

MOBILE INSIGHTS

JULY 2014

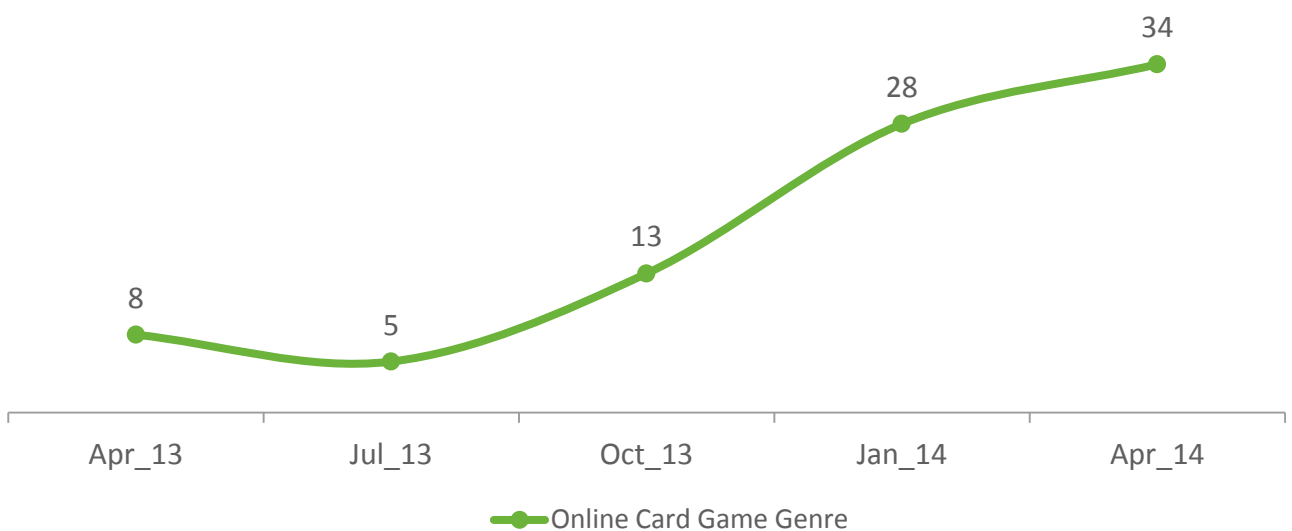
TREND OF ONLINE CARD GAMES AMONG INDIAN SMARTPHONE USERS

The popularity and engagement of Online Card Games among Indian Smartphone Users has been analyzed over months and Nielsen Informatē Mobile Insights reveals insights on growth and drivers based on usage data.

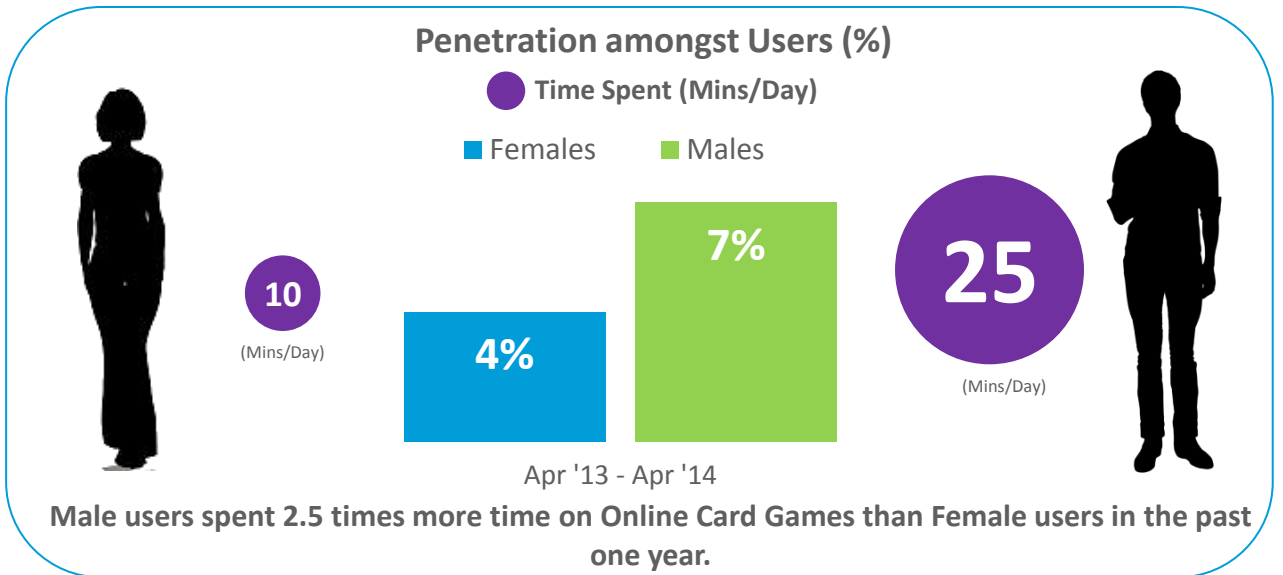
- An increase is seen for Online Card Game genre in penetration and engagement among Indian users over the past year.
- The growing popularity of Online Card Games on smartphones is driven by male users.
- Teen Patti Indian Poker, a home-grown app, has seen a huge rise in popularity as compared to similar Online Card Games by international developers.

