



Mobile Games – 10.12.2010

K. Simonitsch - www.ks3.biz

SUBTRON
HANDS ON ELECTRONIC GAME CULTURE



„Die Leute wollen mit ihrem Handy telefonieren und SMS schreiben. Wenn sie ins Internet wollen, nehmen sie einen PC.“

Also....

...warum Mobile?

5,0
Mrd.

Mobilfunkanschlüsse
weltweit

also rund 2/3 der Weltbevölkerung (rein rechnerisch)...
[ABI Research, 2010]



Gigantisches Wachstum

European Smartphone Market Grows 41%

PERCENT GROWING

+41%

JULY 2010
SUBSCRIBERS

60,850,000

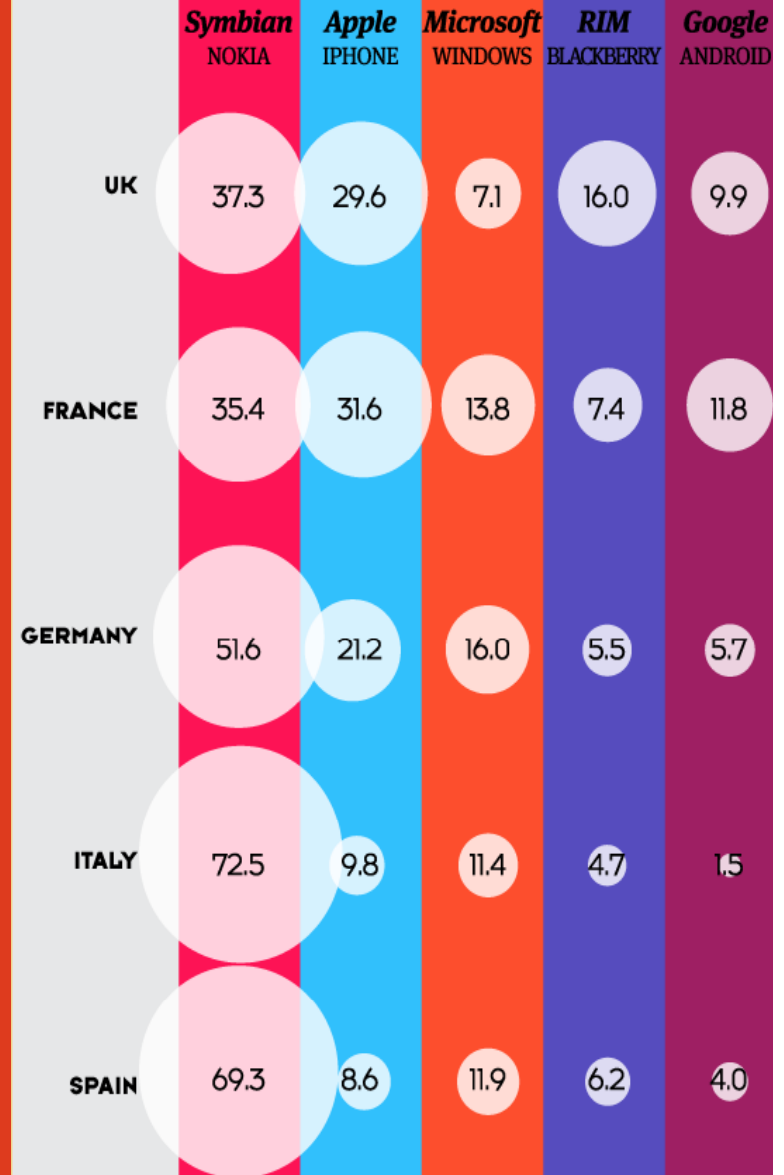
JULY 2009
SUBSCRIBERS

43,053,000



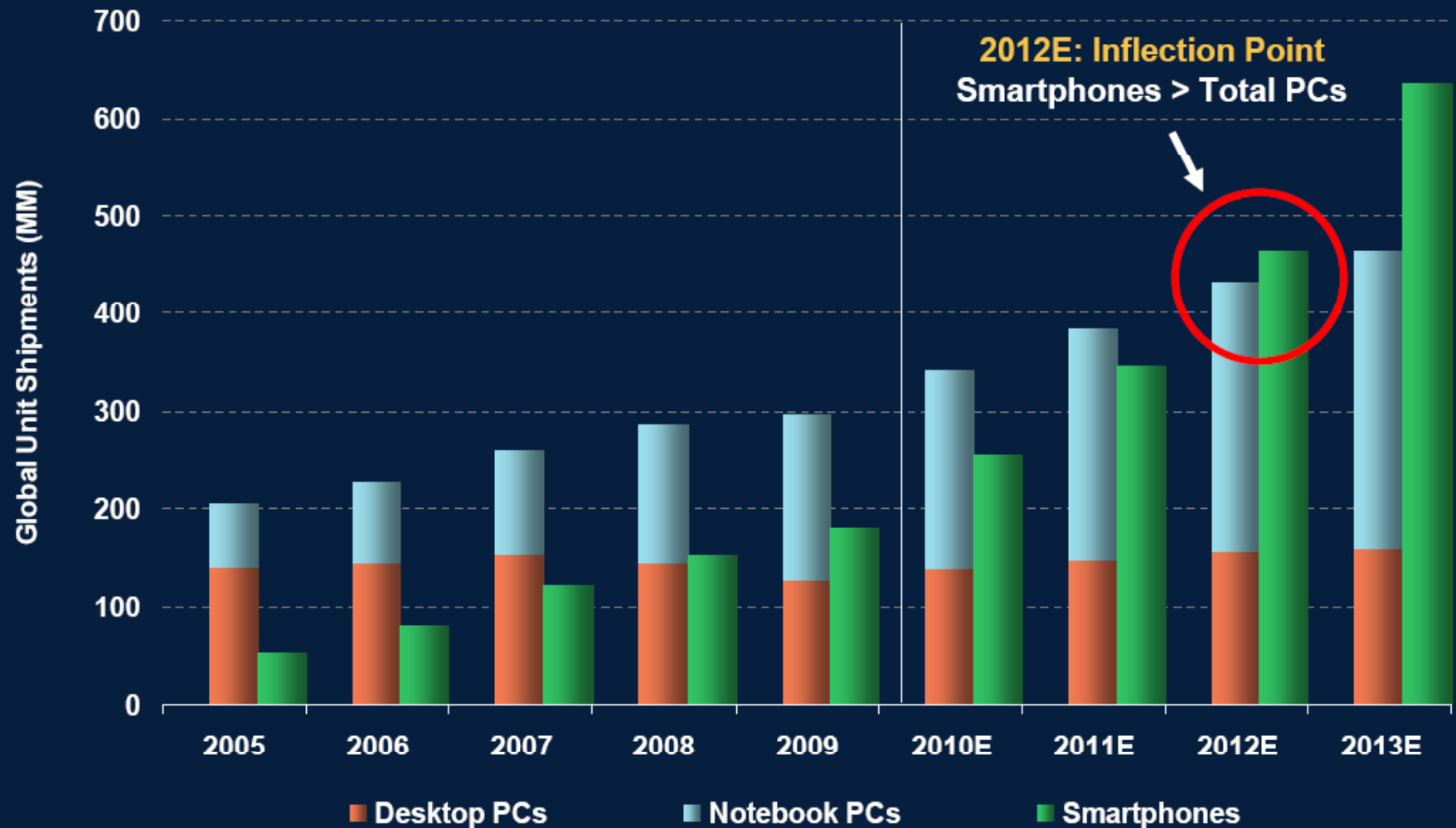
UK, FRANCE, GERMANY, ITALY, SPAIN

Market Share by Countries (%)



Smartphone > PC Shipments Within 2 Years – Implies Very Rapid / Land Grab Evolution of Internet Access

Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones, 2005 – 2013E



200 Mobile
Facebook-Nutzer
Mio.

50 Mio. mehr als zu Beginn des Jahres und 3 x so viele wie vor einem Jahr

Oktober 2010

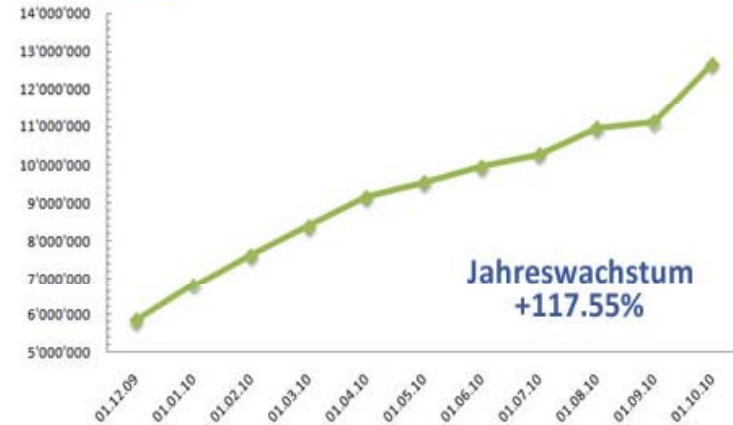


12.681 Mio.



+1'562 Mio

+14.05%



2.369 Mio.



+84'840

+3.71%

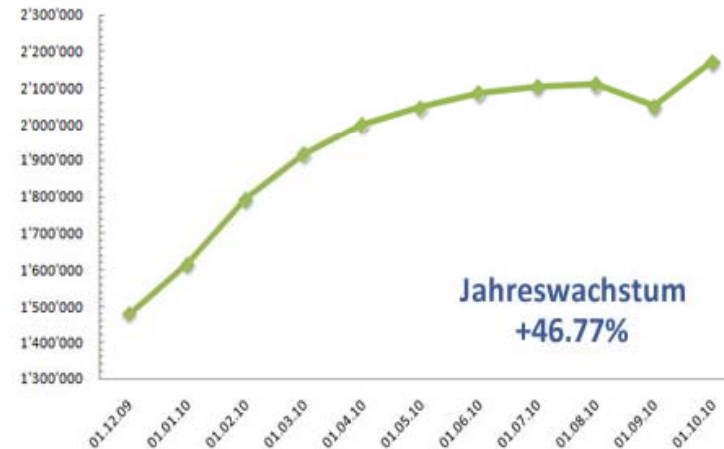


2.173 Mio.



+122'060

+5.95%



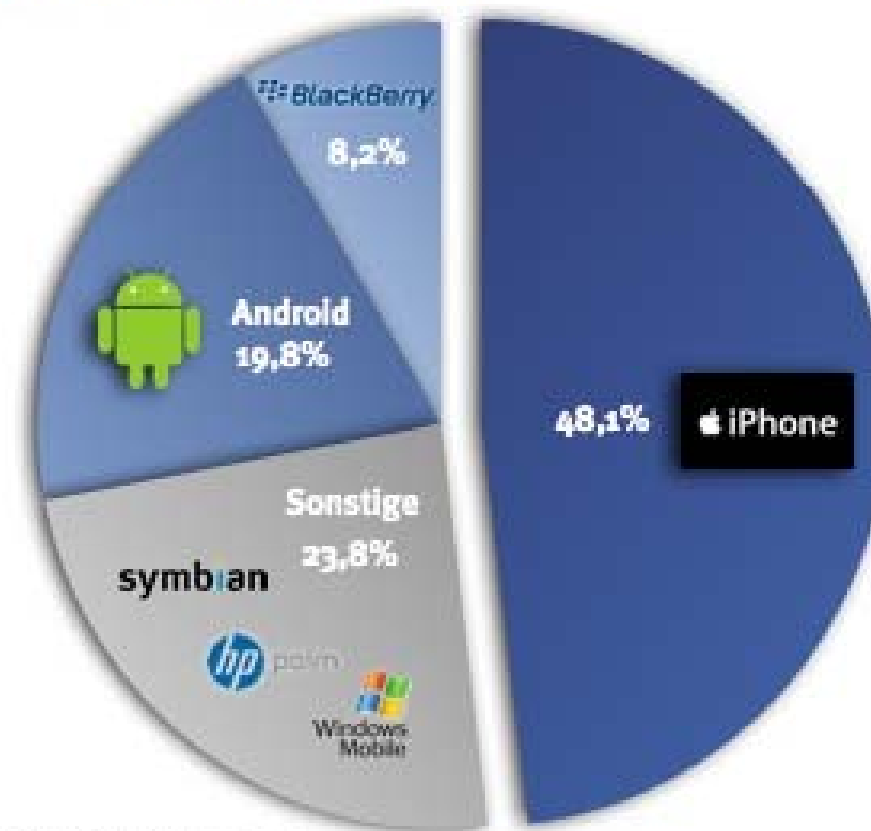
50
Mio.

