

MONTHLY MOBILE GAME INDUSTRY REPORT

January 2022

MOBiDiCTUM



Game industry meets at this event!

MOBIDICTUM

BUSINESS NETWORK

#3

Day 1 & 2:

“Mobile Ops”
“Stars of Hyper-casual”

Day 3:

“Gameverse”
“Career in Games”



March 8-9-10

📍 Online

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CONSUMER REPORTS



The industry in which Turkey received the most investment in 2021 was the game industry

Annual investment figures in Turkey were announced. According to the report of Game Factory and Startup Centrum, the game industry became the industry that received the most investment in Turkey in 2021. In 2020, 10 gaming startups in Turkey received investment, this number increased to 54 last year. After the game industry, artificial intelligence reached 2nd place with 46 startups in 2021, while the data & analytics field came to 3rd place with 39 startups. The finance field, on the other hand, ranked 4th with 34 startups.

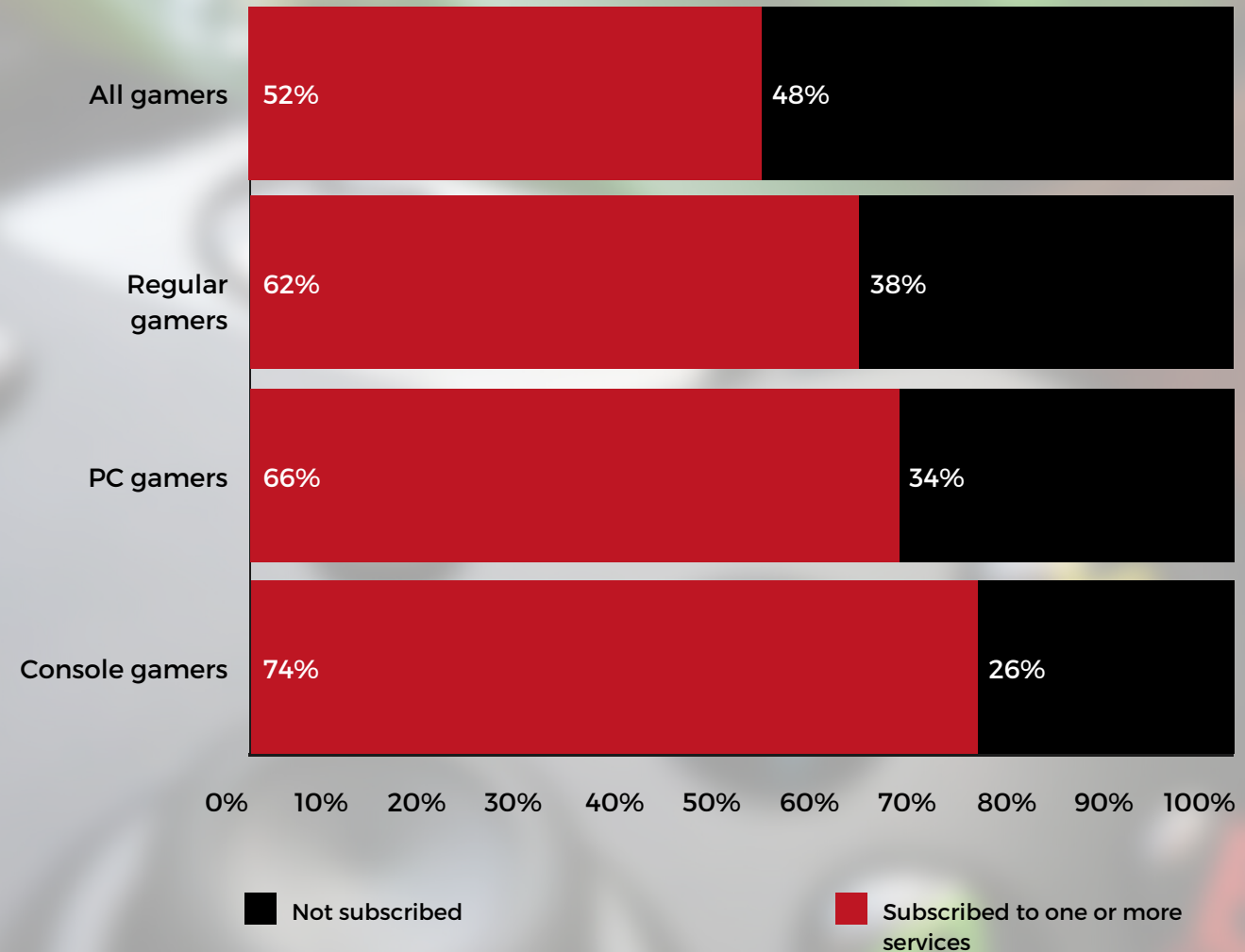
While investments made in the Turkish game industry were 13.1 million dollars in 2020, this number increased to 266 million dollars last year. Thus, the investments made in the Turkish game industry increased approximately 20 times in 1 year.

