



**TELEPHIA REPORTS ONE-THIRD OF MOBILE GAME REVENUES DRIVEN BY  
PUZZLE/STRATEGY GAMES, WITH TETRIS, TETRIS DELUXE  
AND BEJEWELED LEADING THE PACK**

*Women Drive More Than Two-Thirds of Mobile Game Revenues*

**SAN FRANCISCO—June 26, 2006**—Puzzle/Strategy games drive one-third of the total mobile game revenues, according to Telephia, the leading provider of performance measurement information to the mobile industry. The Telephia Mobile Game Report for Q1 2006 shows that four of the top five revenue-generating titles fall into the Puzzle/Strategy category, with *Tetris*, *Tetris Deluxe* and *Bejeweled* securing the top spots (see Table 1). *Tetris* and *Tetris Deluxe* secured 5.2 and 3.6 percent of the total mobile game revenue share for the quarter, respectively, while *Bejeweled* posted a 2.6 percent share. *JAMDAT Mahjong* and *Ms. Pac-Man*, rounded out the top five with shares of 2.2 and two percent, respectively.

“Mobile game purchases continue to grow with more than 8.6 million games bought in April, increasing 60 percent since the beginning of the year,” said Kanishka Agarwal, Vice President of New Products, Telephia.

**Table 1: Top Mobile Game Titles by Revenue Share (U.S.)**

<b>Title</b>	<b>Publisher</b>	<b>Category</b>	<b>Share of Revenue (%)</b>
1. Tetris	EA Mobile	Puzzle/Strategy	5.2%
2. Tetris Deluxe	EA Mobile	Puzzle/Strategy	3.6%
3. Bejeweled	EA Mobile	Puzzle/Strategy	2.6%
4. JAMDAT Mahjong	EA Mobile	Puzzle/Strategy	2.2%
5. Ms. Pac-Man	Namco	Classic/Arcade	2.0%
6. Galaga	Namco	Classic/Arcade	1.9%
7. Downtown Texas Hold'em	EA Mobile	Card/Casino	1.8%
8. Who Wants To Be A Millionaire 2005	Cosmic Infinity	Trivia/Word	1.5%
9. Zuma	Glu Mobile	Puzzle/Strategy	1.4%
9. Monopoly Tycoon	Hands-On Mobile	Puzzle/Strategy	1.4%
9. World Poker Tour - Texas Hold 'Em	Hands-On Mobile	Card/Casino	1.4%
9. Frogger	Konami Mobile	Classic/Arcade	1.4%
9. JAMDAT Solitaire Deluxe	EA Mobile	Card/Casino	1.4%

10. SCRABBLE	EA Mobile	Trivia/Word	1.3%
10. Texas Hold'em by Phil Hellmuth	Oasys Mobile	Card/Casino	1.3%

Source: Telephia Mobile Game Report, Q1 2006

### Mobile Games Appeal to Women

Sixty-five percent of mobile game revenue is driven by female wireless subscribers. They are the biggest driver of revenue for the Puzzle/Strategy category; comprising 72 percent of the total share of revenue, while men made up 28 percent (see Table 2). Women dominate revenue generation for all mobile game categories, with the exception of Action/Adventure mobile games, in which men drive 60 percent of the revenue for that category.

“The casual nature of mobile games provides tremendous appeal to women, who are not traditionally hardcore gamers by console or online gaming standards,” added Agarwal. “The wireless industry has presented a hungry target audience willing to pay premium access to games through their cell phones.”

**Table 2: Category Share of Revenue and Gender Revenue Share Breakdown (U.S.)**

Category	Share of Revenue (%)	Share of Revenue (%)	
		Male Share	Female Share
Puzzle/Strategy	33.8%	28%	72%
Card/Casino	18.3%	34%	66%
Sports/Racing	12.9%	39%	61%
Action/Adventure	12.8%	60%	40%
Trivia/Word	11.4%	26%	74%
Classic/Arcade	10.8%	38%	62%

Source: Telephia Mobile Game Report, Q1 2006

Join Telephia at the Casualty Game Conference this week in Seattle:

- Session: Why Casual Games Appeal to Mobile Customers, moderated by Jerry Rocha, Director of Mobile Content, Telephia (June 28, 1:30 pm)

For more information, visit [casualty.org](http://casualty.org) or contact Jerry Rocha at [jrocha@telephia.com](mailto:jrocha@telephia.com), 415-513-5894.

### About Telephia

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the converging communications and mobile industries, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators. For further information, please visit our website at [www.telephia.com](http://www.telephia.com) or call 415-395-0500.

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