

Greystripe Consumer Insights Report

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Summary

As the mobile industry matures it is seeing improvements in the effectiveness and engagement of advertising in this medium. Advertisers have become more sophisticated in their use of the mobile platform and are taking advantage of mobile's unique ability to deliver high impact branding ads. Branding advertisements focus on user engagement which is most effectively created by tying a brand to high quality content, like free games and applications.

Ad-supported free-to-consumer content is a distribution model that has been applied to almost every entertainment medium: the internet, television, radio and print. Greystripe pioneered this distribution model for mobile content in August 2006 with the launch of GameJump.com, the first online entertainment portal distributing free ad-supported mobile games and applications. Today, Greystripe reaches millions of mobile game players every month with its catalog of free mobile games and applications. Greystripe also distributes its catalog through its syndication program for Catalog Partners.

In order to continue to grow the free, ad-supported model in mobile, advertisers need the same key audience and engagement metrics that have been applied to other mediums. These benchmarks create successful campaigns which in turn drive a long term commitment to mobile advertising.

As the leader in advertisement-supported mobile content, Greystripe is committed to providing ongoing data to the mobile industry and advertisers about users of free mobile content. In this report Greystripe summarizes their preferences and demographics.

The Data

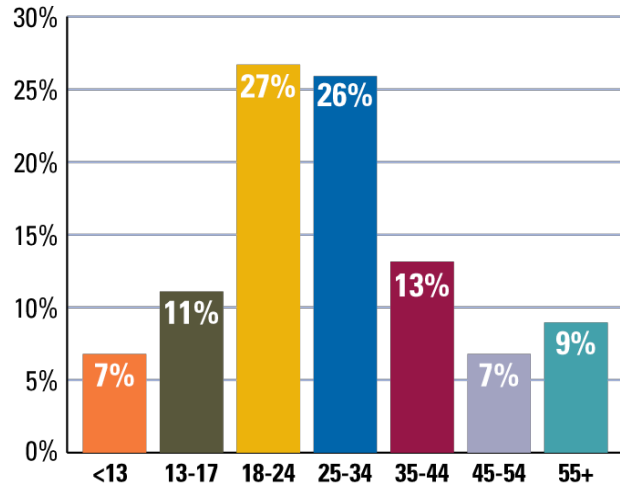
This report is based on data gathered from Greystripe users during the fourth quarter (October 1 through December 31, 2008). Genre, title and handset preferences are reflective of our entire user base, while additional statistics are based on surveys run in our network during this time period. Sample sizes are included with each survey statistic. Unless otherwise stated, all data is based on our worldwide user base.

Consumer Demographics

AGE BREAKDOWN

66% of Greystripe's U.S. users are between the ages of 18 and 44.

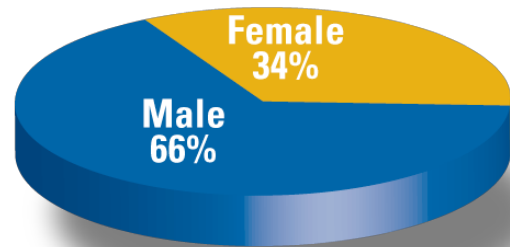
N=47,816



GENDER DISTRIBUTION

More males (66%) than females (34%) download free mobile games.

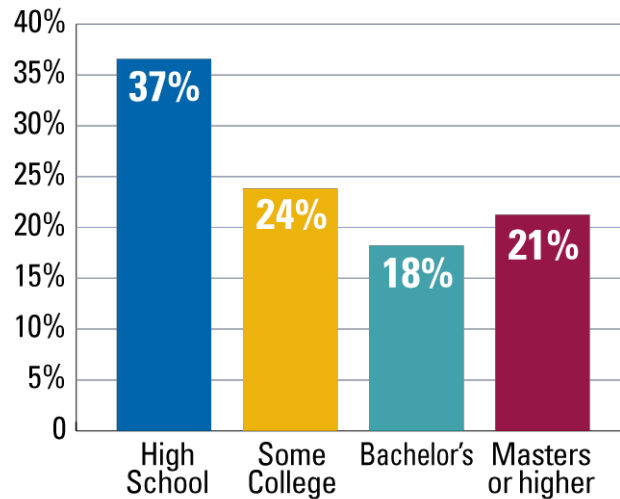
N=47,522



EDUCATION LEVEL

63% of Greystripe's users have attended some college or more, with 39% having a Bachelor's degree or above.