**Facebook-Nutzer auf
iPhone / iPod Touch**

Mobile Facebook-Nutzer sind doppelt so aktiv wie andere [facebook]

Mobile Web wird von iPhone-Besitzern dominiert

Verbreitung von Smartphone-Typen



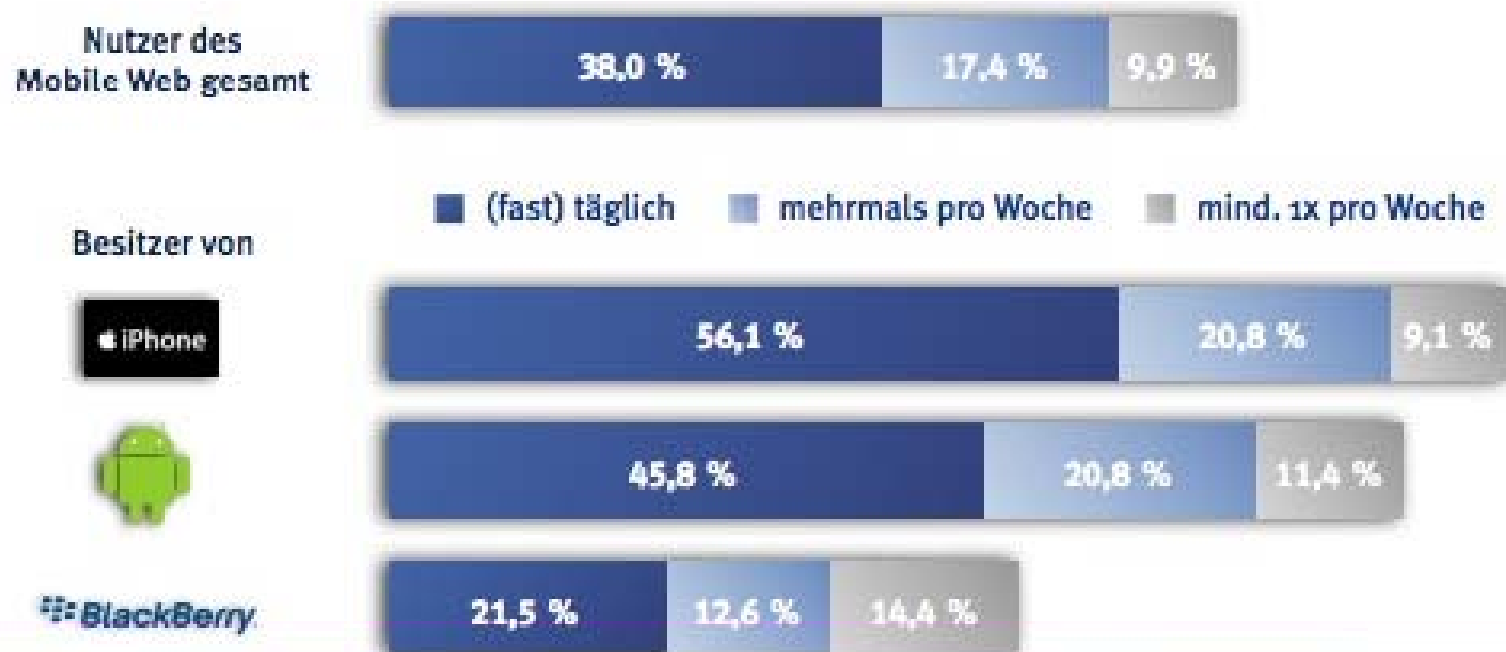
31. WWW-Benutzer-Analyse W3B, Herbst 2010

