

MOBILE GAMES: THE NEW PARADIGM FOR DIGITAL ADVERTISING

ADITYA AIMA

VICE PRESIDENT – SEA

POKKT

MMA
MOBILE MARKETING ASSOCIATION



1

THE GLOBAL DOMINANCE OF MOBILE GAMING

1 The global dominance of mobile gaming

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

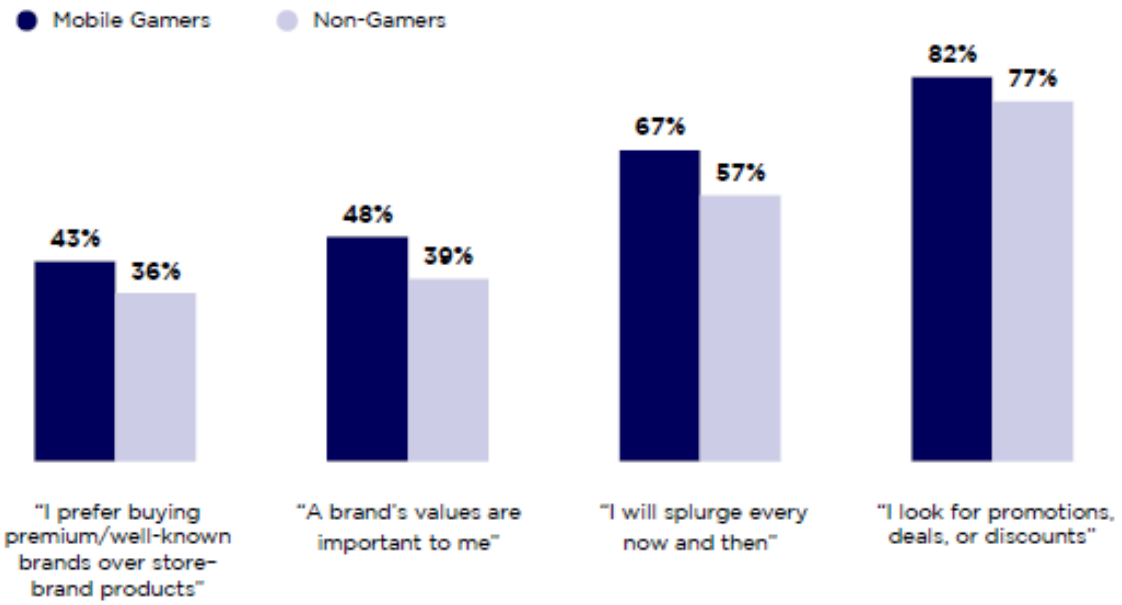
2 Casual games : the growth driver of mobile gaming

