

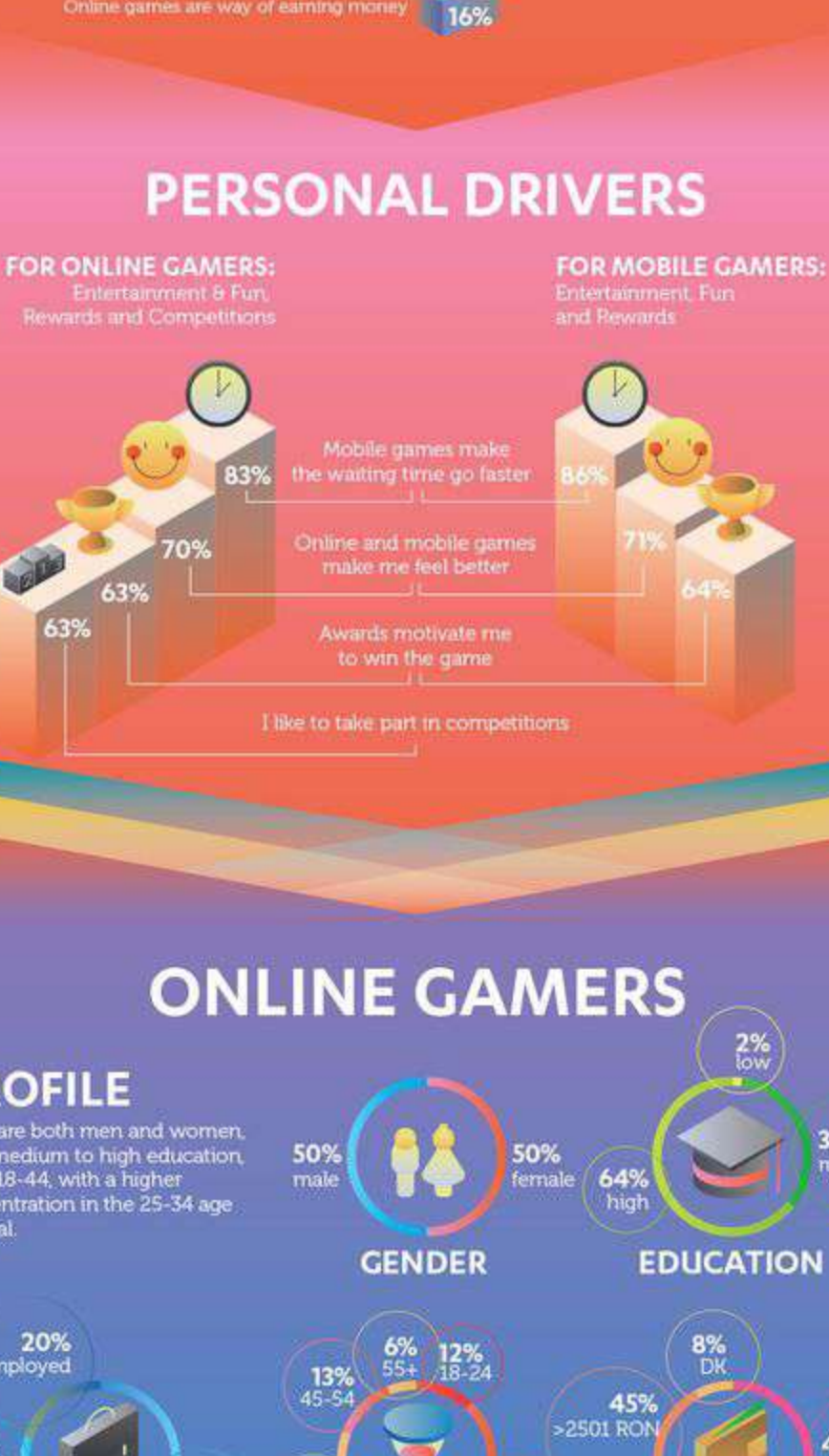
# ROMANIAN GAMERS

EXPLORED BEHAVIOURS



## ONLINE & MOBILE GAMING

Is Motivated By Escaping The Daily Mundane & The Desire To Prove One's Abilities

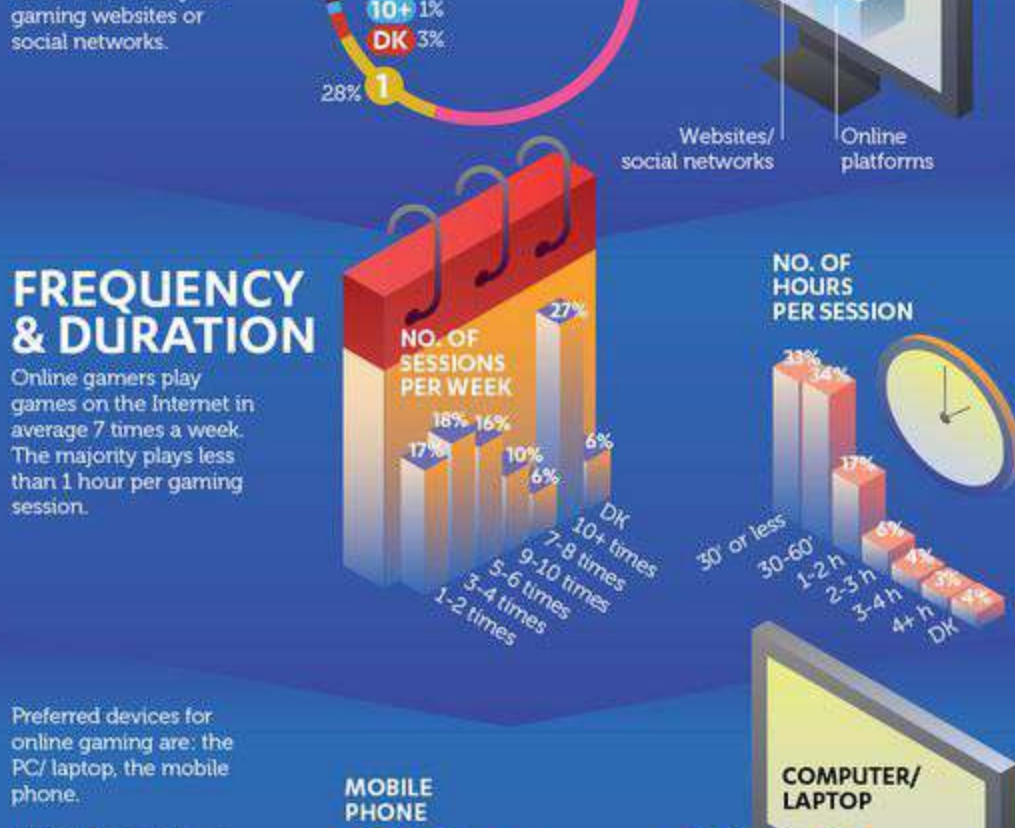


## PERSONAL DRIVERS

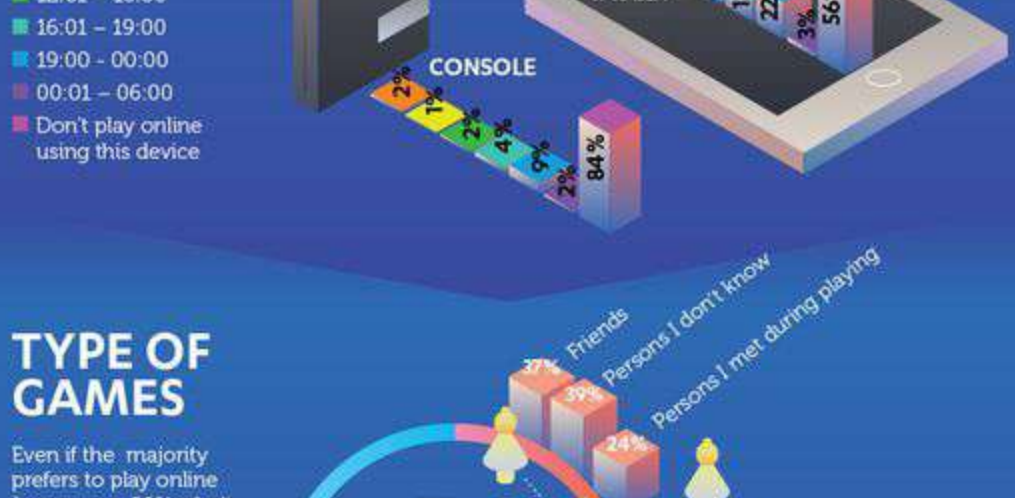


## ONLINE GAMERS

**PROFILE**  
They are both men and women, with medium to high education, aged 18-44, with a higher concentration in the 25-34 age interval.



83% of the online gamers also admit play games installed on their mobile phones.



