

Protecting the mobile gaming industry



In 2020, it's estimated that **2.6 billion gamers worldwide** will spend **\$159 billion USD** on gaming. **More than 40% own a smart phone**, making mobile gaming the fastest growing segment in the industry.¹

MOBILE GAMING 2020:

Expected to increase by **13% from 2019** and to **generate \$77 billion USD**

Due to large amounts of available free games and the possibility of in-game purchases, **just 38% of all 2.6 billion mobile gamers actually pay for games**

China and the US have the most consumers who will spend money on games



Mobile gaming apps are not always safe from cheaters

Mobile gaming apps remain insecure for a variety of reasons. Common challenges include cheating, modding and tampering. Some well-known hacking techniques include²:



Code tampering



Memory tampering



Privileged execution



Hooking

4 Key Purposes of Hacking:



Re-wrapping applications as a vehicle to distribute potentially harmful applications



Replacing the original payment and ad settings



Bypassing the in-app billing process



Fast tracking in-game progress and character development

Unfortunately, cheating starts from the very first day a game is launched, and our recent study shows that **there are cheats for 86% of the Play Store's Top 50 games.**

Illegal gaming is becoming more common: **Roughly 35% of the internet population can access illegal gaming content.**

Mobile apps, including games, **have potential vulnerabilities** that are rampant in today's world. **Most mobile apps can be compromised**, regardless of their operating system. **75% of apps fail basic security tests.**³

So while cheats are common, many game developers still think it takes too much time to get the right game protection in place: **43% of mobile app developers say that they sacrifice app security in order to meet deadlines.**⁴

Also, **38% of mobile app developers mistakenly believed that they had successfully obfuscated their app, when they hadn't.**⁵

Hacking and piracy ruin legitimate games **and take money away from publishers.**

Don't worry! Here's how to secure your game, maintain profits and keep players happy:

Always keep your game secure.

Fortunately, Denuvo's mobile protection ensures your game remains fair and fun!

Denuvo's mobile protection technology solution protects mobile games from cheating, modding and tampering. And stops games from being cloned.

Unfair practices are not new, but mobile's fast growth and usage have brought a variety of new ways to bypass, cheat, modify or pirate mobile applications. That's why there's such a need for trusted anti-tamper and anti-cheat solutions.

Protect your revenue and maintain your franchise, while your gamers happily play!

Developed by security experts, Denuvo's technology offers maximum protection from hackers, while offering a minimal impact on a player's user experience.

Secured revenue +
healthy franchise +
happy gamers =
Ideal mobile protection

Read more [here](#) about Denuvo.
Click [here](#) to get in touch with Irdata to learn more!

Sources:
1 newzoo.com
2 AppSolid®
3 AppSolid®
4 verizon.com
5 saschafahl.de

