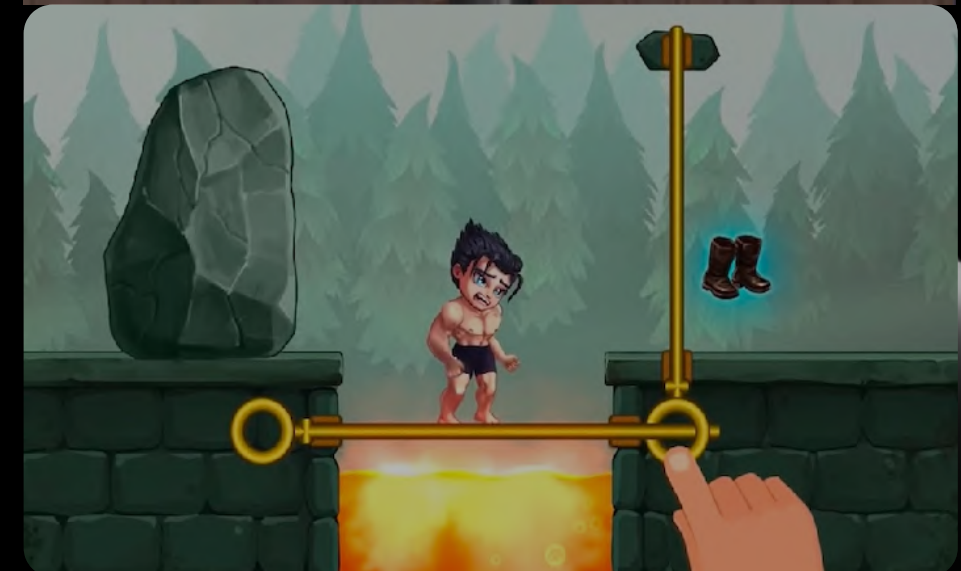


nexters

Non-core Gameplay Ads Research

WHAT GAME AD DO YOU WANT TO BE TURNED
INTO A FULL GAME?





Mission

Nexters always strives to introduce the **joy of core gaming** experiences to casual players.

In this research, we asked our community to share their experiences and explore **which misleading ads were so interesting they deserved the full game** – here's what we have found!



Intro

Misleading advertising is an evolving term – it previously meant advertising that created false expectations, as there was no such experience in the product.

With companies adding mini-games with the mechanics from the ads, such advertising is no longer misleading: users can now find this experience in the product; it's just not the core one.

As the line continues to blur, we conducted this survey to discover gamers' thoughts and attitudes toward misleading ads.



Mechanics

Who?

To conduct the research, we asked our audience to fill in the survey form.

Where?

We distributed the survey form right in the Nexters' games.

How?

To reach various geographies, we translated the survey into several languages.

Why?

We wanted to explore the gamers' attitude towards misleads.



Misleading Ads: Intro

Most gamers across the globe have noticed misleading ads within the industry

In the USA, **91% of gamers have noticed misleading ads**

In other regions, this number ranges from 71% to 77.2%

Almost 75% of gamers both in Europe and the US agree or somewhat **agree lots of misleading ads turned out to be more fascinating than the actual in-app experiences**

In Brazil and Japan, the numbers are only slightly lower, 69.4% and 71.9%, accordingly

Only 7% in the USA **are unsure whether they saw such ads or not**

In other regions, it ranges from 15.8% to almost 20%

Misleading Ads: Key Insight



Although it is believed that misleading ads are negatively perceived by the community, **35% to 46%** of gamers across the regions reported they would not stop playing the game immediately but **would rather make a decision based on the game itself.**





Misleading Ads: Facts

Most gamers believe developers resort to such ads to increase the number of downloads and revenue from in-app purchases and to hype up an underwhelming game, making it seem new and appealing.