>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

Source: Newzoo 2019

POKKT
MOBILE ADS



INDONESIA

3

THE POWER HOUSE OF MOBILE GAMING

3 INDONESIA: POWER HOUSE OF GAMING



POKKT MOBILE ADS

73 MN

ACTIVE MOBILE GAMERS IN INDONESIA

87%

OF TOP MOBILE APPS IN INDONESIA ARE GAMES

LARGEST

GAMING COUNTRY IN SEA

Source: Statisca

3 INDONESIA: POWER HOUSE OF GAMING



8 of 10

MOBILE GAMES PLAYED ARE CASUAL GAMES

70%

OF MONTHLY GAMERS PLAY CASUAL GAMES

Source: Statisca

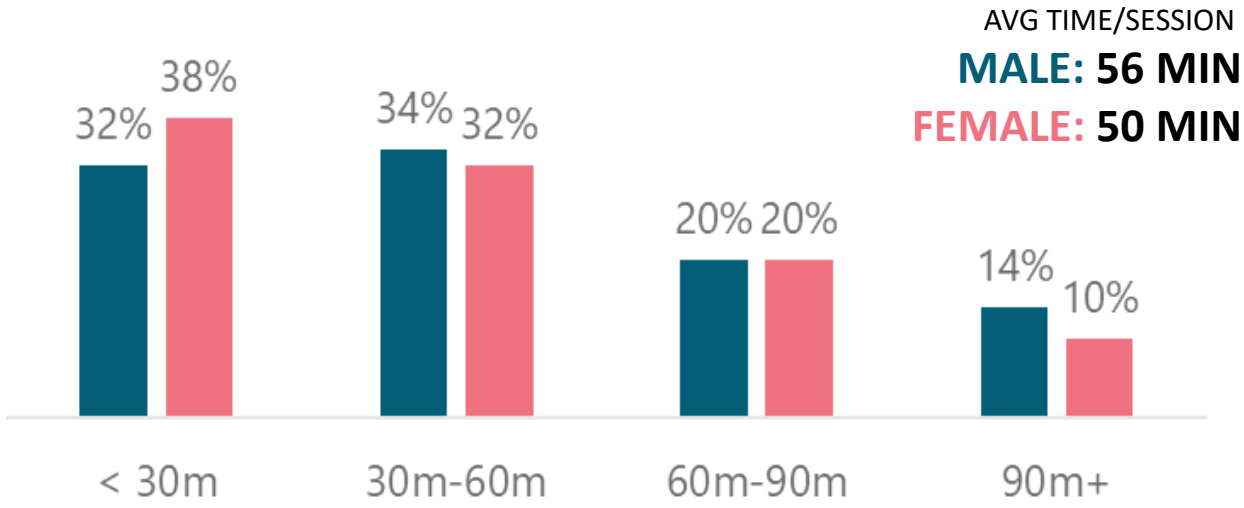


4

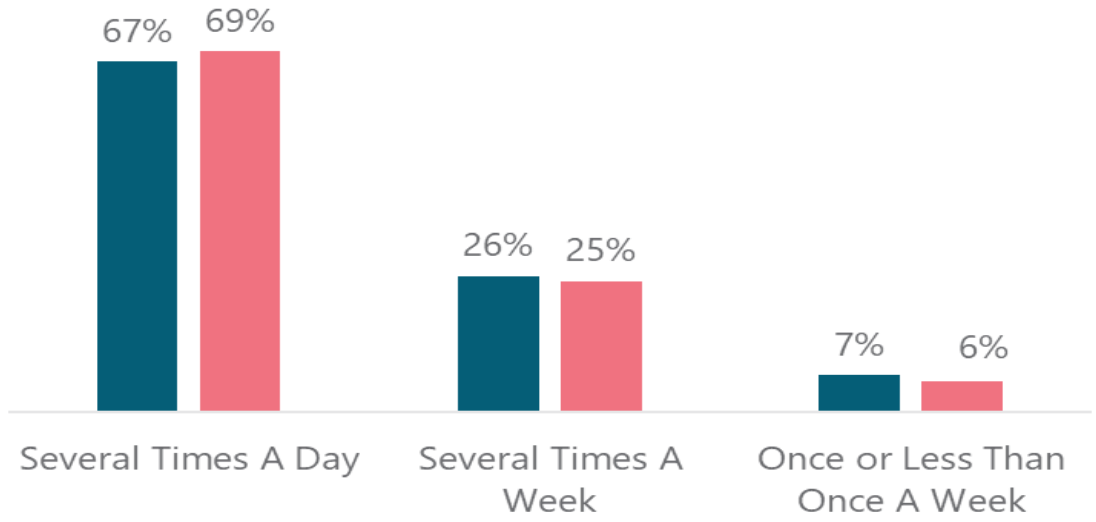
INDONESIA: AUDIENCE BEHAVIOUR ON GAMING

MALE & FEMALE

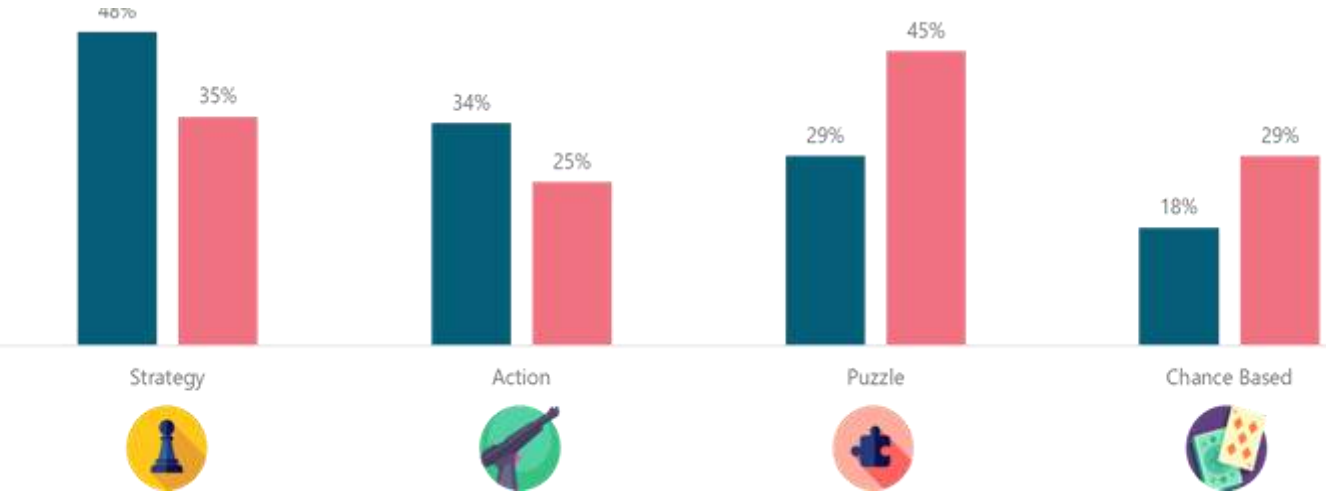
SESSION TIME



FREQUENCY OF PLAYING



PREFERRED GAME GENRE



PREFERRED LOCATIONS