Trended Engagement (Mins/Day among users);

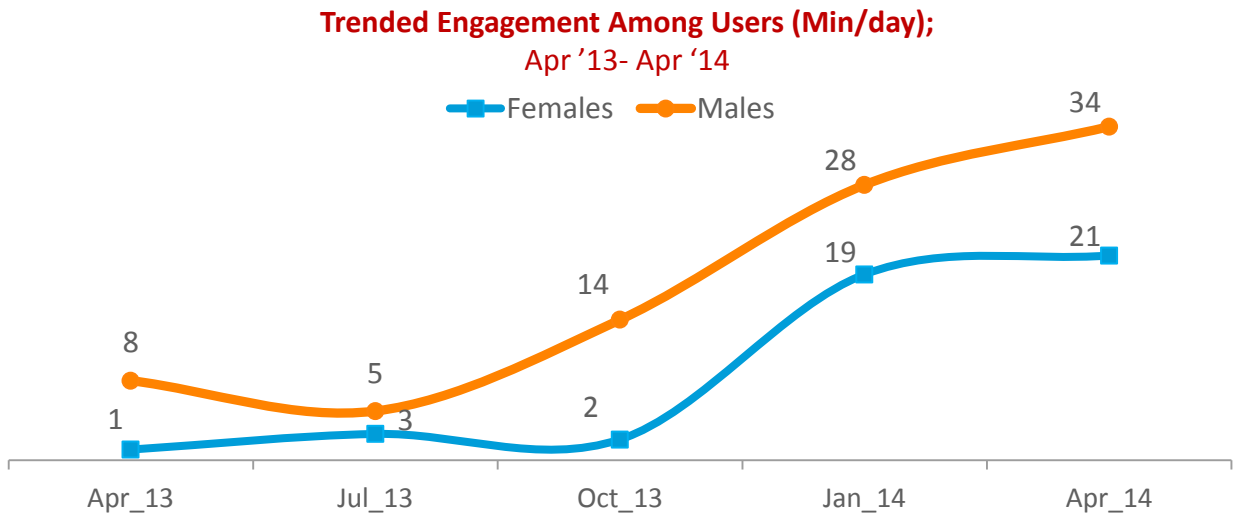
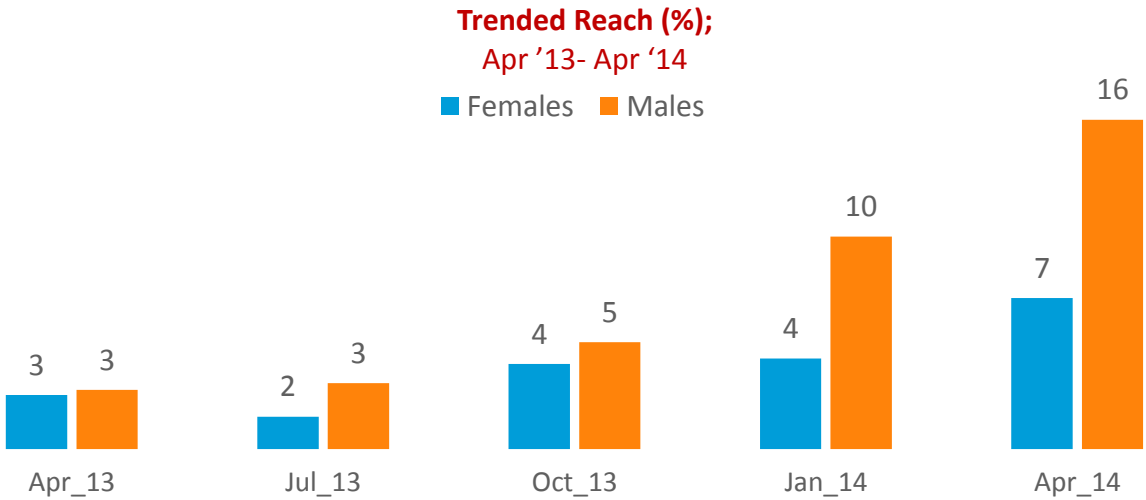
Apr '13- Apr '14



Online Card Games have witnessed a high growth in terms of time spent per day among users this year. During this time, the engagement has increased four times!



