

Playnomics Quarterly US Player Engagement Study

Introduction

This report is a digest of data collected from millions of social game players in the Playnomics game network during the third quarter of 2012 (July 1- September 30). Aggregate player engagement for all games is investigated across several dimensions for this period. In addition to summarizing global social game engagement levels, this particular report takes a deeper look at churn and retention trends in the US market.

About Playnomics

Playnomics provides PlayRM, the first audience management platform for games. Game publishers and brands use PlayRM to find, market to, and retain the right audience for their game environments. Powering PlayRM is a sophisticated predictive analytics platform, giving Playnomics insight into how and why people actually play.

Key Insights



Almost **95%** of all US players acquired in the first part of Q3 were inactive by the end of Q3



About **85%** of US players acquired in Q3 do not return after their first day



US females churn at slightly higher rates than US males but tend to **play longer** before doing so



Non-churners play about twice as long on their first day as eventual churners



APAC still has the least engaged players, but had an impressive **33%** increase between July and September



Players are most likely to play on Saturdays, but play the **longest on Mondays**



Oregon has the most engaged players in the US



Players in the southeastern US are **less engaged** than the US average



Driven by significantly higher than average session lengths, MENA emerged in September as the most **highly engaged** global region, overtaking Latin America

Engagement Scores

The Playnomics engagement score is like a high fidelity credit score for gamers, designed to quantify performance across every stage in a player's life cycle for different styles of play. Calculated from key industry-standard and proprietary play metrics, the engagement score is an effective measure and predictor of overall game population health. Each player in the Playnomics network is scored and tracked independently, and ultimately assigned to one or more behavioral segments.

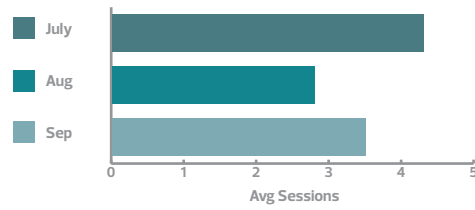
The player engagement score is a composite of three independent subscores ranging from 0 to 100, each measuring distinct qualities of a player's past and current behavior within a single game. Four different scores are referenced in this report:



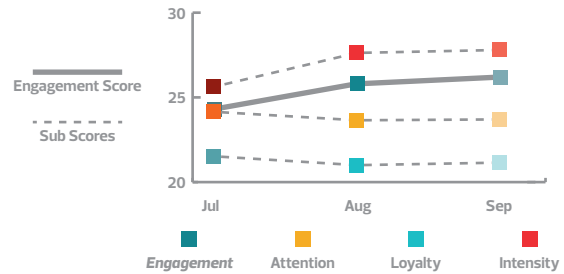
ENGAGEMENT

The total engagement score is an aggregate measure of a player's overall engagement in a particular game based on the three subscores **Attention, Loyalty, and Intensity** ranging from 0 to 100.

Average Sessions per Active User



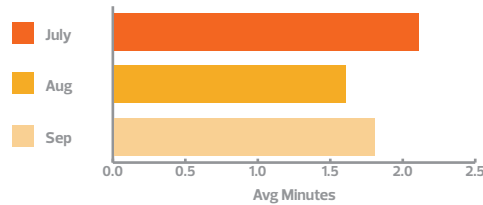
Average Max US Engagement Score



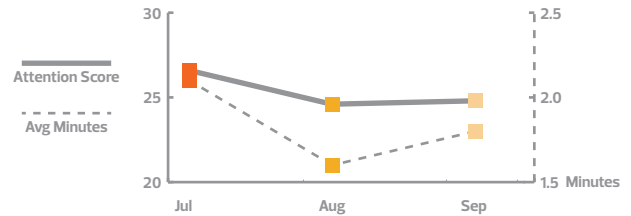
ATTENTION

The attention score measures a player's current involvement in the game, driven primarily by recent time on site and number of sessions played. Currently and recently active players have higher attention scores.

Average Minutes Played per Active User



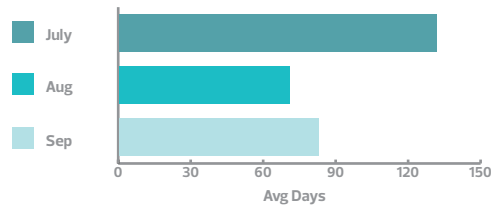
Average Max US Attention Score



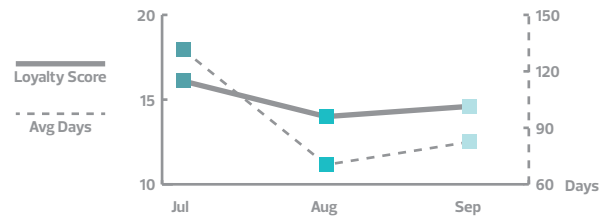
LOYALTY

The loyalty score measures long-term frequency and regularity of play, driven by meaningful return patterns and overall commitment to the game. Players who return consistently over long periods of time have higher loyalty scores.

