

Mobile Gaming - UK - February 2017

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“Although growth in mobile gaming revenue is expected to continue in 2017, opportunities for developers to enter the market are limited without a significant marketing spend, or the perfect storm of novel but accessible gameplay and familiar IP that Pokémon Go had.”

– **Mark Flowers, Consumer Technology Analyst**

This report looks at the following areas:

- **Mid-core games are the best at persuading mobile gamers to pay**
- **Can mobile devices capture the core gaming audience and replace handheld consoles?**

The mobile gaming market will continue to grow in 2017, but at a more modest rate than it has in recent years – the market grew 11% from 2014 to 2015 and 10% from 2015 to 2016. This is largely due to smartphone and tablet ownership plateauing at 81% and 61% respectively. The pool of potential users is no longer expanding as it did while smartphone and tablet adoption grew. Almost half of mobile devices users play games regularly, and these engaged users will drive revenue in 2017.

The market is extremely crowded, making it difficult for any game to make itself visible. Pokémon Go has stood out in 2016 as a game that managed to become visible in the crowded market without large marketing expenditure. The combination of novel gameplay and a familiar IP are the key factors behind the game's success. Developers like Ubisoft and Square Enix are leveraging their popular core gaming IPs to make moves into the mobile gaming market and this trend is likely to continue as more developers look for a foothold.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Core game developers are using established IPs to get into the mobile gaming market
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- Four out of five female players do not spend money on any genre of mobile game
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- No 'catch-all' way to motivate players to make in-app purchases
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