

Seven Million Mobile Phone Games Sold In Germany

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First survey by GfK Retail and Technology on sales of mobile phone games

Mobile phone games enjoy great popularity in Germany, as proven by the fact that 7 million were downloaded in 2008.

Arcade classics and ports of well-known console and PC games were especially favored, in particular brain games and fun applications.

Users predominantly downloaded the games via mobile phones at the highest level of technology.

Well-known PC games, fun applications and brain games occupy the top spots in the rankings.

Otherwise, it is usually only games entering the market in connection with particular events that reach the highest positions.

For example, official and unofficial games related to the European Football Championships and the summer Olympics in Beijing are among the most successful titles.

Games based on blockbuster films are also downloaded frequently, particularly during the two to three-week period following the film's release in cinemas.

At EUR 4.30 to EUR 4.80, prices for these kinds of games are at the higher end of the mobile downloads spectrum.

By way of comparison, users pay an average of EUR 1.31 for a title from the music segment, and EUR 1.67 for a mobile ring tone.

Prices remain absolutely constant and there has been no price erosion so far in 2009.

UMTS mobile phones are primarily used for the downloads; only 40% are carried out on GSM mobiles.

It is standard for displays used for this purpose to comprise at least 262,144 different colors, with just under 90% of all mobiles used having this feature.

As regards screens, players tend to prefer devices with comparatively long diagonal measurements.

57% of gamers use mobiles with screen diagonals of 2 to 2.5 inches, and even 8% download games via phones with more than 2.5-inch diagonals (1 inch corresponds to 2.54 centimeters).

It is therefore clear that players of mobile phone games attach importance to using equipment of the highest technological standards.

The survey

These findings have been extracted from the GfK m2 retail panel, which is based on the weekly sales figures for download portals (network operators, content providers).

GfK m2 has been providing this weekly survey and further analyses on the subject of mobile content to all interested parties since 2008.

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The GfK Group

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