

THE NEW PARADIGM FOR DIGITAL ADVERTISING

ADITYA AIMA

VICE PRESIDENT - SEA

POKKT

MMA
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1

THE GLOBAL DOMINANCE OF MOBILE GAMING

1 The global dominance of mobile gaming

POKKT MOBILE ADS

2.4 BN

ACTIVE MOBILE GAMERS GLOBALLY

43%

OF SMARTPHONE USAGE

75 MIN

AVERAGE DAILY TIME SPENT

61%

OF GLOBAL DIGITAL ENTERTAINMENT REVENUE

Source: Newzoo 2019

2

CASUAL GAMES : THE GROWTH DRIVER OF MOBILE GAMING

THE RISE OF

MOCA

MOBILE CASUAL GAMERS

2 Casual games : the growth driver of mobile gaming

>60%

MOBILE GAMERS PREFER CASUAL GAMES

Source: Newzoo 2019



CASUAL GAMES : NOT JUST FOR MEN

1 IN 2

CASUAL GAMERS ARE WOMEN

65%

WOMEN GAMERS PLAY DAILY

Source: Newzoo 2019, Techjury

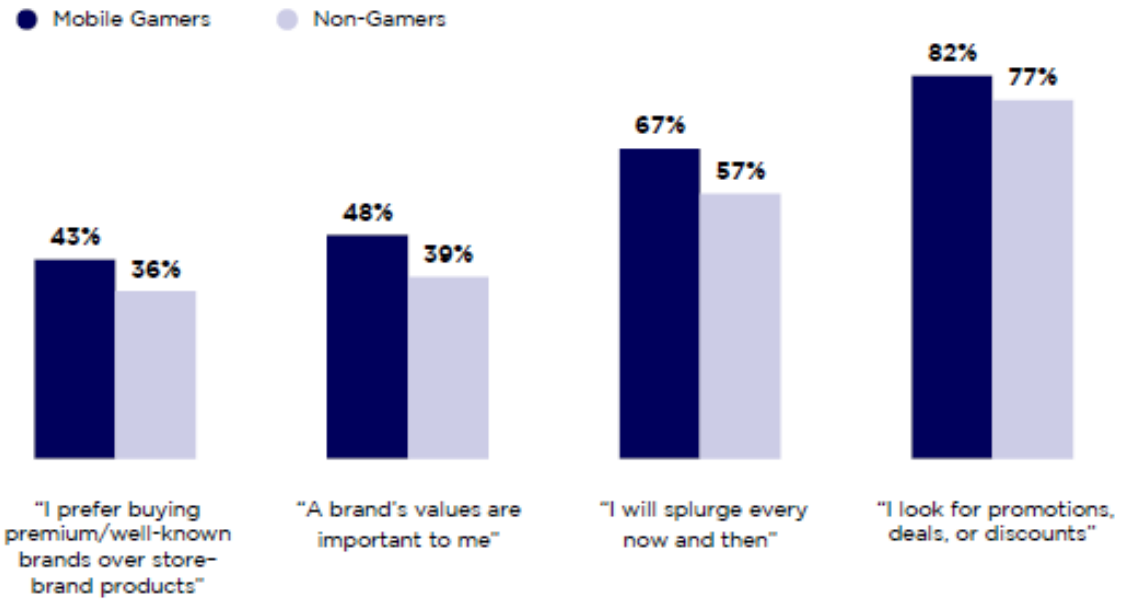
2 Casual games : the growth driver of mobile gaming