The Turkish entrepreneurship ecosystem received a total investment of 1.1 billion dollars in 2021. Approximately 1 out of every 4 dollars of the total investment in the entrepreneurial world was made in the gaming industry. In addition, the Turkish gaming industry received 1 investment every 7 days in 2021, making it the sector that received the highest number of investments.

You can view the full report [here](#).

More than half of American gamers subscribe to at least one gaming subscription service

- Game subscription services are getting popular. According to the data, revenue from gaming services was \$6.6 billion in 2020 and is expected to reach \$11 billion in 2025.
- According to a recent survey, 52% of all US gamers use at least one of their game subscription services. When looking at console and PC separately, the rate of console players with a game subscription is 74%, and the rate of PC players is about 66%.
- At the same time, about 75% of millennials in America have at least one game subscription, compared to about 62% of millennials.



You can view the full report [here](#).



2.4 billion tweets were sent about games in 2021

Twitter has released a report on how games affect tweet traffic in 2021. According to the data, the year 2021 reached the highest number to date with 2.4 billion tweets. Genshin Impact has become one of the most talked-about topics on Twitter. The number of tweets about the game on Twitter in 2021 increased by 14% compared to 2020. Compared to 2017, the number of tweets about the game has increased 10 times.

The most talked-about games on Twitter in 2021:

- 1- Genshin Impact
- 2- Apex Legends
- 3- Ensemble Stars!
- 4- Final Fantasy
- 5- Fate/Grand Order
- 6- Animal Crossing: New Horizons
- 7- Knives Out
- 8- Minecraft
- 9- Project Sekai
- 10- Fortnite

The most talked-about esports teams on Twitter in 2021:

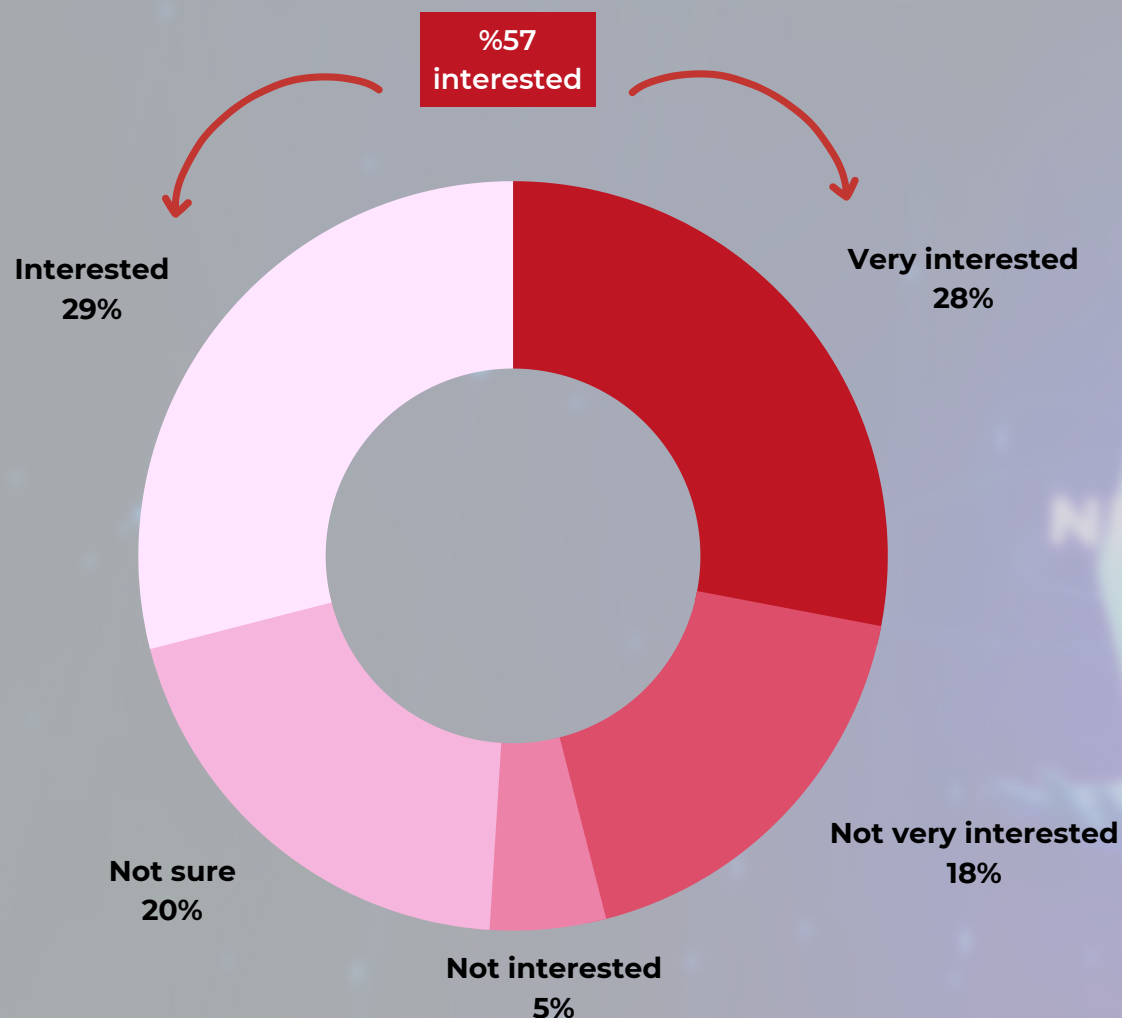
- 1- LOUD esports
- 2- FaZe Clan
- 3- paiN Gaming
- 4- G2 Esports
- 5- Fnatic
- 6- Furia
- 7- 100 Thieves
- 8- Detonation Gaming
- 9- T1
- 10- Team Liquid

