

**Djuzz**  
**Mobile Gaming**  
**Metrics**

**February 2010**

## Key Findings

February saw the launch of Djuzz with over 1,000 games available and this first monthly report provides insights into the mobile gaming sphere.

This report shows that the mobile gaming portal caters to a wide range of gamer-types. The Arcade, Action & Adventure, Dating & Lifestyle and Racing categories accounted for 90% of all downloads, indicating a good mix of serious and casual gamers using Djuzz.

We are already seeing geographical trends in the types of games downloaded across different territories. These differences provide a unique insight into the leisure preferences in different countries across the globe. For example, in the USA, Texas Hold 'Em is the 2nd most downloaded game, whilst in Egypt and Nigeria, football titles are the 2nd most downloaded games and Pakistan and India cricket related titles have proved more successful. The coming months will enable a more in-depth analysis of these geographical variations, thereby enabling developers to more accurately target relevant markets.

February's report also shows that Nokia dominates in the mobile gaming stakes, with nine Nokia handsets occupying the Top 10 spots for handsets used to download games.



## Overview

1. Djuzz is a free mobile games portal aimed at offering a rich variety of entertainment to the mobile user.
2. Djuzz is designed to deliver games typically built on Java, Symbian, Windows Mobile, Android, Flash and BlackBerry to all feature phones and phone brands. The portal recognizes and delivers games for more than 1,000 mobile handsets.
3. Djuzz enjoys the distribution strength of BuzzCity's portfolio of mobile services and in turn offers our partners diversified distribution.
4. This monthly summary tracks the usage of Djuzz through the download of games from the portal. Future reports will include browser based games and other applications deployed via the portal.
5. By extension this and subsequent reports will reflect the development of the free games market in the mobile internet space.
6. This monthly summary also provides insights on consumer appetite for mobile games through the listing of various performance metrics and assists developers in identifying trends and developments in user demand. Besides global trends, this report also presents country snapshots for key markets.

## Key Statistics

1. Djuzz was launched on 3rd February 2010, with over 1,000 games spread across 28 categories from 22 mobile game publishers.
2. These categories include Racing, Sports, Arcade, Dating and Lifestyle.
3. In the month of February, Djuzz delivered more than 400,000 games to 795,000 unique users<sup>1</sup> globally.
4. The following metrics are tracked and will form the basis of monthly comparisons.

## Top 10 Games Downloaded

Category	Title	Downloads
Racing	4x4 Extreme Rally	28934
Action & Adventure	Fatal Fist	22535
Arcade	BomberXmen	15796
Dating & Lifestyle	LoveMatch	15195
Action & Adventure	Dragon and Dracula	14408
Arcade	Mr. Revolver	11791
Racing	3D Fun Racer	7244
Sports	Footballz 2009	7162
Arcade	Tankzors	7045
Dating & Lifestyle	PowerBabe - Flirt Club	6358
	Total	136,468

5. The Top 10 games contributed 34% of the total downloads of 403,089 in February. The remaining downloads were spread over the 1,100 games available to users in February.

<sup>1</sup> Identified via unique IP's

6. Four categories dominated the top downloads for this month:
  - a. Arcade (30%),
  - b. Action & Adventure (20%),
  - c. Dating & Lifestyle (20%) and
  - d. Racing (20%).
7. This suggests a good mix of gamer-types on Djuzz; an even spread of serious and casual gamers.
8. Each market has different tastes in games resulting in different rankings for downloads.
  - a. In the USA, Texas Hold 'Em Poker is the 2<sup>nd</sup> most downloaded game. In South Africa, it is in 6<sup>th</sup> place
  - b. In Egypt, Fatal Fist only ranks 3<sup>rd</sup> whilst 60% of the other top countries rank it as number 1
  - c. In Pakistan, Cricket oriented games take 7<sup>th</sup> and 8<sup>th</sup> place
  - d. In Nigeria, Casual/Dating & Lifestyle categories dominate, taking the 5<sup>th</sup> (Love Match), 7<sup>th</sup> (PowerBabe: Flirt Club) and 10<sup>th</sup> (Perfect Couple) places.
  - e. In Spain, Mahjong takes the lead while 40% of the top games are from the Cards & Casino category.
  - f. In Egypt and Nigeria, Footballz 2009 takes 2<sup>nd</sup> place. In Bangladesh and the USA, it is 8<sup>th</sup> and 10<sup>th</sup> respectively.
9. Future reports will list in greater detail the different country rankings for downloaded games.

