

The logo for MMA Forum India 2018 is a central, multi-faceted geometric shape composed of various shades of blue, purple, and orange. The text is centered within this shape in a white, bold, sans-serif font. The text reads "MMA FORUM" on the first line, "INDIA 2018" on the second line, and "#SHAPETHEFUTURE" on the third line. The background of the slide features abstract, overlapping geometric shapes in shades of blue, purple, and orange, creating a dynamic and modern aesthetic.

**MMA FORUM
INDIA 2018
#SHAPETHEFUTURE**

The Power of Mobile Gaming in India

Mr. Rohit Sharma, CEO & Founder, Pokkt Video ads

Mr. Hemant Mehta, MD, Kantar IMRB and Chief Strategy Officer, Kantar South Asia



250 Mn+

Mobile Gamers in India



Amongst

Top 5

gaming countries
globally

3 out of **4**

Indian gamers play mobile
games more than twice a
day



60 mins+

Daily avg. time spent
playing
mobile games

THE POWER OF MOBILE GAMING IN INDIA

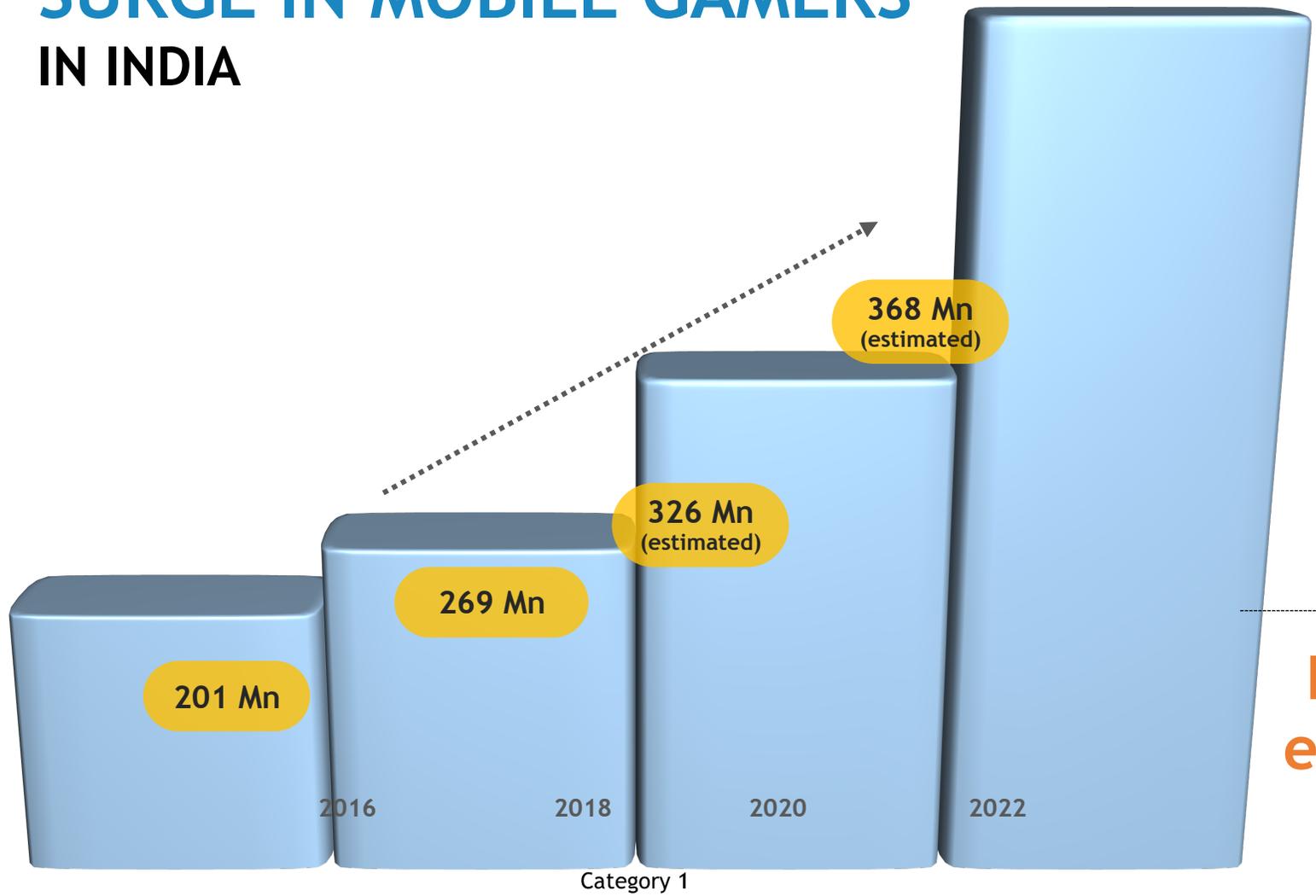


SURGE IN MOBILE GAMERS IN INDIA



“Phenomenal
growth in mobile
gamers in India”

