

# Mobile Gaming: Incl Impact of COVID-19 - US - October 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the mobile gaming market
- How free mobile games can still drive in-game spending
- Why advertising within mobile games can be advantageous for brands
- How new service offerings will shift mobile gamers' expectations for gameplay

The growing reach of mobile gaming has been accelerated by the COVID-19 pandemic, as people have had more time at home to dig into their favorite mobile games and try new ones as well. While fewer than half of mobile gamers actually spend money to play, the share that does invests heavily in customizable features and in-game currency to improve their own status. There is room for brands to extend their reach through mobile gaming, whether that's by partnering with developers or advertising in the games themselves.



"Mobile gaming is a great entry point for brands looking to reach the gaming community as it brings in all types of players, from casual tourists to highly invested, dedicated players. The audience for mobile gaming continues to grow as COVID-19 accelerates gaming's adoption into mainstream entertainment. Widespread mobile gaming will drive in-game spending and category innovation." –

**John Poelking, Senior Gaming Analyst**  
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