



2012 PopCap Games Mobile Gaming Research - Where People Play Mobile Games Prepared by Information Solutions Group

TOP 10 PLACES FOR MOBILE GAME PLAY

- The most popular place to play mobile games is at home.
 - Playing games on the couch, while laying in bed and while watching TV are three of the top five places mobile games are played.
 - Other popular places to engage in mobile game play include as a passenger in a car, bus or train, and while waiting for an appointment.
- Those who limit their mobile game play to a tablet are more likely to play at home than those who only play on a phone.
- Those who only play mobile games on a phone are more likely to play in situations that require waiting like at a restaurant or coffee shop, in line at a store or while waiting for an appointment.

		Device(s) Used for Mobile Game Play		
	All (1004)	Phone Only (675)	Tablet Only (117)	Phone/Tablet (212)
Home on the couch	69%	65%	78%	75%
As a passenger in a car, bus or train	63%	65%	43%	68%
Home while laying in bed	57%	54%	51%	70%
Waiting for an appointment	55%	58%	32%	59%
Watching television	41%	37%	52%	50%
On vacation	28%	22%	35%	43%
At work during lunch or other break periods	27%	28%	12%	30%
Waiting in line	27%	28%	4%	37%
On an airplane	22%	19%	22%	35%
Dining at a restaurant, cafe or coffee shop	20%	20%	7%	29%
Beach or by the pool	16%	13%	11%	26%

• 3% of those in the US play mobile games while in a place of worship, e.g., church, mosque or synagogue vs. 1% in the UK.

Q22 Which of the following best describes when and where you have played games on a mobile device?

TOP THREE FAVORITE PLACES TO PLAY MOBILE GAMES

- ■The top three most popular places to play mobile games are at home on the couch, at home while laying in bed and as a passenger in a car, bus or train.
 - Tablet only mobile gamers play more at home on the couch and while watching TV than other mobile gamers.

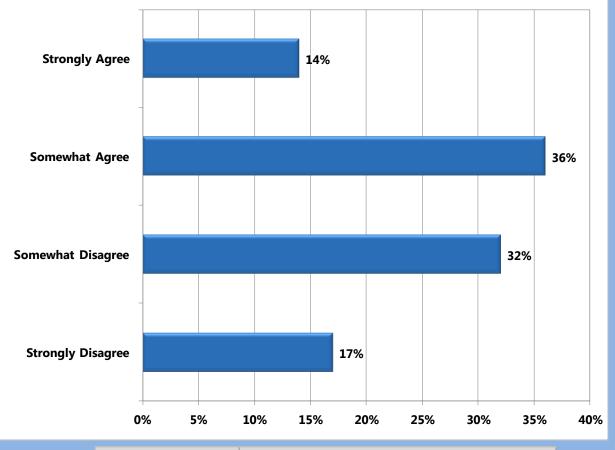
		Device(s) Used for Mobile Game Play		
	All (1004)	Phone Only (675)	Tablet Only (117)	Phone/Tablet (212)
Home on the couch	50%	45%	71%	55%
Home while laying in bed	37%	35%	38%	42%
As a passenger in a car, bus or train	37%	40%	18%	39%
Waiting for an appointment	30%	34%	14%	26%
Watching television	16%	13%	33%	17%
Work during lunch or other break periods	11%	12%	6%	9%

PRIMARY METHOD OF GAME PLAY AT HOME

■ 50% Agree that mobile gaming is their primary method of game play at home.

• The percentage who agree is higher among those who only play mobile games on a

tablet.

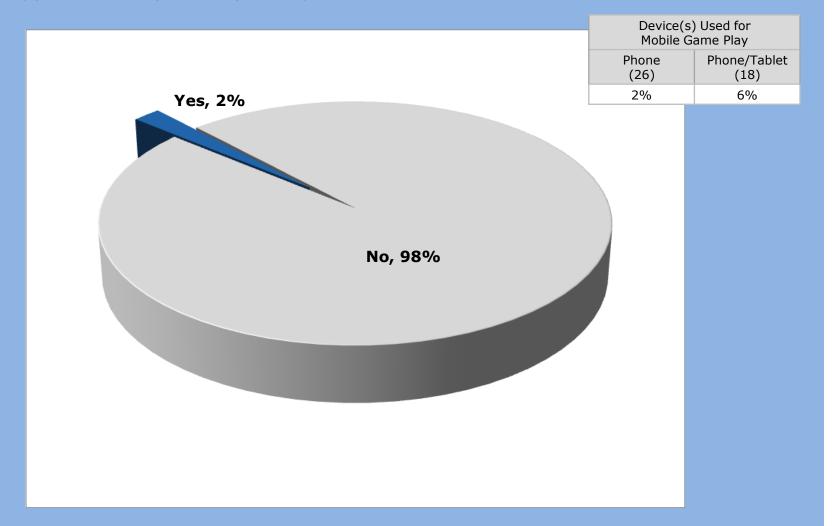


Strongly/ Somewhat Agree	Device(s) Used for Mobile Game Play				
	Phone (675)	Tablet (117)	Phone/Tablet (212)		
	47%	57%	56%		

Q20C How much do you agree or disagree with the following: Mobile gaming is my primary method of game play at home.