Countries that tweeted the most about games in 2021:

- 1- Japan
- 2- United States
- 3- South Korea
- 4- Thailand
- 5- Brazil
- 6- Philippines
- 7- Indonesia
- 8- United Kingdom
- 9- France
- 10- India

You can view the full report [here](#).

Players' interest in NFT is growing



Interpret recently surveyed 1,500 players from their NFT/crypto gaming panel with over 5,000 members. This survey, which surveyed over 1,500 Xbox, PlayStation, and PC gamers, showed that 56% of gamers are interested in earning NFTs through gaming.

- 45% of gamers say they can play a game to have an NFT. Additionally, 53% think that earning NFT through a game is more profitable than buying and selling.

You can view the full report [here](#).

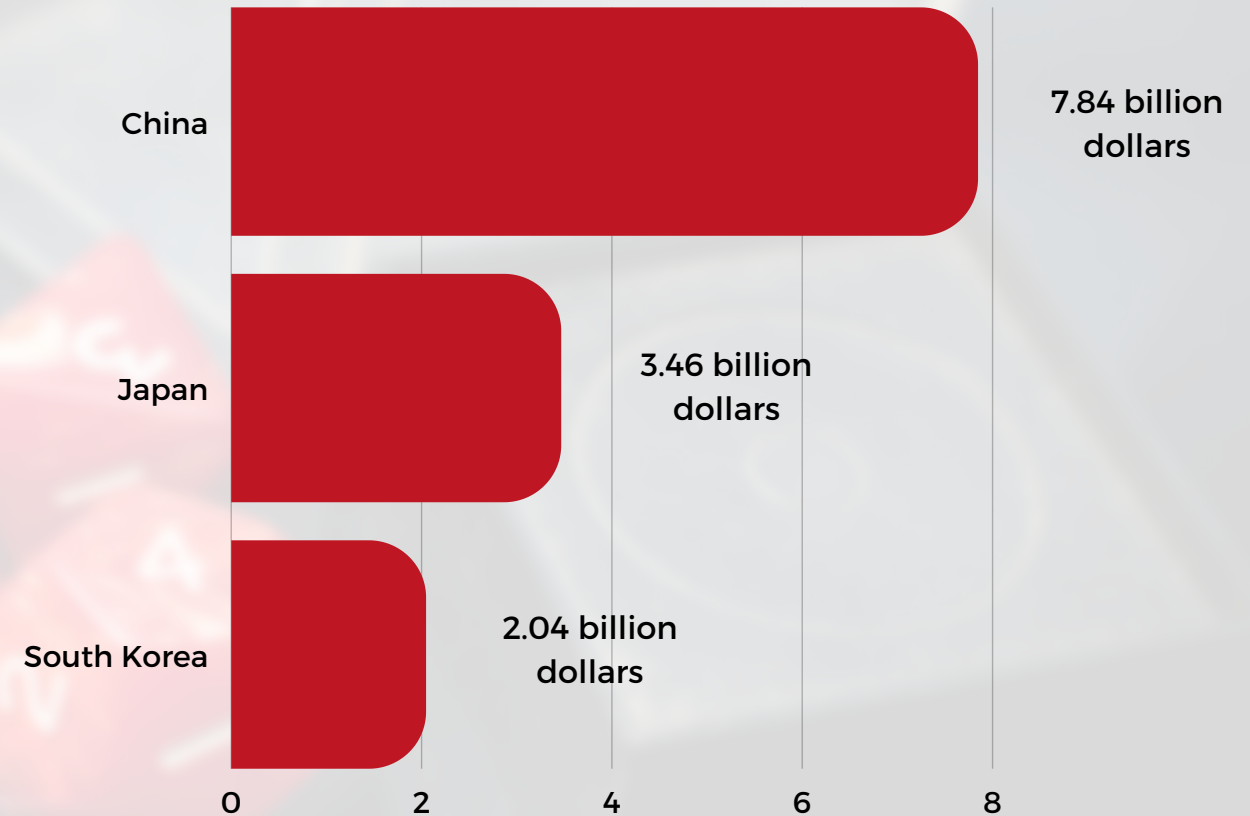
PLAYER SPENDING & REVENUE AND DOWNLOADS



The place of RPG games in the mobile game market

According to the report by Newzoo and Pangle, Role Playing Games (RPGs) accounted for 21.3% of mobile gaming revenues in 2020. This rise continued through 2021, and now Mobile RPGs generate more RPG revenues than any other gaming platform.

The report suggests that China, Japan and South Korea accounted for around 70% of the \$18.5 billion mobile RPG revenue.



You can view the full report [here](#).

