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New Trends In Mobile Gaming

The market has doubled



ZiffDavis Media published new information from its "Digital Gaming in America" annual survey. The survey analyzed gaming habits of 1500 American families. According to the results, the number of families involved in mobile gaming has almost doubled since last year, increasing from 16,3 million in 2004 to 27,9 million this year. But what's most interesting is that the players are willingly to invest big money into their passion. The average amount for the last 60 days is \$13 for each player. The money is spent on games acquisition, but there are also people who spend up to 10 hours on their mobile phones. But mobile gaming is not only about phones, but also portable games consoles. As the survey established, Nintendo DS is more wide spread than Sony PSP, but 14% of the interviewed plan to buy a Sony console, as opposed to only 6% who want a Nintendo. Still there are some people who prefer the classic equipment gaming to the mobile devices. Their reasons have something to do with reduced screen dimensions, high prices and lack of appealing titles. The Digital Gaming in America survey has been issued by Strategy Group, between May and June of 2005.