

**CMP6187-A-S1-2021/2**  
**Mobile Game Development**  
**2021–2022**

**REPORT 1**

# Mobile Markets

Computer Games Technology  
Joshua Jenkins  
19120385

## Contents

Abstract	3
Introduction	3
Body	3
Conclusion	4
Bibliography	5

## **Abstract**

This report explores the use of mobile markets, analysing the benefits and drawbacks of these markets, highlighting the areas that large in these markets. This report will refer to resources from the Session 3 presentation “Week 03 CMP6187 – Lecture – Part 1 UX” guided by the module leader DR. Diego Monteiro (1, Dr.Diego). Highlighting the dominant areas of mobile market, linking towards the targeting project I plan on developing for this module.

## **Introduction**

The games market is fundamental source of revenue in the software industry, split between mobile, PC and console. Alone in 2021 the mobile games industry generated a staggering \$90.7Bn with an average +4.4% Year on year gain, accounting for 52% of the global game market (2, Global Games Market).

Despite the pandemic detrimental effects between late 2019-2021 it has contributed to a massive boost in the gaming industry, as seen In Q4 the highest grown since revenue has been tracked since 2012 (2, Global Games Market, P4).

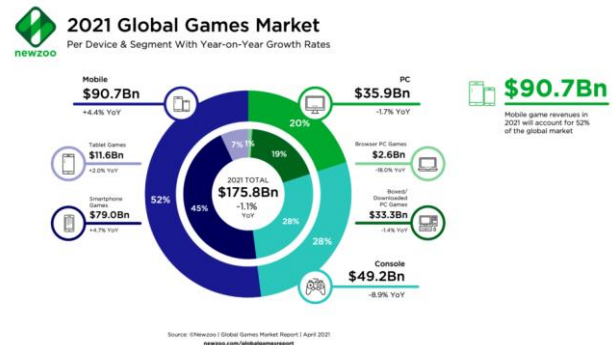


Figure 1, 2021 Global Games Market (Resource 2)

Based on the free mobile report provided by Newzoo (3, Free Newzoo report) predictions made assume smartphone users will reach 3.9 billion users worldwide in 2021, this accounts for the largest number of electric device users globally, china accounting for the top market by smartphone users and mobile game revenues (3, Newzoo report).

The process of breaking down the mobile games market is vital in assessing the best revenue streams available to developers and publishers, systematically sorting them on viability will provide the best results when developing an application for intended markets. Storing a record of user's geographical engagement is additionally vital to provide the best user experience and optimising revenue for the business.

## **Body**

Asia-pacific accounts for 50.2% of all game revenue (4, Mobile market report), the largest contributor to the games market, not too estranged when accounting for its 1.615m combined active players. Contributing to this the mobile games market (combination of Tablet, and Smartphone devices) contributes towards roughly 90.6 billion market revenue in 2021 (4, Mobile market report) this doesn't establish the revenue breakdown by genre referring to alternate sources (5, localised direct) indicates game revenue markets are dominated by, three puzzle, slots, party battlers and MMO strategy games in western hemisphere. Alternatively, the report (5, localised direct) indicates that Asia-pacific users are contributing towards party battle, action/MMORPG game genres.

## Conclusion

Based on the articles gathered and the data from the genre rating (figure 2) producing a mobile application based on the match-3 video game model is the best route for revenue. Personally, surprisingly the market for Slot type mobile games is unpopular in GB compared to a large popularity in Canada, Australia and United States. Does this relate to lower gross income compared to other parts of the world?

Asian-pacific markets dominating the mobile market wasn't awfully surprising having such a large population (6, statistical 2021) access to mobile devices is subjectively more accessible compared to consoles. This could be primarily due to the accessibility of lower priced mobile devices compared to western mobile industries commonly been reliant on Samsung and iPhone as mobile device suppliers (7, Stat counter, Global stats). Based on the global mobile device distribution it makes it clear that producing for an Android supported device is more accessible and more viable, furthermore you aren't restricted by apple ridiculous developer fees and submission requirements.

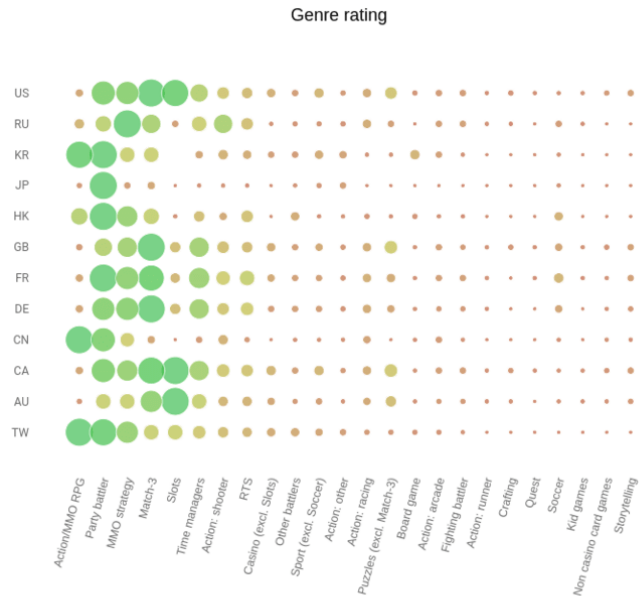


Figure 2, Genre Rating, 5, Localised direct

## **Bibliography**

1. Dr. Diego Monteiro (2021) Week 03 CMP6187 – Lecture – Part 1 UX, Moodle.bcu.ac.uk, <https://moodle.bcu.ac.uk/mod/resource/view.php?id=6873033>
2. 2021, T., 2021. *Global Games Market to Generate \$175.8 Billion in 2021; Despite a Slight Decline, the Market Is on Track to Surpass \$200 Billion in 2023* | Newzoo. [online] Newzoo. Available at: <<https://newzoo.com/insights/articles/global-games-market-to-generate-175-8-billion-in-2021-despite-a-slight-decline-the-market-is-on-track-to-surpass-200-billion-in-2023/>> [Accessed 10 October 2021].
3. Newzoo. 2021. *Free Newzoo Report: Global Mobile Market Report 2021*. [online] Available at: <<https://newzoo.com/insights/trend-reports/newzoo-global-mobile-market-report-2021-free-version/>> [Accessed 10 October 2021].
4. Newzoo. 2021. *Newzoo's Global Mobile Market Report* | Newzoo Platform. [online] Available at: <<https://newzoo.com/products/reports/global-mobile-market-report/>> [Accessed 10 October 2021].
5. 2021. [online] Available at: <<https://www.localizedirect.com/posts/most-popular-game-genres-revealed>> [Accessed 10 October 2021].

6. Statista. 2021. *Global population - distribution by continent 2019* | Statista. [online] Available at: <<https://www.statista.com/statistics/237584/distribution-of-the-world-population-by-continent/>> [Accessed 10 October 2021].
7. StatCounter Global Stats. 2021. *Mobile Vendor Market Share Worldwide* | Statcounter Global Stats. [online] Available at: <<https://gs.statcounter.com/vendor-market-share/mobile/worldwide>> [Accessed 10 October 2021].