## **ROMANIAN GAMERS EXPLORED BEHAVIOURS**

0



10%

52%

50% 49%

47% 43%

43%

40%

34%

33% 31% 29%

27% I like to become friends with the other players I interact with 24% 21%

21% 16%

PERSONAL DRIVERS FOR MOBILE GAMERS: Entertainment, Fun and Rewards FOR ONLINE GAMERS:

# 63%

83%

70%

63%

16% Temporarily

unemployed



34% medium

48% <2500 RON

Online

WHERE

Gamers

**EDUCATION** 

MONTHLY

HH INCOME

83%

PER SESSION

COMPUTER/

LAPTOP

Mobile

Gamer

#### 20% Unemployed 13% 45-54 45% >2501 RON 64% Active 26% **43%** 25-34

GENDER

WORKING AGE STATUS 4% Divorced 83% of the online gamers also admit play games installed on their mobile phones. 65% No 25% Single 35% 68% Yes



ARE THEY PLAYING GAMES 87% NO. OF GAMES CURRENTLY PLAYED gamers play in 7 3% average 2,9 games at the 35% 8-9 1% same time, mostly on TO+ 1% DK 3% gaming websites or social networks Websites/ Online social networks platforms NO. OF HOURS FREQUENCY & DURATION

W

10+ times

7-8 times 9-10 times

6 times 5-4 times 2 times

%41

CONSOLE

Play with

74%

Play alone

Educational

Adventure (dubyse)

other people

MOBILE

PHONE

19% 22% 28% 29% 33%

30 or less

persons I met during playing

20 ROM 2150 ROM

RON/ MONTH

Action that and 3rd person shooten

Autolinato naces

Alterative reality

Fartasy

Role playing

Other

**24%** Romanian

20%

11%

gaming websites

Real trie strates

51-100 ROM Jot-200 ROM

201.500 ROW

Idonitpay

Persona I don't woom

TABLET

30-60

#### Preferred devices for online gaming are: the PC/ laptop, the mobile phone. During the early hours

they play equally on their PC and mobile phone, while in the afternoon they seem to prefer using the mobile

phone and in the evening their PC/ laptop.

**6:01 - 10:00** 

10:01 - 12:00

12:01 - 16:00

Online gamers play games on the Internet in average 7 times a week. The majority plays less than 1 hour per gaming

session.

**16:01 - 19:00** 19:00 - 00:00 00:01 - 06:00 Don't play online using this device

TYPE OF GAMES Even if the majority prefers to play online free games, 20% admit paying for online games up to 500 RON or even more. They also prefer solo

experiences. Only 26% play with other people,

more likely strangers

they met during the

game or real friends. PREFERRED GAMES

Romanian online gamers like playing: puzzles,

educational or adventure

More complex online

games, like 1st and 3rd person shooter,

alternative reality, fantasy games catch the attention of less than 30% of the online gamers.



### ADS IN GAMES Offer them tangible benefits. Online gamers accept ads as long as they also obtain benefits in return. Preferred are: getting the game for free, supporting social causes and receiving benefits that can be used in the game. 20% remember brands advertised in the game. Ads are being

clicked equally when

in online games.

NO

34%

downloading or playing online games and 11% actually want

to buy products advertised in

online games. Only 3 out of 10

show no interest in seeing ads

YES 66%

WOULD BE INTERESTD TO SEE ADS IN ONLINE GAMES?

mobile phones, tablets or books or image related articles, like clothes, shoes or accessories.

IT (computer, laptops, F Mobile phones, tablets

Groups on Facebook

YouTube videos

Discussions on forums

Romanian blogs

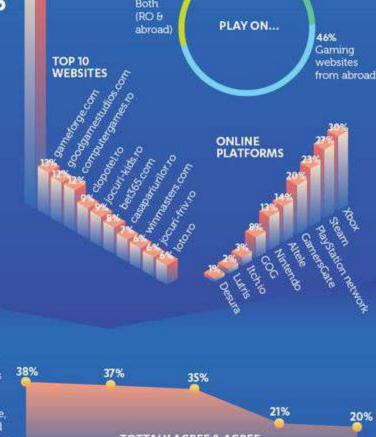
On the games's chat

Blogs from abroad

Online magazines for gaming

33%

Other



Most of them want to

see ads related to computers/laptops

Groups on Facebook are their main source of information regarding online games, followed by YouTube videos and discussions on forums.

