

Mobile Gaming - US - October 2013

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“The mobile gaming sector is widespread and growing and non-traditional demographics have taken to mobile gaming. App store listings and gaining good reviews is critical, and game makers exploring the optimum way to monetize of their product must keep in mind the increased likelihood of download if the game is free and the already proven in-game spend model.”
– Ika Erwina, Retail and Technology Analyst

This report looks at the following areas:

- Catching the wind of change in mobile gaming
- “Why Buy” outlooks affect monetization

Mobile gaming is finding a place among demographics that traditionally shy away from video games. As a result, growth of this market is unlikely cannibalizing gamers from other platforms as much as it is creating new gamers. The overall gaming industry likely has sufficient space for PC, console, online, and mobile gaming to coexist and even merge. Integration across platforms may appeal to core players who plan to purchase next-generation consoles in the near future.

Monetization remains a hot topic for mobile gaming. Mobile gamers are much more willing to download a free game than a paid game, meaning developers or publishers that want to reach a mass audience have to find revenue streams that do not include up-front costs, and free versions of paid games need to incentivize gamers to trade up. There is still a market for paid games, particularly among traditional gamer demographics, however the same issues stand and publishers of paid games should also continue to explore new ways to create revenue streams from existing game players. The free version of a paid game must be engaging enough to attract initial interest but not fulfilling enough to satiate the gamer's appetite. Limited functionality, game time, and frequent ads may be enough to motivate gamers to purchase the full version. Most of all, the key is to provide a quality gaming experience, and to constantly monitor player feedback, which includes closely monitoring reviews in the app store and making necessary adjustments. The high rate of deletions to downloads in mobile gaming necessitate updates that continue to engage players, fix problems, enhance gameplay, and improve replay value.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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