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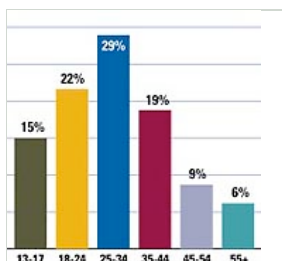
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Apple iPhone changes mobile gamer demographic: Greystripe

By Dan Butcher

October 20, 2008



The age breakdown of Greystripe consumers

In mobile games and in all advertising platforms, metrics are the key to success as advertisers need access to key advertising and engagement data.

Greystripe has delivered these metrics with its October 2008 Consumer Insights Report, which serves as a quarterly update to answer the demographic questions advertisers may have. In this quarter's report, Greystripe reveals a deeper look

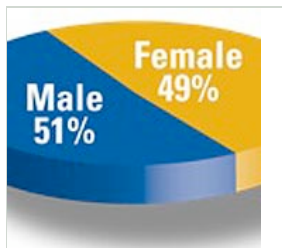
at the consumers playing their games, along with mobile gaming demographics, click-through rates and iPhone statistics, all collected from its internal database of users.

"Our Consumer Insights Report is our way of helping brand advertisers and the mobile industry to better understand who mobile games users are and their preferences," said Michael Chang, CEO of Greystripe, San Francisco.

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"This information helps brands tailor their message and creatives to deliver the most effective mobile advertising campaigns," he said.

The results provide an inside look into the advertising potential of mobile games.



Surprisingly, Greystripe's gender demographic splits evenly

With the addition of the iPhone to the market, the user demographic for mobile games is changing and the advertising industry therefore needs to keep up with an ever-growing user base of savvy mobile game players.

According to Greystripe's results, iPhone game players prove to be part of a coveted demographic in the advertising world.

Greystripe's iPhone games are the most popular among the sought-after 18-to-34-year-old age group, with 48 percent of

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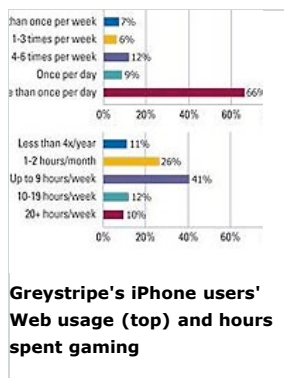
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users falling into that category.



Additionally, this demographic is well-educated and affluent, with 80 percent having attended college and 46 percent making more than \$78,000 a year.

Most importantly, these users are accessing the mobile Web and playing games significantly more frequently than has previously been seen.

Seventy-five percent of iPhone game players access the mobile Web at least once a day, while 66 percent use it more than once a day.

Greystripe's data discloses that 87 percent of game players on both feature phones and iPhones are involved in the purchasing decisions in their families, with 73 percent of these respondents using the mobile Web at least once per day.

Greystripe claims that since 2006 more than 100 million of its games have been downloaded and boasts a 9.1 percent click-through rate worldwide.

Greystripe is working with many big brands such as Best Buy, Walmart, Yahoo, Jeep, Progressive, New Line Cinema and RadioShack.

"Brands that get mobile understand that there is no better way to engage with a consumer than through one of our huge display advertisement with 100 percent share of voice, paired with the hottest mobile games and apps," Mr. Chang said.

Figures detailing consumer behavior trends and demographics within mobile games advertising are important for the success of the mobile advertising industry.

Any insight into the habits of mobile game-playing consumers provides information necessary for more effective advertising and to improve the user experience.

More insight into Greystripe's consumers, including the handset preference for game users, gender distribution, the top 20 downloaded games and more can all be found at <https://www.greystripe.com/reports/ConsumerInsightsOct2008.pdf>.

The data was gathered from Greystripe users from July 1st through September 30th, 2008.

Greystripe claims to be the world's first ad-supported mobile games and applications distribution platform.

Greystripe's AdWrap product suite enables brand advertisers to communicate their brand message to a mobile audience; publishers to gain advertising revenue by serving ads through their games; and consumers to download games for free.

The AdWrap system currently serves ads into more than 900 game titles from 130 publishers supporting more than 1,400 handset models.

Greystripe reaches millions of mobile game players by powering over 100 AdWrap Catalog distribution partners and through GameJump.com, its online and mobile Web portal.

Greystripe's distribution partners include NBCU, Germany-based Simyo, Opera Mini, mobile social network Mocospace and mobile virtual network operator Virgin Mobile USA.



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"I can't say enough about how the iPhone has increased the awareness and the audience for free and ad-supported mobile games and applications...the App Store has been incredible!" Mr. Chang said. "The demographic skews more educated and more affluent for our iPhone audience."

The most popular handsets amongst Greystripe's consumers, after the iPhone, are Samsung SGH-E250, Motorola 385, Sony Ericsson K800i and Sanyo SCP6600.

"Not enough attention has been paid to the 'little-old' feature phone," Mr. Chang said. "What we have found is that the average feature phone is becoming a very powerful device.

"Feature phones with the right combination of features—3G network, a large screen and a fast processor—perform as good as the iPhone and sometimes better on average as far as game plays per download," Mr. Chang said. "Java, BREW, Windows Mobile and BlackBerry are all still important platforms."

Staff Reporter Dan Butcher covers banking and payments, carrier networks, commerce, database/CRM, manufacturers, music and software and technology. Reach him at dan@mobilemarketer.com.

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