

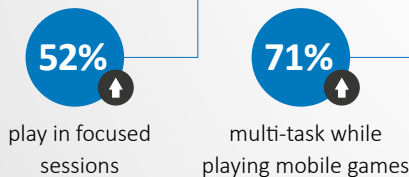
Big and Getting Bigger: Accessibility, Flexibility Lead to Mobile Gaming Growth

Mobile gaming access and flexibility are leading to continued growth in the mobile gaming market. **Here's a closer look at our latest insights.**

FLEXIBILITY

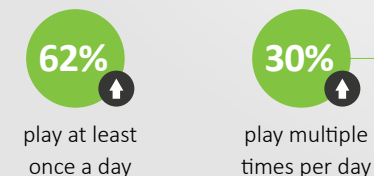
Mobile platforms fill a variety of entertainment niches,

appealing to those who are looking for a designated activity and those in search of a supplementary gaming experience.



DAILY ENGAGEMENT

Mobile gaming is among the top activities on smart devices for those who play.



CONVENIENCE

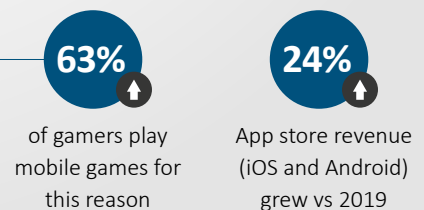
60%

of consumers in Canada and the U.S. (aged 2+) play mobile games.

It continues to be the most common form of gaming.

MAXIMIZING VALUE

Inexpensive entertainment on the platform is a major draw.



Our **Mobile Gaming Report** goes beyond the basics of mobile gaming incidence, and time and money spent, to give you a comprehensive perspective on how and why consumers in the U.S. and Canada are interacting with mobile games.

Source: The NPD Group/Mobile Gaming Report 2020

Get more insights like this. Contact Cooper Waddell at 760-579-7120 or email cooper.waddell@npd.com.

