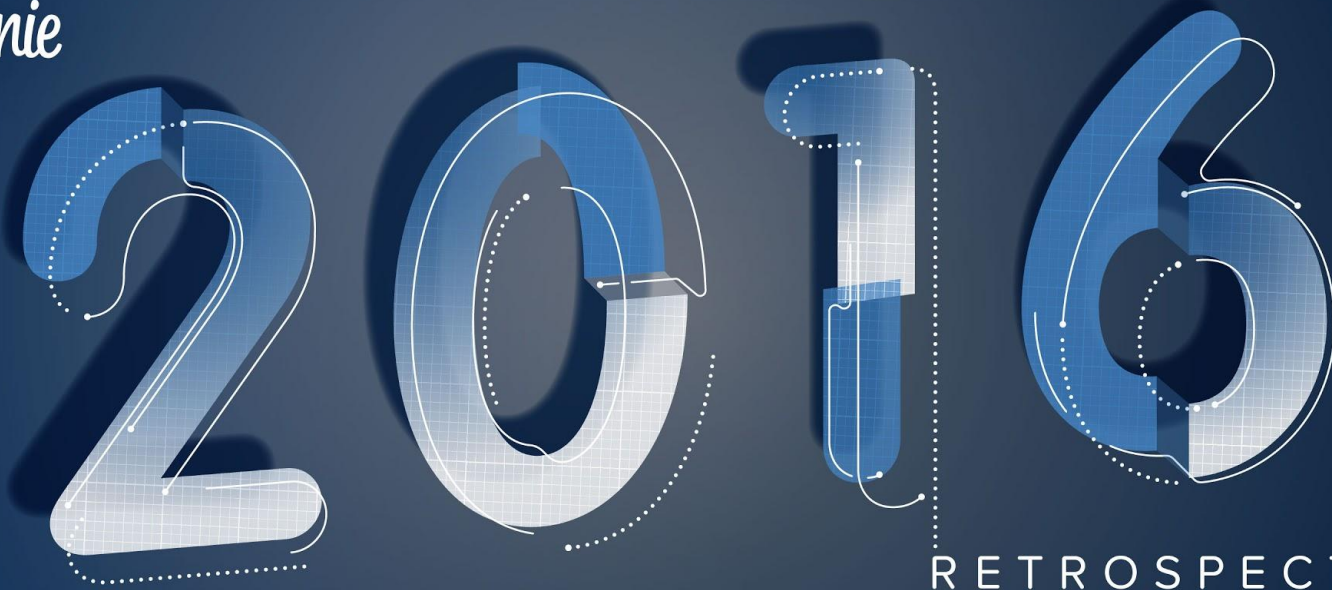


App Annie



RETROSPECTIVE

App Annie 2016 Retrospective

RESEARCH & ANALYSIS

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Executive Summary

This past year demonstrated the continued maturity and growth of the mobile app market. While worldwide downloads grew by 15% from 2015 to 2016, time spent in apps grew by 25%, driving app store revenue paid out to publishers from Google Play and the iOS App Store up by 40%.

2016 marked a year of major market shifts in the app ecosystem. Not only did China become the largest country in terms of iOS App Store revenue in 2016, but its revenue growth rate accelerated off of a very strong 2015 performance. In fact, **the global revenue growth rates for both the iOS App Store and Google Play were greater in 2016 than 2015**. While mature markets experienced strong growth in 2016, emerging markets, including India, Indonesia, Mexico and Brazil, saw even more impressive gains.

There were a number of corporate developments that signaled growth and maturity in 2016. Japan's messaging giant LINE and communications API company Twilio went public. In ride-sharing, Uber sold its China operations to Didi Chuxing to focus on other markets. IT giant Microsoft snapped up LinkedIn while telecommunications company Verizon announced it was acquiring Yahoo.

The games space also saw a number of large acquisitions with notables including Tencent's acquisition of Supercell, Activision Blizzard's purchase of King, Vivendi's purchase of Gameloft and Playtika's acquisition by a Chinese consortium led by Giant.

Gaming continued to drive the majority of app store revenue and one of the biggest headlines of 2016 was the phenomenal success of *Pokémon GO*. Despite launching in July, it remained in the top five apps for worldwide revenue in the last week of the year. And the year ended with the release of the much anticipated Super Mario Run, which became the #1 app in 148 countries.

Shopping was another segment with impressive gains in 2016. Time spent in these apps grew by 30% year over year in the United States for the busy buying month of November. France, Germany and the United Kingdom experienced some of the highest growth rates in the number of sessions in shopping apps this past year.

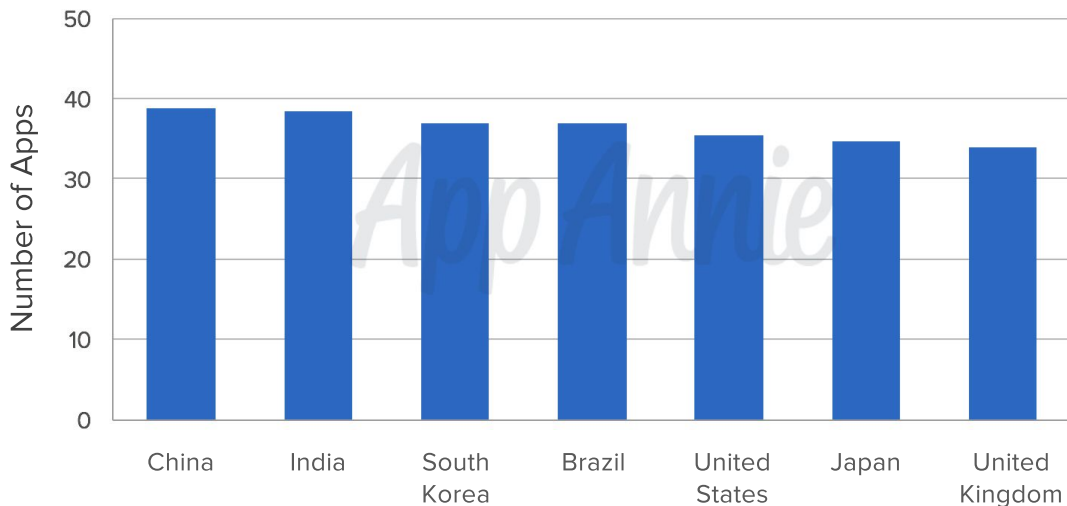
Building on momentum from 2015, video streaming delivered strong growth in revenue this past year as premium content — including sports and live streaming apps — grew both in users and engagement.

Although users spend the largest amount of their time in apps in messaging and social, a variety of other categories — from shopping to video streaming to travel — continue to gain on share of time as apps become an ever growing part of our daily lives.

The chart to the right shows that the **average consumer typically uses a large number of apps — well over 30 per month — across a number of key markets.** China, where Tencent's dominant *WeChat* messaging app delivers a broad platform of services, still leads on this metric — demonstrating users' appetites to regularly engage with a large and diverse set of apps.

2017 is set to be another banner year for the app ecosystem. As technology and business models continue to evolve, apps will play an even greater role in transforming, disrupting and creating opportunities for companies and industries both old and new.

Average Apps Used per User per Month*



*iPhone, 2016

The Technology Behind the Report

App Annie helps companies build better app businesses and is used by 94 of the top 100 publishers across the globe. From competitive benchmarking to international expansion, we deliver the data and insights needed to succeed in the app economy.

The information contained in this report is compiled from [App Annie Intelligence](#), the leading market data solution for the app economy. To see how our app store data for download, revenue, demographic and usage estimates can help guide your critical business decisions, [request a demo today](#).



