

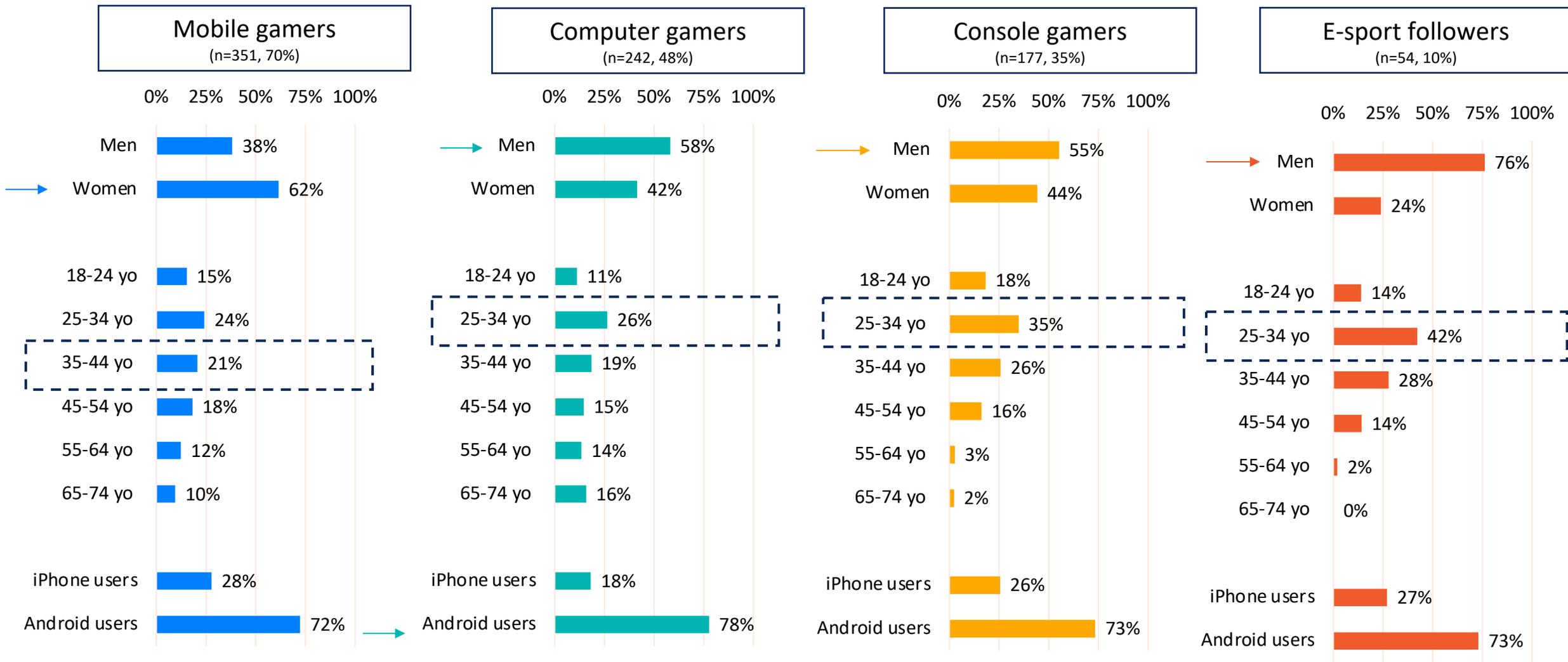
62 %

of Finnish population are mobile,
computer or console gamers

62 %

of mobile gamers are women

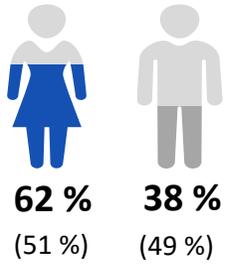
Gamer profiles



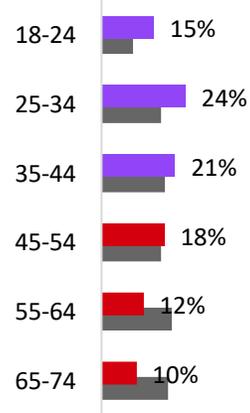
Question: Which of the following includes your free time activities?
 Kysymys: Mitkä seuraavista kuuluvat vapaa-ajanviettopoihisi?