Expected to further
escalate to 368 Mn in
2022



Category 1

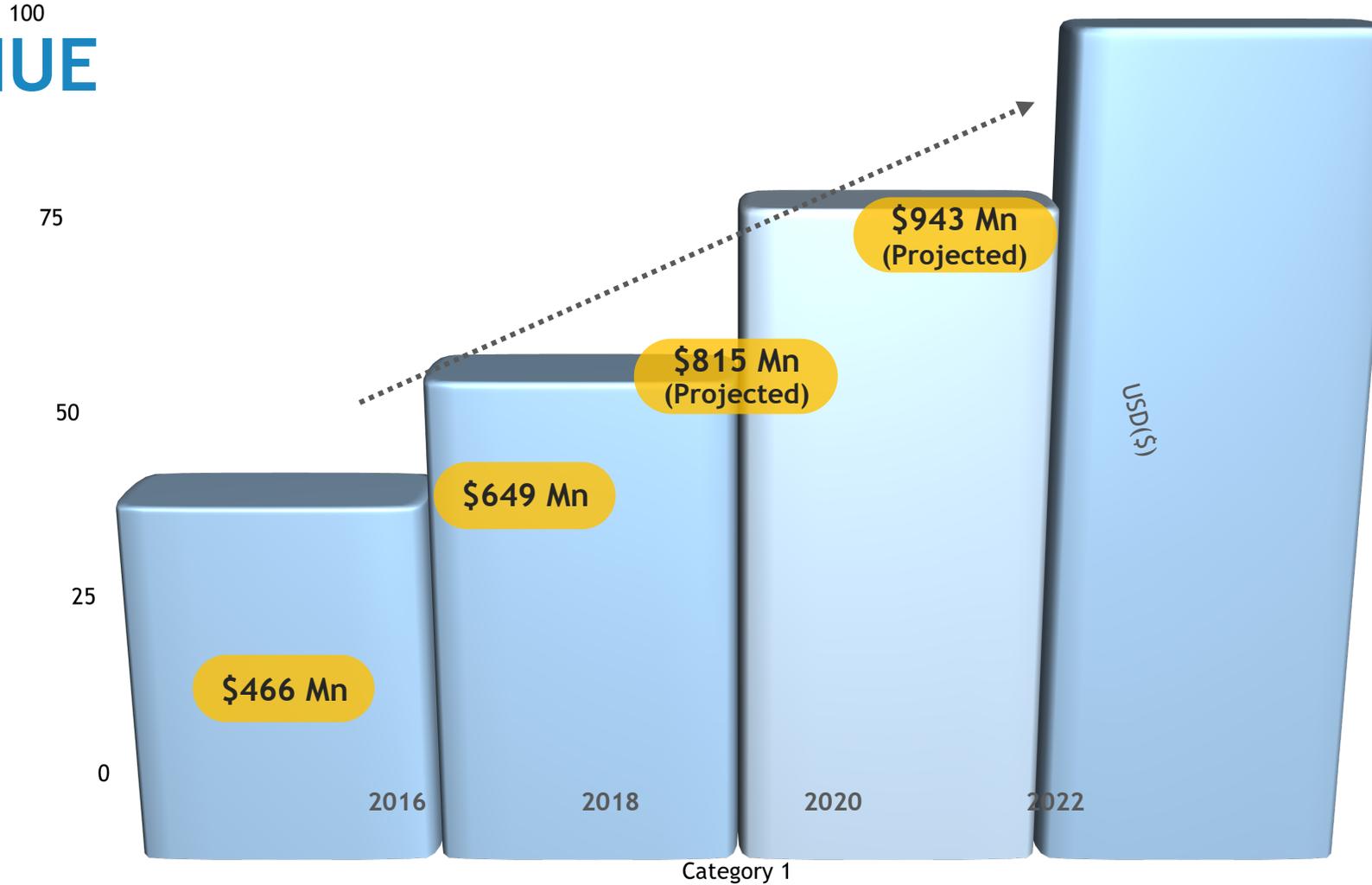
MOBILE GAMING REVENUE PROJECTIONS