Average Days Played per Active User



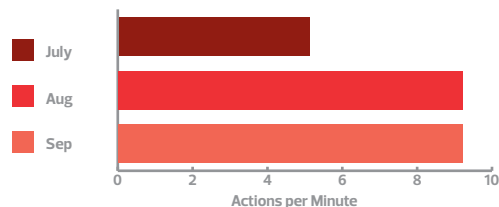
Average Max US Loyalty Score



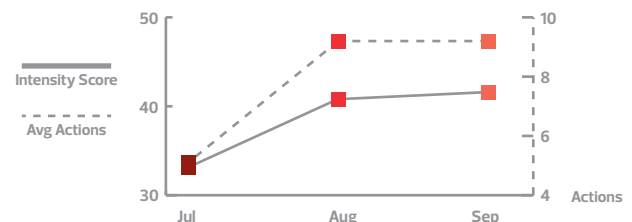
INTENSITY

The intensity score measures in-game quality and degree of play based on a player's recent interactions within a game. Players who perform lots of actions during a game session have higher intensity scores.

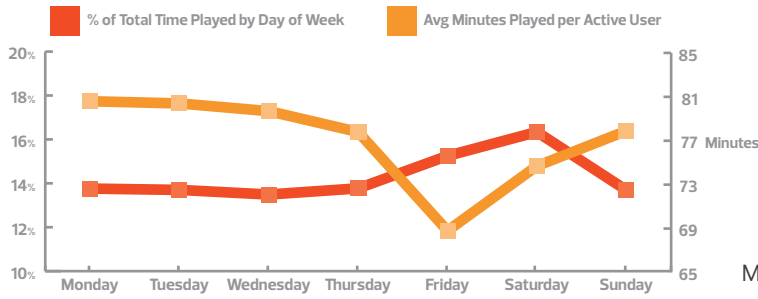
Average Actions per Minute



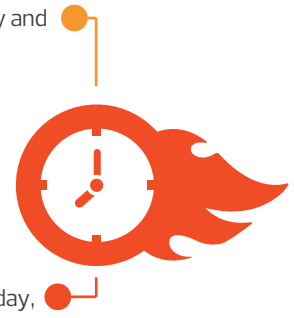
Average Max US Intensity Score



Day of Week Play Patterns

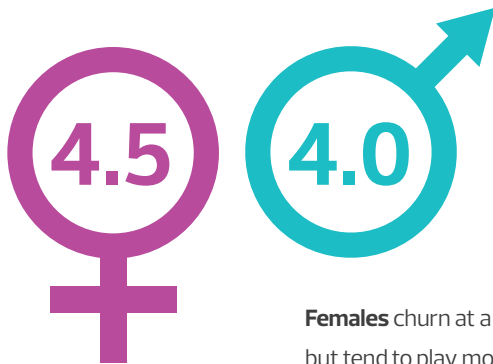


People who play on Monday and Tuesday tend to play **longer**

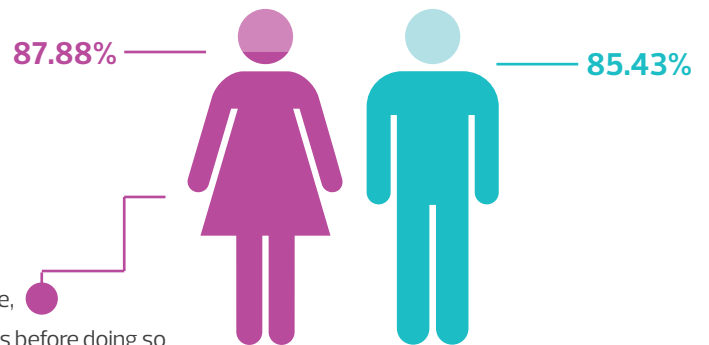


More people tend to play on Saturday, but for **less time**

Average Days Played Before Churning



Females churn at a slightly higher rate, but tend to play more days than males before doing so



