

Mobile video gaming

Mini report
October 2019



Background

Some of the world's biggest and most influential companies are lining up to smash open the premium video gaming market on our mobile devices.

Mobile gaming has been with us since Tetris and Snake. The latest smartphones are more than capable of playing modern games like Fortnite.

But the tech giants are upping the ante, lining up to offer gamers the experience of streaming the highest quality AAA PC and Console games to mobile devices by leveraging faster connections and the power of the cloud.

Project xCloud, currently in beta, allows Xbox gamers to stream their favourite console games to their smartphone or tablet. Google's Stadia service will launch next month, offering a similar experience.

While some have technical reservations about lag and the quality of the gaming experience, there is no doubt that we're seeing a new frontier being breached for video gaming on the go.

This report takes a quick dip into the market appetite to stream PC and Console quality games on mobile. All results are taken from a broader smartphone market survey conducted in September 2019, which is available [here](#).

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Method

Online quantitative panel survey conducted among active UK smartphone owners aged 18+

10-minute Harris 24 survey with 2,002 respondents, weighted to be in line with national age, gender and region demographics

harris 24

An ultrafast polling service from Harris Interactive, delivering up to 5,000 respondents for national polls or targeted audiences

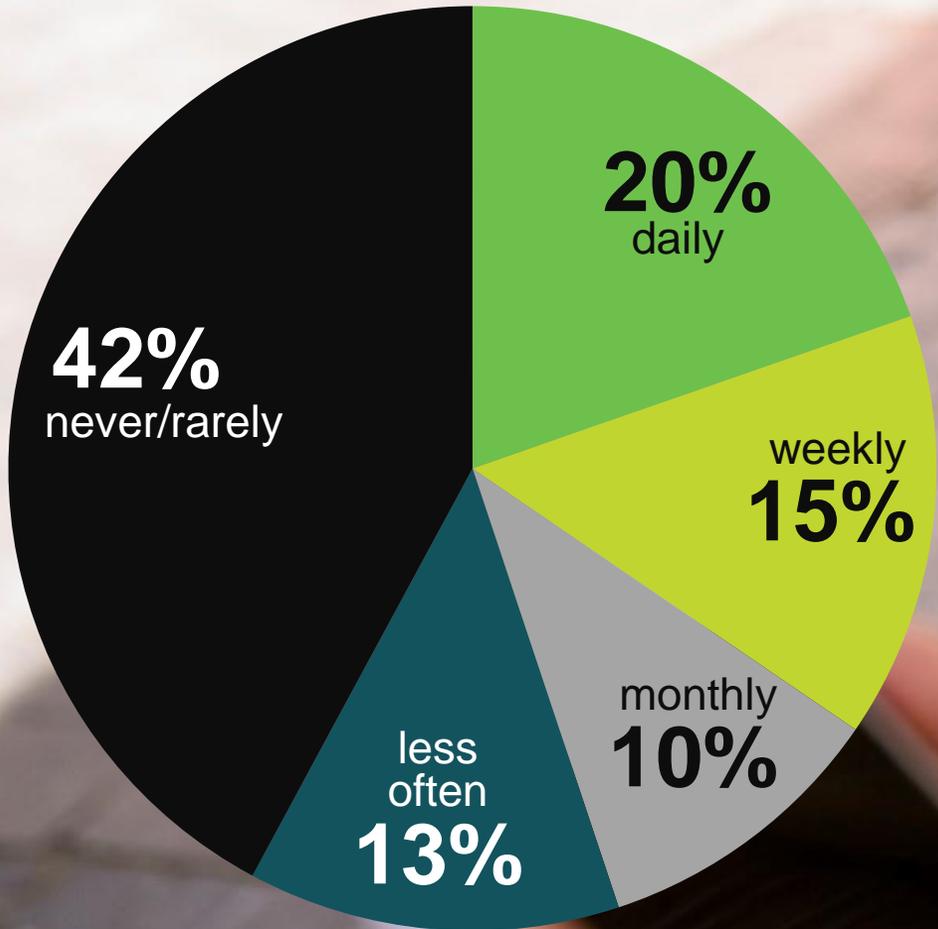
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Strong existing foundation for mobile gaming

