

Chapter 4

Overall analysis of buzz: what do end users talk about?

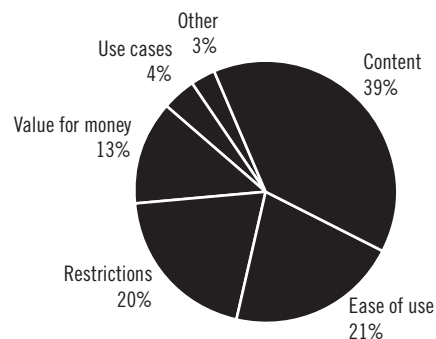
By classifying opinions expressed in online discussion, we are able to analyse the relative amounts of ‘buzz²’ that mobile games attract. The detailed categorisation of these opinions allows us to explore the specific areas of mobile games that attract consumer discussion. By analysing the sentiment expressed, we are able to determine the areas of the mobile gaming experience that enthuse end users on one hand and frustrate them on the other.

Buzz by topic: games and ease of use dominate discussion

Analysis of mobile gaming buzz by topic shows that content and ease of use together account for nearly two thirds (60%) of mobile gaming buzz, demonstrating that they are the key focus of end-user discussion. The conversations of end users focus on the mobile games themselves and the ease of downloading, installing and playing titles.

Restrictions (20% of buzz) and value for money (13% of buzz) are secondary topics of discussion. The low volume of value for money discussion suggests that the price point of mobile games is not a major factor for end users at this time. If the price of mobile games was a major barrier for end users, we would expect to see a far greater proportion of value discussion. This relatively low proportion of value for money buzz suggests that pricing is not a significant factor influencing the growth of mobile gaming.

Figure 4.1: Overall buzz by topic of discussion



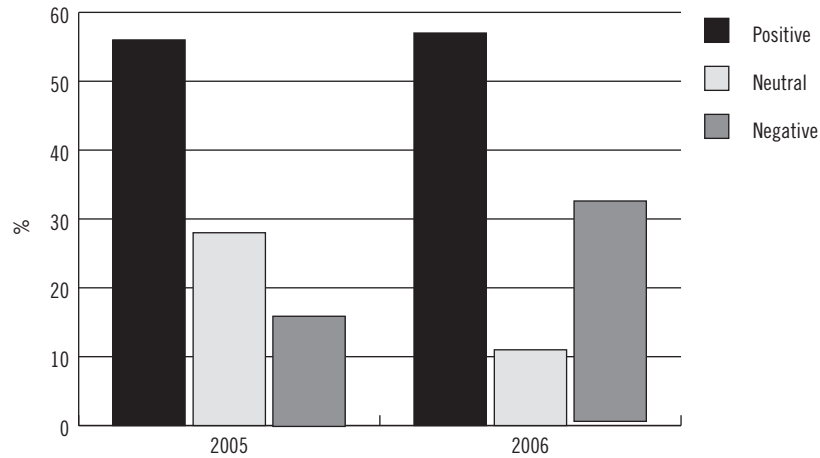
Source: WaveMetrix, 2006

Use cases (where end users discuss what motivates them to play mobile games, such as when, where, why and how long) attracted minimal discussion (4% of buzz).

² ‘Buzz’ is measured in impressions. An ‘impression’ is a page view of a relevant consumer opinion and is analogous to the way impressions are measured for banner Ads or TV spots. See methodology appendix for a detailed definition of buzz.

Figure 5.2: Content: buzz sentiment comparison 2005/6 (%)

	2005	2006
Positive	56	57
Neutral	28	11
Negative	16	32

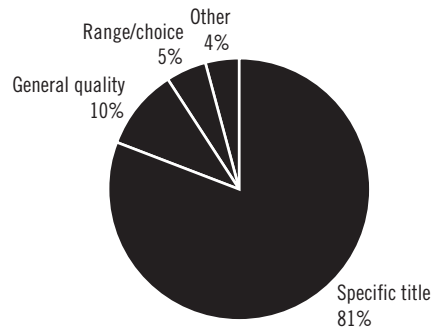


Source: WaveMetrix, 2006

Content: buzz by topic – specific titles attract all the buzz

By further categorisation of content-specific discussion, we are able to identify the specific sub-topics which are driving end-user sentiment. Analysis of this buzz shows that the vast majority (81%) is focussed on ‘specific titles’. Gamers love to share their thoughts and get the latest opinions on the most recent titles. It is unsurprising, therefore, that specific gaming titles attract the majority of end-user content buzz. Users want to stay abreast of the latest and greatest mobile games and evangelise when they own them.

Figure 5.3: Content buzz by sub-topic of discussion



Source: WaveMetrix, 2006

2. Lack of compatibility and poor utilisation of handsets. Users complain that games they want to play are either not available on their specific handset or that they do not make full use of their mobile handset screen. For many users this is frustrating, especially given the already limited screen display size. They want developers to fully utilise their handset features, rather than feeling that quality has been compromised; which is especially felt to be the case when they play titles that do not utilise the entire screen of their handset.

- “I had some nice games for my old handset, but when I switched to a 6680 the games are unplayable? Is this normal?” (US)
- “Hi, does anyone know where I can get games that actually fit my screen?” (UK)
- “I’ve got some games, but they don’t fit my screen properly. Is there a way to configure games to change the screen size?” (UK).

3. Generally short game life

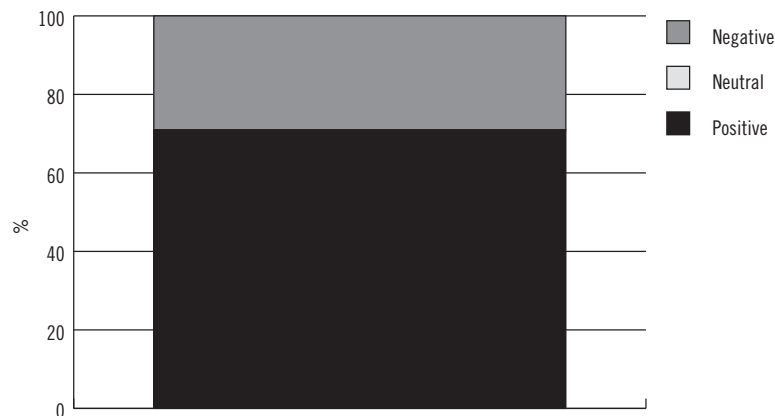
- “Mobile games just aren’t worth it – they are all too short” (Germany).

Content: range/choice – users like the range of games available, but handset limitations frustrate

Discussion relating to the range and choice of mobile games available attracted just 5% of content buzz. Analysis of the sentiment expressed in this discussion shows that end users are broadly positive, with only 29% of sentiment negative. Although users are critical of the general quality of games available, they are not critical of the actual range of games available.

Figure 5.7: Content: range/choice sentiment

	Buzz %
Negative	29
Neutral	0
Positive	71



Source: WaveMetric, 2006