>50% INCREASE IN AD SPENDS ON CASUAL GAMES OVER 3 YEARS

Source: Adweek

2 Casual games : the growth driver of mobile gaming

MOBILE GAMERS ARE MORE LIKELY TO SPEND



67% Mobile gamers **VS** **57%** Non-gamers

Will spend every now and then



VIETNAM

3

THE POWER OF MOBILE GAMING

3 VIETNAM: THE POWER OF GAMING



35 MN

TOTAL ACTIVE MOBILE GAMERS

80%

OF TOP MOBILE APPS ARE GAMES

Source: Statisca



POKKT MOBILE ADS

7 of 10 MOBILE GAMES PLAYED ARE CASUAL GAMES

70% OF MONTHLY GAMERS PLAY CASUAL GAMES

Source: Statisca

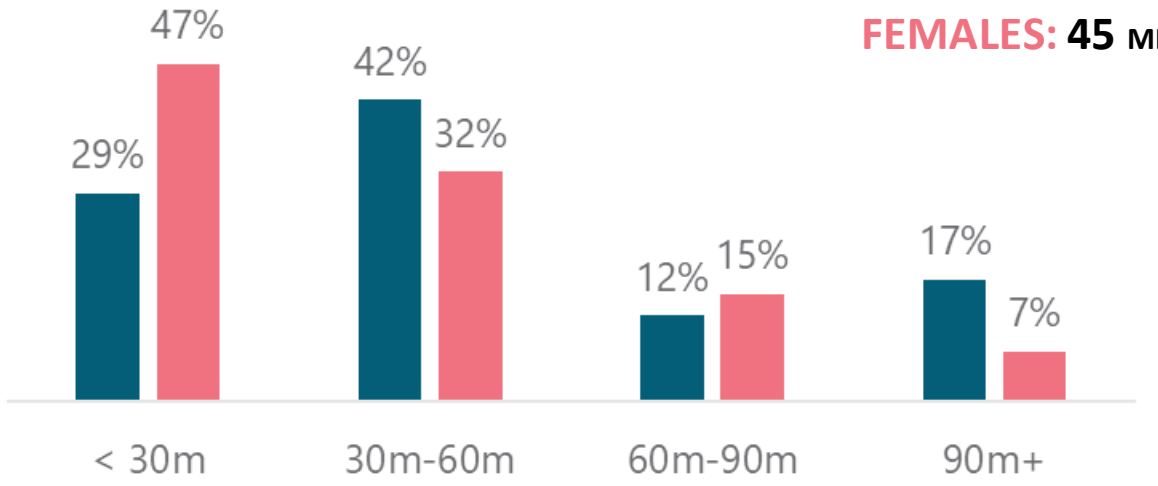


4

VIETNAM: AUDIENCE BEHAVIOUR ON GAMING

MALE & FEMALE

