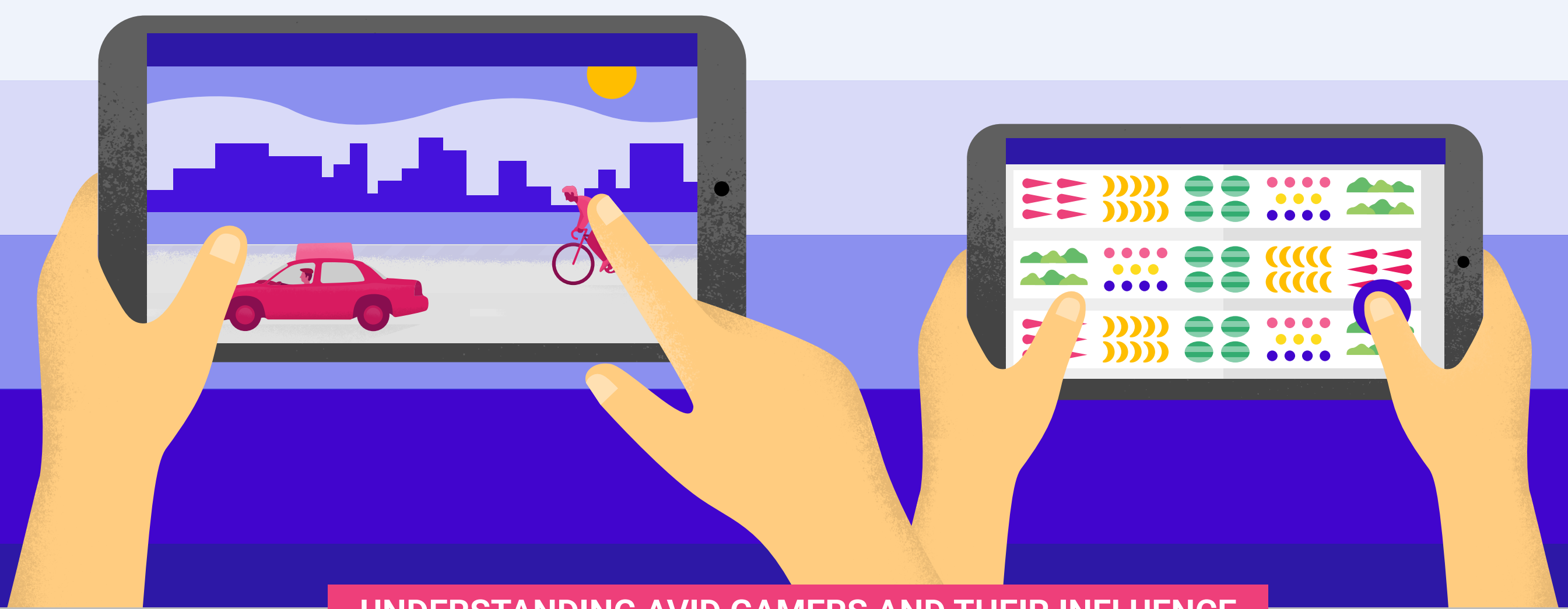


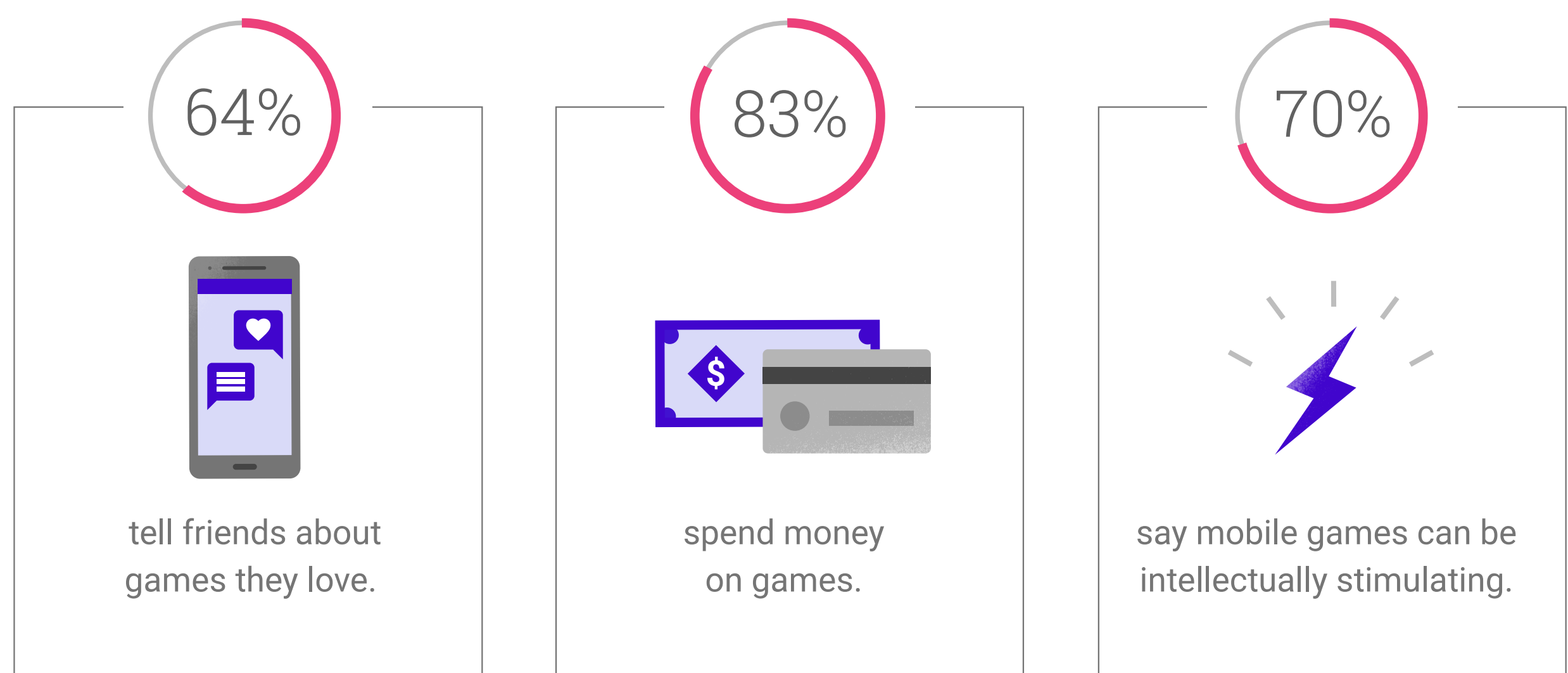
The Rise of Avid Mobile Gamers on YouTube

As the popularity of video games continues to rise, players are increasingly turning to mobile to indulge their passion. In fact, about a third of mobile gamers in the U.S. are defined as “avid gamers,” who spend more than nine hours a week on average playing mobile games on smartphones. For marketers who want to