Average Minutes Played on First Day



Churners

21.8

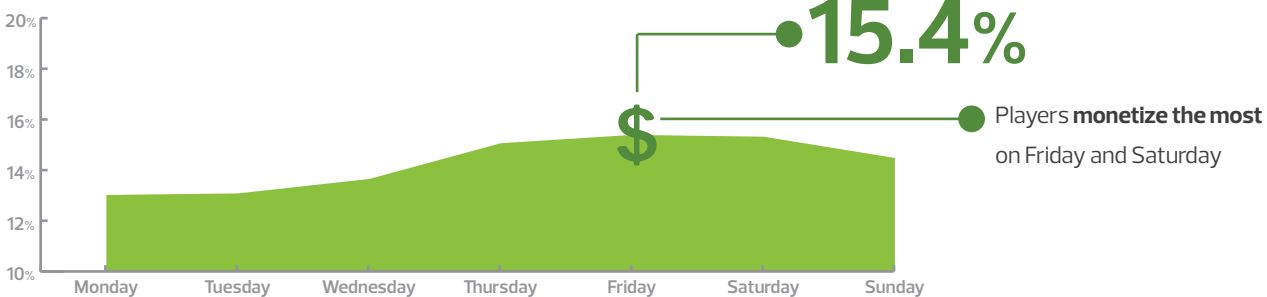
VS.

Non-Churners

42.8

Non-Churners play about **twice** as long on their first day

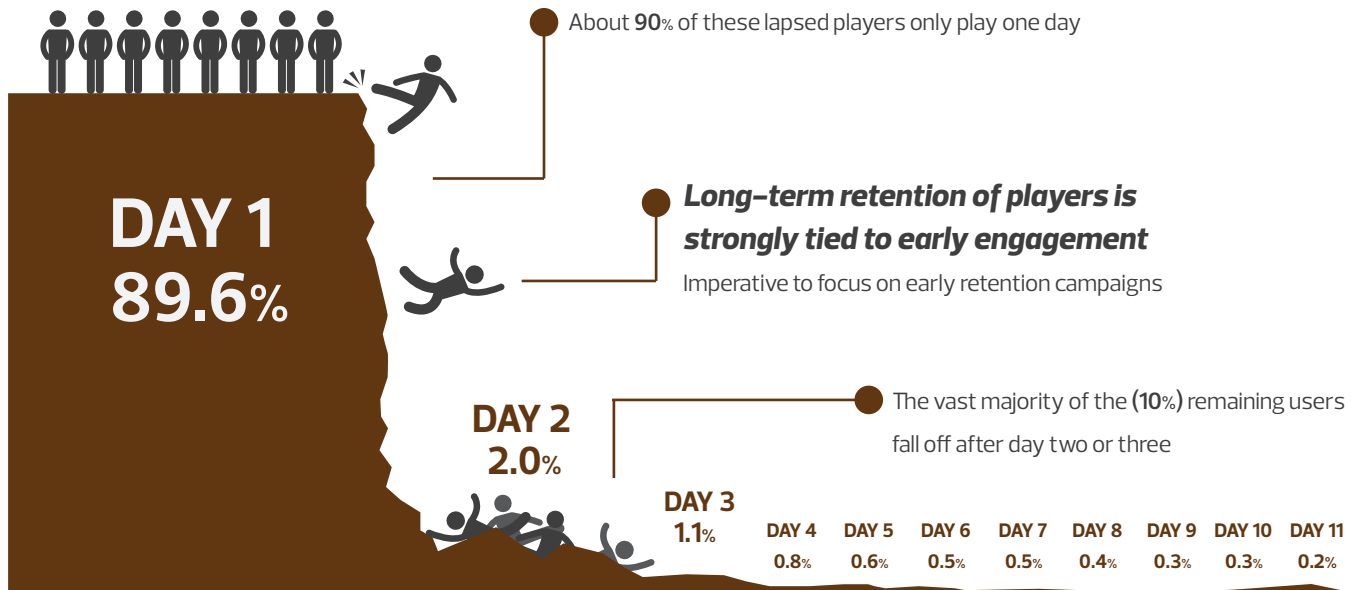
Percentage of Total Spend by Day of Week



