



Mobile Games vs. PC Games

In what ways do the most successful mobile games differ from the most successful PC games?



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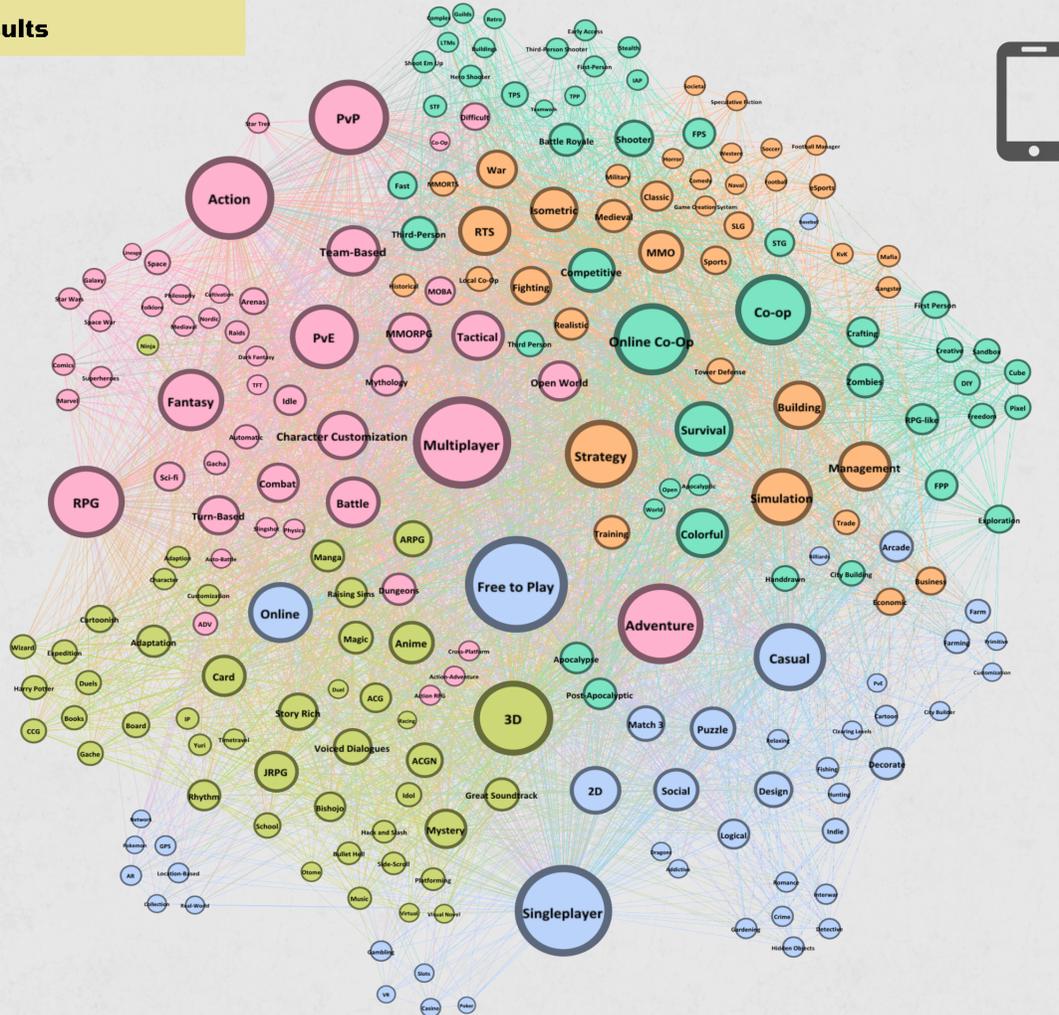
Introduction

Until 2015, PC games had always brought in more annual revenue than mobile games.

However, in 2021, mobile games brought in a total of **89.5 billion** euros in revenue, while PC games brought in a total of **35.3 billion** euros. This shows that mobile games now bring in **more than double** the revenue than PC games do!

Because this is the **greatest gap** between the two we have ever seen, this research intends to find out what differences could have caused this by **comparing the most successful (in terms of revenue)** PC and mobile games as of March 2022.

Results



Tags associated with the top 100 mobile games (as of March 2022)

Conclusions

Naturally, we **cannot draw any definitive conclusions** with the information we have gotten from just these results. However, we can conclude that there is quite a few differences in the types of games people play on mobile versus PC.

From these results, we can at least conclude that:

- **Free to play** games are the most popular games on **mobile** (99 games).
- **Free to play** games are much less popular on **PC** (15 games).
- **Multiplayer** games are the most popular games on **PC** (85 games).
- **Casual** games are much more popular on **mobile** than on PC (52 vs 14 games).
- **Action** games are quite less popular on **mobile** than on PC (79 vs 51 games).

Due to the significant difference in the number of **free to play** games on mobile compared to PC, the final product will at least dive deeper into these results to find out and showcase the cause(s) behind it.