EVALUATE & ASSESS

Identify market and investment opportunities by validating usage trends by country.



ACQUIRE & GROW

Identify high-performing creatives and keywords to optimize organic and paid user acquisition efforts.



DEVELOP & LAUNCH

Validate your app strategy and roadmap by analyzing the usage and demographic trends of key competitors by country.



ENGAGE & MONETIZE

Monitor active user and revenue growth to identify high performing publishers.



RETAIN & NURTURE

Increase retention and enhance app features based on user feedback and engagement metrics.

App Annie Is the Most Trusted Partner in the App Economy

Google SoftBank LINE LVMH Tencent 腾讯

CVSHealth Grab BARCLAYS amazon.com TARGET

Snapchat King Baidu 百度 AIG NAVER Capital One

UNIVERSAL
UNIVERSAL MUSIC GROUP Coca-Cola SAMSUNG McDonald's hp mastercard

Disney sears Spotify IBM NETFLIX

kakao tripadvisor Dropbox dentsu AT&T

Over 700,000 registered members rely on App Annie to better understand the app market, their businesses and the opportunities around them.

The App Economy's Continued Growth

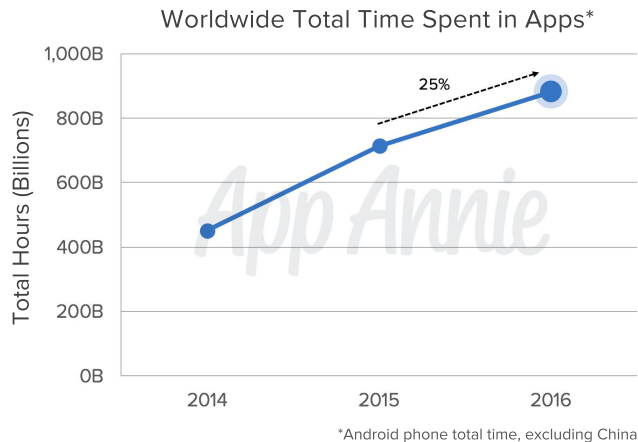
1. Usage, Downloads and Revenue Increase

The mobile app economy maintained strong momentum in 2016 as publishers continued to create apps that transform how we interact with the world and each other. The forward march of apps during the year is apparent by their significant worldwide growth across three key dimensions: usage, downloads and revenue.

Usage is an increasingly important barometer for the app economy. Although downloads (i.e., new app installs) are important to consider, they do not tell the whole story. To understand the app economy, usage metrics are critical because they reflect how often and for how long users engage with apps. Total time spent is chief among these usage metrics.

Total time spent in apps worldwide increased by over 150 billion hours year over year, reaching nearly 900 billion hours in 2016*. On a daily basis, this translates to an average of roughly two hours per Android phone user.

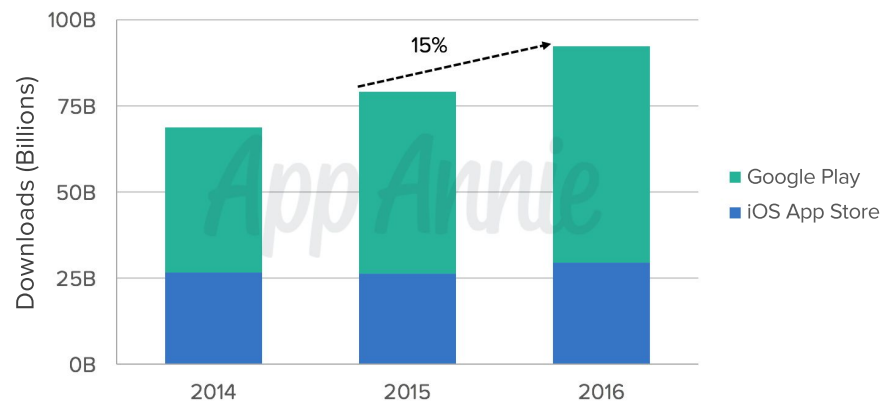
The increase in total time was broad-based. Most countries experienced over 20% year-over-year growth, with the US growing by roughly 25%. Worldwide, the top three categories by absolute growth on Android phones in 2016 were Communication, Social and Videos Players & Editors. Within these categories, three mega apps — [Chrome Browser](#), [Facebook](#), and [YouTube](#) — were the biggest contributors of absolute growth in their respective categories.



Like total time, worldwide download growth in 2016 followed roughly the same trajectory as in the previous year. **This resulted in annual downloads reaching over 90 billion, an increase of more than 13 billion across the iOS App Store and Google Play.** As in 2015, Google Play accounted for most of this growth (especially in emerging markets — see the next section). iOS downloads increased more in 2016 than they did in 2015. This was driven largely by China, which accounted for nearly 80% of iOS download growth.

On both stores, apps (excluding games) contributed more to download growth than games. On the iOS App Store, the top categories by absolute growth were Finance, Travel and Photo & Video, while Google Play's were Productivity, Tools and Social. In a broad sense, these categories reflect the different maturity levels of iOS and Google Play. That is to say, Android is especially prevalent among developing markets when compared to iOS. New users in these markets should be expected to download app “essentials” (such as messaging apps in Social and security apps in Tools). iOS, on the other hand, is more highly represented in developed markets, where most users have already downloaded these essentials. Thus, the bulk of their download growth comes instead from more specialized apps in categories like Finance, Travel and Photo & Video.

Worldwide App Store Downloads

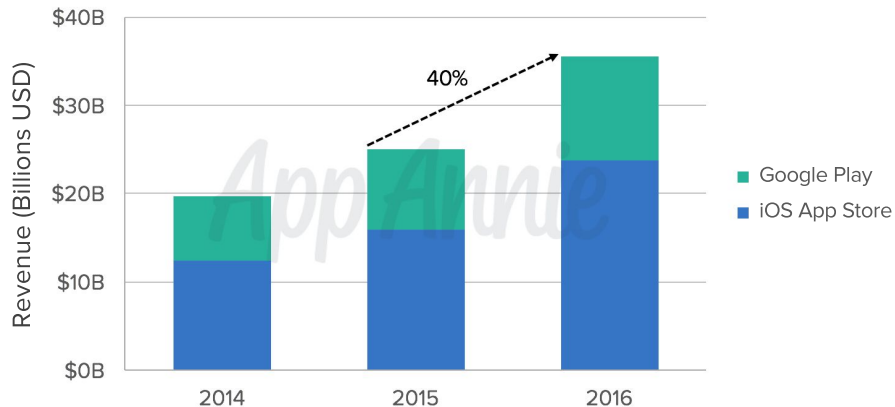


In 2016, publishers were paid over \$35 billion in revenue across the iOS App Store and Google Play. **This represented a 40% rate of yearly growth, surpassing 2015's rate.** Revenue on the iOS App Store alone grew by nearly 50% in 2016, increasing its lead as the highest revenue-generating platform. As with downloads, the increase in the iOS App Store's revenue was largely driven by China, which contributed nearly half of its annual growth.

Consistent with previous years, games were by far the revenue leaders. In 2016, games generated 75% and 90% of all app store revenue on the iOS App Store and Google Play, respectively. On the iOS App Store, the Role Playing Game subcategory alone generated half of all revenue growth in 2016.

While app store revenue continues to soar, it represents less than half of all revenue in the app economy. **When we include third-party Android stores and advertising revenue, the 2016 total amount paid to publishers increases to nearly \$89 billion.** You can refer to our [2016 App Monetization Report](#) for a more detailed look.

