ASIA GAME SURVEY 2024
~ Exploring Each Gamer's World ~

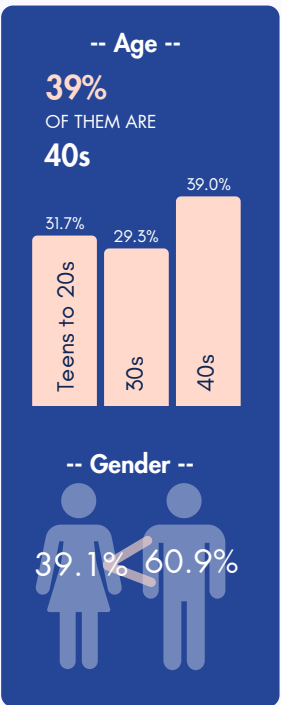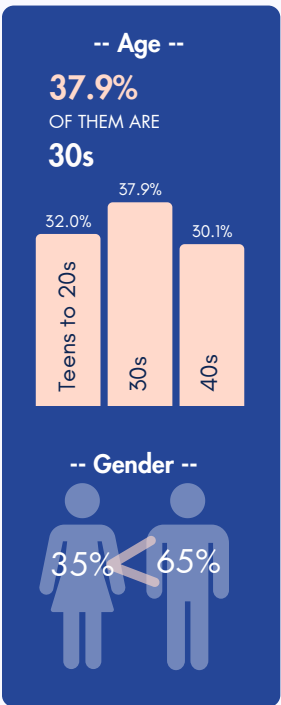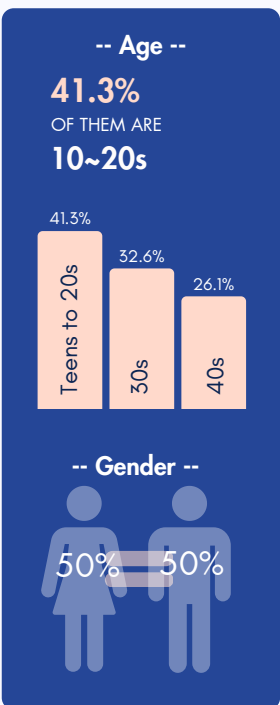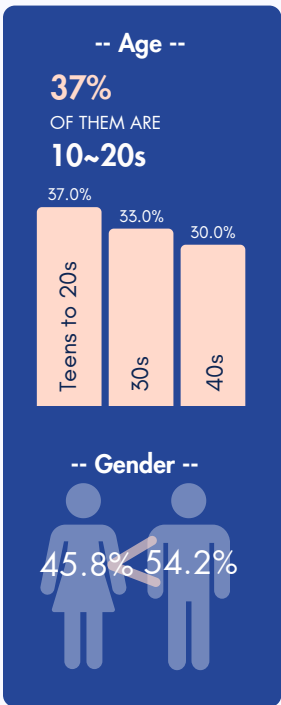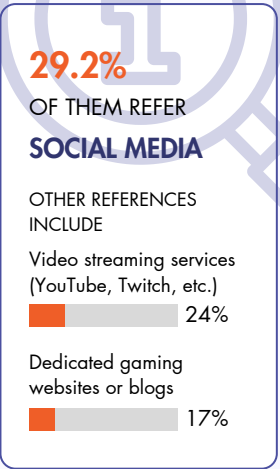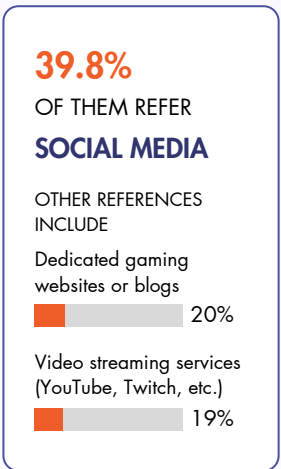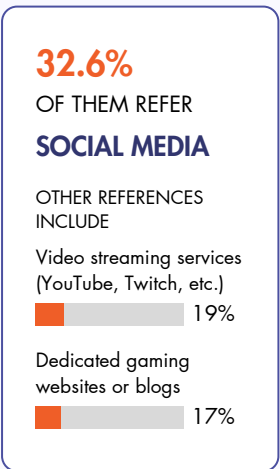| Mobile games n=273	AR games n=46	eSports n=103	NFT games n=42

-- Age --

Mobile games	AR games	eSports	NFT games
37% OF THEM ARE 10~20s	41.3% OF THEM ARE 10~20s	37.9% OF THEM ARE 30s	39% OF THEM ARE 40s
Teens to 20s 37.0% / 30s 33.0% / 40s 30.0%	Teens to 20s 41.3% / 30s 32.6% / 40s 26.1%	Teens to 20s 32.0% / 30s 37.9% / 40s 30.1%	Teens to 20s 31.7% / 30s 29.3% / 40s 39.0%

