

A look at when mobile gamers are most likely to play on smartphones

Article

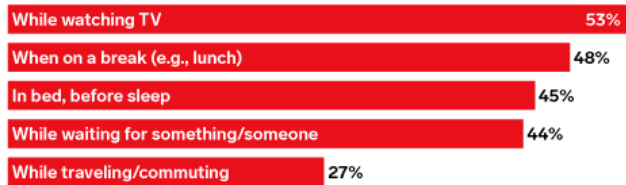
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Among mobile gamers in the US, **more than half** said they typically play smartphone games while watching TV. Transition times also make for good gaming hours, with **48%** reporting

they play on those apps when on a break from other activities, and **45%** saying they do so while in bed before going to sleep.

Occasions When US Mobile Gamers Typically Play Games on Their Smartphones, Q2 2021

% of respondents



Note: ages 16-64

Source: AdColony and GlobalWebIndex (GWI), "The Life of the Mobile Gamer," Sep 21, 2021

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