Worldwide App Store Revenue

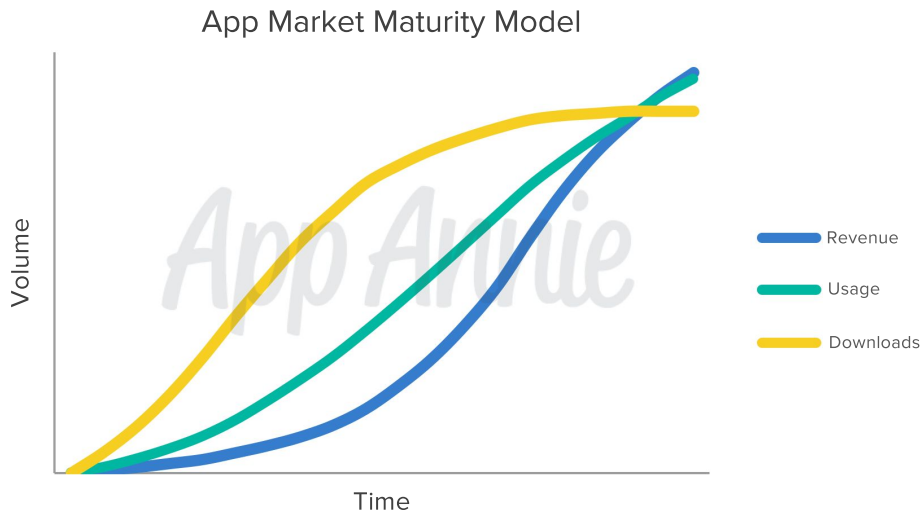


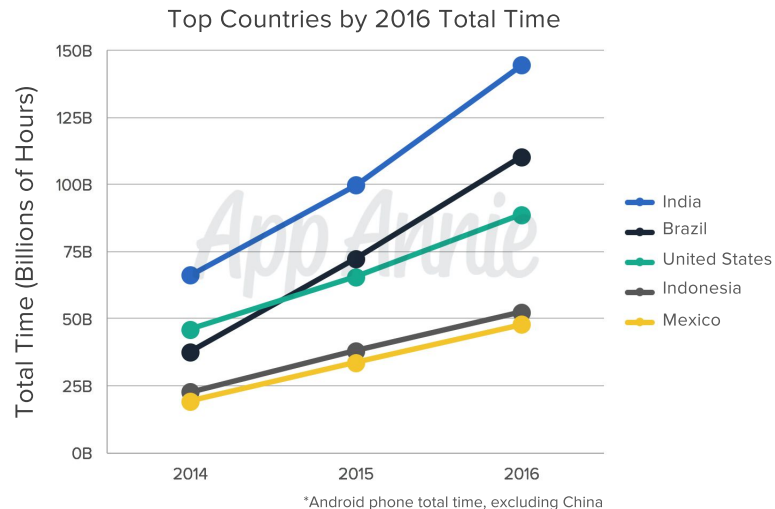
2. Downloads Pave the Way for Revenue

To better understand how the app market develops over time, we created the App Market Maturity Model. This framework explains how the relationship between app downloads, usage and revenue evolves as app markets mature.

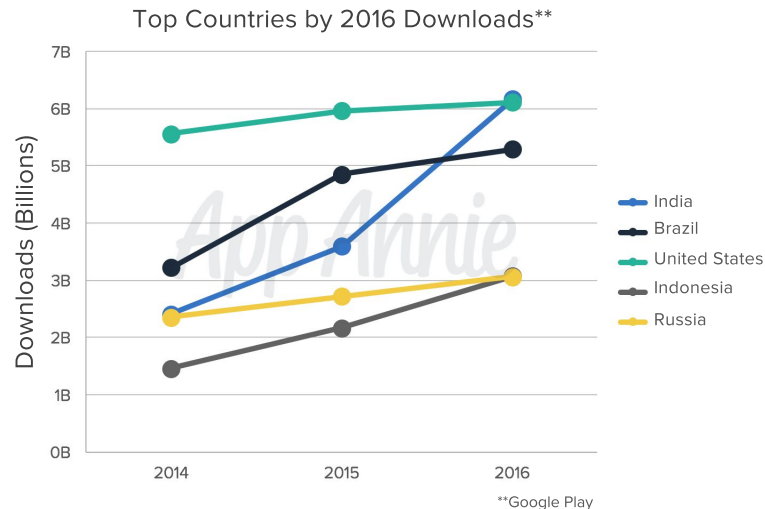
In the early stages of market maturity, downloads grow most rapidly as the installed base of devices begins to take off, and new device owners begin to build up their app collection. Over time, app habits develop as users become more engaged with their go-to apps and overall time spent in apps expands. This increased engagement leads to revenue growth via in-app advertising, in-app purchases, and m-commerce that takes place outside of app stores (e.g., ordering a ride or purchasing an item for delivery).

Mature markets like the US and Japan are shifting from a download growth phase to one characterized by expanding app usage and revenue growth. Meanwhile, emerging markets like India and Indonesia are still experiencing hypergrowth in app downloads. **Download growth figures can help publishers decide when and where they should get their foot in the door for an early advantage.**

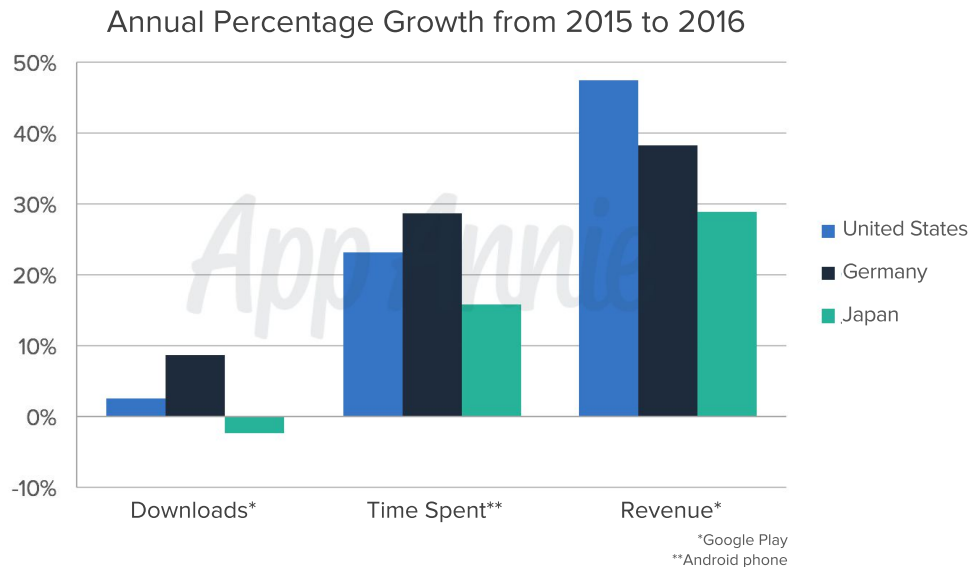




As mentioned in the previous section, total time experienced significant growth in most countries in 2016. This was especially true for emerging markets, which accounted for four of the top five countries by total time spent in 2016. In particular, India and Brazil stood out for their staggering growth in engagement. These increases stemmed from a combination of exploding user bases and increases in time spent per user (the latter of which also occurred in developed markets).



Emerging markets were also key in download growth. Chief among these was India, which grew massively in 2016 to surpass the US as the #1 country by Google Play downloads. India's phenomenal progress over the past two years is even more impressive when considering its potential for further gains. In 2016, India [surpassed the US](#) as the second largest smartphone market due in large part to a [rise in domestically produced smartphones](#). This is only the beginning, however, as India's smartphone penetration is still below 30% and its overall economy is poised for [massive growth](#).

