

THE GLOBAL MOBILE GAMES LANDSCAPE



GLOBAL MOBILE GAMES REVENUE

Tablet games revenue will grow 400% by 2016

CAGR 2012-2016

TOTAL 27.3%

TABLETS 47.6%

SMARTPHONES 18.8%

2012

TOTAL \$9.1BN

TABLETS \$2.1BN

SMARTPHONES* \$7.0BN

2013e

\$12.2BN

\$3.7BN

\$8.5BN

2016e

\$10.0BN

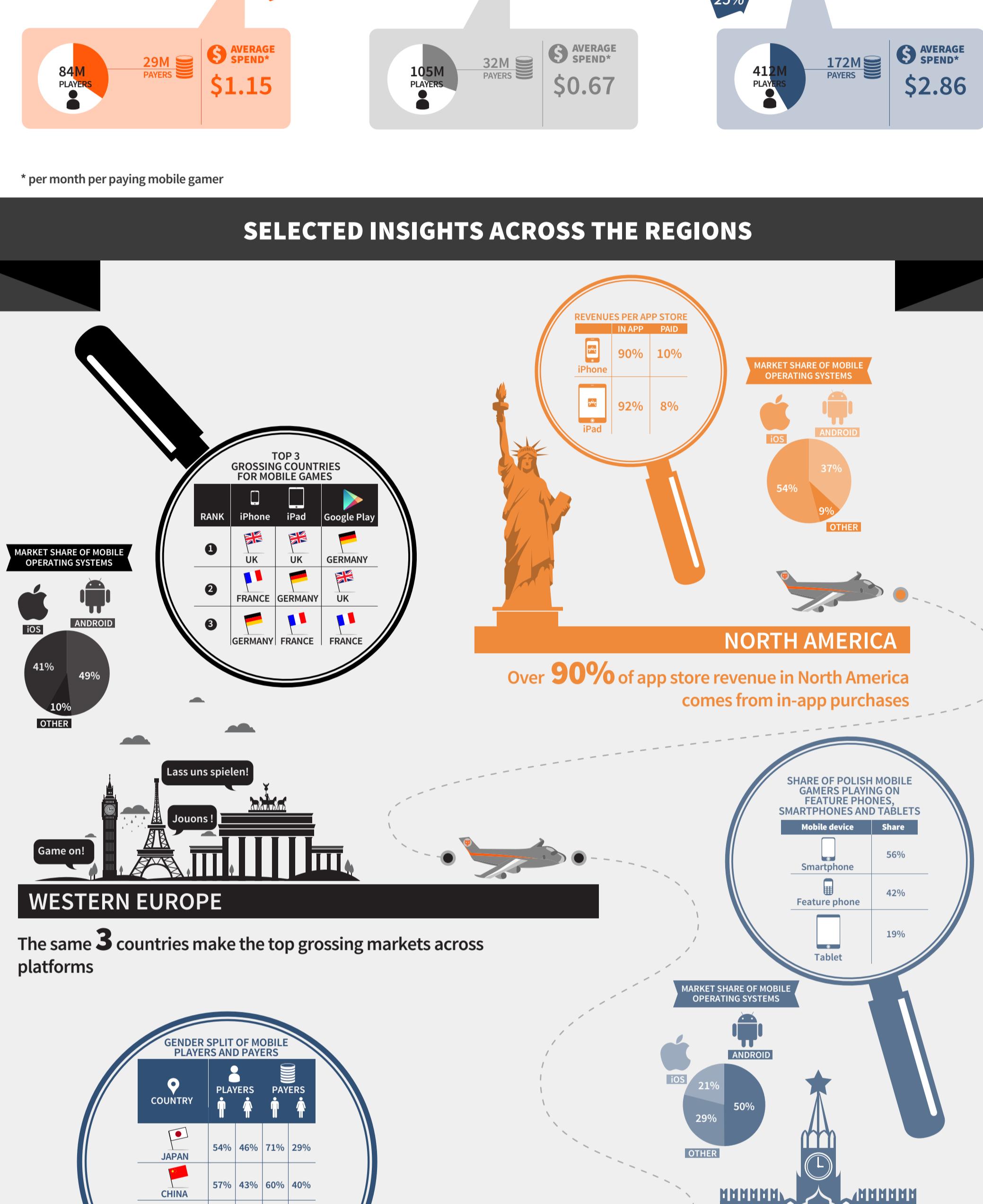
\$13.9BN

\$23.9BN

* includes feature phones

MOBILE GAMES MONETIZATION WORLD MAP

With close to \$6 BN, Asia Pacific is the biggest mobile games market worldwide

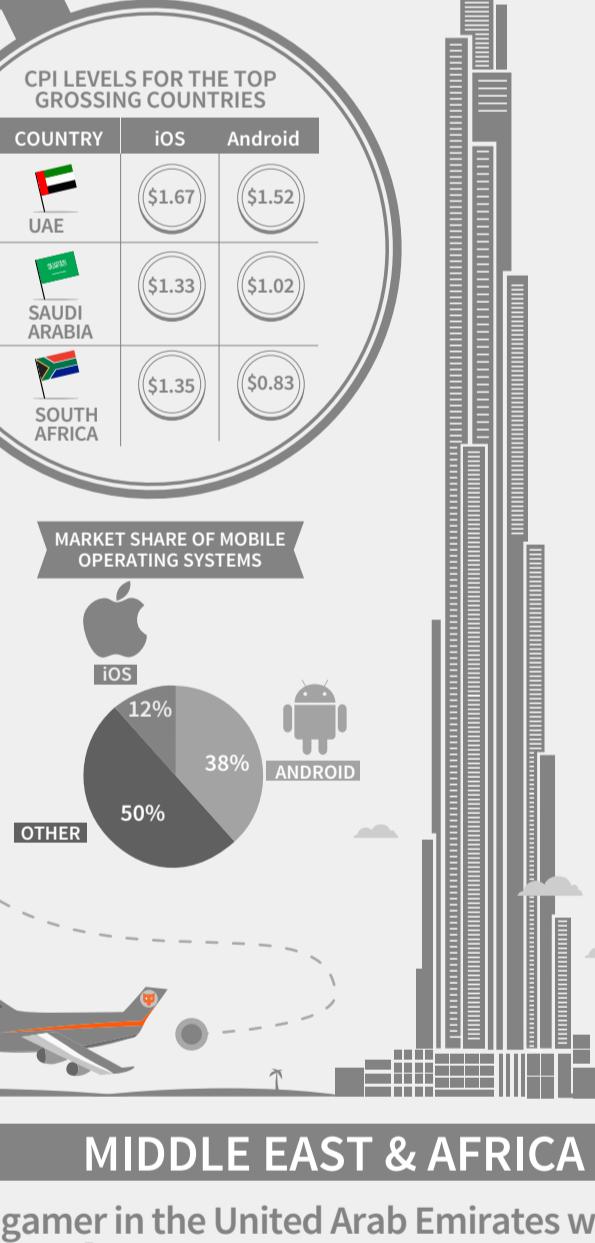
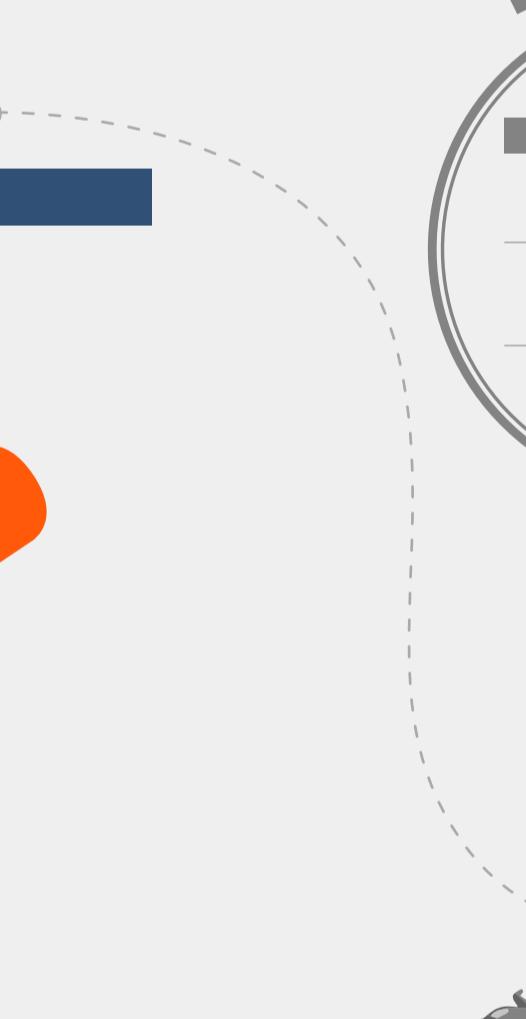