IN INDIA

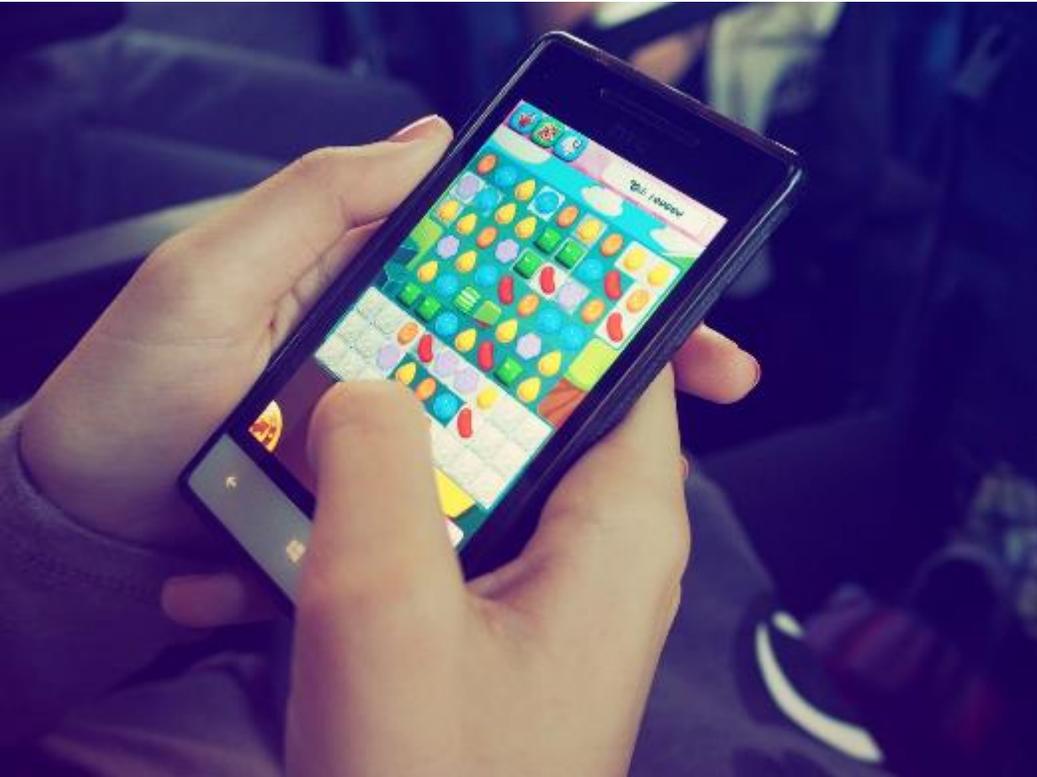


“Sharp increase in revenues generated through mobile games”