MOBILE GAMER: demographic PROFILE

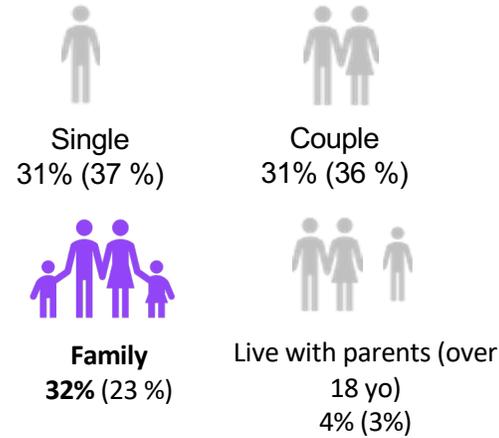
Gender



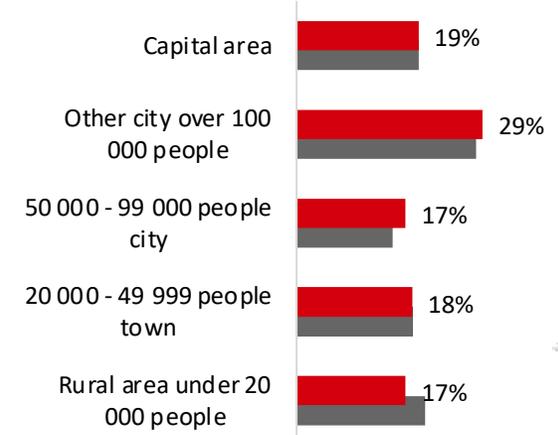
Age



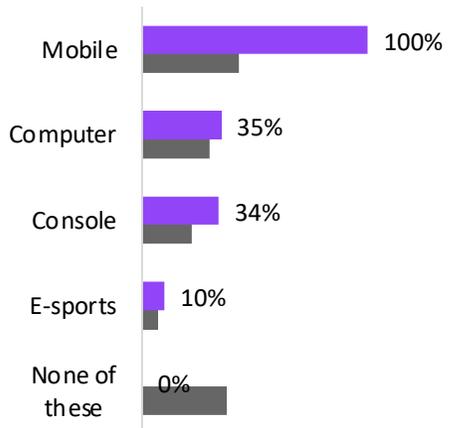
Life situation



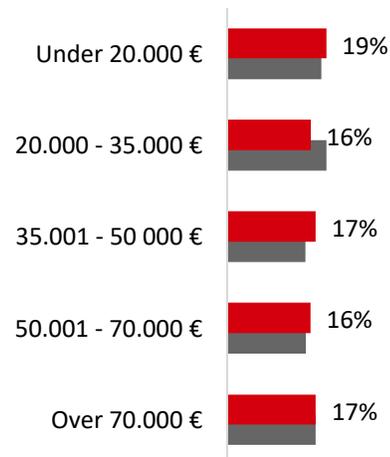
Place of residence



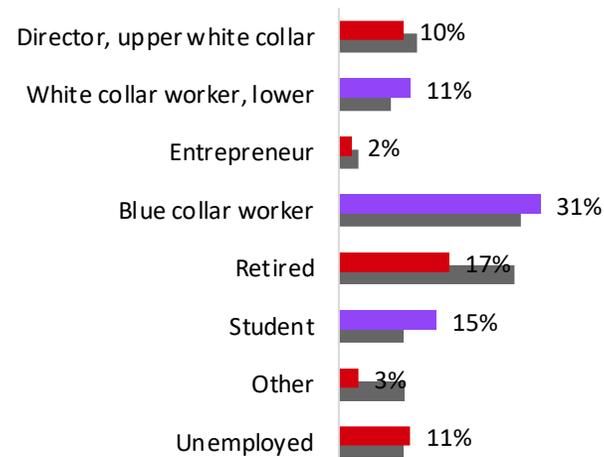
Gaming



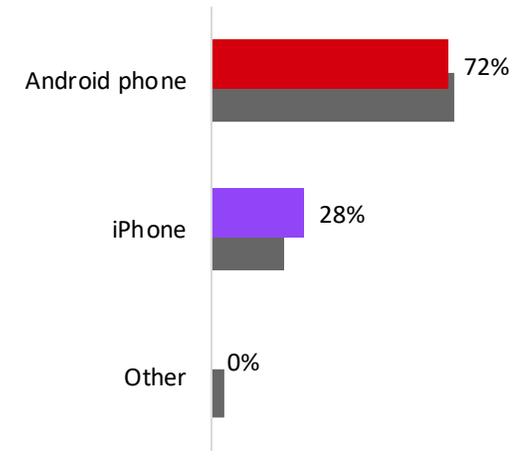
Household income



