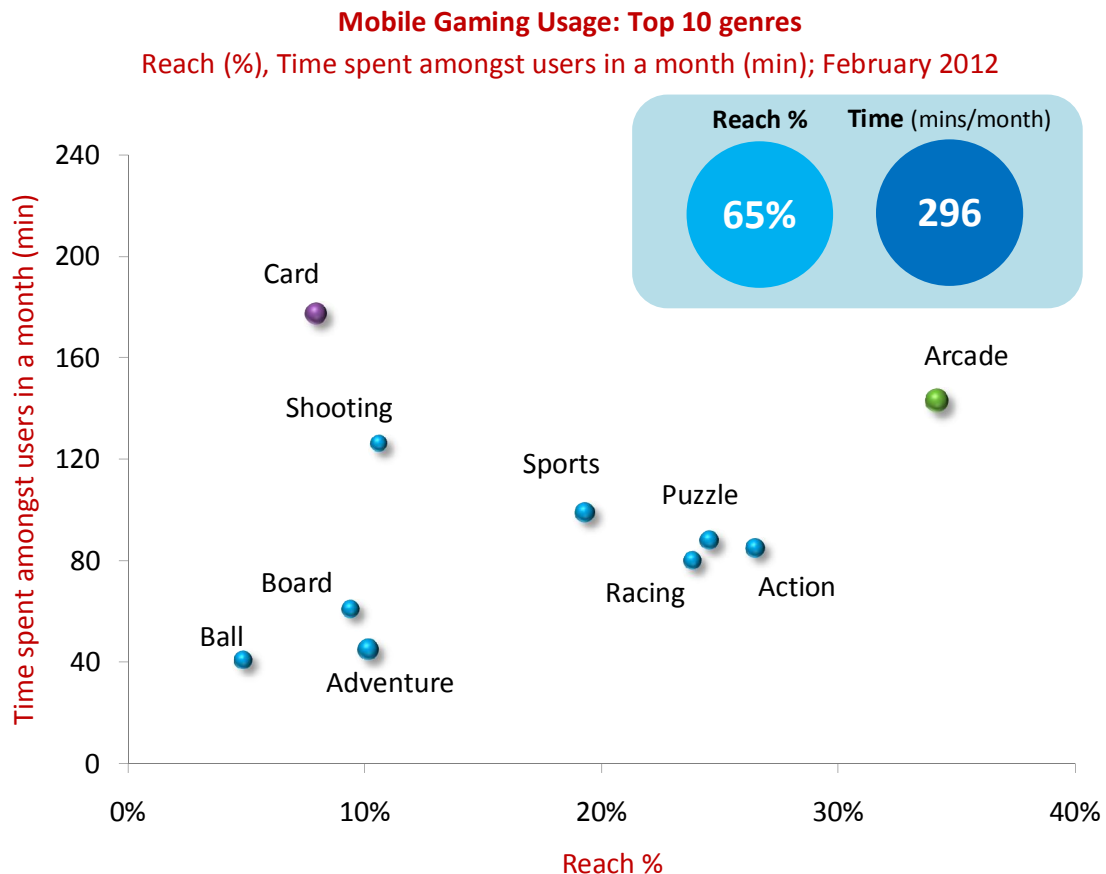


## Twiddling Thumbs – A look at Mobile Gaming

Gaming on the smartphone has emerged as a favorite pastime for many smartphone users. We looked at usage and spotted these trends -

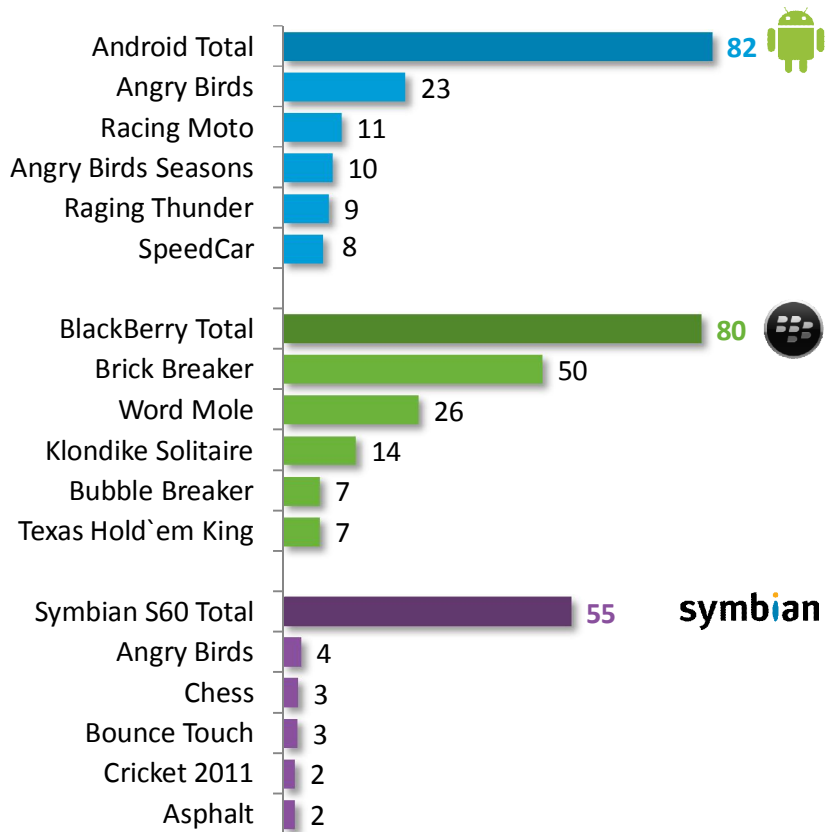
1. Arcade games, led by Angry Birds, is the most played game genre. Despite lower popularity, there is a high level of engagement for Card games.
2. On Android, a number of games are played. This is unlike BlackBerry, where only a handful of games are very popular.
3. Time spent in every playing session increases as the day progresses.

