



# Mobile Game Report

Providing clarity on the mobile gamer through comprehensive consumer data



Gain a clear understanding of the state of the mobile gaming industry with the in-depth analysis you'll find in the Mobile Game Report from Nielsen. You'll get unparalleled competitive and consumer behavior analysis, allowing you to stay on top of trends and on top of your game.

More than 15 million US mobile subscribers downloaded mobile games in the third quarter of 2008. Nielsen's Mobile Game Report lets you track what they purchased, what they paid and how your games play in the market. With this deep understanding of your audience, you'll be able to develop the games your consumers want as well as optimize your market strategies.

### Direct measurement

Get information direct from the source. Nielsen collects game activity directly from the bills of 54,000+ wireless lines through the largest consumer telecom bill panel. Plus, you'll get information on all lines in family accounts, not just from survey respondents, giving you the most comprehensive view possible. And with Nielsen, you get data spanning all three screens—television, PC and mobile device.

### Monthly and quarterly updates

Stay on top of trends with the up-to-date market share information you'll find with the Mobile Game Report. Information is updated monthly and can be easily accessed online. The flexible online tool allows you to customize analysis to meet your needs and export information to .xls or .pdf. Each quarter you'll also receive an executive summary to complement your online access. Delivered in PowerPoint, you'll have high-level summary and analysis at your fingertips.

### Reporting by title, publisher or genre of:

- Number of game purchasers and downloaders
- Purchases per buyer, downloads per downloader
- Average price paid
- Revenue share
- Free-to-fee conversion ratios
- Subscription vs. one-time

### Demographic detail by:

- Age
- Gender
- Race/ethnicity
- Device manufacturer
- Income

### New in 2008:

- New metric on subscription length
- Expanded sample size
- Enhanced device-level reporting

**CONTACT US:**  
 For more information, contact your Nielsen representative or Kanishka Agarwal, VP Mobile Media 415-228-8891 or kanishka.agarwal@nielsen.com

Title	Month	Apr 2008			
		Share of Downloads	Downloads (000)	# of Unique Downloaders (000)	Revenue Share
All Titles		100.0%	13,104	7,331	100.0%
Tetris		8.6%	1,106	1,003	6.6%
Bejeweled		2.8%	357	312	3.2%
PAC-MAN		5.8%	743	721	2.7%
Ms. PAC-MAN		2.4%	305	272	2.6%