

What gaming and entertainment needs to know to plan for 2027

In high-stakes digital experiences, friction isn't just frustrating—it can interrupt the action. Here's what behavioral data reveals about player experience heading into 2027.

18.7 billion sessions · 1.6 trillion behavioral signals

Breakage and frustration climbed together

Errors climbed 32%, and rage clicks climbed 32%. Both halves of the experience degraded at once, and only one of them shows up on a standard dashboard.

BASE-LEVEL DATA

↑32% Error clicks

↓24% Post-error exits
still 29% above average

🔍 If your 2027 plan is built on these signals, it's missing the story that matters.

BEHAVIORAL INSIGHTS

↑32% Rage clicks

↑38% Session duration
engagement lagged far behind

↑84% Thrashed cursor

🔍 Rage clicks rose 32%, sessions ran 38% longer without engaging more, and thrashed cursors rose 84%.

Your dashboards flagged some of it, but players felt all of it

This is the data shaping most gambling, sports, and entertainment plans for 2027. Here’s what it’s missing.

THE PILE-UP

Rage, dead, and error clicks all moved together

Rage, dead, and error clicks moved almost in lockstep—32%, 31%, and 32%. When three different friction signals move together, investigate the experience connecting them before treating each as an isolated problem.

↑32%

Rage clicks
454/1k (was 344)

↑32%

Error clicks
369/1k (was 279)

🔍 Look for the experience that connects the signals.

ENGAGEMENT

More time in play doesn't mean greater engagement

Sessions ran 38% longer while active time fell 17%. In an experience built around engagement, that divergence matters: more elapsed time doesn't necessarily mean more meaningful activity.

↑38%

Duration
to 18m 51s

93.7%

Engagement
passive

🔍 Measure depth, not duration.

THE DEVICE GAP

Gaming challenges the definition of frustration

Mobile friction is not a code problem. It is design, usability, and strategy. Mobile errors fell 53% while mobile dead clicks rose 103% year over year. Dead clicks cluster where players expect a control to be, and on touch, a mistimed tap or a highlight gesture registers the same as rage.

↓53%

Mobile errors
257/1k (was 553)

↑103%

Dead clicks

🔍 Redesign the tap, don’t just monitor it.

A NEW KIND OF NOISE

A clean signal isn’t always a clean audience

Gaming recorded just 0.9 suspicious-activity events per 100,000 web sessions, the lowest rate in the benchmark. But that detector is web-only, while much of Gaming happens in native apps — a clean number here doesn’t mean a clean audience.

0.9

Suspicious activity
per 100k, up from 0.1 — a coverage figure, not a safety one

↑84%

Thrashed cursor
now 6.5 (was 3.5) — lowest rate in the benchmark

🔍 Know what your detection can’t see.