**References towards the demographics of mobile based app games**

Big Fish Games. (2017). *Most Popular Mobile Game Genres | Big Fish Blog*. [online] Available at: <http://www.bigfishgames.com/blog/stats/most-popular-mobile-game-genres/> [Accessed 27 Oct. 2017].

Big Fish Games. (2017). *The Average Gamer: Then and Now | Big Fish Blog*. [online] Available at: <https://www.bigfishgames.com/blog/stats/the-average-gamer-then-and-now/> [Accessed 27 Oct. 2017].

Hwong, C. (2016). *Chart of the Week: Mobile Gamer Demographics - Verto Analytics*. [online] Verto Analytics. Available at: <http://www.vertoanalytics.com/chart-week-mobile-gamer-demographics/> [Accessed 27 Oct. 2017].

Jordan, J. (2011). *Men out play and out spend women when it comes to mobile freemium gaming says Flurry*. [online] pocketgamer.biz. Available at: <http://www.pocketgamer.biz/news/33480/men-out-play-and-out-spend-women-when-it-comes-to-mobile-freemium-gaming-says-flurry/> [Accessed 27 Oct. 2017].

Lella, A. (2014). *25-34 Year-Olds are the Heaviest Mobile App Users in U.S.*. [online] comScore, Inc. Available at: <https://www.comscore.com/Insights/Data-Mine/25-34-Year-Olds-are-the-Heaviest-Mobile-App-Users-in-US> [Accessed 27 Oct. 2017].

Mallory, J. (2011). *Freemium isn't free: 25 to 34 year olds spend the most on extra content*. [online] Engadget. Available at: <https://www.engadget.com/2011/09/10/freemium-isnt-free-25-to-34-year-olds-spend-the-most-on-extra/> [Accessed 27 Oct. 2017].

RealityMine. (2015). *Myth Busting: Mobile Gaming Demographics from RealityMine*. [online] Available at: <https://www.realitymine.com/myth-busting-mobile-gaming-demographics/> [Accessed 27 Oct. 2017].

Team, M. (2017). *The 9 Mobile Gaming Statistics That Everyone Should See*. [online] Mediakix | Influencer Marketing Agency. Available at: <http://mediakix.com/2017/05/mobile-gaming-statistics-gaming-apps/#gs.cm=Z5nY> [Accessed 27 Oct. 2017].

theesa.com. (2014). *Essential Facts About the Computer and Video Game Industry*. [online] Available at: <http://www.theesa.com/wp-content/uploads/2014/10/ESA_EF_2014.pdf> Accessed 27 Oct. 2017].