Profession



Phone system in use



Mobile games are played more frequently

47 %

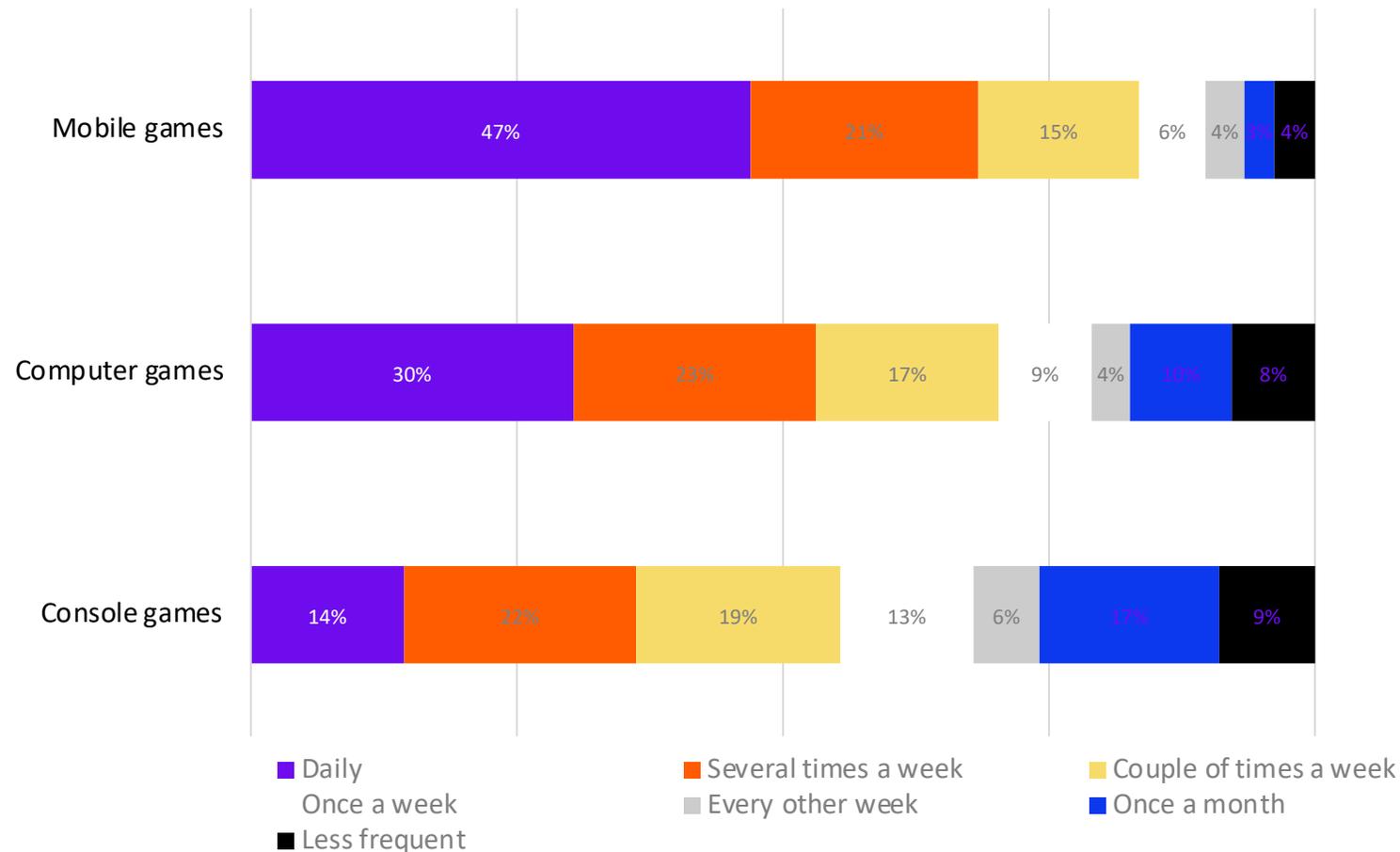
Being daily gamers

Gaming frequency

Mobile games are played most frequently, 47 % being daily gamers.

Console games are also played mostly at least couple of times a week.

Compared to mobile and computer games console games are played less frequently.