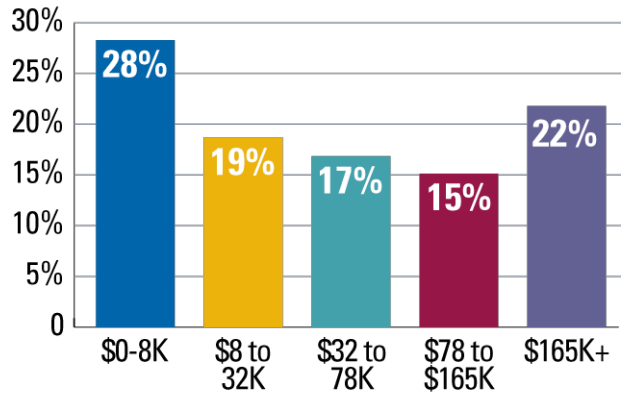
N=46,692



INCOME LEVEL

37% of respondents have a household income of \$78,000 or more, while 22% earn \$165,000 or more.

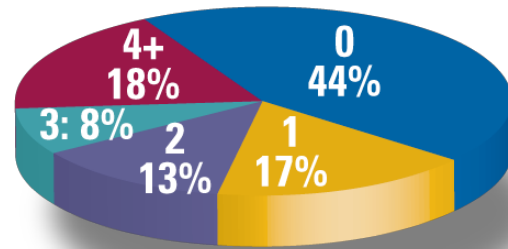
N=46,555



NUMBER OF CHILDREN IN HOUSEHOLD

56% of Greystripe's users have children.

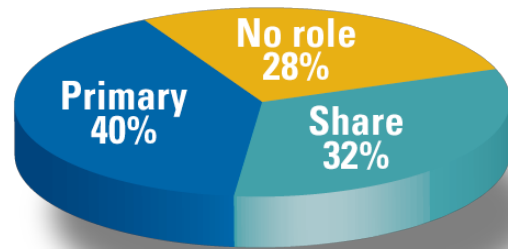
N=47,572



PURCHASING DECISION MAKER

62% of respondents are either the primary decision maker for purchasing in their household or share the decision-making role.

N=46,073



JAVA HANDSET PREFERENCE FOR GAME USERS

The Samsung SGH-E250 is the preferred java handset for Greystripe users. Data is based on ranking by revenue.

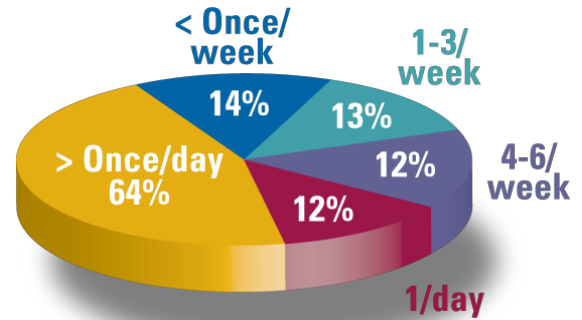
Vendor	Model	Percent
Samsung	SGH-E250	4.9
Motorola	385	1.1
Sanyo	SCP6600	0.8
Nokia	6300	0.8
Nokia	6085	0.7

Consumer Behavior

MOBILE INTERNET FREQUENCY

76% of respondents use the mobile web at least once per day with 64% of those respondents using the mobile web more than once per day.

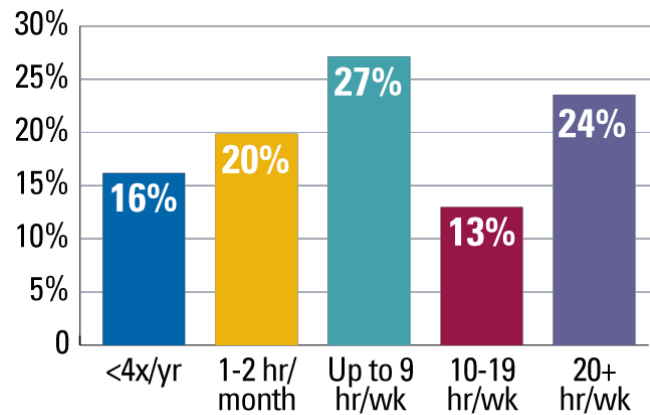
N=46,299



HOURS OF VIDEO GAMES PLAYED

47% of respondents play video games between 1 hour a month and 9 hours a week.

