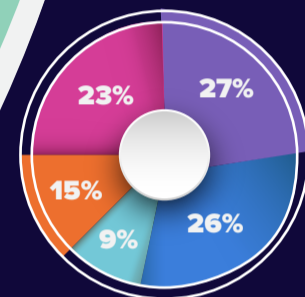


Mobile Gamers % per Age

Mobile Gamers % per Gender

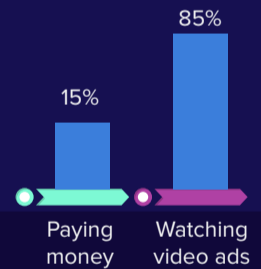
14% Once
17% 2 times
18% 3 times
9% 4 times
42% 5 times or more

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.

85% of the sample prefer watching video ads for extra lives and/or in-game content in general.



77%
Home



23%
Restaurant



23%
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.