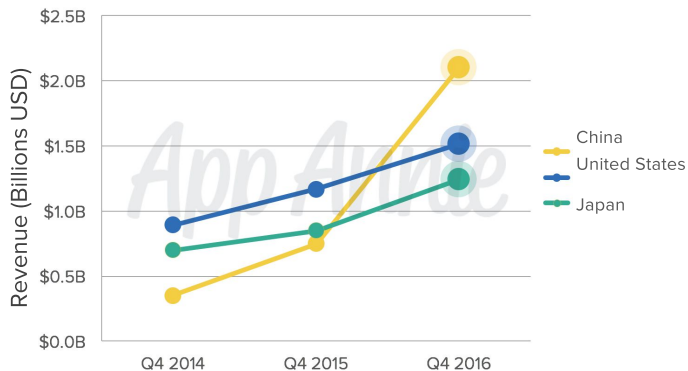


2016 made clear that as a market matures, its download growth rate will eventually level off. This happened in the US, Germany and Japan. It is important to note that **although download growth has slowed in these markets, each one still generated an extremely large volume of absolute downloads**. In other words, the *rate* of new installs has leveled off at high levels in these developed markets.

Meanwhile, usage and monetization saw impressive expansion. Total time spent and revenue continued to increase at considerable rates in all three of these markets. This is good news for both established and up-and-coming apps. Ultimately, this is further proof of the point that we have made in past reports, such as the 2015 Retrospective: **Major download growth early on lays the foundation for later revenue and usage gains.**

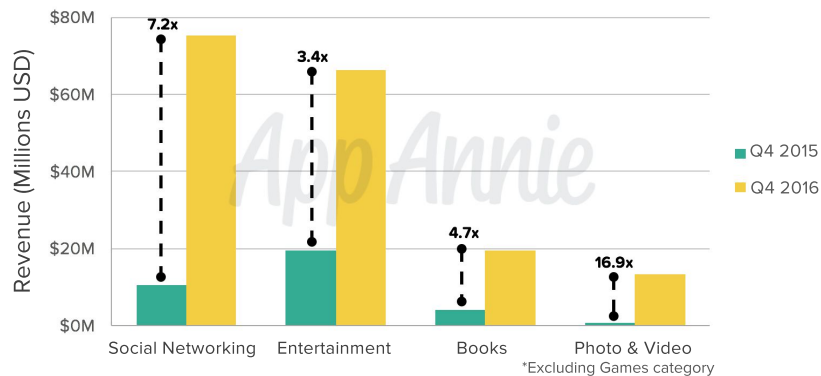
3. China Surges to the #1 Revenue Spot on iOS

Top 3 Countries by Quarterly iOS App Store Revenue



Our [2015 Retrospective](#) highlighted that China surpassed the US in iOS App Store downloads. We also noted that China's revenue growth was accelerating, putting it within striking distance of Japan and the US. This came to fruition in 2016 as China claimed the top spot for iOS App Store revenue. With over \$2 billion in publisher revenue, China's Q4 was the biggest quarter for any country in App Store history. This spectacular performance suggests that Apple's major focus on China (not least of which is their \$1 billion [investment](#) in Didi Chuxing) is paying off as China's economy continues to grow. **As a publisher, if you aren't in the China app market, you may be missing out.**

Top App Categories by Quarterly iOS App Store Revenue in China*



Like in most other markets, the vast majority of App Store revenue in China is generated from Games, especially in the Role Playing subcategory. [Fantasy Westward Journey](#) is perhaps the most successful example of a role-playing game in China, having earned publisher [NetEase](#) over \$800 million in China alone since its release in 2015. **However, numerous app categories outside of Games posted significant growth as well.** After Games, the Social Networking category showed the largest absolute revenue gains in China, thanks in part to substantial gains made by [Tencent's QQ](#) messaging app.

Mobile Is Transforming Industries

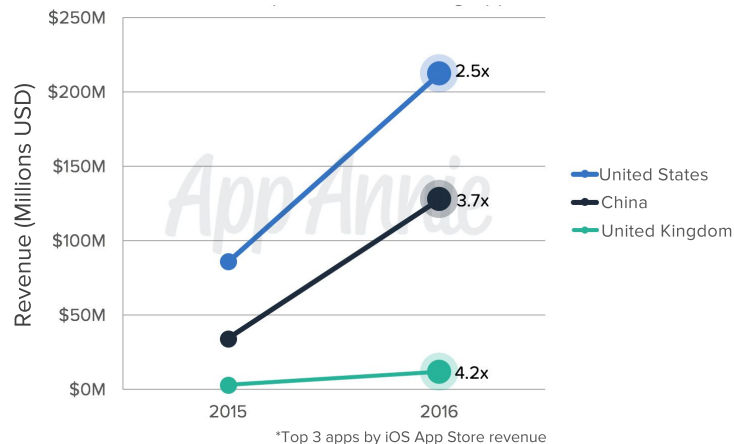
4. Video Streaming App Revenue Continues to Climb

In our 2015 Retrospective, we wrote about mobile video streaming just as the battle lines were being drawn. Now, the war between the major video streaming services is in full swing, and revenue has exploded as a result. The top three streaming apps on the iOS App Store in the US, China and UK experienced massive revenue gains in 2016.

This growth is further proof of consumers' willingness to use in-app purchases to pay for subscription services. **Even when presented with the choice of paying for a service outside of the app stores (e.g., with a credit card on a streaming service's website), many users prefer in-app purchases given the convenience.**

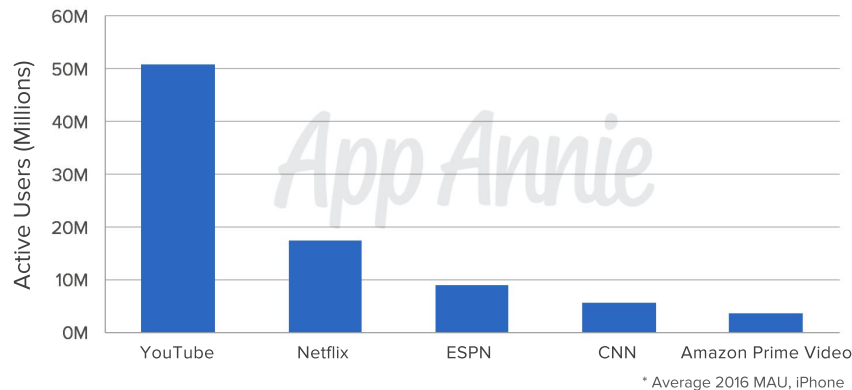
By active users, *YouTube* was by far the leading video streaming app in the US and UK (see [here](#) for more on video streaming in the UK and other European countries). In terms of App Store revenue, however, *Netflix* led the way in both countries thanks to the app's introduction of in-app subscription purchases in late 2015. Sports streaming apps took a few of the top spots in the US and UK. To see why, read our 2016 [sports streaming report](#).