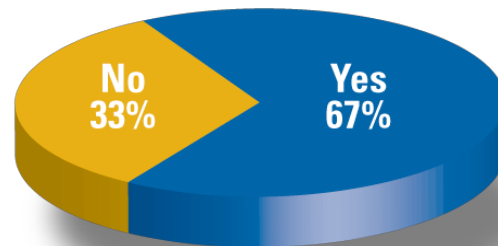
N=46,370



EVER PAID FOR A MOBILE PHONE GAME?

33% of Greystripe's users have never paid for a mobile game, representing a significant increase in the market size of mobile games when they are offered for free.

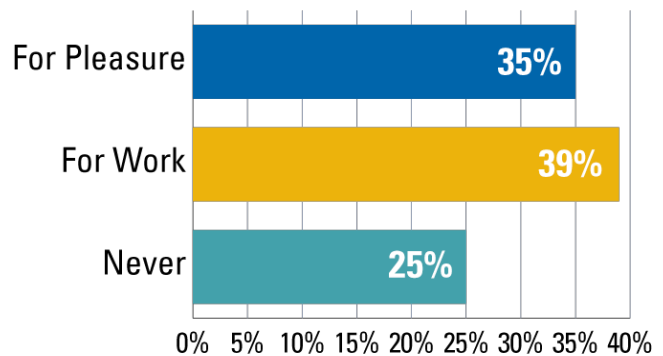
N=48,660



DO YOU EVER TRAVEL?

74% of respondents travel at least occasionally with 39% of those respondents traveling for business.

N=46,649



Engagement Metrics

TOTAL JAVA GAMES DOWNLOADED: 140 MILLION

TOP 20 JAVA GAMES

Game	Developer	Genre
Attack Breaker - LX	Adam Schmelzle	Arcade
Attack Breaker Pro	Adam Schmelzle	Puzzle
Attack Stack	Adam Schmelzle	Arcade
Arcade Park vol. 1	UFT	Sports
Cafe Solitaire	Digital Chocolate	Casino
Free Cell and Spider	UFT	Casino
Mahjongg Match	Xing Interactive	Puzzle
Mobile Aquarium	TLogic	Mobile Pets
Nightclub Empire	Digital Chocolate	Action
Origami Daisy	Adam Schmelzle	Mobile Pets
Origami Rose	Adam Schmelzle	Mobile Pets
Paper Airplane	WP Technology Inc	Action
Rollercoaster Rush	Digital Chocolate	One Thumb
SameGame 2	SDW Developments	Puzzle
Solitaire	Odesys, LLC	Casino
Solitaire	Relaxas	Casino
Spider Solitaire	Relaxas	Casino
Tower Bloxx	Digital Chocolate	Puzzle
Water Stealers	Adam Schmelzle	Action
Zum-zum	UFT	Action

By impression-listed alphabetically

TOP 5 JAVA GENRES

Rank	Genre
1	Casino
2	Mobile Pets
3	Puzzle
4	One Thumb
5	Arcade

By impression

TOP 10 IPHONE APPLICATIONS

Game	Developer
21 Pro: Blackjack	Avalinx
Chili Pepper Blackjack	Amplified Games
Cookie Bonus Solitaire	Amplified Games
Did You Know	Ethan Allen
Origami Rose	Adam Schmelzle
Powerboat Racing	Fishlabs
Sextuple Word Lite	Norman Cheng
Spinner	Fuel
Whack the Groundhog	Teem-soft
WordWarp V2	Mobilityware

By impression-listed alphabetically

TOP 10 IPHONE COUNTRIES

Rank	Countries	Percent
1	United States	56%
2	Great Britain	5.1
3	Canada	3.5
4	Australia	1.6
5	France	1.6
6	Germany	1.3
7	Japan	0.8
8	Singapore	0.8
9	Hong Kong	0.5
10	Italy	0.4

By impression

About Greystripe

Greystripe is the rich media advertising platform for mobile. Greystripe's product suite enables brand advertisers to communicate their brand message with a unique mobile audience, publishers to gain advertising revenue by serving ads through their games, and consumers to play high-quality games for free. Greystripe's in-game advertising system is protected by a broad array of patents pending and currently serves ads into more than 900 game titles from 100 publishers supporting over 1,400 handset models. Greystripe reaches millions of mobile game players by powering over 120 Catalog distribution partners, through its online portal GameJump.com, on the mobile Web at wap.gamejump.com, and through the iPhone Appstore. Greystripe was named an AlwaysOn Global 100 winner in 2008, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006. Visit Greystripe at <http://www.greystripe.com>.