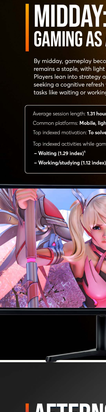
A DAY IN THE LIFE OF A CROSS-PLATFORM PLAYER

Gaming habits, platforms, and motivations from morning to late night

Gaming is more than a pastime—it's woven into the rhythms of everyday life. Whether used to focus the mind, fill a moment, or connect with others, gameplay evolves throughout the day based on player mindset, motivation, and platform. Here's how today's players engage from morning to midnight.

MEDIA USAGE AMONG WEEKLY GAMERS

Source: Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)



MORNING: JUMPSTARTING THE DAY

As the day begins, players reach for mobile games to ease into their routines. The average session lasts just over an hour, often squeezed into commutes. Puzzle, card, and casino genres dominate this early window—offering mental stimulation in short bursts.

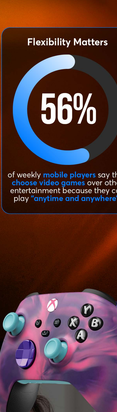
Average session length: **1.18 hours**[1]
Go-to platform: **Mobile**[1]
Top indexed motivation: **To sharpen my brain**[1]
Top indexed activity while gaming: **Commuting (1.21 index)**[1]
Top indexed genres on mobile: **Puzzle (58%), Card (39%), Casino (34%)**[1]

MIDDAY: GAMING AS A MENTAL BREAK

By midday, gameplay becomes a quick reprieve. Mobile remains a staple, with light PC usage entering the mix. Players lean into strategy and problem-solving games, seeking a cognitive refresh while on a break or in between tasks like waiting or working.

Average session length: **1.31 hours**[1]
Common platforms: **Mobile, light PC**
Top indexed motivation: **To solve problems or think strategically**[1]
Top indexed activities while gaming:
- **Waiting (1.29 index)**[1]
- **Working/studying (1.12 index)**[1]

Flexibility Matters



of weekly **mobile players** say they **choose video games** over other entertainment because they can play "**anytime and anywhere**"[3]

AFTERNOON: ESCAPING THE EVERYDAY

In the afternoon, gameplay shifts again. Players alternate between mobile, console, and PC for longer sessions. Gaming becomes a form of escape—an opportunity to explore spaces beyond daily life. Sessions accompany online shopping, household tasks, and commutes.

Average session length: **1.43 hours**[1]
Platforms in rotation: **Mobile, Console, PC**
Top indexed motivation: **To explore places I cannot go in real life**[1]
Top indexed activities while gaming:
- **Waiting (1.38 index)**[1]
- **Working/studying (1.12 index)**[1]
- **Caring for household tasks (1.16 index)**[1]

of weekly players **engage** with **video games** across 3+ platforms[3]

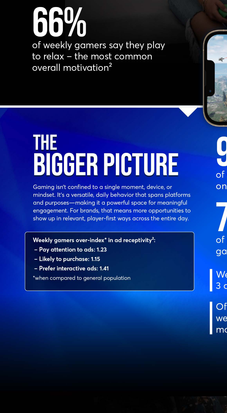
EVENING: PEAK SOCIAL PLAYTIME

Evening brings peak gameplay time. Sessions stretch longer as console and PC dominate. Social motivations take hold—players come to bond with friends and family, often while watching TV or eating dinner. It's a time when console players are most engaged.

Average session length: **1.66 hours**[1]
Dominant platforms: **Console, PC**
Top indexed motivation: **To bond with friends and family**[1]
Top indexed activities while gaming:
- **Watching TV/video (1.20 index)**[1]
- **Eating or drinking (1.13 index)**[1]
- **Shopping online (1.14 index)**[1]

75%
of weekly players game while watching TV or video[1]

69%
of weekly console players game during the evening[2]

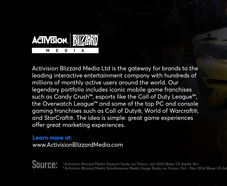


LATE NIGHT: DEEP IMMERSION & RELAXATION

At night, gameplay becomes uninterrupted. Players turn to PC or console for immersive sessions averaging 1.66 hours. Motivation is singular: to relax. No other activities overindex during this window—it's pure play.

Average session length: **1.66 hours**[1]
Preferred platforms: **PC, Console**
Top indexed motivation: **To relax**[1]
Top indexed concurrent activity: **None over-indexed**[1]

66%
of weekly gamers say they play to relax – the most common overall motivation[2]



THE BIGGER PICTURE

Gaming isn't confined to a single moment, device, or mindset. It's a versatile, daily behavior that spans platforms and purposes—making it a powerful space for meaningful engagement. For brands, that means more opportunities to show up in relevant, player-first ways across the entire day.

Weekly gamers over-index[1] in ad receptivity[4]:
- **Pay attention to ads: 1.23**
- **Likely to purchase: 1.15**
- **Prefer interactive ads: 1.41**

*when compared to general population

96%
of weekly players game on mobile, PC, or console[2]

70%
of players game or watch gaming daily; **95%** do so weekly[2]

Weekly gamers engage across 3 dayparts on average[2]

Of the top 3 platforms, 52% of weekly players game across more than one[2]

Activision Blizzard Media Ltd is the gateway for brands to the leading interactive entertainment company with hundreds of millions of monthly active users around the world. Our legendary portfolio includes iconic mobile game franchises such as Candy Crush™, esports like the Call of Duty League™, the Overwatch League™ and some of the top PC and console gaming franchises such as Call of Duty®, World of Warcraft®, and StarCraft®. The idea is simple: great game experiences offer great marketing experiences.

Learn more at:
www.ActivisionBlizzardMedia.com

Source: [1] Activision Blizzard Media Dropset Study via Toluna, Jan 2025 (Base: US Adults 18+)
[2] Activision Blizzard Media Simultaneous Media Usage Study via Toluna, Oct - Nov 2024 (Base: US Adults 18+)