* per month per paying mobile gamer

SELECTED INSIGHTS ACROSS THE REGIONS



The same 3 countries make the top grossing markets across platforms

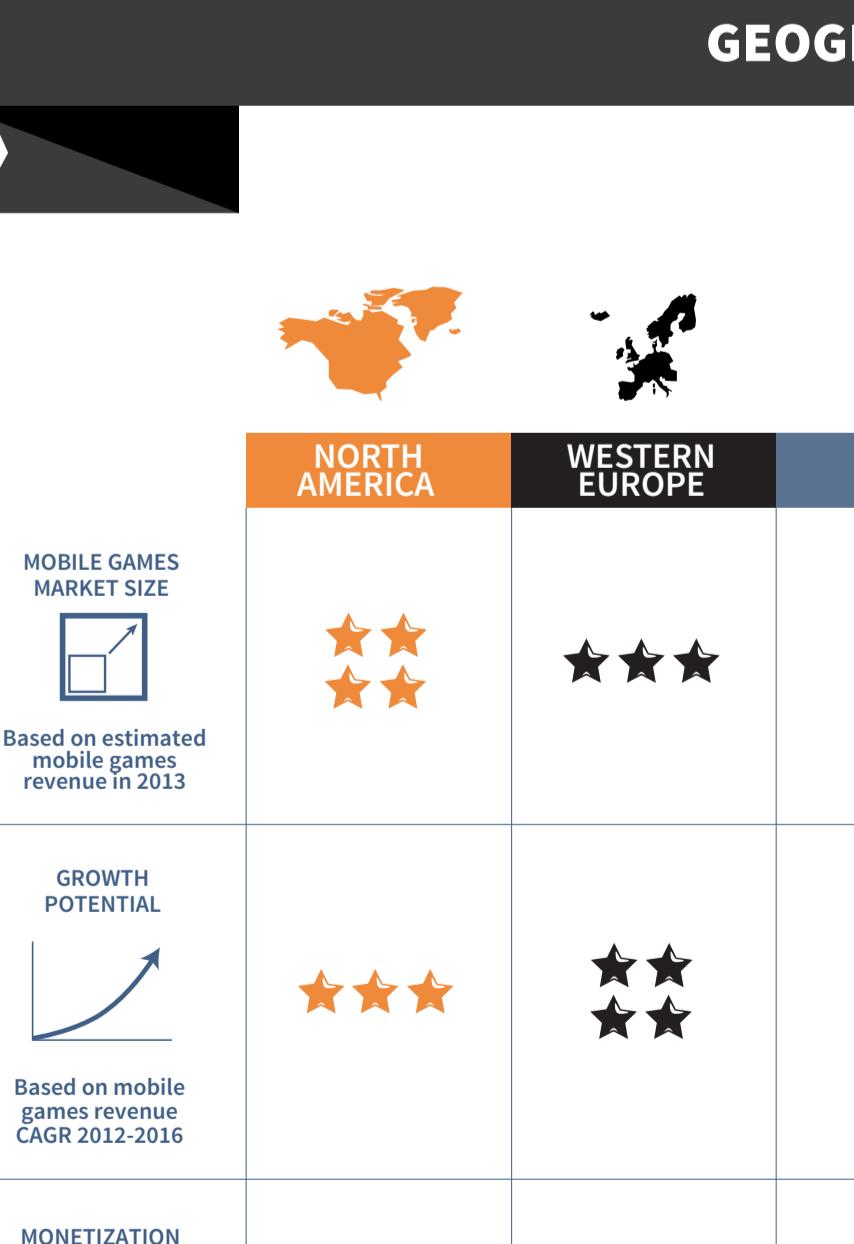


Over 90% of app store revenue in North America comes from in-app purchases

WESTERN EUROPE

ASIA PACIFIC

71% of paying mobile gamers in Japan are male



LATIN AMERICA

The same 2 mobile games make the top grossing charts across all platforms in the top 3 grossing countries