Top-Grossing Games of 2021

#1

PUBG: Mobile

#2

Genshin Impact

#3

Roblox

#4

Coin Master

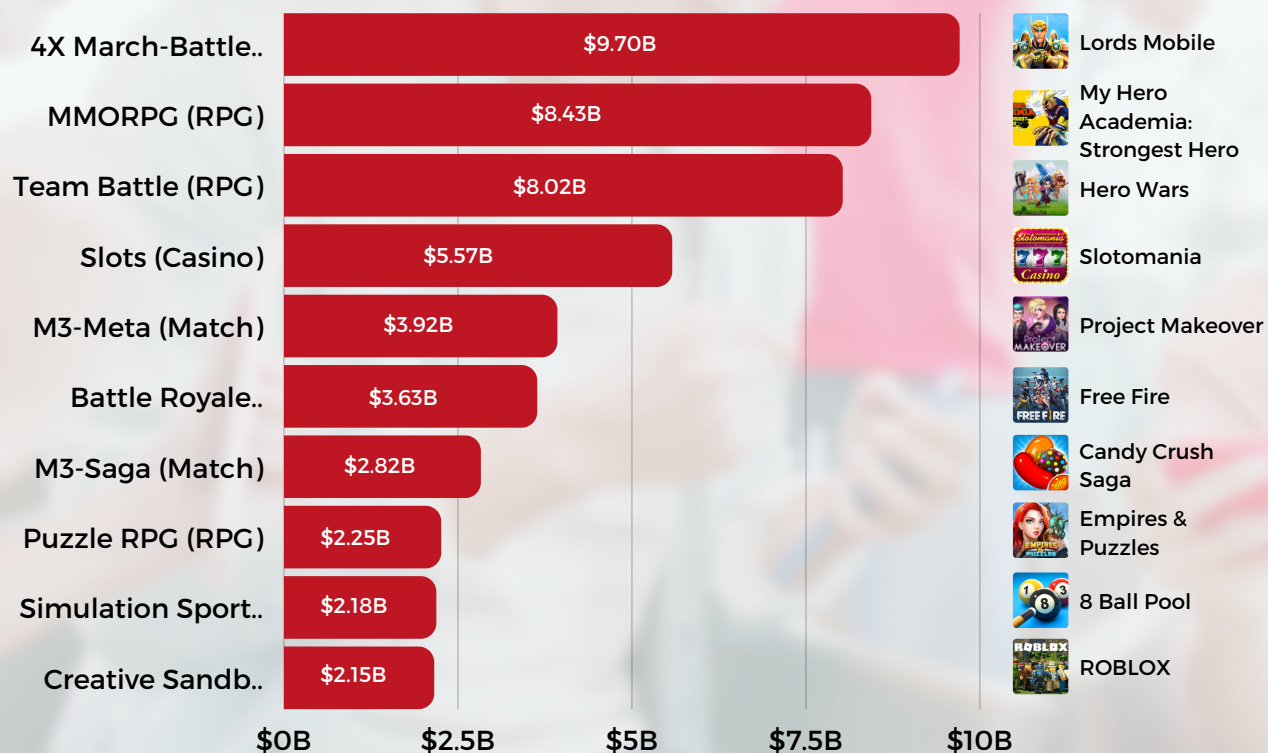
#5

Honor of Kings

- The top-grossing mobile game worldwide for December 2021 was **PUBG: Mobile**, with player spending of \$244 million, growing 36.7 percent compared to December 2020. About 68.3 percent of PUBG: Mobile's revenue came from China, where it is localized as Game For Peace. This was followed by the USA with 6.8 percent and Turkey with 5.5 percent.
- **Genshin Impact**, developed by MiHoYo, was the second top-grossing mobile game worldwide in December 2021, with gross revenue of \$134.3 million. About 28 percent of Genshin Impact's revenue came from China, followed by 23.4% from the United States.
- **Roblox** is third on the list, **Coin Master** is fourth and **Honor of Kings** is fifth.

You can view the full report [here](#).