The majority has between 1 and 3 game installed on their mobile

phones. Only a quarter of them have 4-6 games installed. 8% of those that have more than 3 games installed, will

eventually end up playing a maximum of 3.

FREQUENCY & DURATION

They play games on the mobile phone 6-7 times a week.

session, mobile gamers tend to spend half of it, 30 minutes or less.

20 to 30% of the mobile gamers constantly play games on their mobile phones during the day. The intensity peaks during the evening and late in the night, when 5 out of 10 mobile gamers actively play a game on the mobile phone.

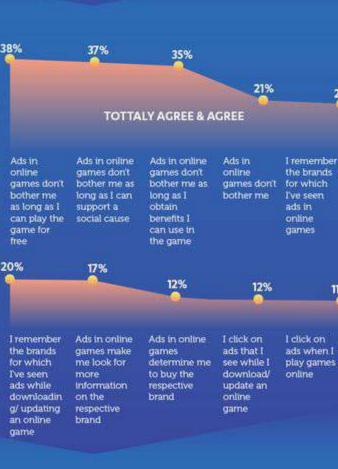
Home is the place where

TOP 10 GAMES

TYPE OF GAMES

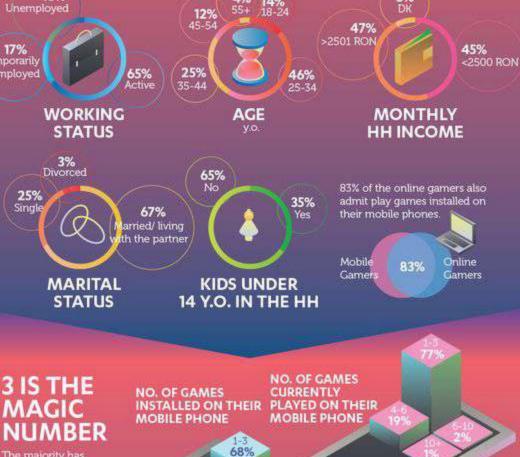
9 out of 10 play free

Compared to online gamers, who spend around 1 hour playing per



TOP 10 CATEGORIES FOR WHICH THEY WOULD BE INTERESTED TO SEE ADS IN ONLINE GAMES...

**MOBILE GAMERS** PROFILE They are both men and women, aged 18-34, with low or medium education, most probably because some are still studying. 49% GENDER EDUCATION 18% Unemployed **47%** >2501 RON 17% Temporarily unemployed



104 3%

3-4 times 5-6 times 10 times 8 times 10+ times

WHERE?

Candy crush saga dominates the world of the mobile games, followed at some distance by Angry birds, Diamond dash, Fruit ninja and Temple run 2.

RON/ MONTH

I remember the brands for which I ve seen ads in mobile

11%

Ads in mobile

games determine

me buy the

respective

brand

downloading / updating a game on the mobile

I click on ads when I

play games on the

mobile

11%

# they mostly engage in playing on their mobile followed by playing in the means of conveyance and at work. Active and social events leave less time for mobile gaming.

WHEN?

mobile games. 1 out of 10 will pay for mobile games, more in-app-purchases up to 50 RON. **ADS** IN GAMES

With in-app purchases



Ask for details from consumer@ro.starcomworldwide.com

32% Offer them tangible benefits. Similar to online gaming gamers that pay on the mobile will accept ads only if they, obtain benefits which can be later on used in the game, support a social cause or can play the game for free. They have the same click rate as online gamers. 2 out of 10 remember the brand being advertised, while 1 out of 10 eventually buys the advertised brand 6 out of 10 would be interested to see ads on mobile games. **TOTTALY AGREE & AGREE** Ads in mobile games don't bother me as long as I can support a social cause games don't bother me as long as I can play the game mobile games don't bother me as iong as i obtain benefits I can use in the 16% mobile games. 16% 12% NO 38% YES 62% Ads in mobile Ads in mobile garnes make me look for WOULD BE INTERESTD TO SEE ADS IN MOBILE GAMES? games don't bother me

I click on ads that I see while I download/ update a game information on on the mobile the respective brand TOP 10 CATEGORIES FOR WHICH THEY WOULD BE INTERESTED TO SEE ADS IN MOBILE GAMES...

They have the same IT (computer, laptops, PC acc openness towards receiving ads in mobile games as online gamers – 6 out of 10 would be interested to receive advertising info. Mobile phones, tablets a

Their top preferences are similar to those of the online gamers: IT, mobile, clothes and books.

MOBILE OS

information source also for mobile gamers, followed by the app stores and YouTube videos.