


Android gamers vs ios gamers

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Are mobile gamers considered gamers.

It is no secret that the mobile gaming market is booming. In recent years, we've seen mobile games break logs and made billions in revenue. More and more players are using mobile devices to play games. It's convenient, simple and fun. In addition, it allows players to play games wherever they are, which can be said for the desktop or consoles. The demographic data of the mobile player are also changing and evolving. What was true about players a couple of years ago is very different now. The mobile gaming market is constantly changing. If you are a game developer or an advertiser, you need to know the mobile gaming industry from inside out. That includes keeping up with trends and having a deep knowledge of the mobile gaming market. It's the only way to make informed decisions. That's why you need to see our 141 mobile gaming statistics for 2021. You will discover all the important information about the mobile gaming market, the demographics of mobile players, monetization, mobile marketing and KPIs. Use these mobile gaming statistics to advance the competition and win in 2021. Mobile gaming market statistics for 2021 there were a total of 80 billion downloads of mobile games in 2020, with an internal growth of 18%. (Appannie) Players spent \$100 billion on mobile games in 2020. (Appannie) The Player Gastal is programmed to reach \$138 billion by 2025. (SenstoreTer) On average, players spent 4.2 hours per day playing mobile games in 2020. (Appannie). Passing in 2020 reached \$240 billion in 2020. (Appannie) The occasional games have the greatest download action (78%). For the main games, it is 20% and for casino games, it is only 2%. (Appannie) By 2020, mobile games accounted for 66% of thefrom the app store. (SenstoreTer) By 2025, it is projected that 58% of the income from the app store will come from non-game applications. (SenstoreTer) 83% of Google Play's income in 2020 came from mobile games. Current predictions tell us that the number will decrease by 12% by 2025. (SenstoreOrder)will be 23.9% by 2021 and is expected to reach 28.5% by 2025. (statesman) By global comparison, the majority of income will be generated in China by 2021. (Statistic) Google Play revenue continues to grow at a faster rate than iOS app store revenue: 19.6% to 13.2%. (GameAnalytics) The most profitable mobile game genres according to Statista, these are the 10 best mobile game genres in North America by revenue. Puzzle (22.09%) Casino (17.17%) RPG (14.33%) Strategy (13.36%) Simulation (13.36%) Simulation (13.36%) Simulation (13.36%) Simulation (13.36%) SHOOTER (5.87%) Arcade (5.87%) Lifestyle (3.19%) Sports (3.89%) Sports (3.27%) AR/Location based (2.83%) Best 2020 mobile games by downloads (worldwide) Data Source: Appannie Garena Free Fire among us Subway Surfers Pubg Mobile Gardenscapes Hunter Assassin Here My Talking Friends Tiles Hop: EDM Rush Ludo King Read more about the best mobile games here. Mobile Game Publishers Top Mobile Publishers of 2020 Source: Appannie Voodoo Approvin Crazy Labs Jinke Culture Åã ~ "Outfit7 Sayganydy Azur Interactive Games Miniclip Babybus At Playrix Mobile Gamer Statistics for 2021 in 2020, there were 2.69 billion mobile gamers worldwide. (Newzoo) By 2023, there will be 3.07 billion mobile players worldwide. (Newzoo) There were 1.75 billion monthly mobile players in 2020. (GameAnalytics) 85% of players do not identify themselves as players. (MediaKix) More than 50% of mobile players are older than 34. (MediaKix) The average age of a mobile player is 36. (Mopub) People over 45 make up almost a third of mobile players. (MediaKix) 51% of mobile players are women. (MOPUB) Mobile gaming sessions last 25% longer on average for women than for men. (Mopub) 43% of female players play more than times a week. (MOPUB) 38% of male players play more than five times a week. (MOPUB) Users spend 90% of their use of smart phone in applications and games. (Emarketer) On average, players play two to five mobile games per month. (APPANNIE) Users spend 3 and a half hours using mobile devices all day, and 11% of that time is spent on mobile games. (Mopub) On average, hypercasual mobile players download ten times more games than other players. (VentureBeat) More than 50% of players play mobile games while in the bathroom. (MediaKix) What does it motivate users to play mobile games? Here are the main reasons why users play mobile games: data source: Facebook Gaming to relieve yourself spending time to immerse yourself in another character or world to feel achieved to complete something challenging express something unique about SA themselves to connect with people who already know Be Dazzled by Something Unique to connect with a theme are passionate about the outer game. What influences players to return after 30 days? Data source: Facebook game Someone who brings the game during a conversation in person Auditing About New Content or Available Updates Hearing About A Reward for Coming Back View the game mentioned in social networks by friend / family See news articles or blogs about the game Mobile Game Advertising Statistics for 2021 EN 2020. Global CPIs reached a low all the time (1.47), 66% of the previous year, which is a great news for advertisers. (Liftoff) The cost to activate purchases in the application was \$ 43 by 2020, 24% more than in 2018. (Liftoff) Marketers can count on a 2x return on ad cost in 3 weeks. (Liftoff) iOS has a slight edge in Roas à € "but at 4x the cost of an Android installation. (Liftoff) CPI for Northern America is \$ 2.47, in APAC \$ 3.14, in EMEA \$ 1.67, and at Latm \$ 0.44. (LIFTOFF) 30 days Roas is 34.5% in Northern America, 39.2% in APAC, 37.5% in EMEA and 30.7% in Latm. (Liftoff) Ad Creatives by Mobile Game Category Data Source: Social Peta Puzzle à € "3.1 million Role set à € "2.6 million arcade à € "2.3 million strategy à € "1.7 million simulation à € "1.7 million accident à € "1.5 million card à € "1.1 million casino à € "0.9 million creative types Data source: Peta