Consumers will spend $6.5 Bn more on mobile games this year than last, how can you claim your share?

Competitive? Yes. Opportunities to Outsmart Competition? Yes.

Gamers worldwide will generate a total of $99.6 billion in revenues in 2016. For the first time, mobile gaming will take a larger share than PC with $36.9 billion, up 21.3% globally. The top ranks are continuously dominated by a select number of companies. Still, the long tail on mobile devices allowing smaller studios to make a good living is much larger than on PC or Console. Chances of success for smaller studios increase dramatically by making smart decisions in their international roll-out strategy, focused marketing effort, and optimizing gameplay and monetization using the correct metrics.

The Long Tail of Mobile Games on iOS
Based on 2015 net revenues (excl. 30% fee)

Source: Newzoo App Store Data/PrioriData
The Mobile Gaming Opportunity
Gamers worldwide will generate a total of $99.6 billion in revenues in 2016. For the first time, mobile gaming will take a larger share than PC with $36.9 billion, up 21.3% globally.

14.6%
2015-2019 CAGR for mobile revenues vs. 6.6% for the total games industry

$52.5Bn
revenues globally by 2019

Indonesia
will jump from #16 in the global mobile revenue ranks in 2016 to #7 by 2019

Source: Newzoo Global Games Market Report Premium
Choose Your Battleground Wisely

Where Does This Year’s Growth Come From? Global Revenue Growth by Region | 2016

Where is Growth?
Mobile gamers will spend $6.5 billion more this year than last. The vast majority of this revenue growth will come from APAC, with China alone contributing an impressive $2.9 billion.

Source: Newzoo Global Games Market Report Premium

Share of Mobile Revenues Per Genre | North America vs China | 2016

Source: Newzoo Global Games Market Report Premium
Research Realistic Opportunities

Consolidation versus the Long Tail
The top grossing mobile game charts are consistently dominated by familiar names. In April, the top 10 mobile publishers accounted for 44% of revenues generated by the top 1,000 games in the iOS store. For Google Play, the share is 42%. This consolidation of mobile revenues will continue as these publishers funnel their significant resources into R&D, marketing, and user acquisition.

In April, 80% and 77% of app store revenues of the top 1000 games went to the top 50 developers in the Apple App Store and Google Play, respectively. This means the remaining publishers (447 on Apple App Store and 431 on Google Play) took around 20% of the money spent on mobile apps in April.

Source: Newzoo App Store Data / PrioriData
Understand Your Power User

A Demographic Profile of the North American Big Mobile Spender | Age Split

6% of North American mobile gamers spend over $25/month on mobile games

70% MALE

30% FEMALE

Reasons to Pay for a Game | North American Big Mobile Spender

- Competitive Advantage
- Need to Pay in Order to Play (No Free Trial)
- Unlock (Extra) Levels
- To Be Able to Compete With Others
- Premium Account
- Get Rid of Advertisements
- Make Gaming Experience More Fun
- To Be Able to Play Extensions
- Avoid Waiting
- Other

- Hearthstone Gamers
- Candy Crush Gamers

Source: Newzoo Global Games Market Report Premium
Outsmart Competition Using Metrics

Average is not good enough
All game monetization and retention metrics on this page are 75th percentile figures (for a full month). The reason is that, in general, average performance is not enough to secure a profitable game. Using average metrics in a business plan provides the wrong benchmark for companies that are seeking success in this competitive space.

Appstore data is only part of the equation
Mobile intelligence can help developers to outsmart competition by setting priorities in terms of countries, stores, devices, marketing effort and game optimization targets. This total picture also ensures realistic business plans that have a non-traditional approach with a higher chance of success. Many developers focus solely on app store data, which only provides one single angle to the mobile challenge.
Casual Connect returns to Tel Aviv in 2016.

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http://telaviv.casualconnect.org

For press inquiries, please email jessica@casualgamesassociation.org

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Casual Connect Europe in Berlin  7 - 9 February 2017

Casual Connect Tel Aviv
1 - 3 November 2016

About Newzoo

Newzoo is the global leader in mobile, games, and eSports market intelligence with offices in Amsterdam, Shanghai, and San Francisco. We provide our clients with a mix of market trends, platform data, in-game metrics, revenue projections, and consumer insights across all continents, screens and business models. We are proud to work for the majority of top game and eSports companies worldwide along with many independent game developers and leading global technology, internet and media companies.

About the Casual Games Association

When it comes to the health of your business, the more things that work together, the better. Which is why the Casual Games Association is a critical portion of the success of your company and the industry as a whole. It means that you and your team have access to cutting-edge educational resources and are connected to thousands of other game industry professionals, members of the press and service providers around the globe.

Learn more at http://www.cga.global

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