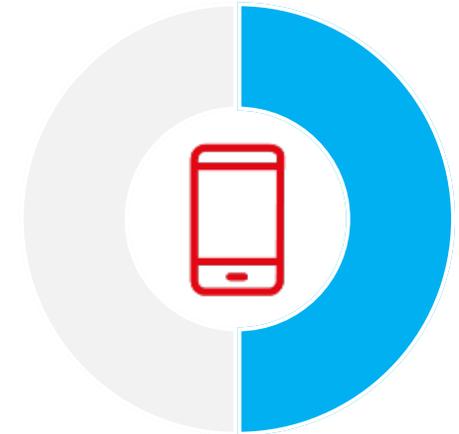
Projected to escalate to the tune of \$934 Mn in 2022



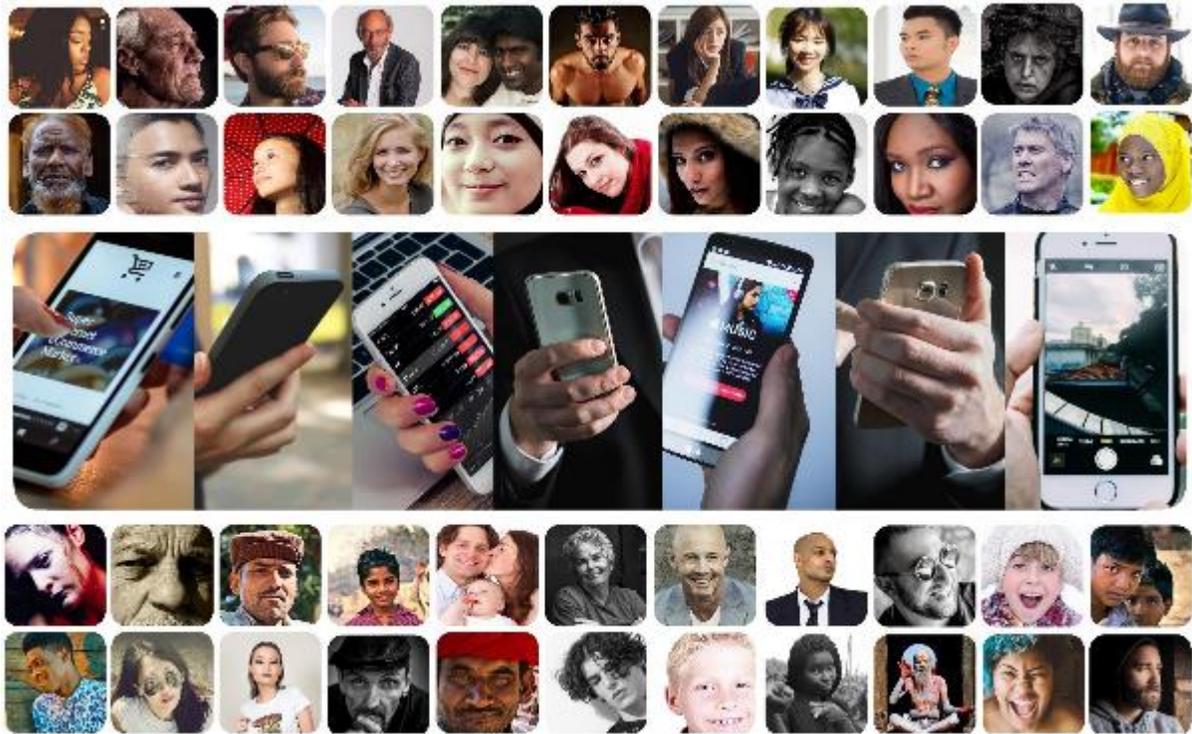
GOING MAINSTREAM



**~50% of
smartphone
users play
mobile games**



NOT JUST FOR THE YOUNG



45% of mobile gamers are **Women**

Older audiences regularly engage with mobile games.

MOBILE GAMING - THE NEW CINEMA ?