Video - 46% Image - 28% HTML - 23% Carousel - 12% Jugables - 1% Monetization Statistics for 2021 user impressions per byUsers are doubling every year. (Appannie) In December 2020, there were only nine ad impressions by Dau on Ironsource, compared to two in 2017. (Appannie) Supply in the app now is the dominant way to manage ad monetization and replaced the traditional cascades "70% APPROVAL By the end of 2020. (Appannie) Mobile gaming influencers affect users' buying decisions by 21% more than non-game influencers. (Source: Newzoo) 74% of mobile players in the United States would see a video ad if they got content in the app in return. (Source: Emarketer) 82% of mobile players say they are more on free mobile games that include ads than paid games with no ads. (Source: Emarketer) Purchases in the app account for 95% of all user expenses. (Source: TechCrunch) Players of hyper-casual games watch twice as many ads as players of other mobile game genres. (Source: VentureBeat) Women are much more likely to make a purchase on the app than men. (Source: VentureBeat) 5% of female players spend on app purchases, compared to 3.3% of men. (Mopub). More than 30% of the players will pay for a mobile game. (Source: MediaKix) ECPM Global Statistics for 2021 Data Source: AppDeal Awarded Video Top 5 ECPM Countries for iOS are the United States (\$ 16.35), Japan (\$ 12.22), Australia (\$ 11.37), Taiwan (\$ 11.12), and New Zealand (\$ 10.76). For the US, UU, Australia (\$ 5.69), Japan (\$ 5.68), Switzerland (\$ 4.90), and New Zealand (\$ 4.49). Banner ads for banner ads on iOS, the top five ECPM countries are the United States (\$ 0.46), Australia (\$ 0.45), Japan (\$ 0.43), China (\$ 0.40) and Switzerland (\$ 0.37). For banner ads on Android, that's the United States, United, Denmark (\$ 0.36), Switzerland (\$ 0.35), Australia (\$ 0.32) and Canada (\$ 0.28). More information in our eCPM article. Mobile Gaming KPIs by Genius Need to Know By 2021 Data Source: Game Analytics Benchmarks+ Casual genre: action, adventure, arcade, casual, and puzzle games. Classic genre: table, card, casino, trivia and word games. Middle age gender: multiplayer, role-playing, simulation, strategy, racing, sports games. User Retention Statistics Average day 1 user retention for the top 25% of casual games in 2020 was 31%. For the median games, it was 21% and for the lower 25% it was 14%. After Day 7, the top 25% of casual games in 2020 kept an average of 8% of users. Medium casual games retained 3%, and the background 25% retained 1.5% on average. Day average 28 retention for the top 25%, median 50%, and the bottom 25% of casual games in 2020 was 2.5%, 1% and 0% respectively. Classic Genre Day average 1 user retention in 2020 for the maximum 25% of classic games was 34%. For the median games, it was 25% and for the bottom 25% of the games, it was 16%. After day 7, the top 25% of games in the classic genre retained 13% of users on average. The average 50% of casual games retained 7%, and the bottom 25% retained only 2%. Day average 28 retention for the top 25%, median 50%, and the bottom 25% of games in the classic genre in 2020 was 6%, 2.5%, and 0.5%. Mid-Core Genre Day 1 retention for the top 25% of middle-aged games was 36% in 2020. For half 50% of the games, it was 21%, and for the bottom 25%, it was 13%. After a week, the top 25% of games in the mid-range genre retained 7% of users on average. The average 50% of the games in this category retained 3%, and the background 25% of the games retained 1.5% respectively. Average day 28 retention for the higher 25%, mean 50%, and the fund 25% games in 2020 was 2%, 1%, and 0.1% respectively. Average duration statistics of the session The average duration of the session for games in the casual, classic and medium-age genre is shown below in 2020. 2020 games top 25% of games: 7 half minutes 50% of games: 4 minutes of 25% of games: 3 minutes classic games top 25% of games: 10 minutes of the median of 50% of games. Half-day games: 50% lower-day gamesclassic games Top 25% games: 1% median 50% of games: 0.5% of the bottom of the 25% of games: 0.2% of mid-core games Top 25% of games: 1.2% average of the 50% of games: 0.5% of 25% of the games: 0.2% final thoughts on mobile game statistics for 2021 judging by these statistics, it is obvious that the mobile gaming market will continue to grow in 2021 andCome. Game developers and marketers should take advantage of that and create strategies to win in this contested market. What is particularly important to pay attention to the demography of ever-changing mobile players. We can see that the idea of who à€" has changed. There is a good reason to believe that even more women enter mobile games, especially if the market begins to attend to their interests. We also see that female mobile players are more likely to buy games and content in the app. That's another great opportunity for game developers and marketers. What I'm going to have a big impact on the mobile gaming market is 5 g connection, along with progress in AR and AI technologies. It will be exciting to see how the mobile gaming market will change and evolve in the future. What mobile game statistics did you find the most surprising? Write us in the comments below! About Udonis from 2018 to today, Udonis Inc. has acquired over 150 million users for mobile applications and games. We recognized as a leading agency in mobile marketing for 5 major marketing comment firms. We help more than 20 mobile apps and games, reach the best graphics. You want to know how we make it look so effortless? I meet us to find out! Your subscription could not be saved. Try again. Your subscription has been successful. Do you want more users? Mobile games. Mobile applications. Last news. Hottest trends. Subscribe now and stay tuned. Andrea Knezevic's acquisition strategy for mobile games: the ultimate guide for 2022 Silviya Blockchain Gaming: The Future of Mobile Games? General description of the MIHOVIL GRGURIC Mobile gaming market for November 2021: Hottest news, Procurement and Main Games

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