## Top 10 Most Active Countries

10. While the portal received global visitors, the following countries accounted for the highest number of games downloaded in February.

Country	Downloads
1. India	142,890
2. Vietnam	21,996
3. Egypt	17,584
4. Pakistan	17,414
5. United States	16,161
6. Bangladesh	10,920
7. South Africa	8,985
8. Indonesia	6,650
9. Nigeria	5,888
10. Kenya	5,689

11. The Top 10 countries accounted for 63% of the total downloads in February. India alone contributed 35% of game downloads for the month.

12. A Country Spotlight with details on Indian activity is presented at the end of this report.

## Top 10 Handsets

Handset	Downloads
1. Nokia 3110c	24,178
2. Nokia 5130c	11,592
3. Nokia 6300	10,833
4. Nokia 2626	10,334
5. Nokia N95	9,226
6. Samsung SGH-E250	8,176
7. Nokia 7210 Supernova	7,268
8. Nokia 2600c	7,210
9. Nokia N70	6,989
10. Nokia 7610	6,899

13. Nokia leads the list of devices used by a huge margin – 90% of the top devices used to download games in February were from Nokia. Samsung held its own in 6<sup>th</sup> place largely as a result of South African activity on the portal.

14. These handsets run on Java and are viewed on decent-sized screens (176x208 or 240x320).

15. Notable is the rise of generic handsets utilizing 3rd-party browsers such as Opera and Maui. These contribute to a combined total of 59,000 downloads – 15% of the total.

## Top 10 Developers

16. The most popular games on Djuzz were published by the following developers :-

Developer	Downloads
1. Hovr	64,653
2. inLogic	56,818
3. Freewares	44,467
4. HeroCraft	38,482
5. Falcon Mobile	15,796
6. MobileWeaver (You Park)	8,347
7. Luna Forte (AppSnacks)	7,641
8. Da Suppa Studios	7,045
9. Renkmobil (Free Java Girl)	6,444
10. PlazaWin	6,219

## Country Spotlight for February- India

1. India represents 25% of the traffic for this month (359k out of a total of 1.4M pageviews) accounting for 35% of the overall downloads (142k out of 403k).
2. India's dominance is evident in the sports category with Cricket oriented games in the 8th & 9th spots (these games are hardly seen on other countries' Top 10 lists).

### Top 10 Games – India

Category	Title	Downloads
Racing	4x4 Extreme Rally	7,829
Action & Adventure	Fatal Fist	7,671
Dating & Lifestyle	LoveMatch	6,862
Action & Adventure	Dragon & Dracula	5,582
Arcade	BomberXmen	5,427
Racing	3D Fun Racer	4,285
Arcade	Mr. Revolver	3,496
Sports	Cricket T20	3,248
Sports	Cricket Mania 2005	2,573
Arcade	Tankzors	2,399
Total		49,372

3. Users from India prefer Arcade and Action games that have good graphics and are branded/semi-branded but would always consider downloading content with a local twist.

## Top 10 Handsets - India

4. The following are the most used handsets used by Indian gamers to download games

Handset	Downloads
1. Nokia 3110c	13,162
2. Nokia 5130c	7,223
3. Nokia 2626	5,810
4. Nokia 7210 Supernova	5,557
5. Nokia 2700c	3,624
6. Nokia 6300	3,223
7. Nokia 6030	3,144
8. Nokia 2600c	2,795
9. Nokia 7610	2,701
10. Nokia N70	2,553

5. Nokia dominates and no other handset OEM can be found among the Top 10. These phones are typically mid-ranged feature handsets that are on average 2-4 years old.

## Top 10 Developers – India

6. The games most favoured by Indian gamers are developed by :-

Developer	Downloads
1. Hovr	19,966
2. inLogic	19,652
3. Freeware	17,520
4. HeroCraft	13,317
5. Falcon Mobile	5,427
6. MobileWeaver (YouPark)	2,744
7. Da Suppa Studios	2,399
8. Luna Forte (AppSnacks)	2,298
9. Renkmobil (Free Java Girl)	1,578
10. Plaza Win	1,436