Gamers across the regions are **mostly attracted by gameplay and mechanics** in misleading ads and **least — by the new features and user interface.**

Top-5 games gamers were **most hyped about while watching the ad** but then disappointed by it after playing:

 **Puzzles**

 **Hero Wars**

 **“Scapes” games**

 **Evony**

 **State of Survival**



5212 respondents across the globe participated in our research:

62.39%

from the USA

24.85%

from Japan

9.48%

from Europe*

3.28%

from Brazil

*The majority of our European respondents were from Germany



Demographics

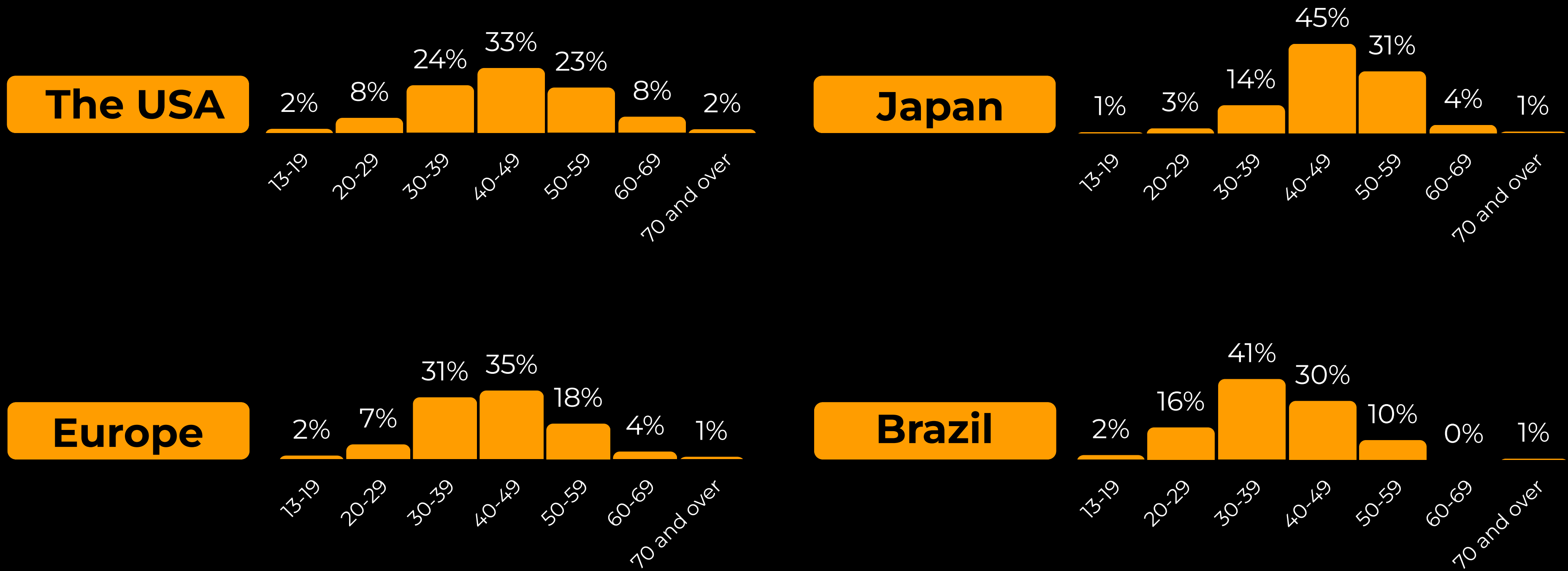
Key insights into gamers in 2023:

- ✦ In the USA, almost 10% of gamers are older than 60 years — in Europe and Japan, this number is halved, while in Brazil, it's even less than 1%.
- ✦ In all the regions, the number of players under the age of 18 does not exceed 2.5%, disproving the common stereotype of a medium dominated by kids, tweens, and teens.
- ✦ Most gamers in the US, Europe, and Brazil play games over 18 hours weekly. In Japan, almost half of respondents (49.2%) play less than 4 hours.