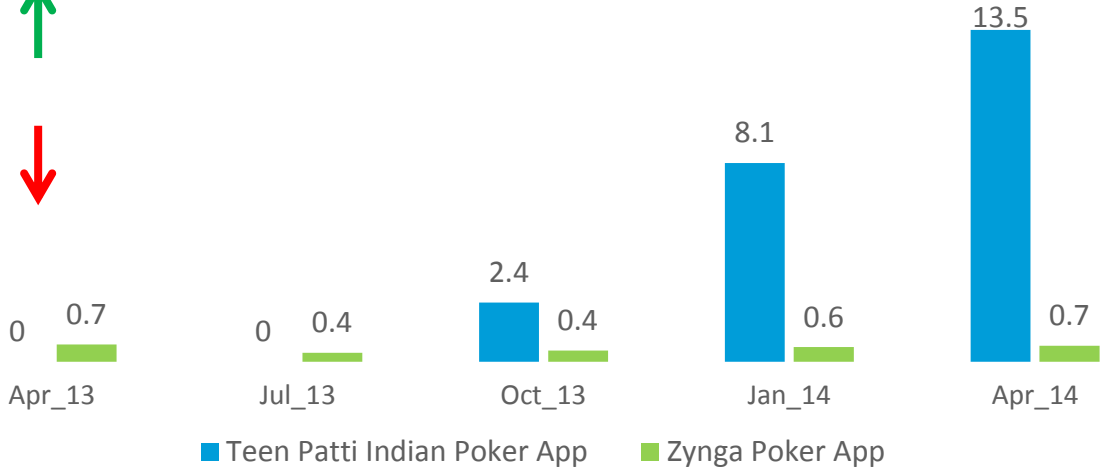
Source: Nielsen Informate Mobile Insights



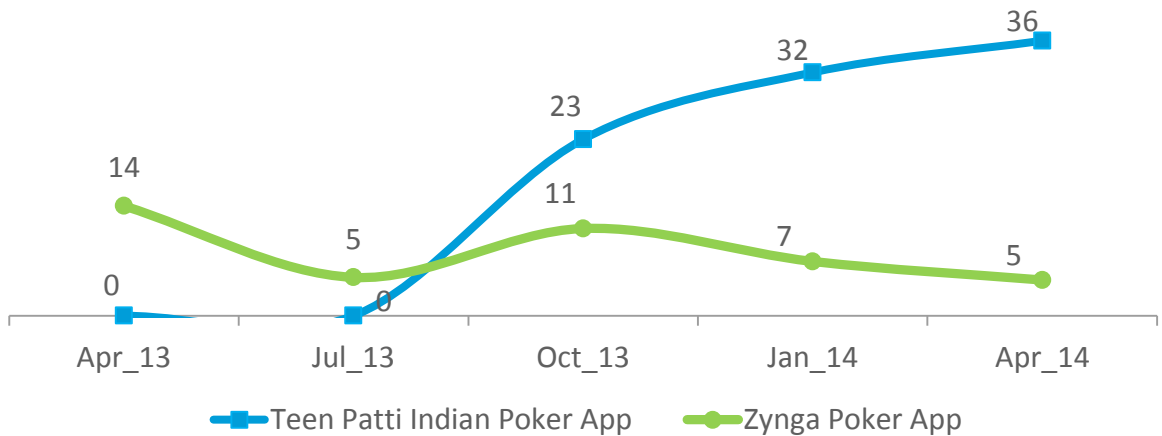
Male users are the drivers in terms of Overall Engagement (Reach + Engagement) of Online Card Games on smartphones.

Source: Nielsen Informate Mobile Insights

Trended Reach (%);
Apr '13- Apr '14



Trended Engagement Among Users (Min/day);
Apr '13- Apr '14



Source: Nielsen Informate Mobile Insights

TEEN PATTI INDIAN POKER APP MOST POPULAR

Teen Patti Indian Poker clearly drives the category with nearly a 5x growth in 6 months and with engagement times 7x more than the next most popular card game – Zynga Poker.

ABOUT NIELSEN INFORMATE MOBILE INSIGHTS

Nielsen Informatel Mobile Insights leverages innovative smartphone metering technology to provide insights into evolving consumption patterns of mobile device users. Based on accurate, real-time usage data, we help clients understand consumer behavior and develop product and marketing strategies. Nielsen Informatel Mobile Insights maintains opt-in smartphone panels to generate syndicated reports, in addition to building custom panels and conducting custom surveys for clients. Our insights aid decision makers across various segments like operators, OEMs, publishers, advertisers, content creators and aggregators and application developers.

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