Arcade games have the highest reach and playing sessions compared to other game genres. Angry Birds, the leading arcade game, was played by one in ten users. Card games witnessed greater engagement amongst users in terms of time spent and playing sessions, despite having the lowest reach amongst top gaming genres.

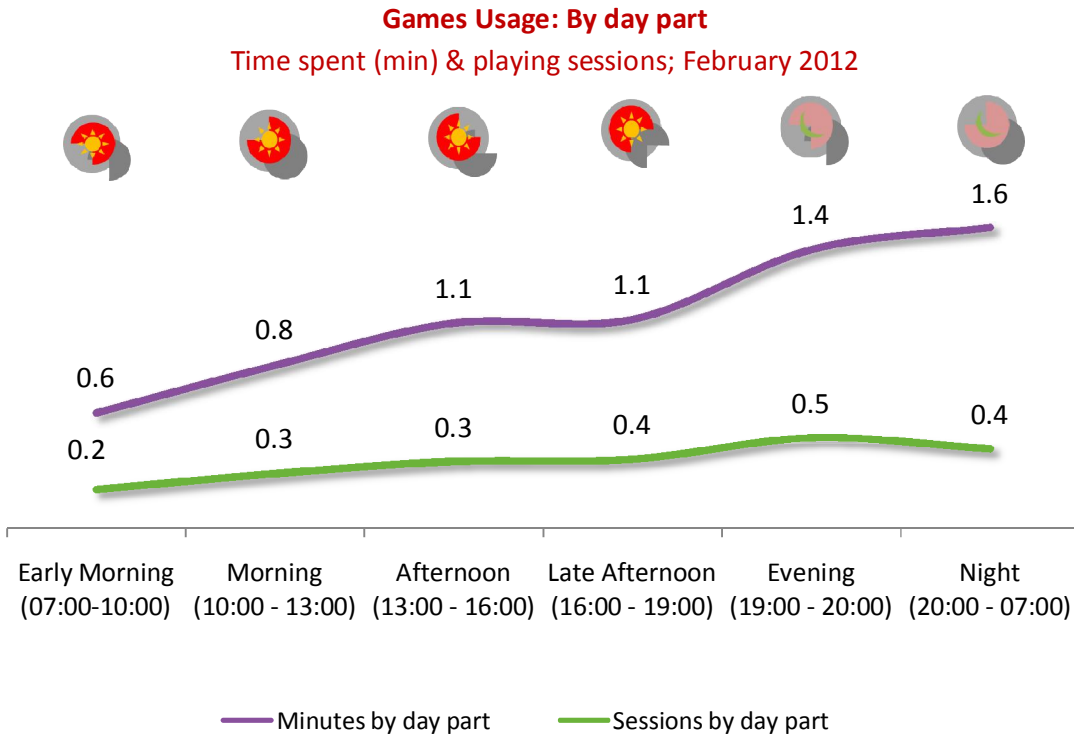


Gaming is equally popular on Android and BlackBerry, while the Symbian S60 platform turns out to be relatively less preferred. Despite similar reach, gaming on Android is fragmented with many games being played, while only a few games dominate BlackBerry.

**Mobile Gaming Usage and Top 5 Games: Across Operating Systems**  
 Reach (%); February 2012



Time spent gaming keeps increasing as the day progresses – time per playing session also jumps.



#### **About Nielsen Informatemobile Insights**

Nielsen Informatemobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behavior and develop product and marketing strategies. Nielsen Informatemobile Insights maintains opt-in smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers.

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