majority already play, 1 in 5 play daily

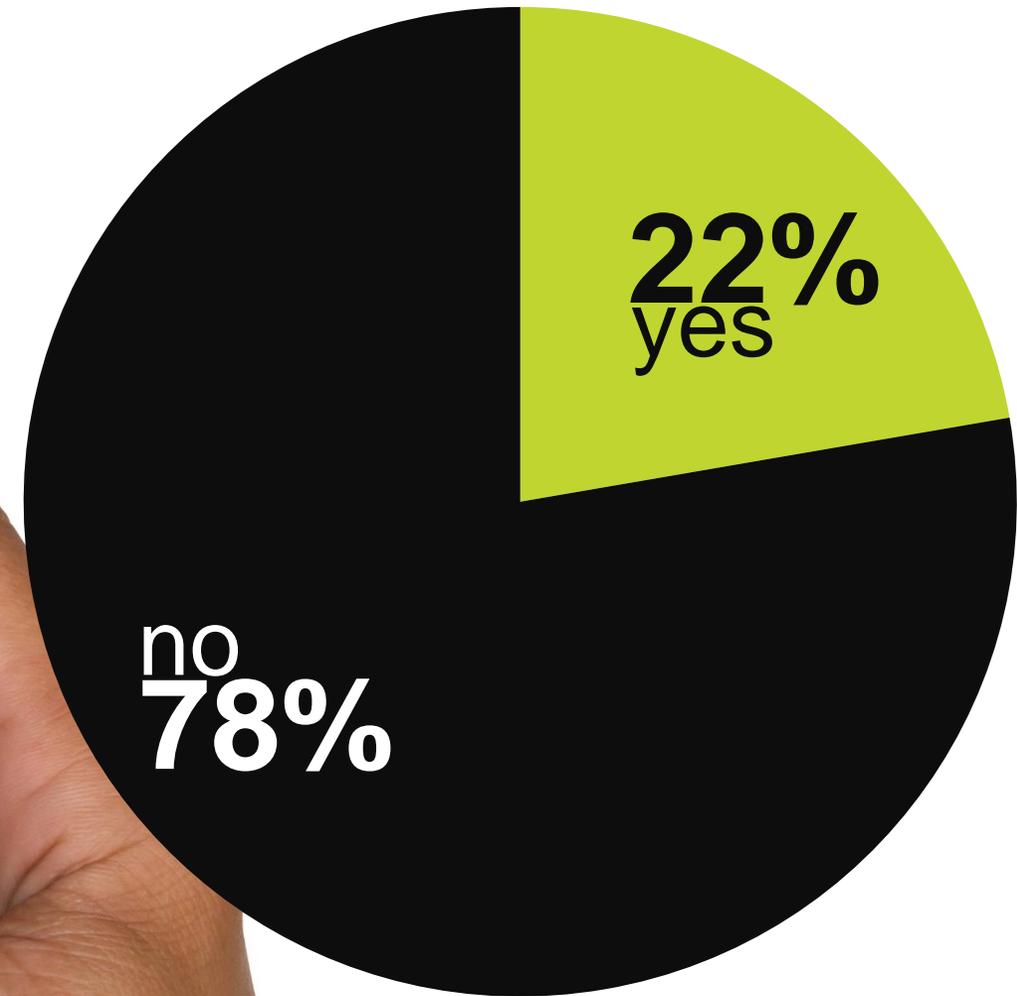


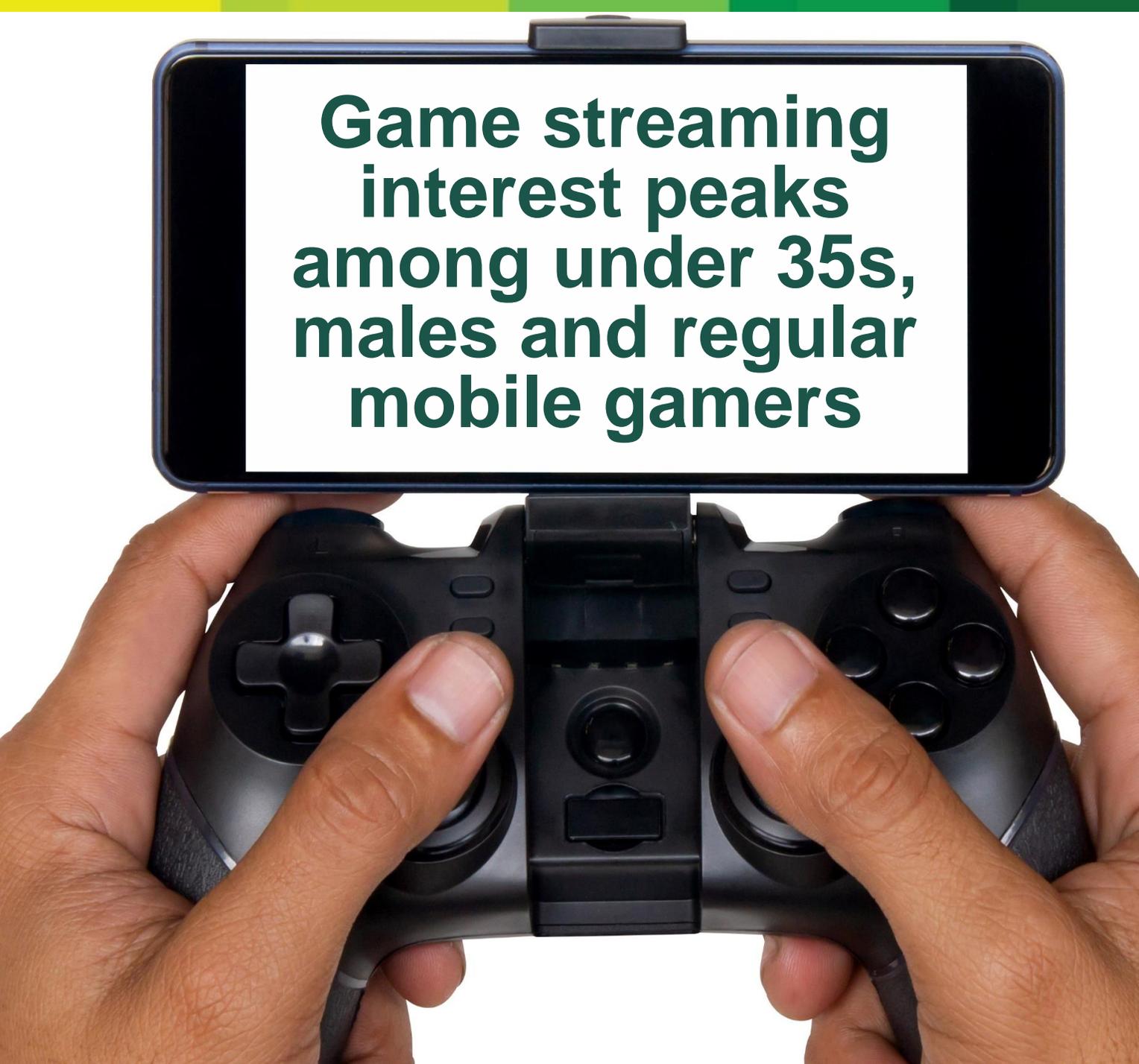
Q: How frequently do you play games on your smartphone? Base: 2,002 smartphone owners



