Game time: 17 new behaviors on YouTube + Zynga.

May 27th, 2021
Introduction.

- Zynga is a U.S. social game company. They make app games like Farmville, Words with Friends and Zynga Poker.
- YouTube is an online video and social sharing platform. It’s frequently used by gamers to “level-up” or win games, like the ones above.
- MFour did research to find out how gamers who use Zynga’s games interact with them, as well as how often they use YouTube for help.
- Gamers were then asked how they feel about advertising on YouTube as well as what other entertainment apps they use on their phone.
The research goals.

• Find out which Zynga mobile app games are enjoyed most, and why.
• Zynga apps to study: Farmville, Words with Friends and Zynga Poker.
• Learn how gamers interact with YouTube for assistance with a game.
• Understand where else gamers go for entertainment now, and in the future.

Methodology overview.

• MFour used Surveys On The Go® to identify consumers with a Zynga game app.
• Gamers were screened to have used YouTube in the last 60 days for help on their games.
• Then, a survey was sent to ask for feedback.

Time frame.

• 5/25 to 5/26, 2021.

Sample.

• n=88.
• 18-45 years of age.
• Natural fallout on gender, ethnicity and other demos.
Zynga app users are loyal + play 2 to 3x/day.

How often do you play mobile game apps?

- 2-3x/day: 51%
- Every day: 31%
- 2-3x/week: 14%
- Every week: 1%
- 2 to 3 times a month: 2%
- Every month: 1%

Base: 88
App gaming is a great way to kill time.

How do you use gaming apps?

- Passing time: 74%
- Stress relief: 58%
- Socializing: 34%

Are you using gaming apps more, or less than in the pandemic?

- More, 51%
- Less, 13%
- Same, 36%

Base: 88.
The app store is where to advertise new games.

How did you find out about each of these games?

- Farmville
- Words with Friends
- Zynga Poker

<table>
<thead>
<tr>
<th>Game</th>
<th>FAMILY/FRIENDS</th>
<th>APP STORE</th>
<th>ADS</th>
<th>DON'T PLAY IT</th>
<th>NEVER HEARD OF IT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmville</td>
<td>26%</td>
<td>37%</td>
<td>18%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Words with</td>
<td>38%</td>
<td>21%</td>
<td>36%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zynga Poker</td>
<td>37%</td>
<td>21%</td>
<td>32%</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Words with Friends is a favorite app.

What’s your favorite mobile game app?

- 39% play Words with Friends.
- 21% play Farmville.
- 16% play Zynga Poker.
- 8% play Pokemon Go.

Tell me more...

- 77% play WWF.
- 40% play Zynga Poker.
- 36% play Farmville.

If they have one Zynga app, they’re likely to have more.
Gamers use YouTube to help them win.

How is YouTube involved in your gaming? I use it to watch...

- Walkthroughs, for help: 46%
- Funny clips of gameplay: 33%
- Gameplay with commentary: 31%
- Trailers by gaming companies: 28%
- Live streams of online gaming: 27%

Base: 88
YouTube ads = relevant + working.

How relevant are the ads to you?

- Very relevant: 10%
- Moderately relevant: 18%
- Somewhat relevant: 35%

Base: 88.

Have you bought from a YouTube ad?

- Yes, 14%
- No, 86%
Zynga should be advertising on YouTube.

Do you click on the YouTube ads you see? Yes, 40%; No, 60%

How satisfied are you with the ads you see? 47% Moderately satisfied with ads; 14% Very satisfied with the ads; 11% Extremely satisfied with the ads.
YouTube is their most-used entertainment app.

Which non-game apps do you use for entertainment?

- YouTube: 84%
- Netflix: 73%
- Prime Video: 53%
- Spotify: 41%

How consumers spend time...

- 81% played app games during the pandemic.
- 80% watched TV - which aligns with Netflix as #2.
- 71% plan to keep playing app game in the near future.
- 68% also plan to be listening to music in the near future.

Base: 88
About MFour.

MFour introduced Surveys On The Go® in 2011.

As the nation’s largest, highest-rated consumer panel, it tracks 10 million daily consumer journeys.

Clients use our panel to speak with any buyers they want—in-store, online, or on an app.

The result? Accurate data based on consumers’ actions: and context on why they made them.
Apps.

MFour tracks 10 million daily consumer journeys through our app Surveys On The Go®.

As they exit your app, consumers are instantly pushed your survey. It’s all done via Surveys On The Go® – giving you these Point of Emotion® insights.
Choose better market research.