Revenue of Top 3 Video Streaming Apps*

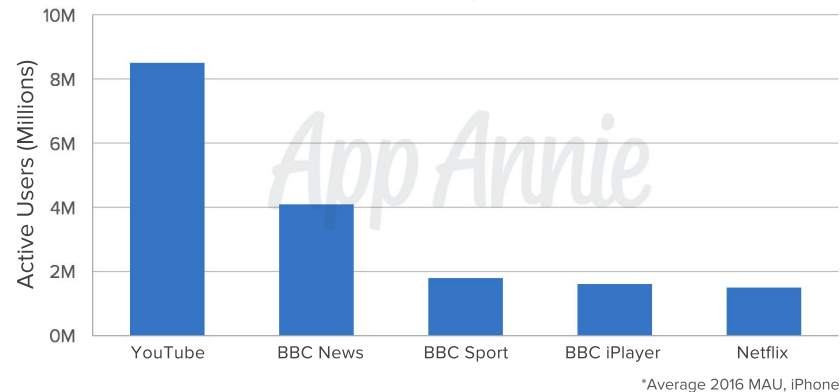


In China, [Youku](#) barely edged out [iQIYI](#) for the top spot by active users (though *iQIYI* held the #1 spot in App Store revenue). Although *Youku* and *iQIYI* are roughly China's counterparts to *YouTube* and *Netflix*, the Chinese video streaming landscape won't necessarily imitate the West in the long run. [Live streaming](#) apps like [Inke](#), which continued to gain momentum in 2016, have the potential to shape a unique future of for mobile video streaming in China and the rest of Asia. You can learn more about this in our [Asia video streaming report](#).

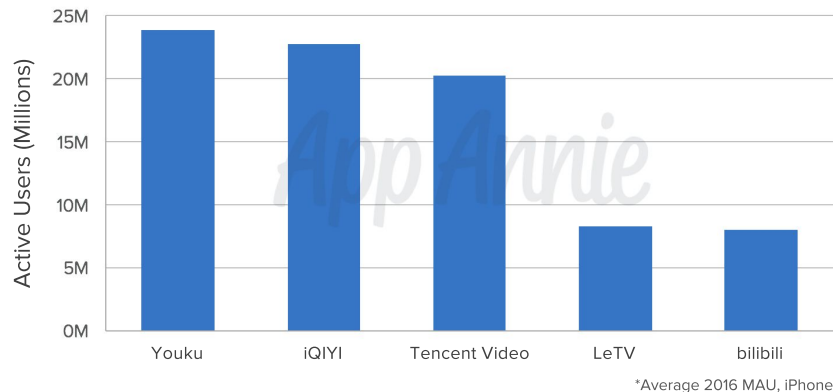
Top 5 Video Streaming Apps by Active Users*
United States 2016



Top 5 Video Streaming Apps by Active Users*
United Kingdom 2016



Top 5 Video Streaming Apps by Active Users*
China 2016

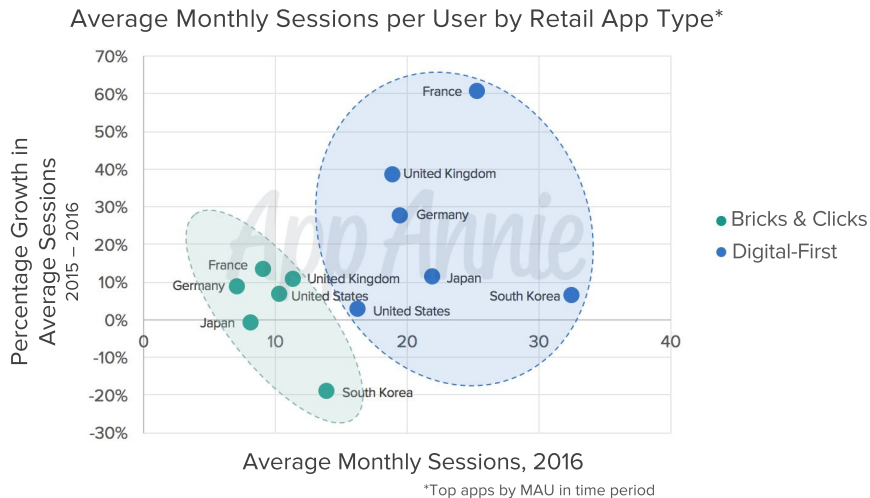


In the US and UK, *YouTube* towered over other top video streaming apps by monthly active users (MAU), while China saw a much more equitable distribution.

5. The Two Paradigms of Mobile Retail

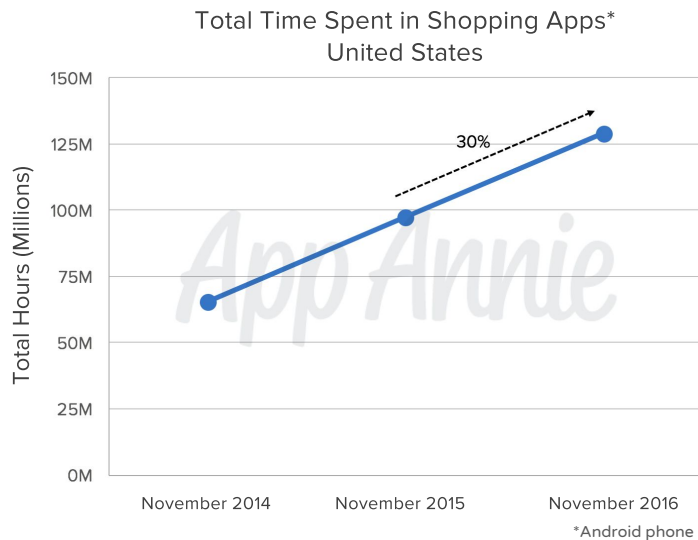
In our [2016 global mobile retail report](#), we highlighted that mobile retail is exploding around the world. In fact, [mobile accounted](#) for 44% of retailers' online traffic and 31% of their sales in 2016. Internet Retailer predicts worldwide mobile retail sales will reach [\\$220 billion in 2016](#), a 53% increase versus 2015. We expect these percentages will continue to climb as users become more comfortable with mobile shopping and spend more time in these apps.

Though the mobile retail space is diverse, most mobile retail apps can be classified into one of the following broad categories: bricks-and-clicks and digital-first. The former contains apps made by companies with an extensive brick-and-mortar presence, such as [Walmart](#) and [Target](#), while the latter contains web-centric apps such as [Amazon](#) and [Wish](#).

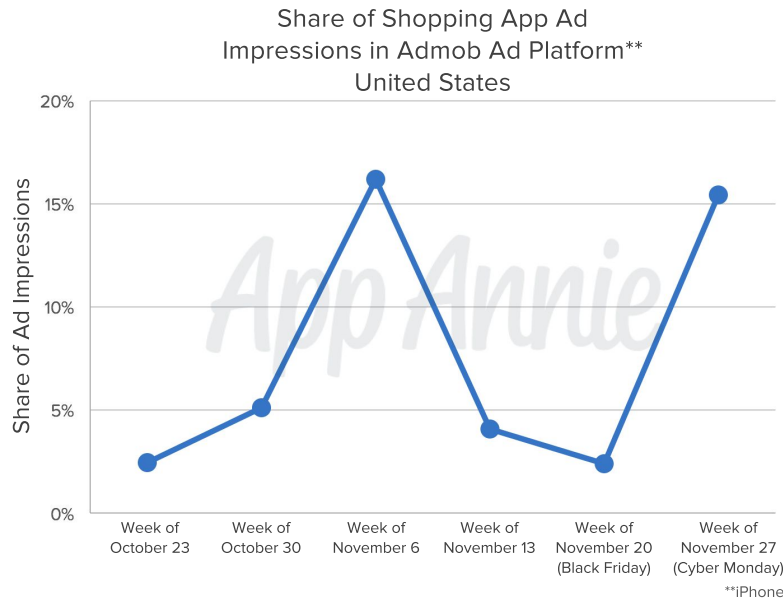


The apps in these two categories followed fairly distinct usage patterns in 2016. Across the six countries we analyzed, monthly sessions per user tended to be higher for the group of top digital-first retail apps than the group of top bricks-and-clicks. Additionally, this metric was also growing faster among the digital-first apps. This lagging engagement of bricks-and-clicks apps could spell trouble for their publishers in the years ahead. **These traditional retailers must continue to invest in their app strategies to stay competitive in an increasingly mobile world.**