**Over 1 in 5
smartphone
owners are open
to streaming
AAA games**

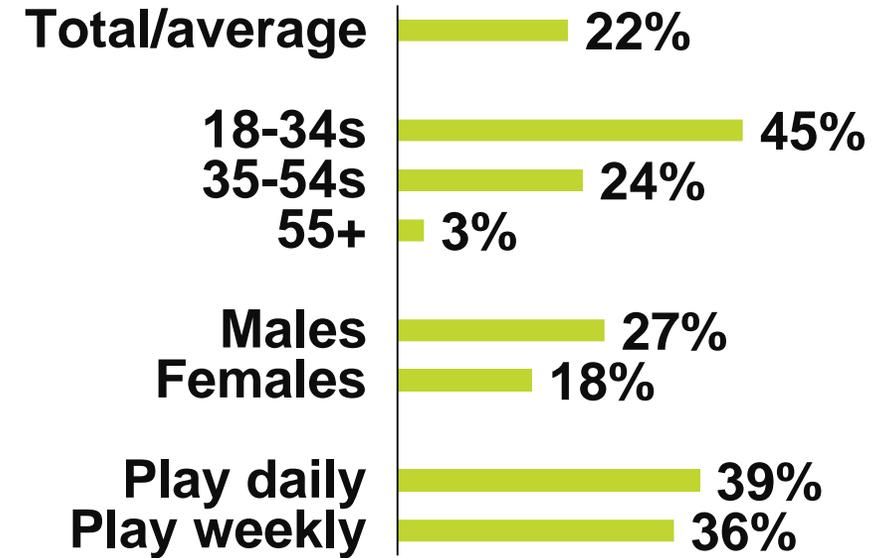
Q: Would you stream Xbox,
PlayStation or PC gamers to your
mobile phone if you could?
Base: 2,002 smartphone owners