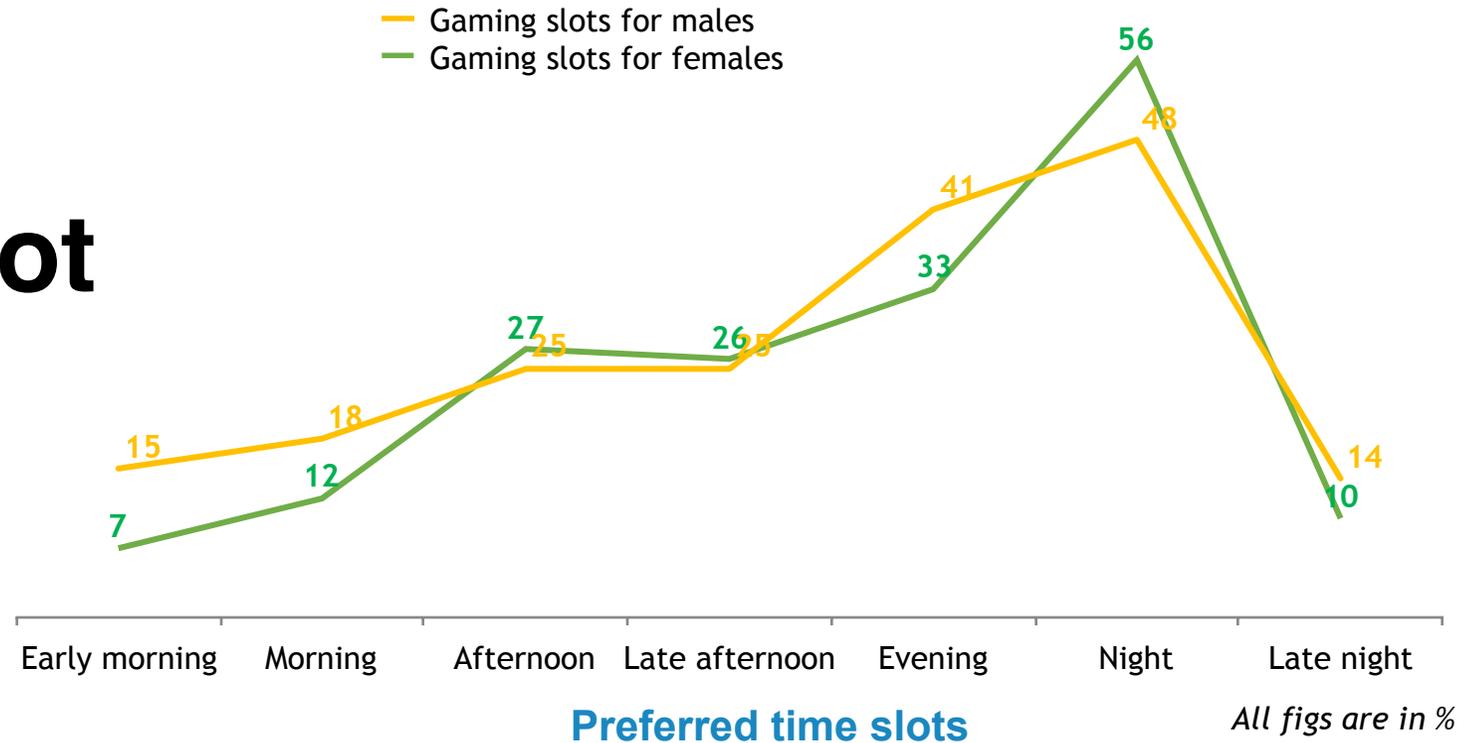


Average time spent on mobile games daily is **more than an hour**

Average time spent in a day across OTT platforms is **45 mins**

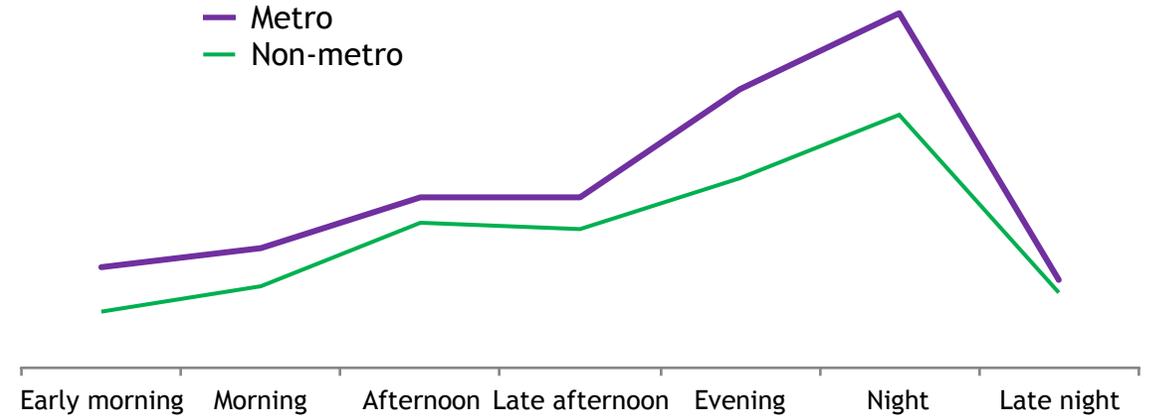
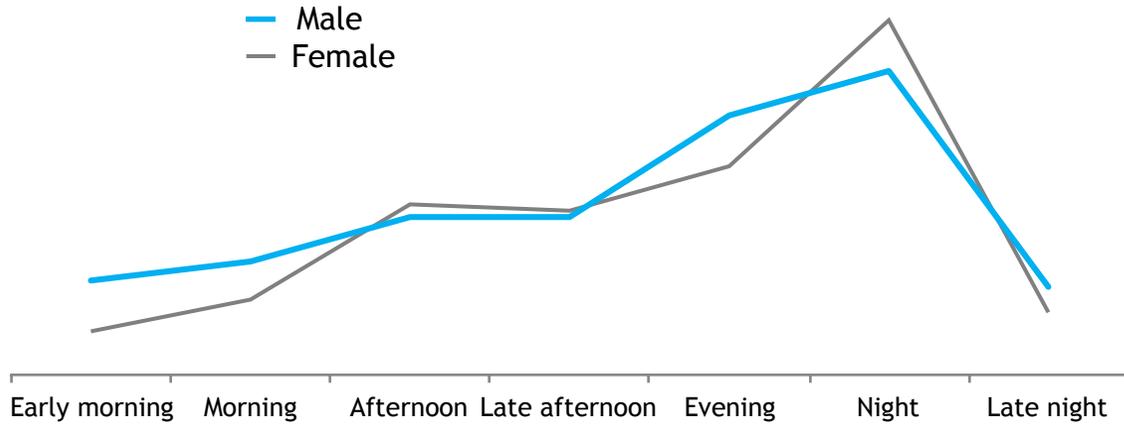
MOBILE GAMING : REDEFINING FAMILY TIME

Prime time does not belong to only TV anymore



CONSUMPTION BEHAVIOUR OF MOBILE GAMES

WHEN DO GAMERS PLAY?



Similar patterns emerge for Men and Women. With usage peaking towards the end of the day

In both Metro & non-metro PRIME TIME is the most preferred time slot for playing games.

MOBILE GAMING: A DAILY REGIME



HIGH STICKINESS:

