





# U.S. Mobile Consumer Gaming: Who wants to play?

# A Market Study

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### **Abstract**

Playing online games is a common form of entertainment for many U.S. mobile consumers. In addition, some of those consumers use cloud gaming, which drives data usage on both the mobile and home broadband networks.

How frequently are mobile consumers playing online games? How many mobile consumers use cloud gaming or subscribe to an online gaming subscription?

This market study answers these questions and provides more information about the gaming behaviors of U.S. consumers both at home and on the go. The study, which uses results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers, also compares current data to past years' results.

#### Key questions addressed:

- How many devices that can be used to play online games are typically used in mobile consumers' households?
- How many mobile consumers play online games at home and on the go?
- How frequently do mobile consumers play online games at home and on the go?
- How many mobile consumers play games in the cloud?
- Which online gaming subscription services do U.S. mobile consumers use?
- How has mobile consumers' gaming behavior changed over the last two years?
- How does mobile consumers' gaming behavior differ by demographic variables?

#### Who should read this report?

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.