Basis: Smartphone-Besitzer, die mind. wöchentlich das mobile Web nutzen

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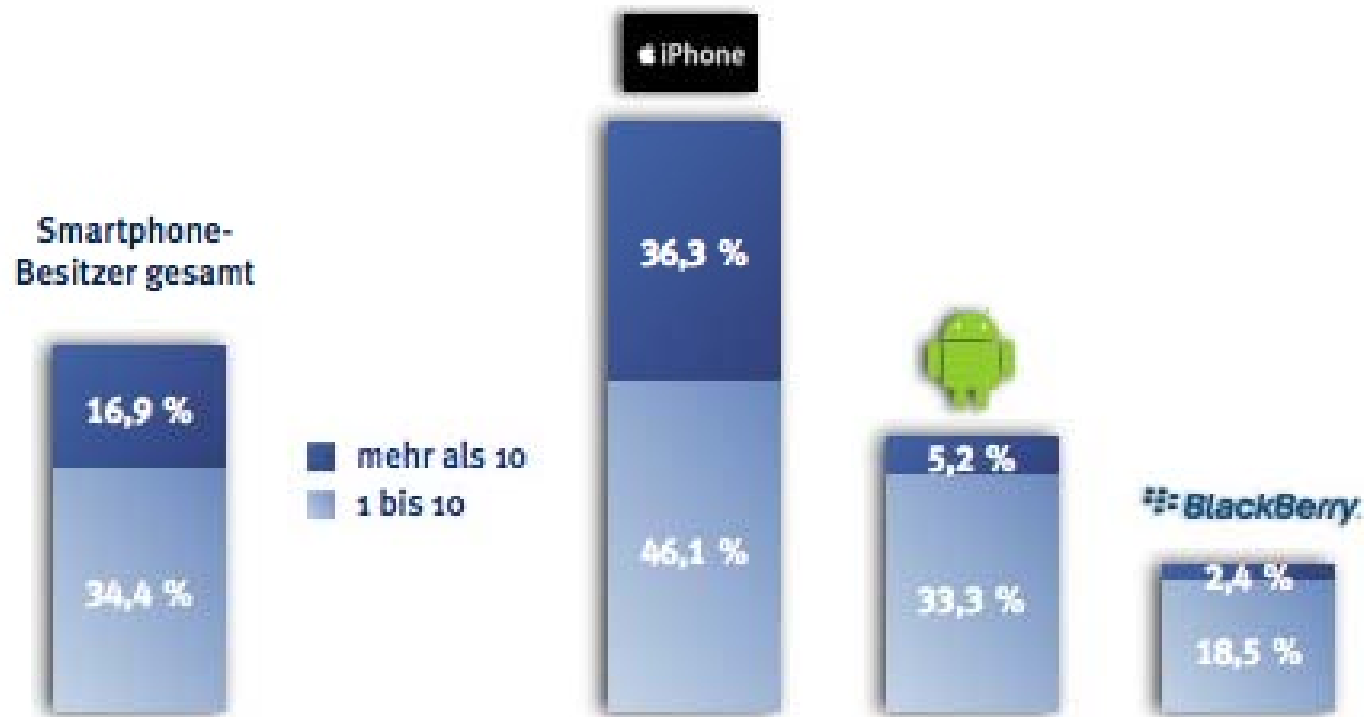
iPhoner nutzen das Mobile Web am aktivsten

Nutzungsintensität des mobilen Internet



Die meisten kostenpflichtigen Apps sind auf iPhones

Anzahl kostenpflichtiger Apps auf Smartphones



31. WWW-Benutzer-Analyse W3B, Herbst 2010
Basis: Nutzer des mobilen Internet, Top 3 Smartphone-Typen

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A man with dark hair and a beard is looking down at a mobile device he is holding with both hands. He is wearing a dark blue short-sleeved shirt with a red and gold flame pattern. A circular campaign sticker for Barack Obama 2008 is pinned to his shirt. The background shows an indoor setting, possibly a convention, with a sign that says "Deck" and a door with the number "15".