-- Gender --

Mobile games	AR games	eSports	NFT games
45.8% 54.2%	50% 50%	35% 65%	39.1% 60.9%

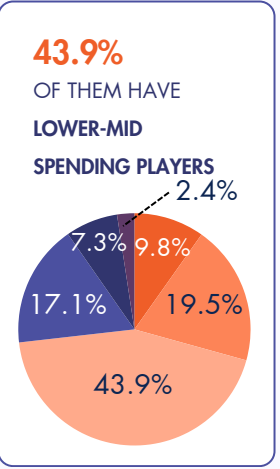## THE MOST COMMONLY USED SOURCE FOR OBTAINING INFORMATION ABOUT NEW GAMES

Mobile games
39.5% OF THEM REFER SOCIAL MEDIA
OTHER REFERENCES INCLUDE
Video streaming services (YouTube, Twitch, etc.) 17%
Dedicated gaming websites or blogs 15%

AR games
32.6% OF THEM REFER SOCIAL MEDIA
OTHER REFERENCES INCLUDE
Video streaming services (YouTube, Twitch, etc.) 19%
Dedicated gaming websites or blogs 17%

eSports
39.8% OF THEM REFER SOCIAL MEDIA
OTHER REFERENCES INCLUDE
Dedicated gaming websites or blogs 20%
Video streaming services (YouTube, Twitch, etc.) 19%

NFT games
29.2% OF THEM REFER SOCIAL MEDIA
OTHER REFERENCES INCLUDE
Video streaming services (YouTube, Twitch, etc.) 24%
Dedicated gaming websites or blogs 17%

MONTHLY SPENDING AMOUNT ON IN-GAME PURCHASES

- No spending
- Lower-Mid Spending (8 – 20 USD)
- Low Spending (1 – 8 USD)
- Mid Spending (20 – 50 USD)
- High Spending (50 – 100 USD)
- Ultra-High Spending (100 USD and above)

Mobile games
44.3% OF THEM HAVE NON-SPENDING PLAYERS
2.6% / 4% / 12.5% / 20.9% / 15.8% / 44.3%

AR games
34.8% OF THEM HAVE LOWER-MID SPENDING PLAYERS
6.5% / 8.7% / 6.5% / 23.9% / 34.8% / 19.6%

eSports
30.1% OF THEM HAVE LOWER-MID SPENDING PLAYERS
5.8% / 22.3% / 5.8% / 20.4% / 30.1% / 15.5%

NFT games
43.9% OF THEM HAVE LOWER-MID SPENDING PLAYERS
2.4% / 9.8% / 7.3% / 17.1% / 43.9% / 19.5%
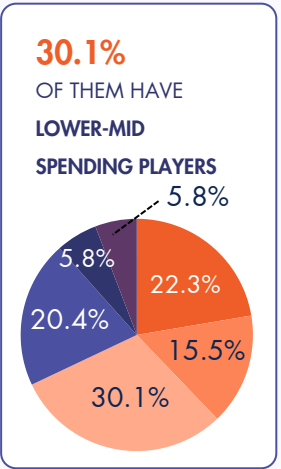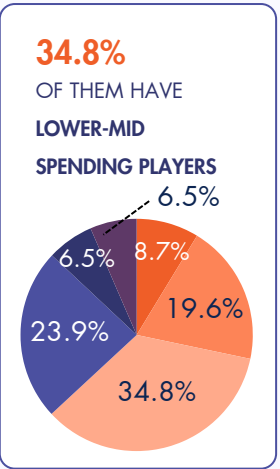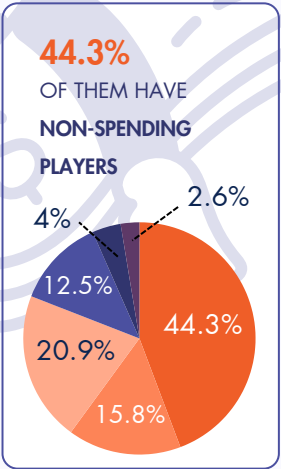
TOP 3 FACTORS PLAYERS CONSIDER WHEN CHOOSING A GAME

Mobile games
-- 1 -- Gameplay enjoyment (fun and novelty of gameplay)
-- 2 -- Quality of graphics and music (graphics quality, game music, and sound effects)
-- 3 -- Preferred genre

AR games
-- 1 -- Quality of graphics and music (graphics quality, game music, and sound effects)
-- 2 -- Gameplay enjoyment (fun and novelty of gameplay)
-- 3 -- Multiplayer functionality

eSports
-- 1 -- Quality of graphics and music (graphics quality, game music, and sound effects)
-- 2 -- Gameplay enjoyment (fun and novelty of gameplay)
-- 3 -- Preferred genre

NFT games
-- 1 -- Quality of graphics and music (graphics quality, game music, and sound effects)
-- 2 -- Gameplay enjoyment (fun and novelty of gameplay)
-- 3 -- Multiplayer functionality