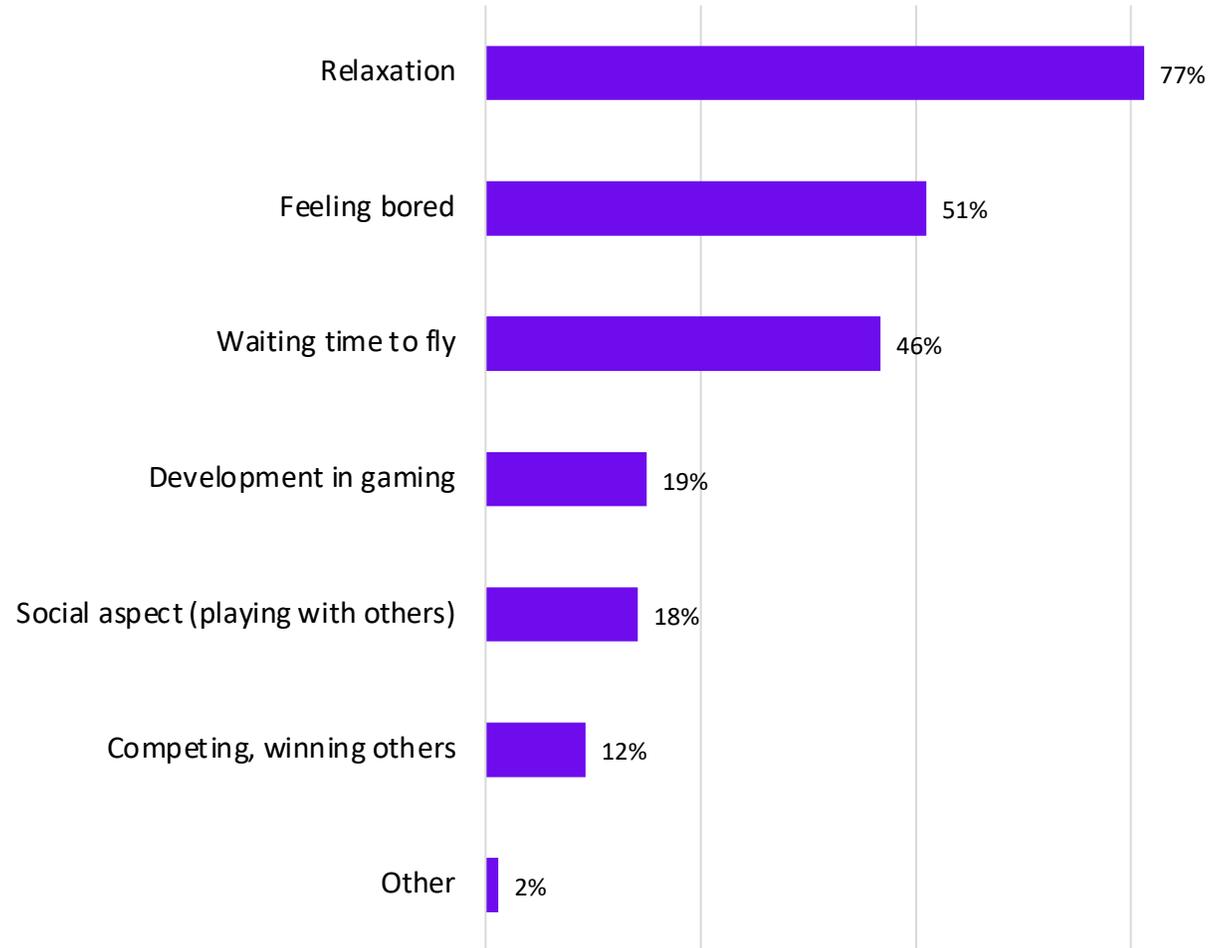


77%

Play for relaxation

Typical reasons for gaming

The most typical reasons for gaming are need for relaxation, feeling bored or waiting time to fly.



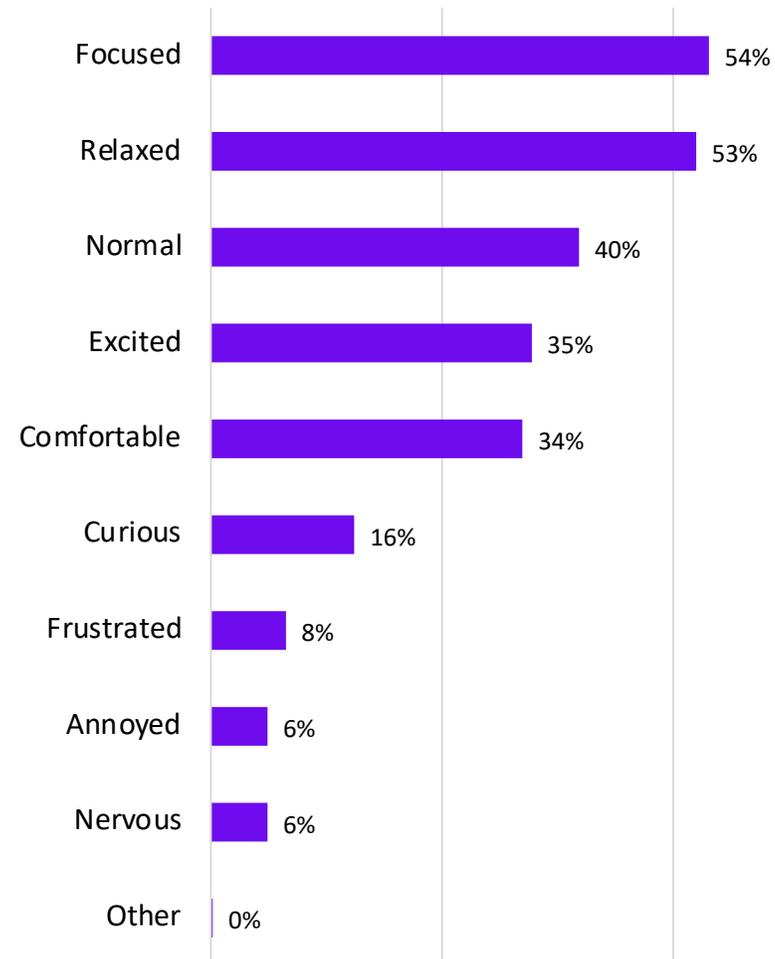
Question: Which of the following things are typical reasons for your own gaming?

Kysymys: Mitkä seuraavista asioista ovat tyypillisiä syitä omalle pelaamisellesi?

Base: total n=500

Emotions aroused while gaming

Gaming arouse more positive emotions such as relaxed, exited and comfortable compared to negative emotions like frustrated, annoyed or nervous.