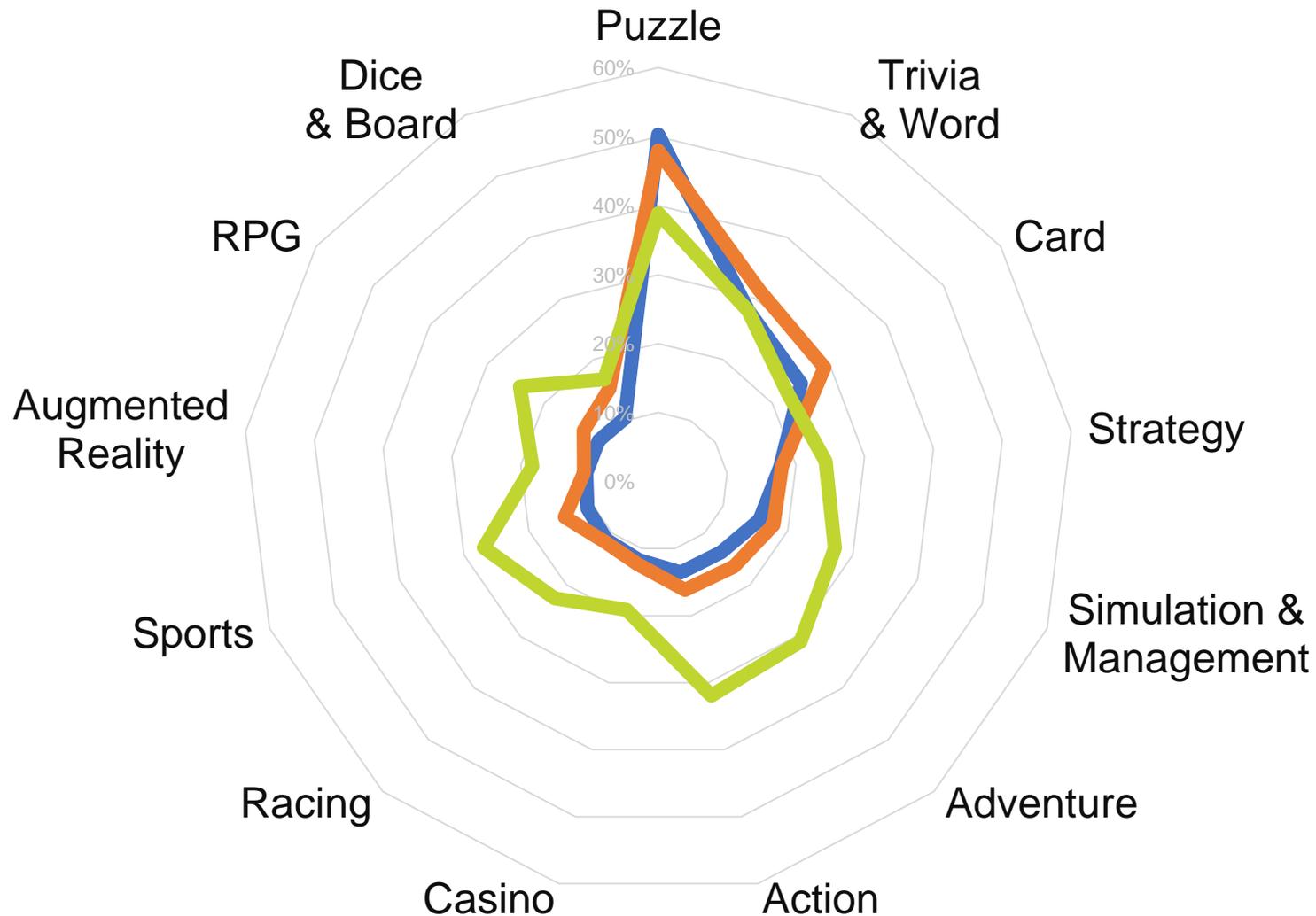
**Game streaming
interest peaks
among under 35s,
males and regular
mobile gamers**

% Yes, would stream



Q: Would you stream Xbox, PlayStation or PC gamers to your mobile phone if you could?

Mobile games currently played versus appetite to play



— Currently play this on mobile

— Interested to play this among all mobile gamers

— Interested to play this among those open to streaming

Gamers interested in streaming show a stronger preference towards action, adventure, sports and RPG genres to play on-the-go compared to the average mobile gamer

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