reach this valuable audience, here is new data from Greenberg Inc. about the importance of this growing consumer group and how they engage online.



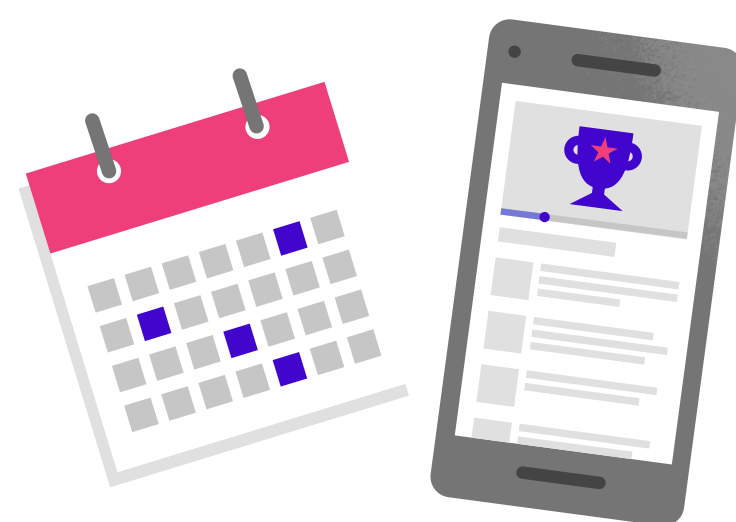
UNDERSTANDING AVID GAMERS AND THEIR INFLUENCE

Avid gamers are social influencers who tell friends when they find a game they like. These devoted players also are more likely to make in-app purchases, as well as rate and recommend their purchases.