Top Revenue-Generating Mobile Game Genres

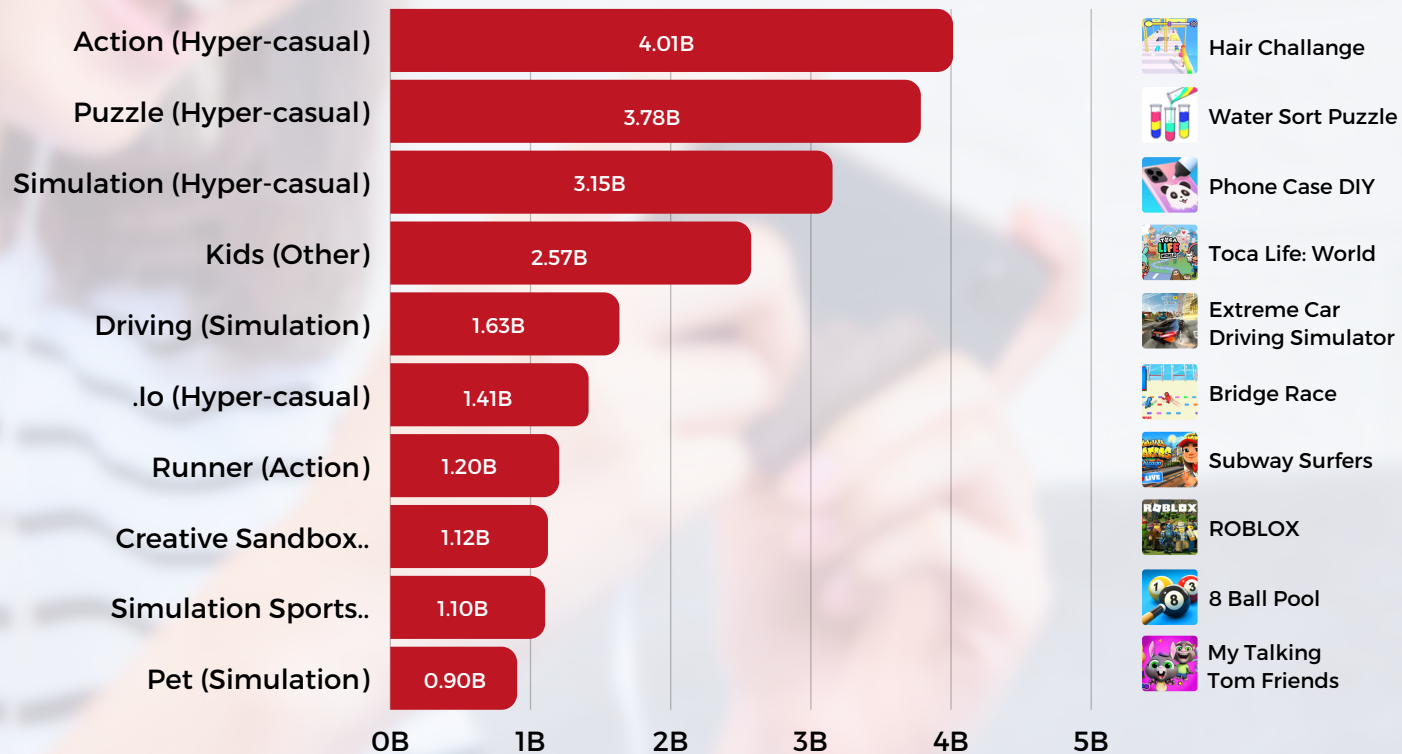


- In 2021, which was profitable for almost the entire gaming industry, the most revenue-generating genre was the 4X strategy genre. Approximately \$9.70 billion was spent on 4X strategy games.
- The MMORPG genre took second place with \$8.43 billion in player spending. Respectively, Team Battle (RPG), Slots (Casino), and Match-3 (Match) are among the genres that follow the list.

You can view the full report [here](#).

Most Downloaded Hyper-Casual Games in 2021

- Hyper-casual games were at the top of the most played game genres. The action hyper-casual genre topped the list with more than 4 billion downloads alone.
- Different sub-genres of hyper-casual games attracted great attention. In the list of the 10 most downloaded subspecies, 3 titles were related to hyper-casual and its types.



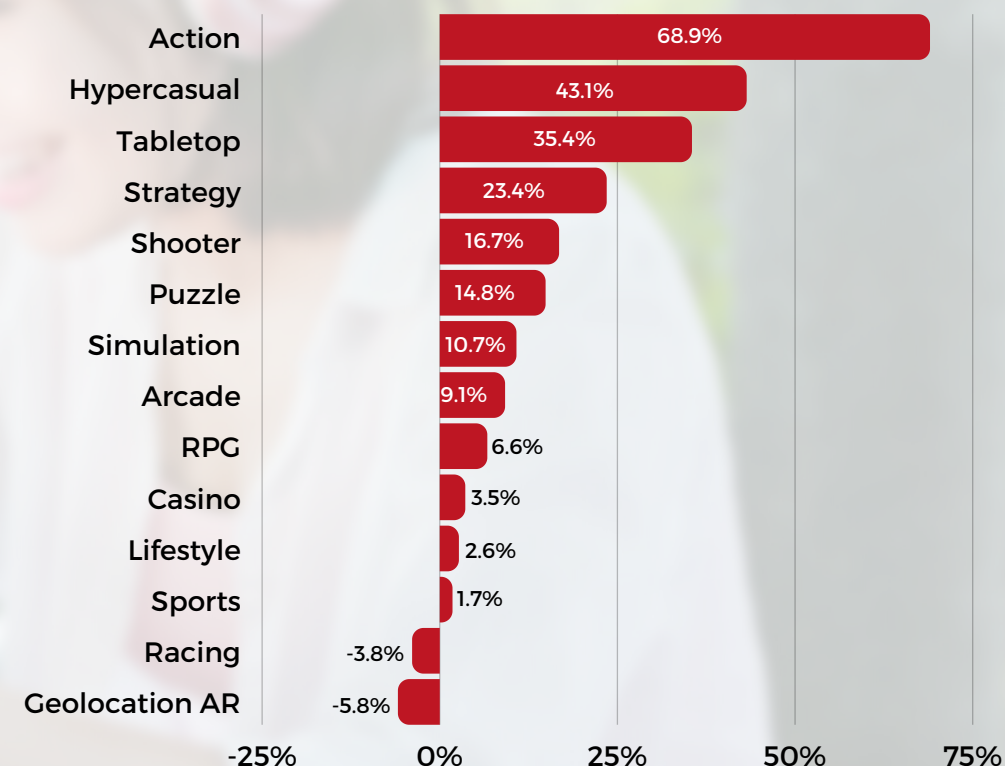
The rise of mobile action games

According to Sensor Tower data, player spending in action genre mobile games reached \$966.8 million in 2021, up 68.9 percent from the previous year, making it the fastest-growing genre in terms of revenue last year.

The largest action subgenre for player spending was Open World Adventure, which generated more than \$418.3 million, up 3.5x year-over-year. The impact of Genshin Impact on this figure is huge. In 2021, Genshin Impact generated \$406.3 million in revenue. The successful game became the leader of the action game genre with this contribution. Marvel Contest of Champions ranked 2nd in terms of player spending, followed by Dragon Ball Legends.

The genres that have grown the most from year to year are shown in the table on the right.

US Mobile Gaming Genre Revenue Growth from 2020 to 2021



You can view the full report [here](#).

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CONTRIBUTORS



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