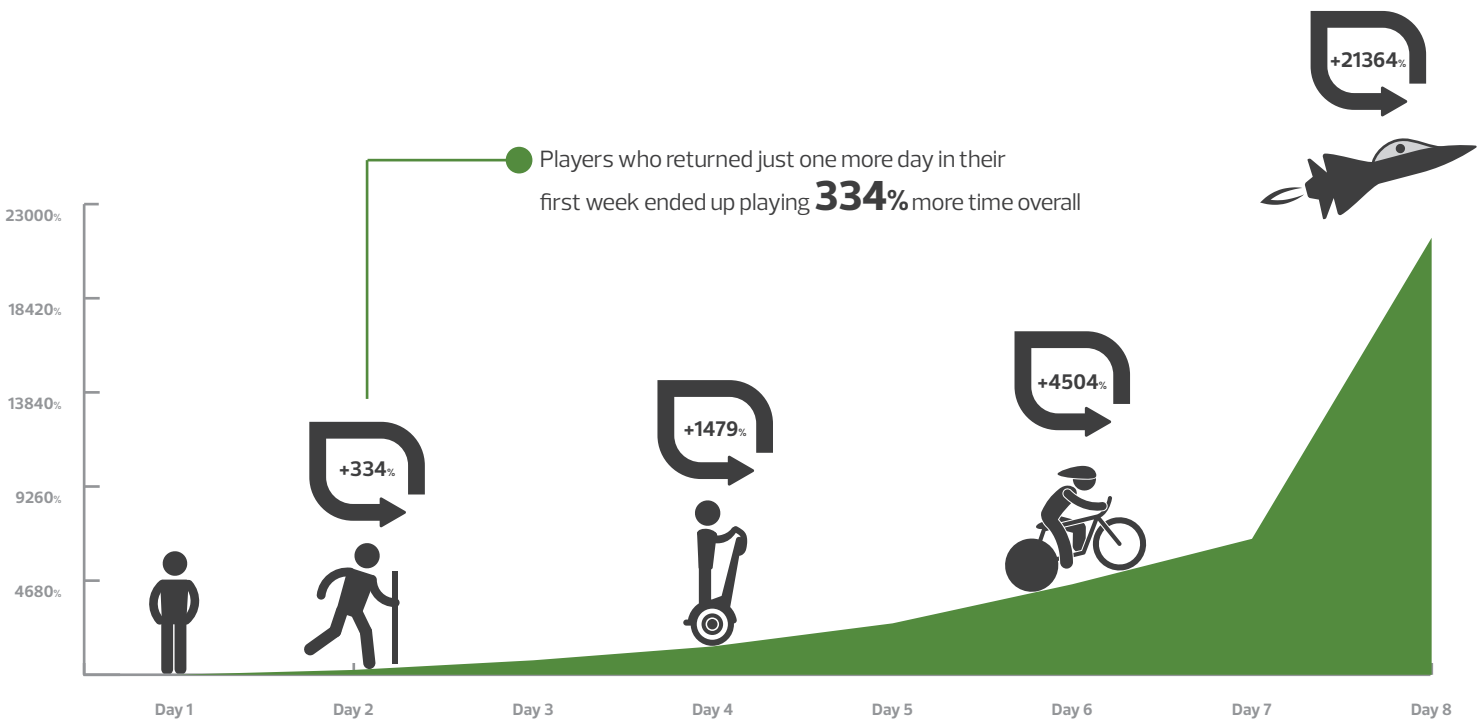
Players **monetize the most** on Friday and Saturday