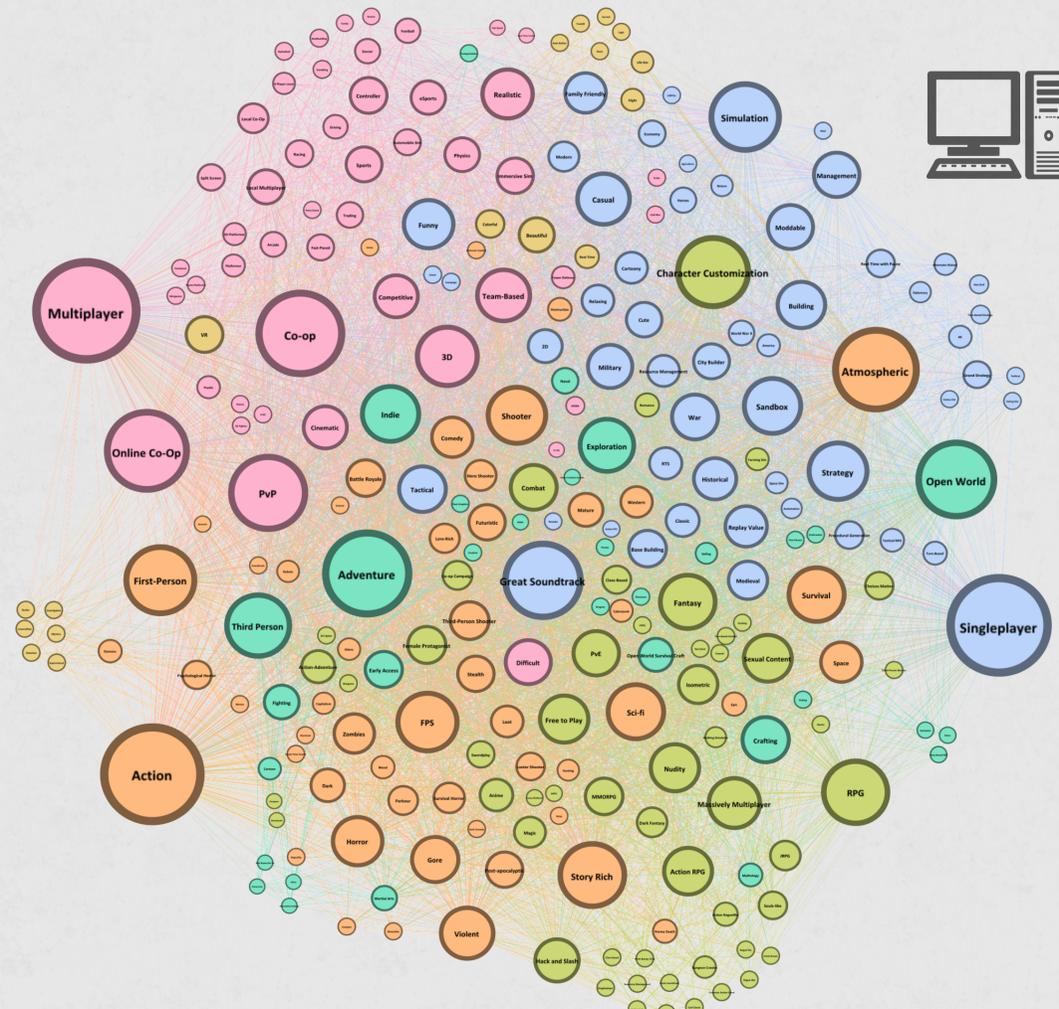
Materials and Methods

This research used several websites (**Data.Ai, SteamDB, Statista, Newzoo, VentureBeat**) to gain knowledge about the global games market and to produce the datasheets used in the results (see the references for all website links).

In case of mobile game tags and PC game tags for games that are not on Steam, several websites (**Google/App Store, Epic Games, Origin, Blizzard GamePressure, TapTap, and Qoo-app**) containing information about them were used to collect the tags, and they were then manually added to an excel sheet (see the references for all links as well).

For sorting the datasheets accordingly, **Python** code was made and used.

For the creating of the networks, **Gephi** was used.



Tags associated with the top 100 PC games (as of March 2022)

References

<https://www.gamepressure.com/>, <https://www.data.ai/>, <https://www.taptap.io/>, <https://www.qoo-app.com/en>, <https://play.google.com/store?hl=en&gl=US>, <https://www.apple.com/app-store/>, <https://i.pinimg.com/736x/b7/f6/bd/b7f6bd570e101037dd49548f008e252d--poster-layout-poster-ideas.jpg>, <https://venturebeat.com/2021/12/22/newzoo-mobile-gaming-accounts-for-the-largest-part-of-the-2021-market/>, https://newzoo.com/wp-content/uploads/2016/01/Newzoo_2016_Global_Games_Market_Report_Dummy.pdf, <https://www.statista.com/statistics/278181/global-gaming-market-revenue-device/>, <https://venturebeat.com/2021/12/22/newzoo-mobile-gaming-accounts-for-the-largest-part-of-the-2021-market/>, <https://store.epicgames.com/en-US/>, <https://www.origin.com/nld/en-us/store>, <https://www.blizzard.com/en-us/>

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Further Information

Please **see** <https://financesonline.com/number-of-gamers-worldwide/> and https://newzoo.com/wp-content/uploads/2011/06/Newzoo_Free_Global_Trend_Report_2012_2016_V2.pdf for extensive and recent information regarding statistics of the mobile, console, and pc gaming market.

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