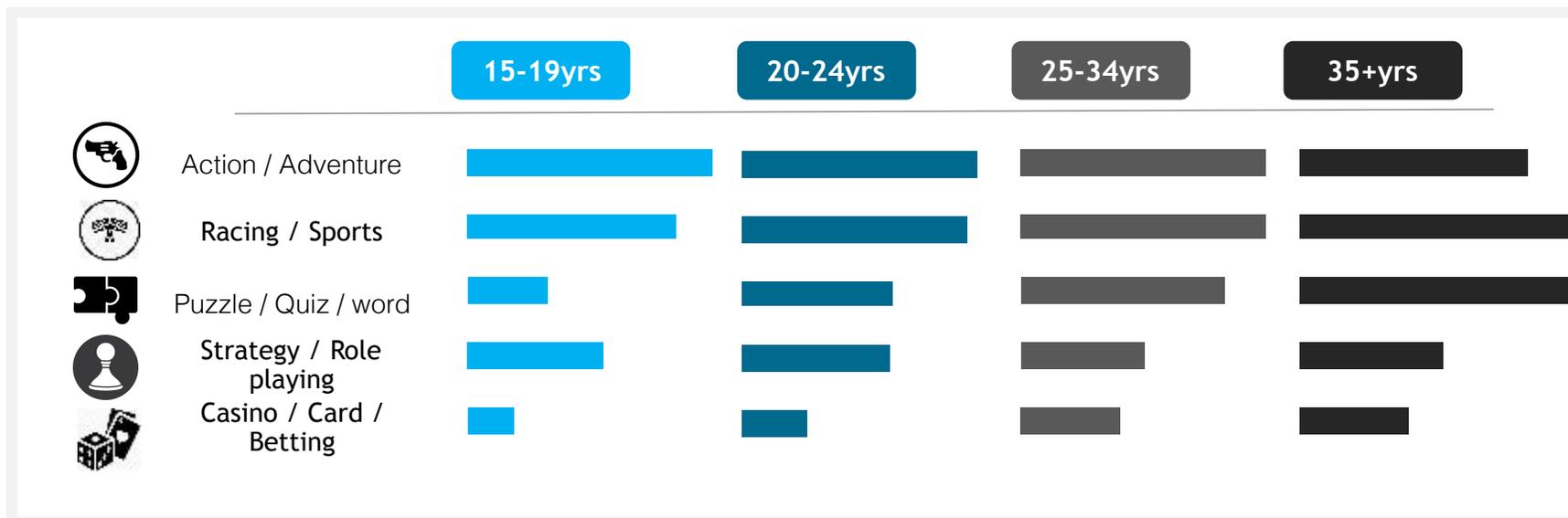
~30% gamers play games as a part of their daily