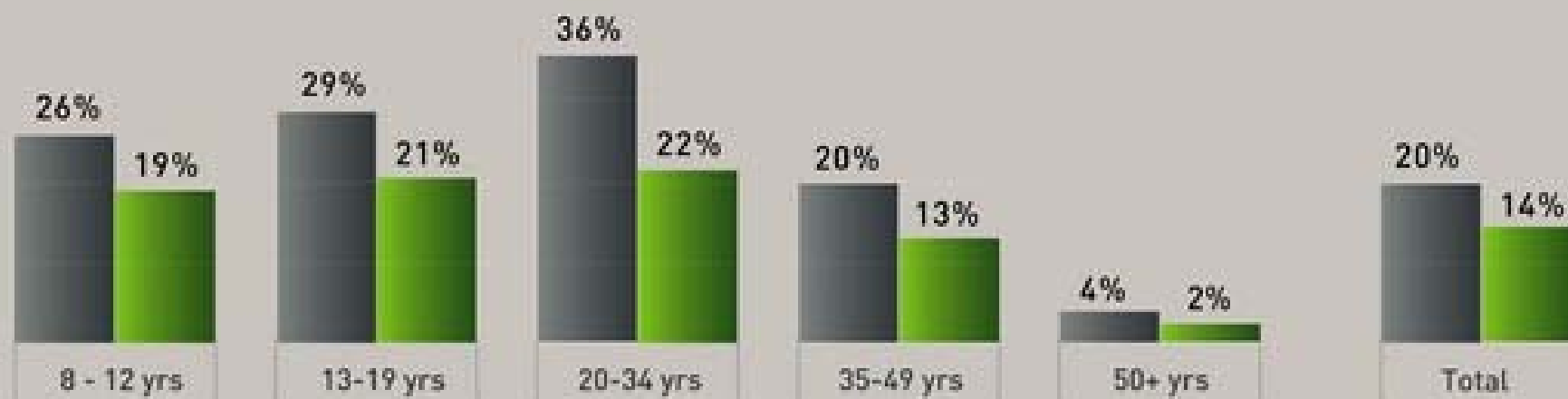
Mobile Gaming



Percentage of German population that plays games on mobile phones.



A. Percentage of the German population that plays games on mobile phones [%]* ■ Male ■ Female



* BASE: total German population of 8 years and older (with access to internet)