Demographics

Distribution of respondents by age





Gaming genres

The most popular genres in the USA and Europe

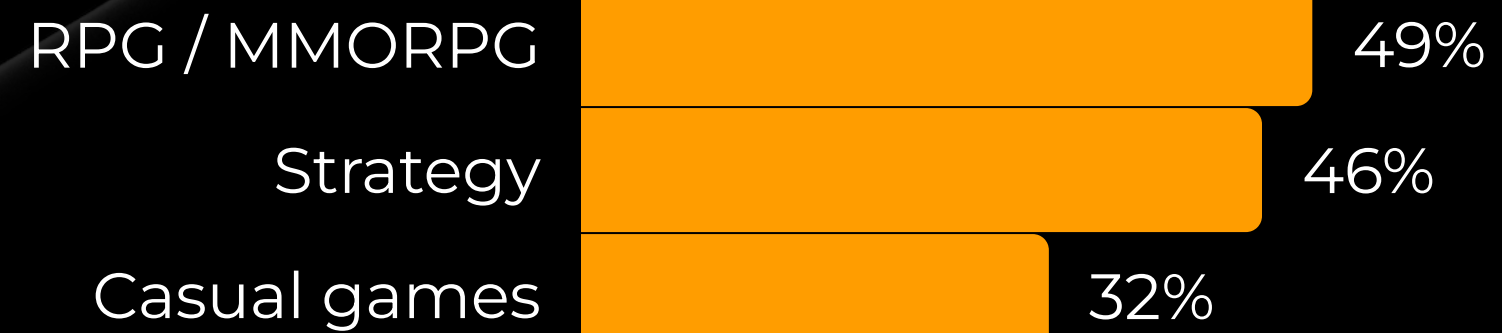
The USA

● Respondents who chose this genre



Europe

● Respondents who chose this genre



Sports Simulators became **the least popular genre** across all regions.

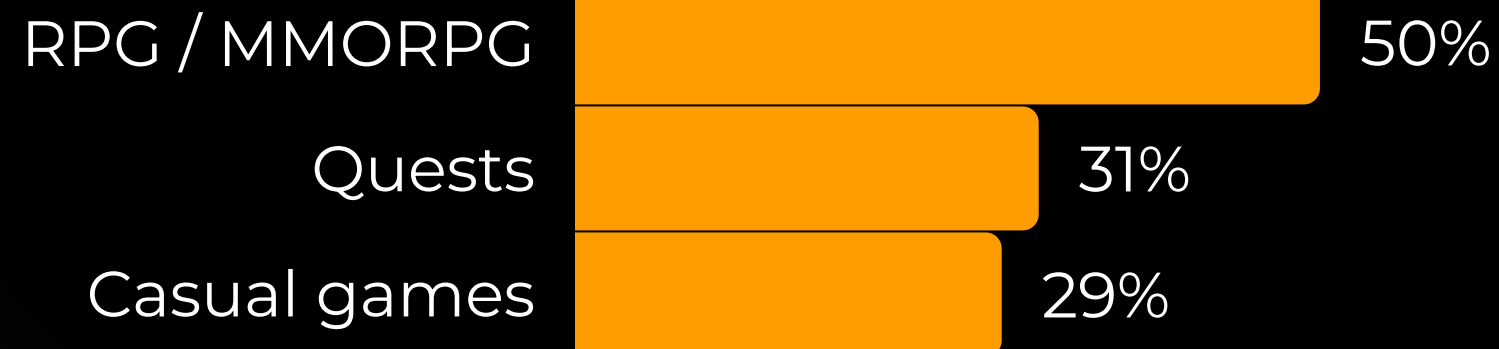


Gaming genres

The most popular genres in Japan and Brazil

Japan

● Respondents who chose this genre



Brazil

● Respondents who chose this genre



Sports Simulators became **the least popular genre** across all regions.

Gaming genres

Key insights

-  The USA is the most popular market in the gaming industry, and companies tend to target it with casual titles — that's why this genre wins compared to more complex games.
-  In Japan and Asia, players like games with complicated mechanics and math — there are lots of local games in this market available only in Asian languages, and that's why the share of RPG titles in Japan is the highest.
-  In Brazil, gamers like competitive but simple games, and that's why RPG/MMORPG, providing a variety of entertaining activities, is the most popular genre.
-  Gamers in Europe also enjoy a competitive aspect, and captivating game mechanics, that's why the versatile and competitive nature of RPG/MMORPG drives players towards it most.



About Nexters

Nexters is an international game development company that strives to introduce the joy of core gaming experiences to casual players.

Thanks to such hit games like Hero Wars, Island Questaway, Throne Rush, and others the company reached over 200 million installs worldwide and became one of the top three independent mobile game companies in Europe.

Headquartered in Cyprus, Nexters is built upon a team of inspired gaming professionals.



If you have any questions, feel free to reach out to

press@nexters.com

THANK YOU!