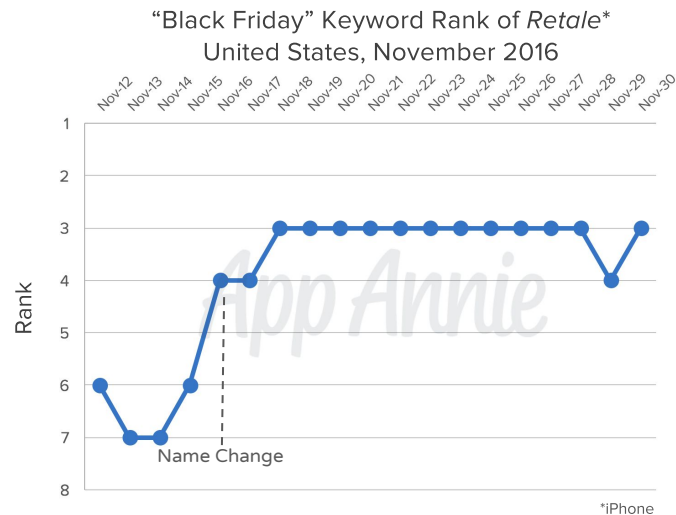
6. Holiday Shopping Goes Mobile



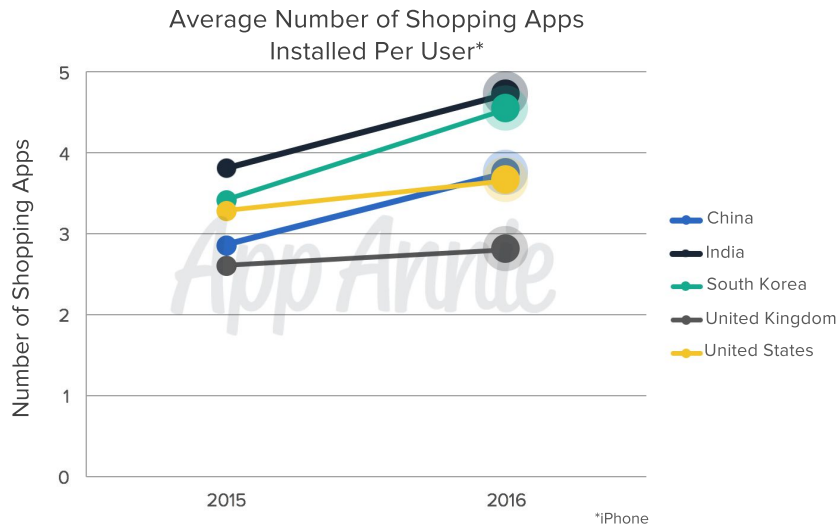
Yet again, the holiday shopping season from Black Friday to Cyber Monday shattered previous revenue records. Chief among these accomplishments is Black Friday 2016's title as the [first day to ever generate over \\$1 billion of US online mobile sales](#). Usage of Shopping apps was in line with this new record: In 2016, total US time spent in Shopping apps during November increased more than 30% year over year to approximately 130 million hours*.



While Black Friday revenue continues to climb, retailers' focus is expanding to the surrounding days as they attempt to undercut their competition with both pre-Black Friday and Cyber Monday deals. This is reflected in our *Marketing Intelligence* data, which shows higher marketing activity by shopping apps leading into and following the week of Black Friday.



App store optimization was also vital for retail apps’ holiday shopping campaigns (unsurprising, given that 65% of US iOS App Store downloads [come from search](#)). Many apps added terms such as “Black Friday” into their names in order to maximize search traffic. [Retale](#) took this to the extreme on November 15 by changing its name to *Black Friday 2016: Ads, Shopping Deals & Coupons*, removing *Retale* entirely. This seemed to pay off, as the app jumped to the #3 rank for the search term “Black Friday” after a few days.



We expect to see continued growth in mobile shopping spend and engagement. In countries such as China, India and South Korea, the average number of Shopping apps installed on iPhones is steadily increasing. The question remains how much more growth we will see in major shopping events outside of the United States. If China’s experience with [Singles Day](#) is any indication, this phenomenon could spread throughout the world.

7. Social Apps Open Doors for Marketers

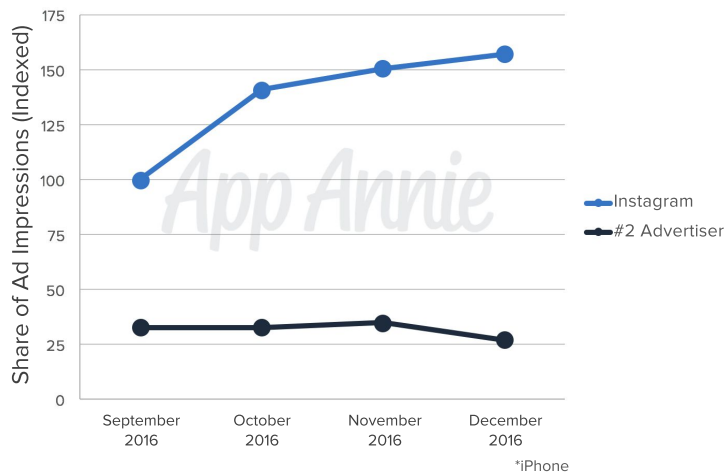
The world's premier social apps have enjoyed massive and engaged user bases for years. However, the question of how to translate this into revenue has often been unclear, and 2016 was a year of fresh attempts.

First among these were a number of marketer-friendly features added to major social apps. [Instagram](#) launched [Instagram Stories](#) in August, as well as a suite of easy-to-use advertising and [analytics tools](#). The graph on the right suggests that [Facebook](#) believes strongly in Instagram's monetization potential: From September to December 2016, *Instagram's* share of iPhone ad impressions on the Facebook ad network increased by over 50%.

[Snapchat](#), the source of inspiration behind Instagram Stories, [conducted a major redesign](#) of its Discover feature, further integrating publishers' Discover content into Snapchat Stories. This likely increased discoverability and reach for this content. [Pinterest](#) also made efforts to boost monetization via [major improvements](#) to post targeting, similar to Facebook's [Custom Audiences](#) features.

