**Subscription Gaming Services Are Having a Moment**

We estimate that the average US adult will spend 21.5 minutes in a gaming app per day, and mobile is attracting nearly half of time spent with digital games among US gamers ages 14 and older, according to Deloitte. This has led to a rapid rise of free-to-play games that are primarily driven by advertising. It’s also led some midcore and hardcore games, which attract gamers willing to play for hours a day, to explore some forms of advertising within their games.

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<https://www.emarketer.com/content/why-subscription-gaming-services-are-having-a-moment?ecid=NL1001>

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