SESSION TIME

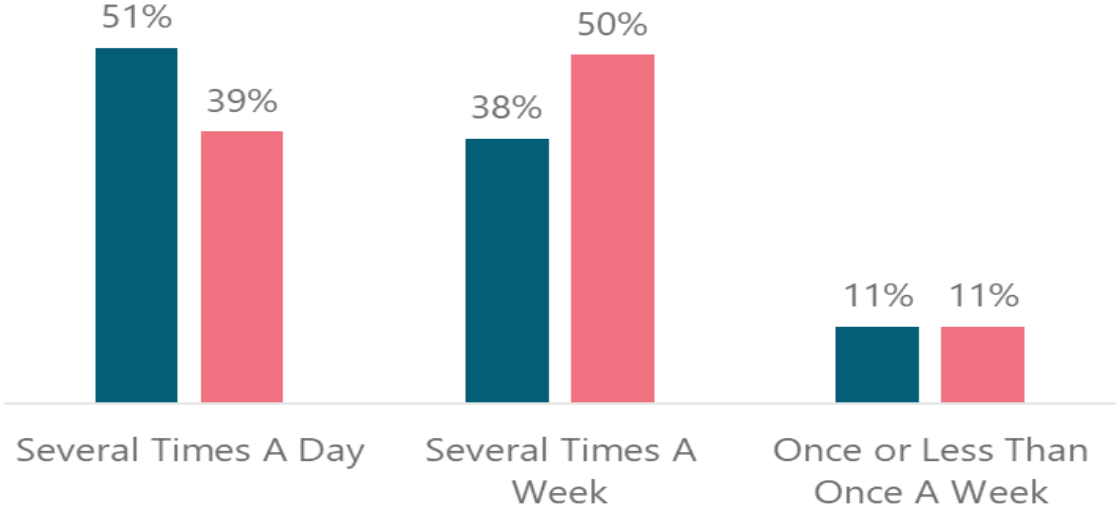


AVG TIME/SESSION

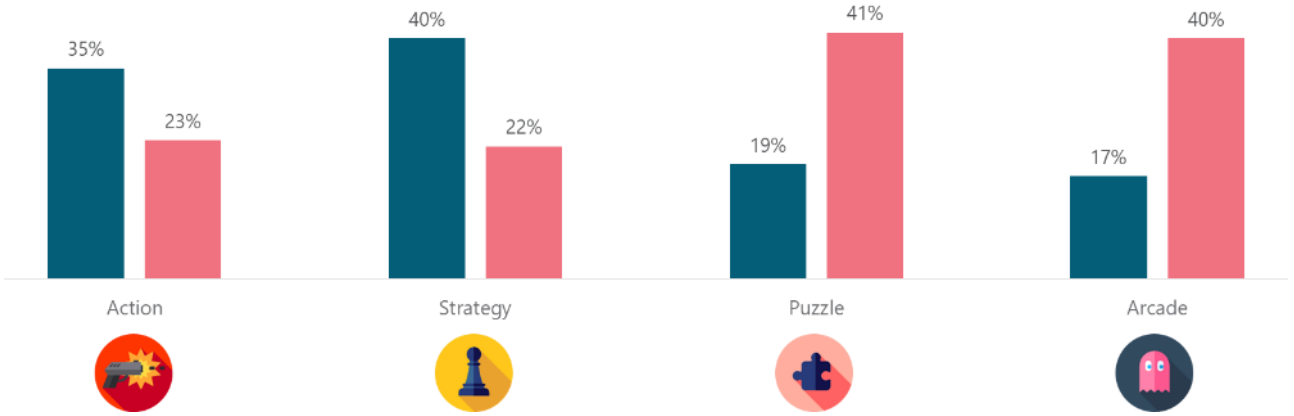
MALES: 56 MIN

FEMALES: 45 MIN

FREQUENCY OF PLAYING



PREFERRED GAME GENRE

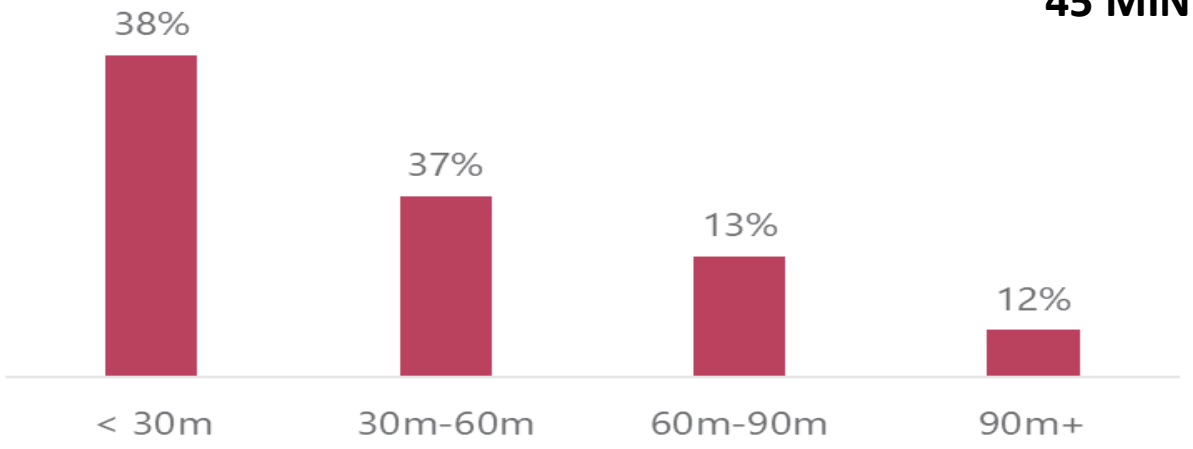


Source: POKKT & DECISION LAB

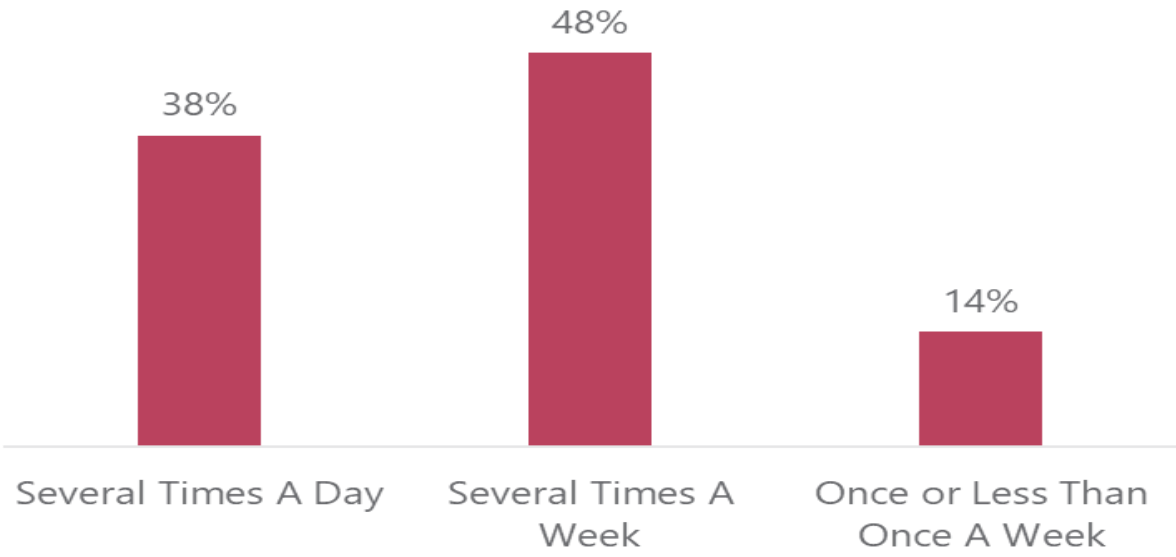