Also of interest to marketers, video in social apps continued to become more prevalent. *Instagram* [increased its max video length](#) to 60 seconds, *Facebook* launched [Facebook Live](#) and [Twitter](#) successfully implemented [live video streaming](#). **Video marketing via social apps is now able to reach its potential, and it is up to marketers to take advantage of this.**

Instagram's Share of App Ad Impressions in Facebook Ad Platform*
United States

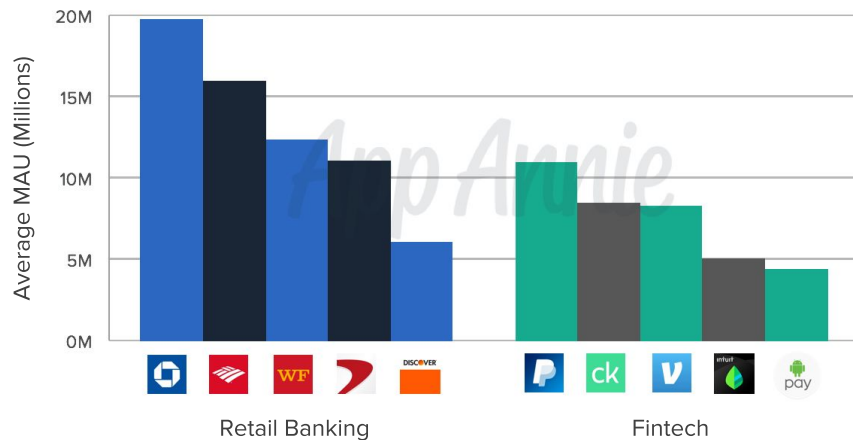


8. Retail Banking: Innovate or Get Left Behind

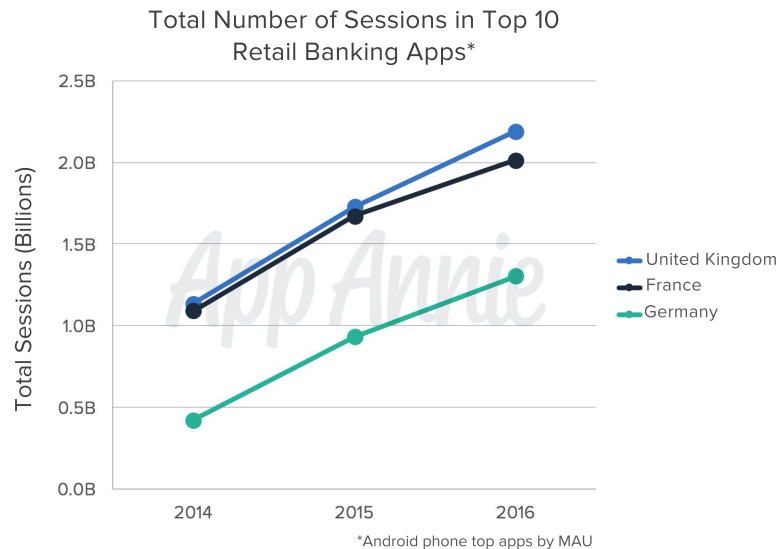
Similar to shopping, mobile apps are transforming banking as **traditional incumbents are forced to adapt to the rise of disruptive web- and app-centric newcomers**. Apps such as [PayPal](#), [Credit Karma](#) and [Venmo](#) threaten to decouple the long-standing full-service retail banking model. This tension was one of the key themes from our 2016 [US retail banking report](#).

Of course, the traditional banks have the potential advantage of a large, existing customer base. In Q4 2016, MAU for the top four US retail banking apps exceeded those of the top fintech apps. This picture is not guaranteed to persist, however. For starters, *Venmo's* US MAU doubled from December 2015 to December 2016. Additionally, the top fintech apps generally enjoy better user reviews than the top retail banking apps. One response from retail banks is *Zelle*, a [direct challenger](#) to *Venmo*. The battle between these two apps will likely reflect the struggle between US retail banking and fintech apps in 2017.

Top 5 Retail Banking Apps Versus Top 5 Fintech Apps
by Average MAU, United States, Q4 2016*



*MAU across Android phone and iPhone combined



As we discussed in our 2016 [European retail banking report](#), mobile retail banking is taking off in Europe. The total number of sessions for the top retail banking apps continued to climb in France, the UK and Germany. As in the US, a large share of this usage was driven by millennials, while the oldest age groups lagged behind in terms of adoption. Generational differences will likely be key to future user acquisition efforts by retail banks. How well can older users' institutional trust of retail banks be translated into app usage?

The increase in total sessions was a combination of growing user bases and an increase in sessions per user. Germany, a market that has been traditionally less willing to adopt digital banking technology, experienced particularly strong growth in sessions per user. **As in the US, European retail banks must continue to increase user engagement to fend off the threat from fintech innovators**, who were recently given a boost thanks to fintech-friendly legislation in the [European Union](#) and [UK](#).

The Changing Mobile Gaming Landscape

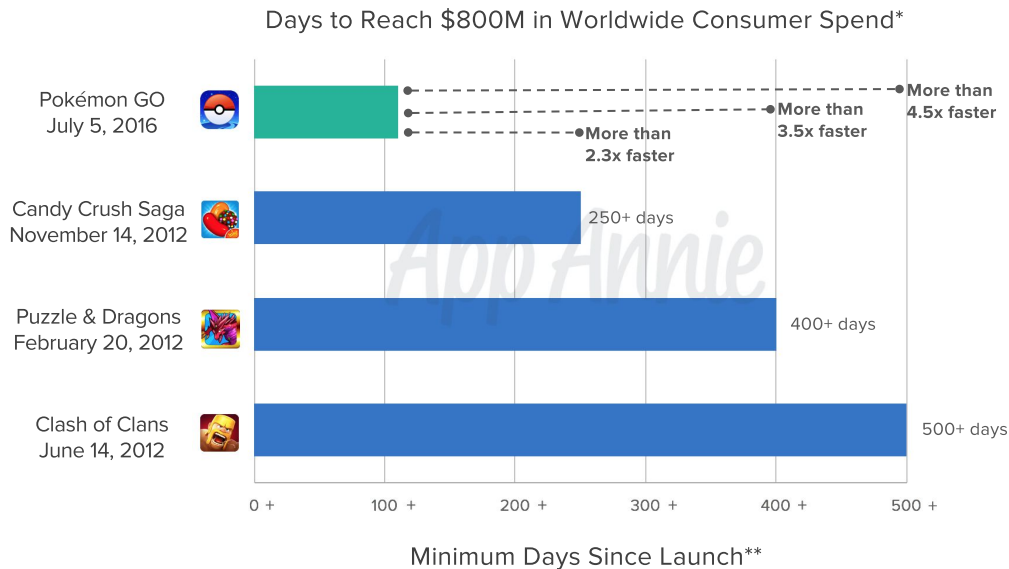
9. Pokémon GO Takes Over the World

[Pokémon GO](#) will go down as the most memorable app of 2016.

By attracting millions of non-gamers, it reached a level of success that eludes even some of the most successful traditional video games. This was thanks to the game's beloved IP, simple mechanics, real-world augmented reality gameplay, and perhaps most of all, its social nature.

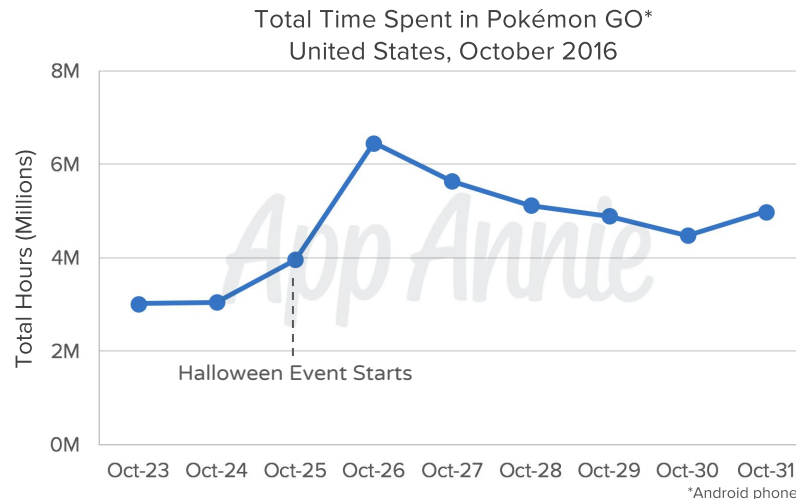
Contrary to publishers' concerns, we have noted that it did not appear to eat into other games' [revenue](#) or [usage](#). Since the game attracted more than just traditional mobile gamers and was often played during users' traditionally "non-mobile" time, the game did not seem to prosper at the expense of other games.

