Informate Mobile Gaming Report

Description: In today's fast paced life, it is difficult to find exclusive time for entertainment. The new generation technology understands this well & provides several gaming options to consumers right on their palms. As a result, smartphones have become a significant platform for gaming in India. Gaming has become a key source of wireless revenue beyond voice calls & messaging. Growth in this category would be fuelled by 3G as it will enable game developers to expand from single player games to multi-player games that require faster networks.

Mobile gaming revenues in India is forecast to reach about $450 million by 2012. Asia Pacific (including Japan) represents by far the largest market for mobile gaming, with end-user spending forecast to reach $3.4 billion by 2011.

The report focuses on the Gaming usage of mobile users in India. This will be useful for all those associated with the mobile gaming industry which would include gaming content creators, animators, music developers, distributors, application developers, broadcasters, & media agencies who would be interested in advertising on the gaming sites & diverse end users interested in different genres of games like sports, arcade, action etc. The information presented is designed to help stakeholders in making informed decisions about the gaming content attuned to Indian tastes.

This report contains findings of the research which was conducted in the top 12 cities in India in July 2010, amongst 2678 adult mobile phone users.

Key Insights & Questions answered by this report:

- For how long respondents are active on their mobile
- What is the time spent on core mobile activities like communication, browsing, entertainment, productivity & phone management
- How is the entertainment activity split into multimedia & gaming
- What is the reach, share of usage & average session duration for all gaming genres
- Which are the top games played different OS (Symbian, Blackberry & Windows Mobile) by reach & its corresponding genre, session duration & share of time spent
- What is the reach of top games & its genres by Profile-Gender & Age
- What is the last 6 months gaming trend by reach & share of usage
- What is the last 6 months trend of all gaming genres by reach
- What is the last 6 months trend of top games by reach

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