HOW AVID GAMERS ENGAGE ON YOUTUBE

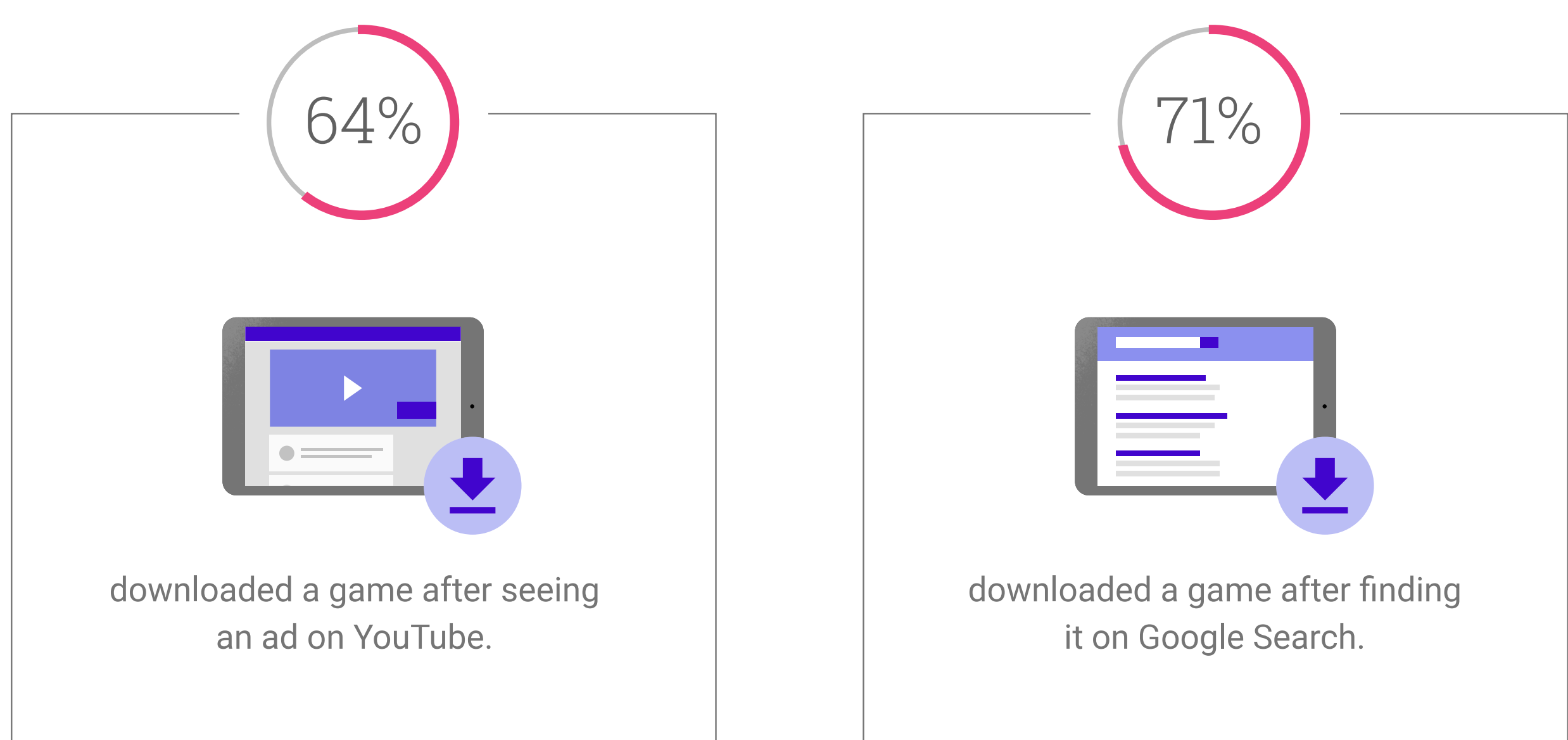
Avid gamers are part of the enthusiastic gaming community that turns to YouTube for reviews and news. Our research shows that they access mobile games and YouTube at similar times throughout the day—and the more time they spend on YouTube, the more time they spend gaming.



90% turn to YouTube at least once a week for game advancement tips, gameplay, and game discovery.

HOW AVID GAMERS DISCOVER NEW GAMES

As early adopters, avid gamers are always on the hunt for new games. They turn to Google as a major source of information for what to play next.



SOURCE

Google/Greenberg Inc., “Mobile Gaming Research” study, U.S., n=2003, online gamers ages 18-65 (online gamers defined as playing at least once a week for at least three hours or spending at least \$5/month on games), December 2015.

* In partnership with Greenberg Inc., we combined three methods of data collection to develop our picture of the mobile gaming market in the U.S. and understand where the opportunities are: 1) In-depth, in-person interviews with actual gamers, 2) Online survey of 2000 respondents, 3) Behavioral tracking to measure key behaviors on mobile and desktop devices.