Significant Drop Off in First 3 Days

95% of all US players acquired in Q3 eventually lapsed

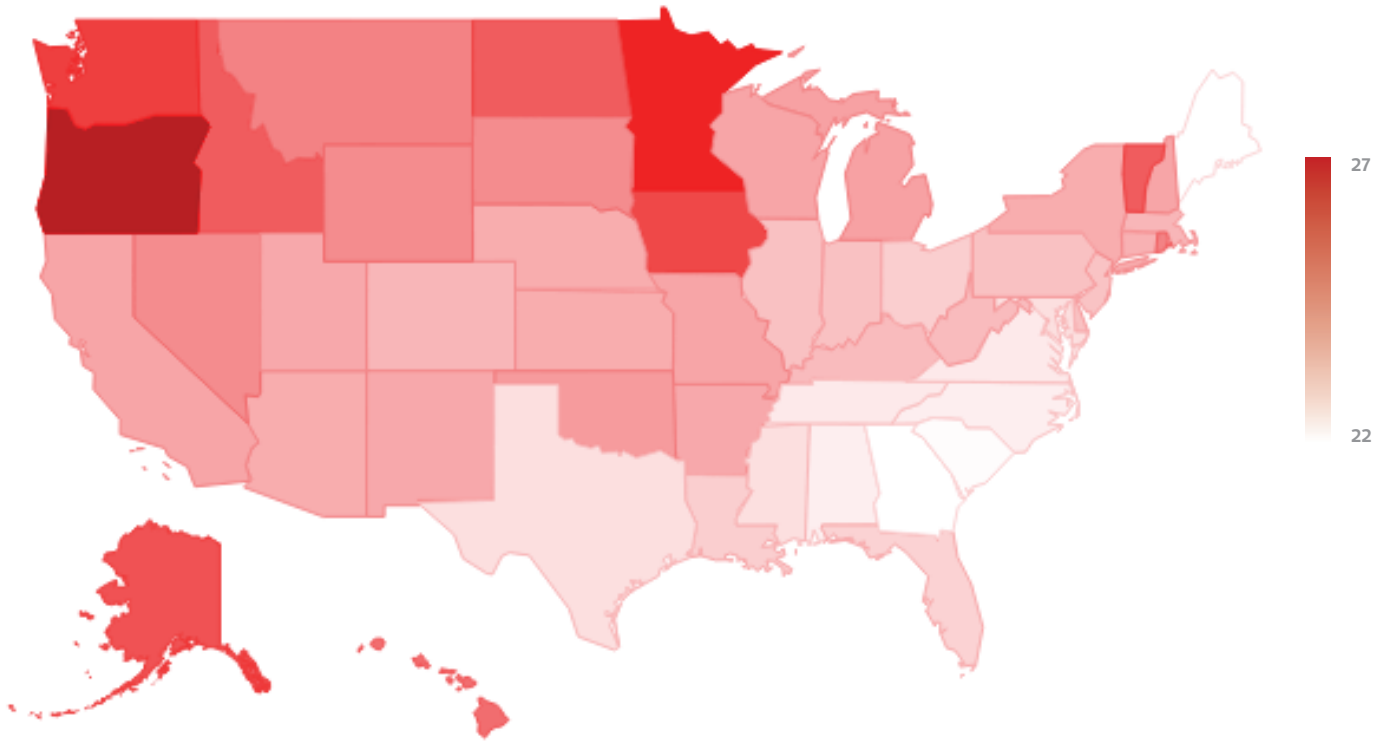


Long-Term Game Times Takes Off If Players Are Retained In First 7 Days

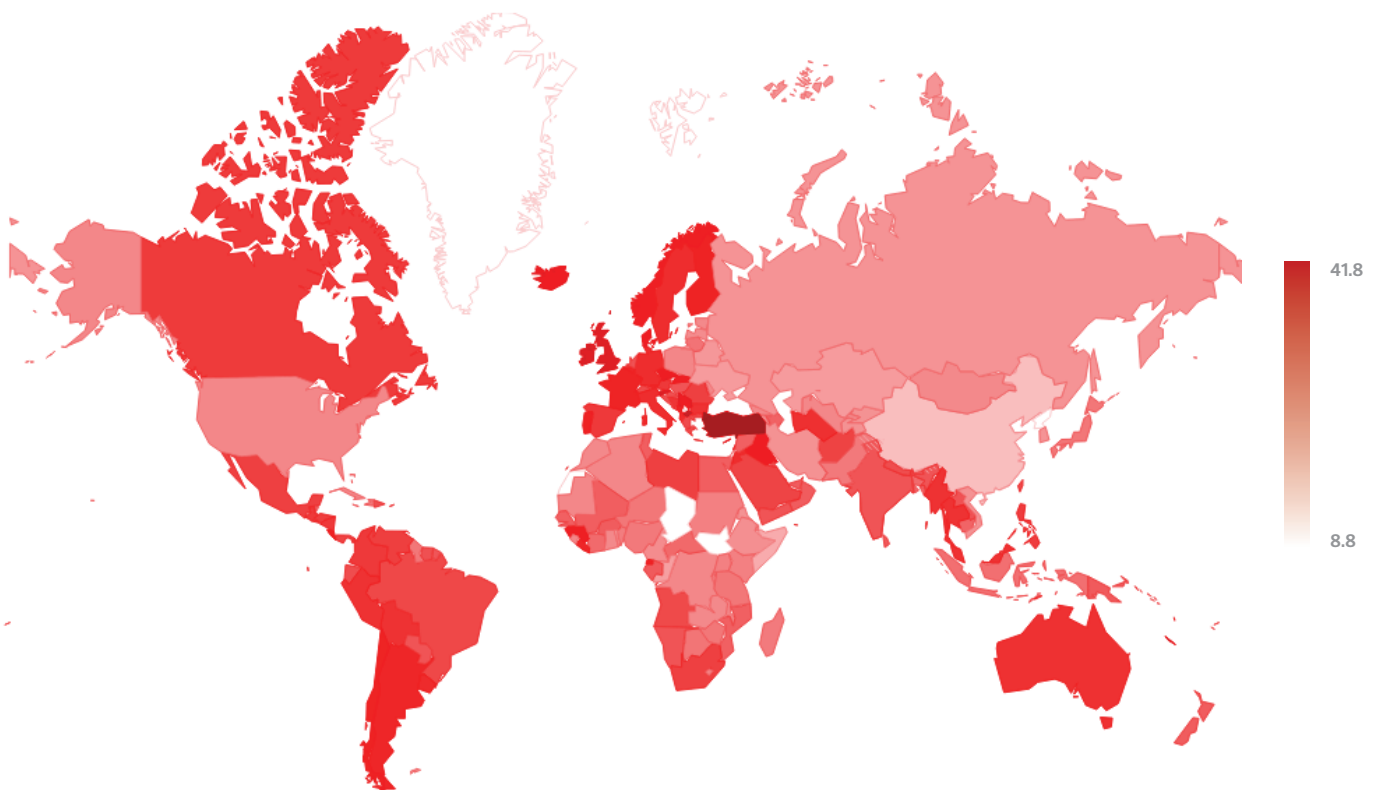


Relative Improvement In Total Minutes Over First 8 Days

Total US Engagement Map for Q3



Total World Engagement Map for Q3



All Players by World Region

Playnomics Player Engagement Study, July - September 2012

APAC

	Avg Max Engagement Score	Avg Max Attention Score	Avg Max Loyalty Score	Avg Max Intensity Score	Avg Sessions per Active User	Avg Days per Active User	Avg Minutes Played per Active User	Avg Session Length Minutes	Avg Actions per Minutes
JUL	17.2	21.4	14.1	17.9	4.2	1.7	109.5	17.9	3.7
AUG	17.6	20.9	12.7	20.4	2.3	1.4	38.5	14.8	12.0
SEP	22.8	23.2	13.7	33.0	3.1	1.5	51.9	17.1	12.9

EUROPE

	Avg Max Engagement Score	Avg Max Attention Score	Avg Max Loyalty Score	Avg Max Intensity Score	Avg Sessions per Active User	Avg Days per Active User	Avg Minutes Played per Active User	Avg Session Length Minutes	Avg Actions per Minutes
JUL	30.4	31.4	22.1	42.7	6.5	3.1	139.2	18.6	4.9
AUG	28.8	28.8	17.3	45.1	3.9	2.1	70.5	17.5	9.8