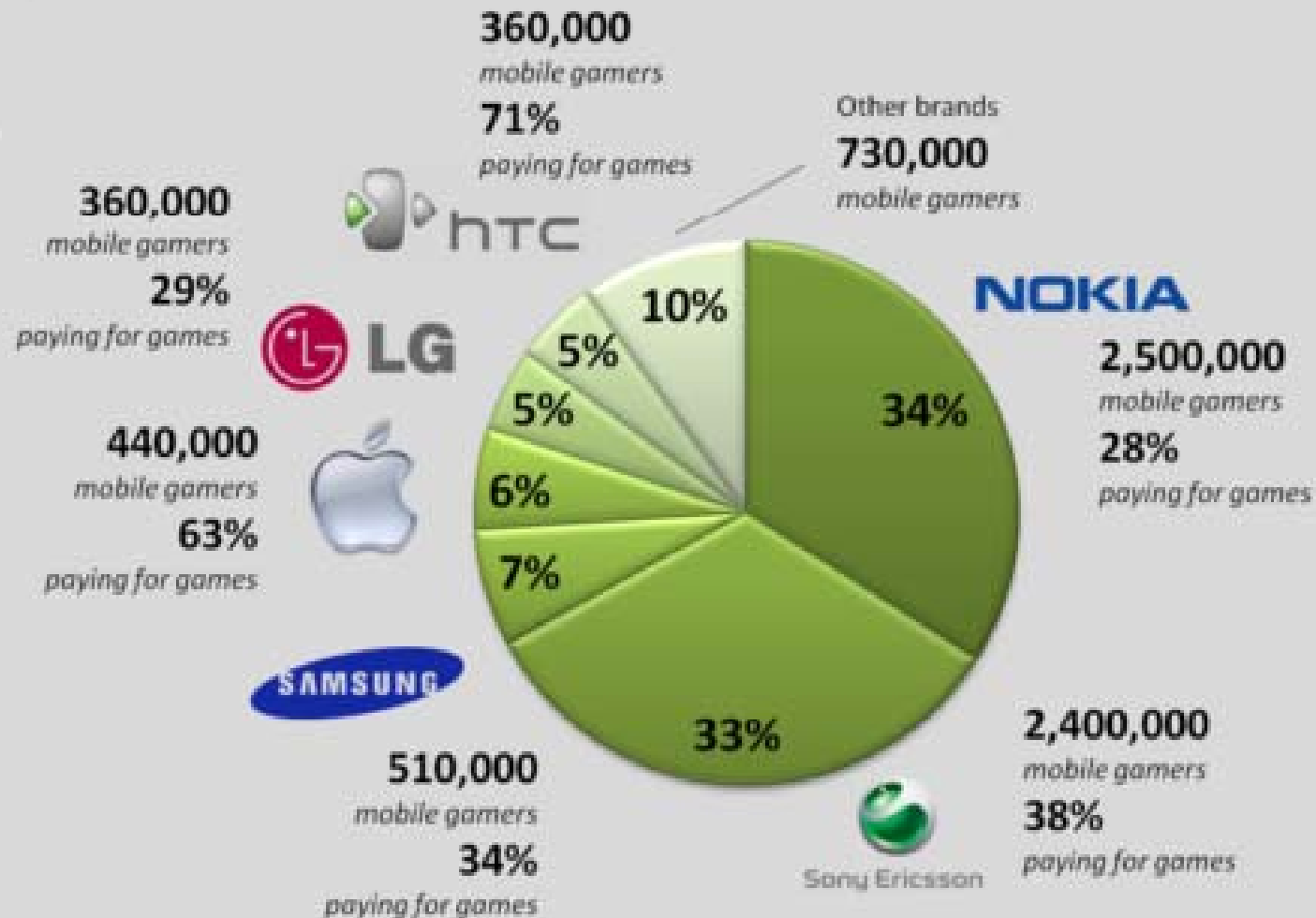


German mobile gamers market share | Handsets



Total Germany
7,300,000
mobile gamers
34%
paying for games

Number of people aged 8 years and up (with internet access) that play games on their mobile phone and the percentage of those people that states to have paid for mobile games. Per handset brand.



The background image is a screenshot from the game Angry Birds. It features a large, angry red bird in the center foreground, looking towards the viewer with a determined expression. In the background, there are stone towers being destroyed, with various other birds and pigs flying around. A black bomb is visible in the upper left, and a green pig is in the upper right. The scene is set against a blue sky with clouds and a green field at the bottom.

**iPhone: 6,5 Mio. Downloads
in 9 Monaten** [Sept.2010]

**Android: 2 Mio. Downloads
in 2 Tagen** [Okt.2010]

ANGRY BIRDS

Stopp!

Aber was ist wenn...

...es mich neugierig macht...



...und ich etwas dafür bekomme?



... mich unterhält...



Die Werbung auf meinem
persönlichsten Device also
**relevant, nützlich und
unterhaltsam ist?**

71
%

Aller deutschen Handynutzer
stehen Werbung positiv
gegenüber, sofern ein
Gegenwert existiert.

Eins noch...

Es geht nicht um Geräte...

...oder Apps



...Faszination...



...Neugierde...

...Soziales...

...Team...

Kommunikation...

