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36% of MMORPG game players are woman  
26% of WOW players are woman  
48% of Dragon Age Inquisition players are woman  
16% of Overwatch players are woman  
80% of casual puzzle games are woman  
  
even thought FPS have a lower than 6% female demographics, Overwatch had 16% female player player base, adding up to 5 million woman. This can be related to the narratives in it, aesthetics and characters.  
  
Common fantasy games revolve around the medieval setting, and both genders enjoy these games.  
there are at least 65 video games with a medieval theme, excluding hidden object games and other app store games  
  
worldwide, the most liked game genre is RPG/Adventure game, second being Puzzle games and social games.  
on american mobile game preference puzzle games  
for snack games, players will play mostly at home, and while waiting for something.  
and the time they tend to spend on the game is up to 10 minutes, and up to an hour.  
in app purchase, the most they pay for something is to pass a level, unlock a level or upgrade a character.  
77% of players play on smartphones, 17.3% on tablets.  
47.1% of players are on android while 41,8% on IOS in USA,   
66.3% IOS and 27.9% in China  
91.1% android and 8.7% IOS in Korea