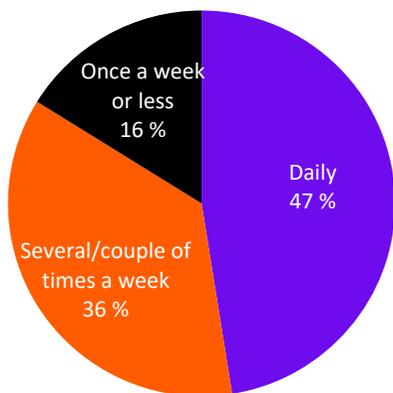


78%

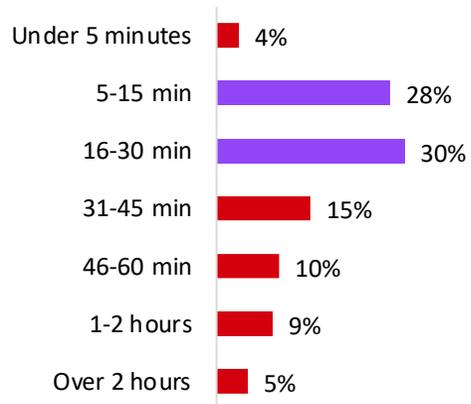
remembers seeing video advertising
while playing mobile games

Mobile gamer profile

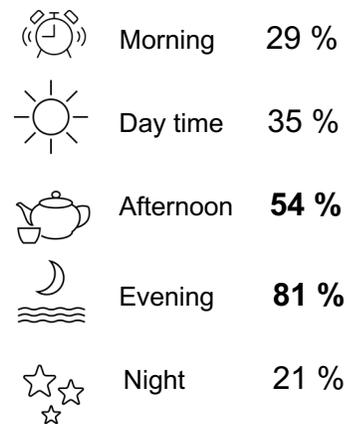
Playing frequency



Time spent with mobile gaming



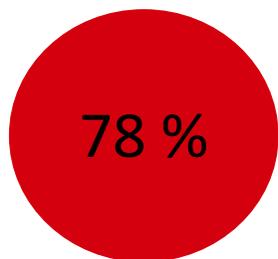
Time of the day when gaming



Reasons for gaming

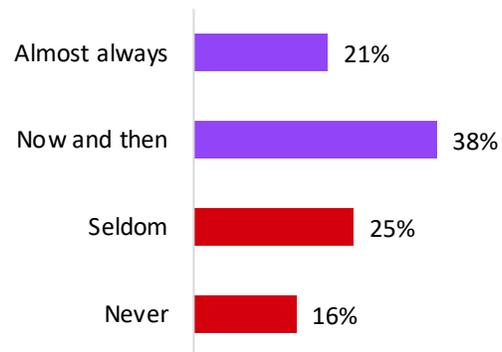


Ad recall

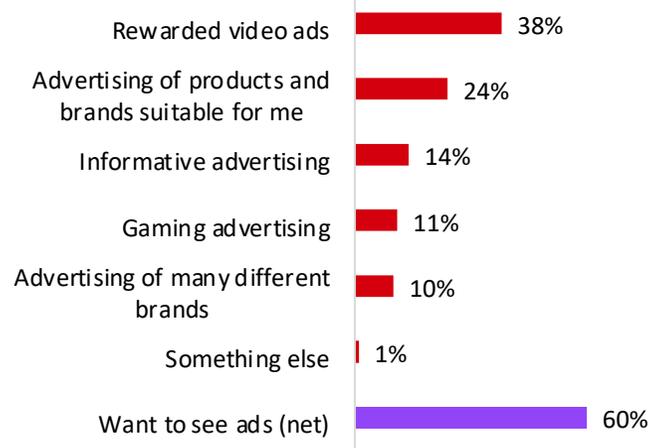


Remembers seeing video ads while gaming

Frequency of Watching ads



Desired video ads



Top 5 areas of interest

