



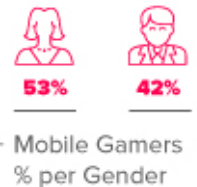
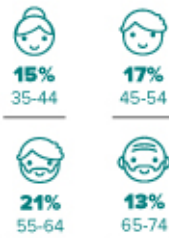
Under the Microscope

Mobile Gaming Research



Australia

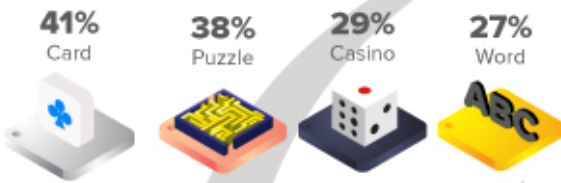
27% play mobile games for 60 minutes or more on an average day



Mobile Gamers % per Age

Mobile Gamers % per Gender

Top Types of Games Played



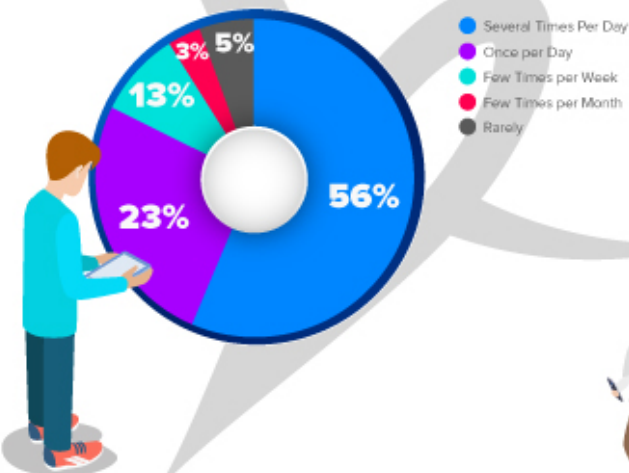
30% of respondents make in-app purchases while playing mobile games

27% look at mobile ads when choosing a mobile game to download

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

87% of respondents typically play mobile games at home

Respondents Play Games on their Device



27% of respondents play mobile games **60 mins** or more per day