routine

Rush to compete and win

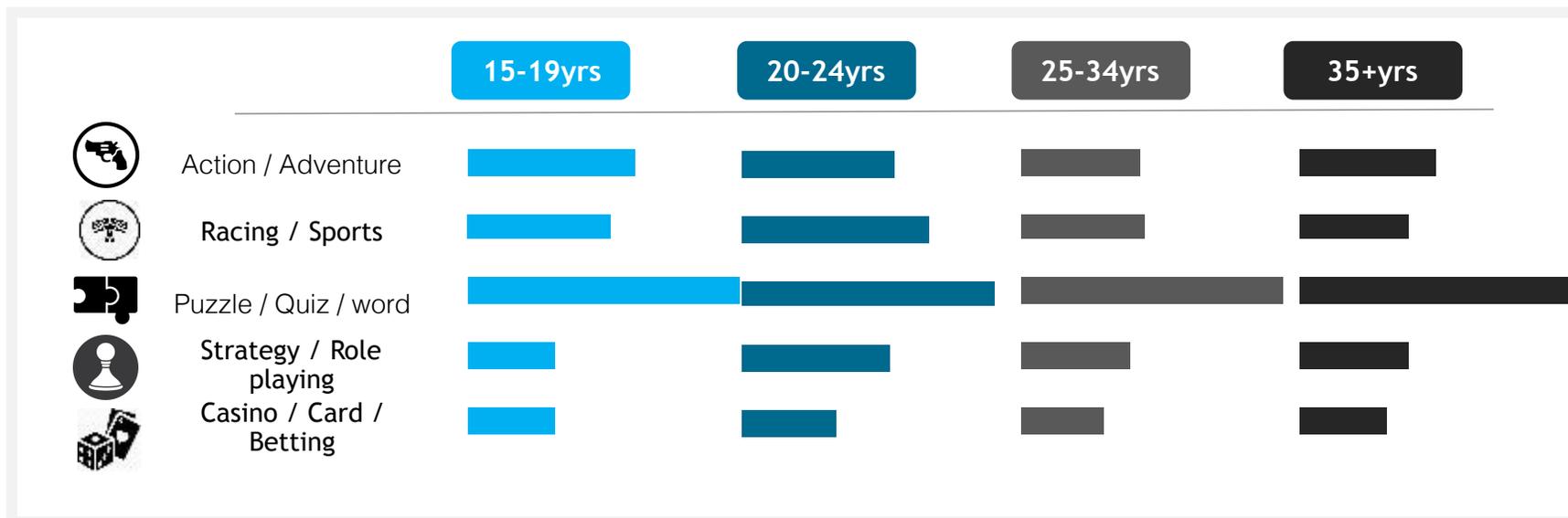
- a strong motivator

PREFERENCES OF MALE GAMERS



- Notable shift in the genre preferred among men as their age increases.
- Younger male gamers prefer games with an ‘adrenaline rush’
- 35+ prefer mental simulation games
- 25-34 age band more likely to play casino / betting / card games compared to other cohorts.

PREFERENCES OF FEMALE GAMERS



- Across age groups, puzzle / quiz and word games is a highly preferred genre.
- 20-24 age band are also like to play action/adventure and racing games.

HIGHER ACCEPTANCE OF ADVERTISING

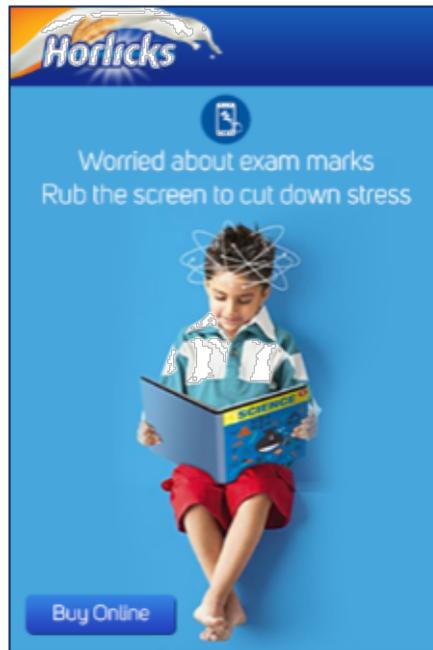


50%+ of gamers
perceive ads to be
more personalized on
gaming platforms than
traditional media
vehicles

CREATIVITY IS THE KEY

Horlicks : Targeting Moms during exam time

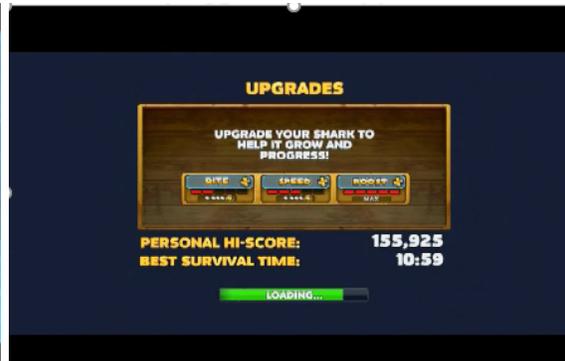
Mobile moms globally spend an average of 6.2 hours per day consuming media content. Communicate that Horlicks helps Moms (and kids) deal with exam time stress.



REWARDED ADS YIELDS RETURNS

Case Study: Rewarded video ad for GILLETTE VECTOR in Vietnam market

Rewarded video ad campaign for Gillette vector allowed a gamer to respawn in the play once again after watching the ad. CTR for this campaign was at a high of 8.94%.





G

Gaming on mobile is mainstream

A

Attracts wide range of Audiences

M

Highly sticky Medium with increased levels of engagement

E

Prime time Extends beyond Television

R

Low Resistance to advertising



THANK YOU