MOMS

SESSION TIME

AVG TIME/SESSION
45 MIN



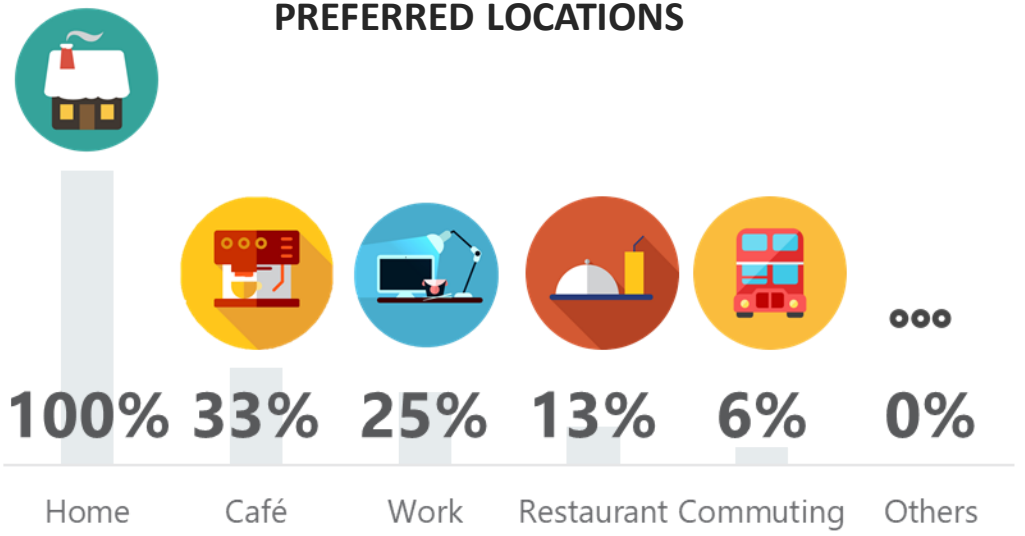
FREQUENCY OF PLAYING



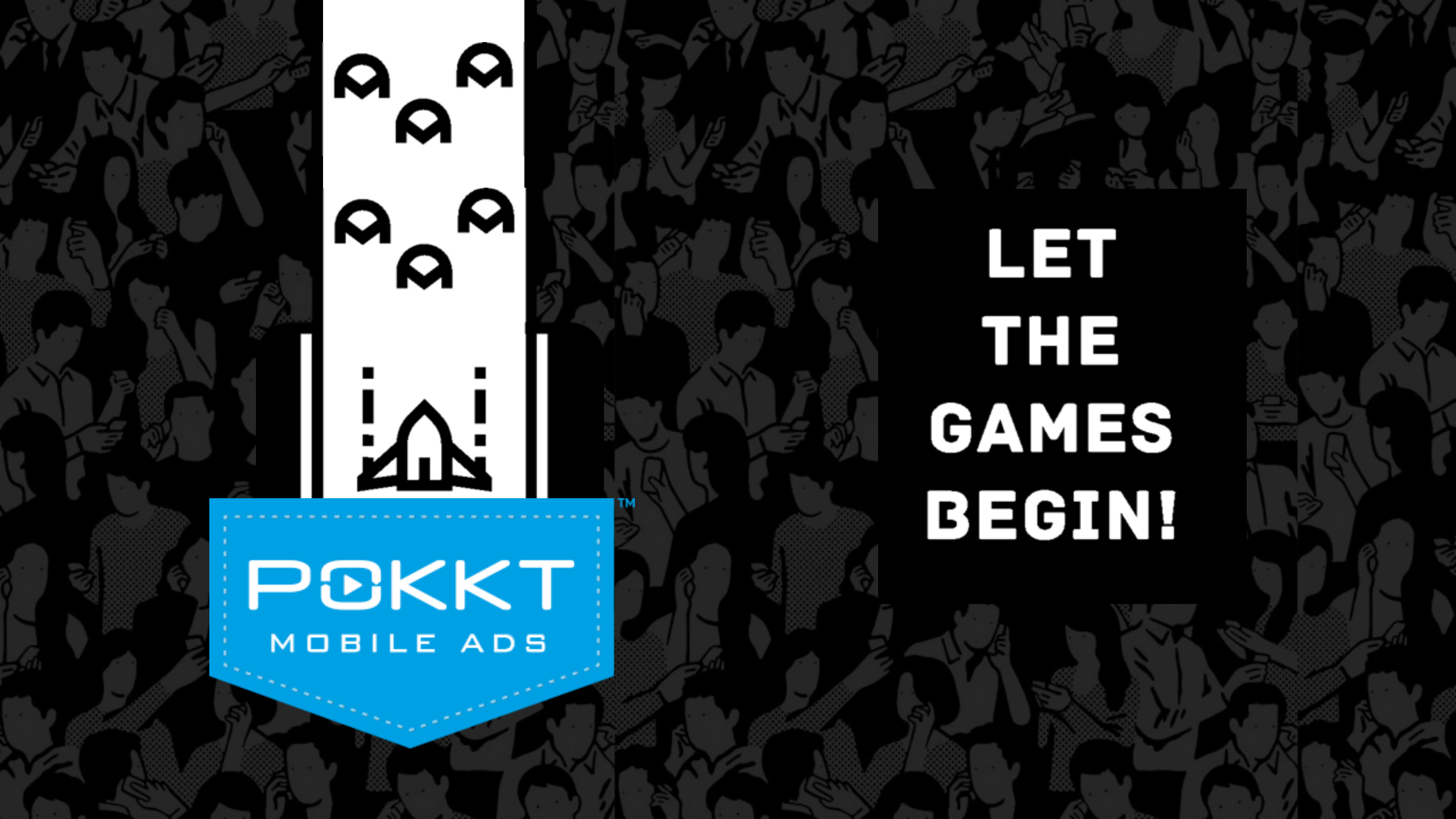
PREFERRED GAME GENRE



PREFERRED LOCATIONS



Source: POKKT & DECISION LAB


POKKT™
MOBILE ADS
LET
THE
GAMES
BEGIN!

THANK YOU

MMA
MOBILE MARKETING ASSOCIATION