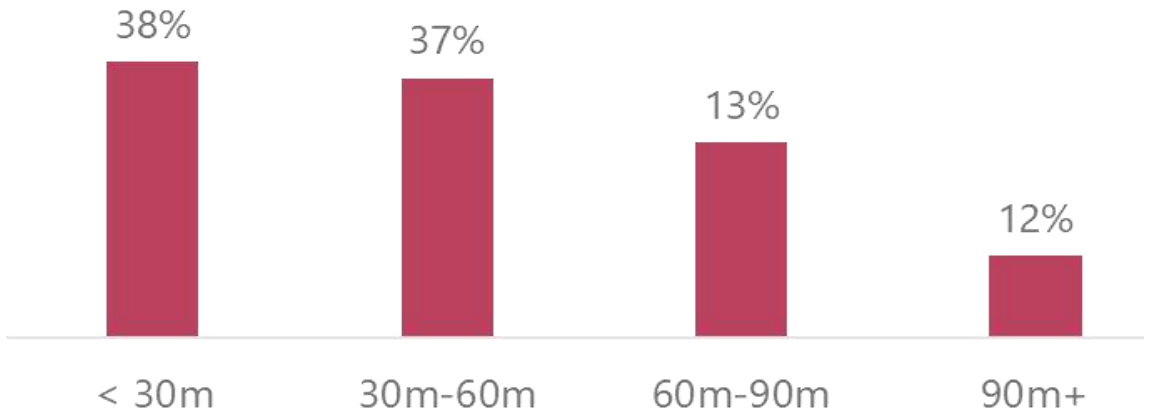
Source: POKKT & DECISION LAB

4 INDONESIA: AUDIENCE BEHAVIOUR

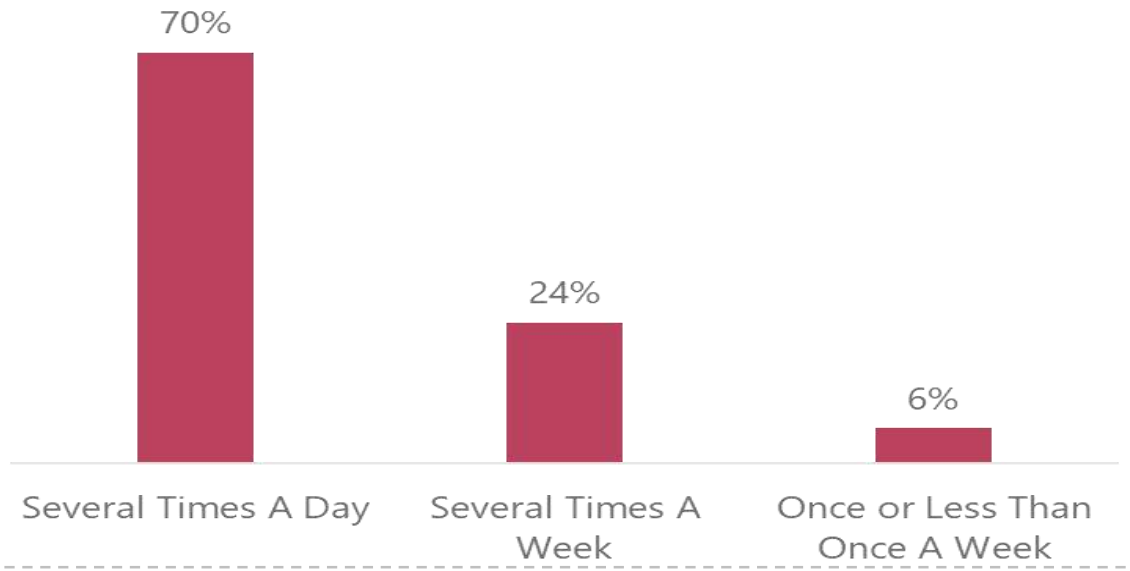
MOMS

SESSION TIME

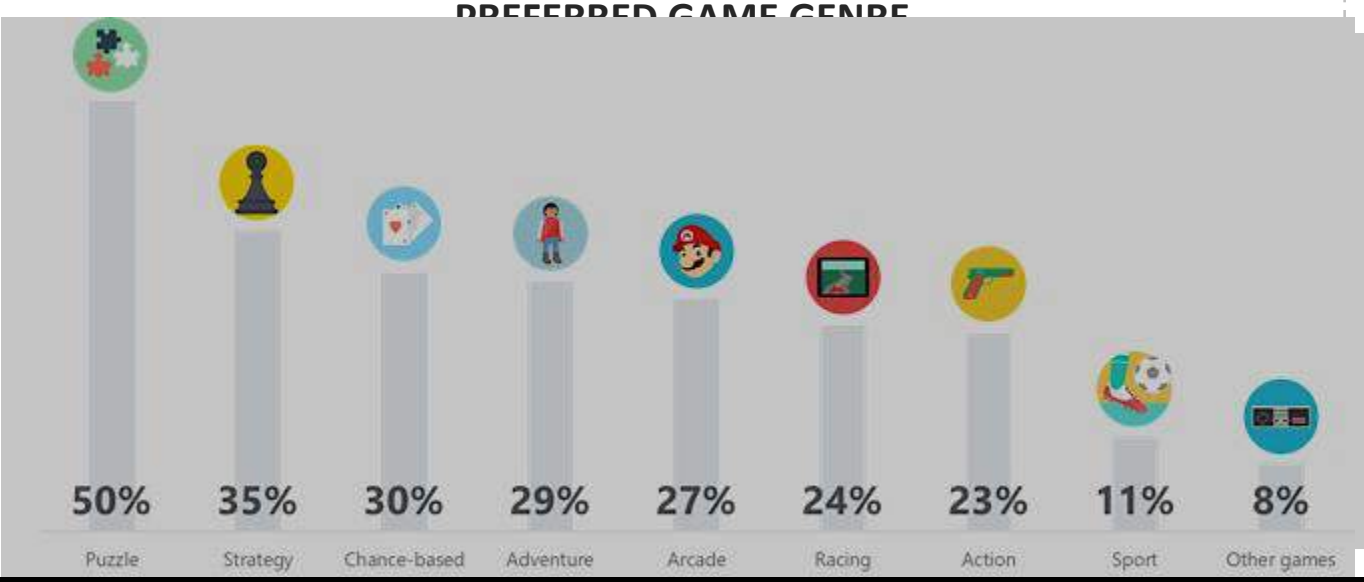
AVG TIME/SESSION
53 MIN



FREQUENCY OF PLAYING



PREFERRED GAME GENRE



PREFERRED LOCATIONS



Source: POKKT & DECISION LAB

THANK YOU

MMA
MOBILE MARKETING ASSOCIATION