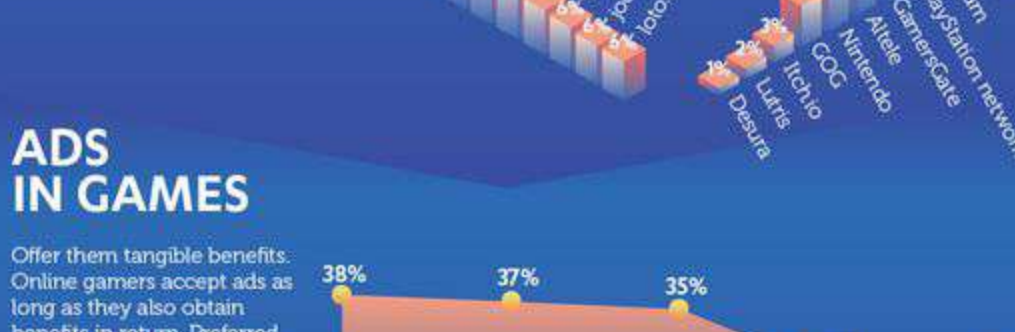
**NO. OF GAMES**  
Online gamers play in average 2.9 games at the same time, mostly on gaming websites or social networks.



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



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.



**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.



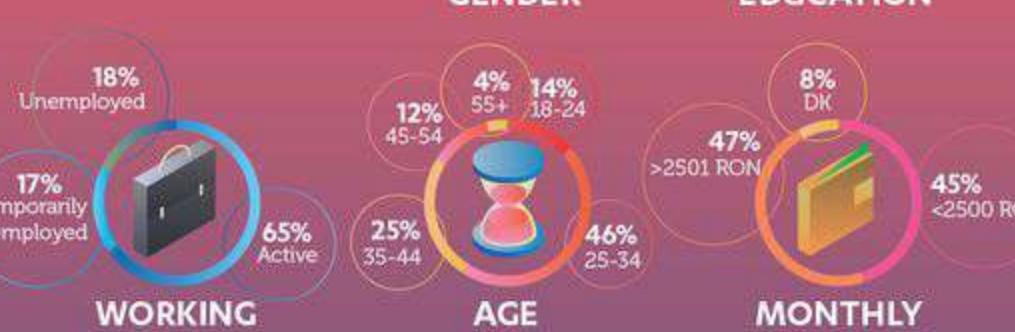
**PREFERRED GAMES**  
Romanian online gamers like playing: puzzles, educational or adventure games. More complex online games, like 1st and 3rd person shooter, alternative reality, fantasy games catch the attention of less than 30% of the online gamers.



**WEBSITES & PLATFORMS**  
5 out of 10 choose to play online games on foreign websites. Their preference is clearly oriented towards games on Facebook, followed at considerable distance by gameforge.com and goodgamesstudio.com. Out of the Xbox, Steam, PlayStation network and GamersGate stand out as more likely to be used.



**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 brand being advertised in the game. Ads are being clicked equally when 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 in online games.



Most of them want to see ads related to computers/ laptops, mobile phones, tablets or books or image related articles, like clothes, shoes or accessories.



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



## MOBILE GAMERS

**PROFILE**  
Aged 18-34, both men and women, with low or medium education, most probably because some are still studying.

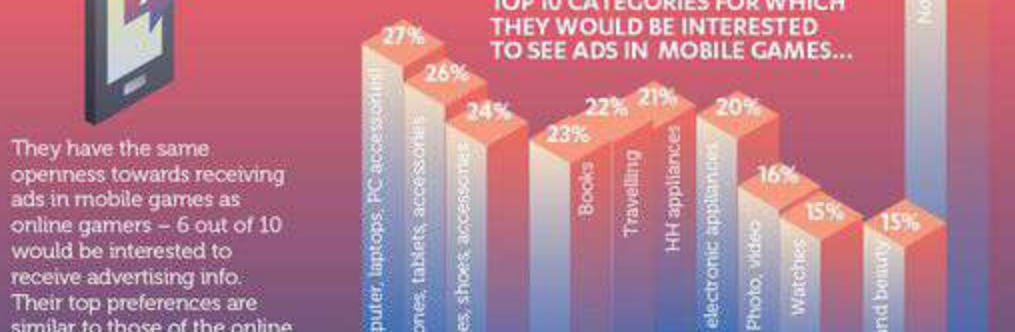


83% of the online gamers also admit play games installed on their mobile phones.

**3 IS THE MAGIC NUMBER**  
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. Compared to online gamers, who spend around 1 hour playing per 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.



**TOP 10 GAMES**  
Candy crush sign dominates the world of the mobile games, followed at some distance by Angry birds, Diamond dash, Fruit ninja and Temple run 2.



**TYPE OF GAMES**  
9 out of 10 play free mobile games. 1 out of 10 will pay for mobile games, more likely for in-app-purchases up to 50 RON.



**ADS IN GAMES**  
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.



They have the same openness towards receiving ads in mobile games as online gamers – 6 out of 10 would be interested to receive advertising info. Their top preferences are similar to those of the online gamers: IT, mobile, clothes and books.



Facebook is no 1 information source also for mobile gamers, followed by the app stores and YouTube videos.