GAME PLAY AT MOVIE THEATER

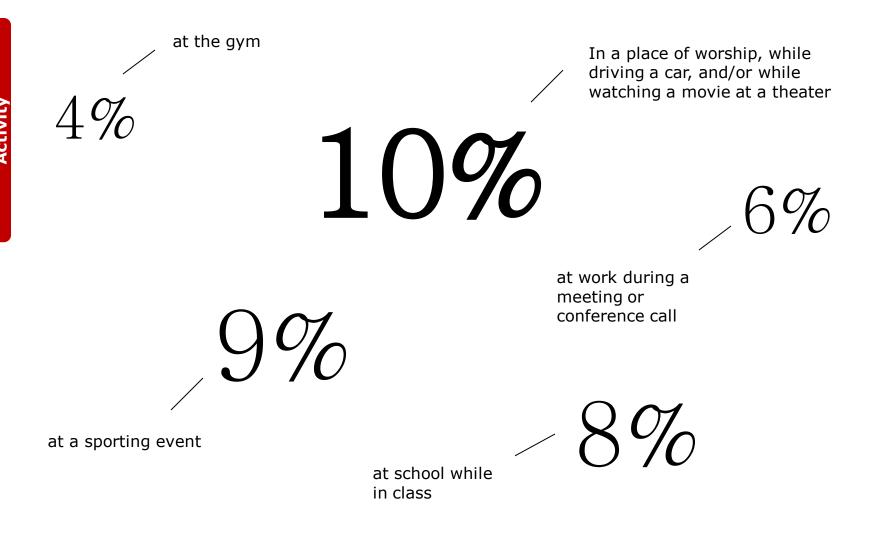
- Two percent of mobile gamers said they have played a game on their mobile device at a movie theater, while the movie was playing.
 - This appears to be primarily on a phone rather than a tablet.



Q23 Have you ever played a game on your mobile phone or tablet at a movie theater while the movie was playing?

OTHER PLACES WHERE MOBILE GAMES ARE PLAYED

■ Of the 602 US mobile game players many reported playing mobile games ...



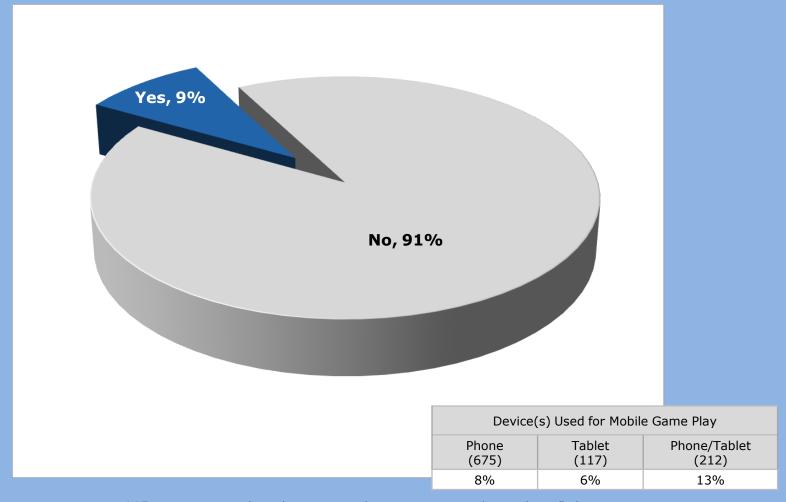
PLAYED GAMES AT PLACE OF WORSHIP, WHEN DRIVING OR DURING A MOVIE

Those who have played a mobile game at a place of worship, while driving and/or at the movies during the movie are

- Younger, spend more time playing mobile games, and spend more money on mobile gaming.
- •60% are male vs. 50% overall.
- 69% are less than 35 years old vs. 43% overall.
- 78% play daily vs. 45% overall.
- 38% play more than four hours a week vs. 10% overall.
- •85% play social games on their mobile device weekly vs. 52% overall.
- 75% have spent real money to purchase a mobile game, game currency and/or game content in the past year vs. 51% overall.
- Spent an average of \$61.67 in 2010 vs. \$29.21 overall.
- Spent an average of \$37.51 in 2011 vs. \$21.24 overall.
- Plan to spend an average of \$49.63 in 2012 vs. \$29.04 overall.
- Spend about 40% more on in-game currency (23% vs. 14% overall).

MISSED APPOINTMENT OR CLASS BECAUSE OF MOBILE GAME PLAY

- •Almost one out of ten (9%) have been late or missed an appointment, class, ride or flight because they were caught up playing a mobile game.
 - This is more common among those who play mobile games on both a phone and tablet.



Q25 Have you ever been late or missed an appointment, class, ride or flight because you were caught up playing a game on your phone or tablet?