SEP	30.3	30.3	17.6	48.5	4.0	2.2	83.1	20.6	10.0

LATIN AMERICA

	Avg Max Engagement Score	Avg Max Attention Score	Avg Max Loyalty Score	Avg Max Intensity Score	Avg Sessions per Active User	Avg Days per Active User	Avg Minutes Played per Active User	Avg Session Length Minutes	Avg Actions per Minutes
JUL	28.1	28.5	17.5	41.6	3.8	2.2	78.6	18.4	6.2
AUG	31.7	25.3	14.8	57.1	2.6	1.7	43.5	17.0	20.9
SEP	32.3	25.2	14.6	59.1	2.6	1.7	41.4	16.8	21.4

MENA

	Avg Max Engagement Score	Avg Max Attention Score	Avg Max Loyalty Score	Avg Max Intensity Score	Avg Sessions per Active User	Avg Days per Active User	Avg Minutes Played per Active User	Avg Session Length Minutes	Avg Actions per Minutes
JUL	30.0	29.9	19.2	45.2	4.5	2.4	122.3	24.2	5.7
AUG	30.6	26.0	15.7	52.8	3.0	1.8	63.3	21.1	12.9
SEP	41.4	40.4	25.3	63.7	7.4	3.9	285.7	36.4	12.6

NORTH AMERICA

	Avg Max Engagement Score	Avg Max Attention Score	Avg Max Loyalty Score	Avg Max Intensity Score	Avg Sessions per Active User	Avg Days per Active User	Avg Minutes Played per Active User	Avg Session Length Minutes	Avg Actions per Minutes
JUL	24.7	26.9	16.5	33.1	4.5	2.2	140.7	27.3	5.1
AUG	26.0	24.8	14.2	40.8	2.9	1.6	72.4	25.2	9.2
SEP	26.5	25.0	14.8	41.6	3.6	1.8	84.5	24.7	9.2