The game rose in a breathtaking fashion, reaching \$800 million in consumer spend in 110 days (by the end of 2016, the game reached over \$950 million in consumer spend). This was far faster than some of the most successful mobile games of all time. To put *Pokémon GO*'s success in a broader perspective, its global consumer spend in 2016 exceeded the total worldwide [box office gross](#) of *Batman v Superman: Dawn of Justice*. ***Pokémon GO*'s monetization in 2016 demonstrates the viability of novel gameplay ideas in mobile gaming.**



*iOS App Store and Google Play combined

**Based on earliest release date in either store



Pokémon GO's user engagement was as impressive as its revenue. Our [Q3 2016 Market Index](#) highlighted that time spent in *Pokémon GO* was nearly as high as that of the next 19 biggest games combined. Following its initial success, it was able to boost usage by re-engaging users with its special [Halloween in-game event](#). On the event's second day, total time spent was more than twice as high as it was on the day prior to starting. Such huge success for an in-game event proves that the lives of mobile games can (and should) be extended periodically by new content.

Pokémon GO's success has done more to familiarize consumers with the concept of augmented reality (AR) than perhaps any other piece of software (or hardware, for that matter). Importantly for the app space, this familiarization did not take place in living rooms with special AR devices. Instead, it happened in the real world with mobile phones. If this is any indication, **the future of AR is in mobile apps**. You can read more about the future of AR in our [2017 predictions](#) for the app economy.

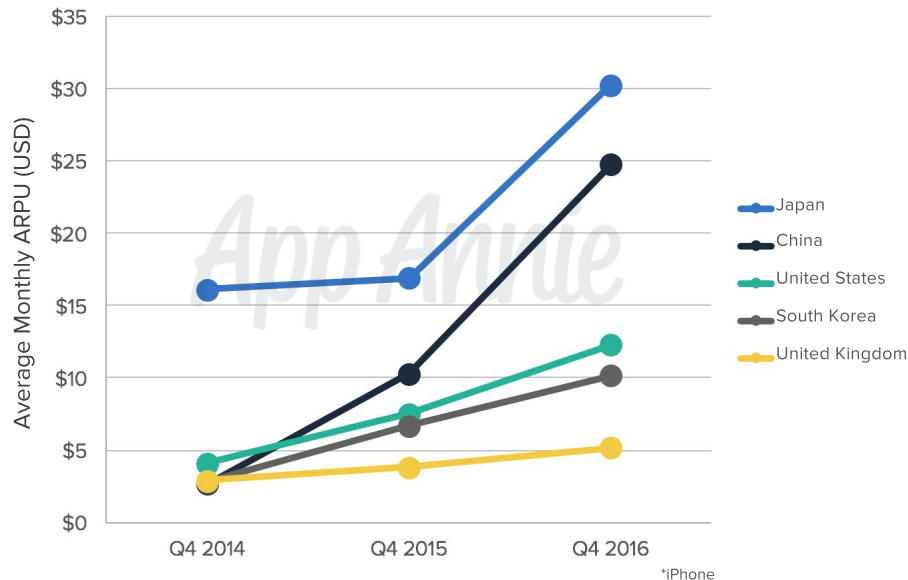
10. Monetization of Top Games Soars

Our August report, [Identify the Best Target Markets for Your Mobile Games](#), focused on one of mobile gaming's most important metrics: average revenue per user (ARPU). **We showed that ARPU has been significantly increasing in some of the world's biggest gaming markets.**

Japan was the clear standout among the countries we examined. On average, the top 30 games in Japan monetized over twice as effectively as the top 30 in the US. This was almost entirely driven by Role Playing Games (RPG) subcategory, which accounted for roughly two thirds of Japan's top 30 games by revenue.

While Japan maintained its overall ARPU lead, China stood out in terms of growth, increasing nearly 10x since 2014. As with Japan, RPGs were the driving force in China. However, a deeper look revealed that a specific type of RPG, massively multiplayer online RPGs (MMORPGs), were especially important. NetEase was notable in terms of MMORPG monetization, with two games ([Westward Journey Online](#) and *Fantasy Westward Journey*) appearing in the top five by ARPU among China's top 30 games by revenue.

Average Monthly ARPU (USD) of Top 30 Games by Revenue*



Top Apps and Companies

Worldwide by Monthly Active Users

Top Apps of 2016: Worldwide
iPhone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	YouTube	Google
4	WhatsApp Messenger	Facebook
5	Instagram	Facebook
6	Google Maps	Google
7	Snapchat	Snap
8	Twitter	Twitter
9	Gmail	Google
10	Spotify	Spotify

Top Apps of 2016: Worldwide
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Twitter	Twitter
6	Clean Master	Clean Master
7	Skype	Microsoft
8	MX Player	J2 Interactive
9	Dropbox	Dropbox
10	LINE	LINE

Top Games of 2016: Worldwide
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash of Clans	Supercell
4	Clash Royale	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Color Switch	Fortafy Games
7	Piano Tiles 2	Cheetah Mobile
8	Subway Surfers	Kiloo
9	Words With Friends	Zynga
10	8 Ball Pool	Tencent

Top Games of 2016: Worldwide
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash of Clans	Supercell
4	Subway Surfers	Kiloo
5	Candy Crush Soda Saga	Activision Blizzard
6	Clash Royale	Supercell
7	Piano Tiles 2	Cheetah Mobile
8	8 Ball Pool	Tencent
9	Candy Crush Jelly Saga	Activision Blizzard
10	My Talking Tom	Outfit7

Worldwide by Downloads

Top Apps of 2016: Worldwide
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Facebook	Facebook
2	WhatsApp Messenger	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Snapchat	Snap
6	UC Browser	UCWeb
7	imo	imo.im
8	Clean Master	Cheetah Mobile
9	SHAREit	SHAREit
10	YouTube	Google

Top Games of 2016: Worldwide
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Piano Tiles 2	Cheetah Mobile
3	Subway Surfers	Kiloo
4	slither.io	Lowtech Studios
5	Clash Royale	Supercell
6	My Talking Tom	Outfit7
7	Color Switch	Fortafy Games
8	Candy Crush Saga	Activision Blizzard
9	Clash of Clans	Supercell
10	Traffic Rider	Soner Kara

Top Companies of 2016: Worldwide
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Cheetah Mobile	China
5	Alibaba Group	China
6	Tencent	China
7	Microsoft	United States
8	Baidu	China
9	Sungy Mobile	China
10	Snap	United States

Top Companies of 2016: Worldwide
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Tencent	China
3	Activision Blizzard	United States
4	Doodle Mobile	China
5	Outfit7	Cyprus
6	Vivendi	France
7	Cheetah Mobile	China
8	Supercell	Finland
9	Niantic	United States
10	Rovio	Finland

Worldwide by Revenue

Top Apps of 2016: Worldwide
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Spotify	Spotify
2	LINE	LINE
3	Netflix	Netflix
4	Tinder	InterActive Corp (IAC)
5	HBO NOW	Time Warner
6	Pandora Radio	Pandora
7	iQIYI	Baidu
8	LINE Manga	LINE
9	Sing! Karaoke	Smule
10	Hulu	Hulu

Top Games of 2016: Worldwide
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Monster Strike	mixi
2	Clash of Clans	Supercell
3	Pokémon GO	Niantic
4	Game of War - Fire Age	MZ
5	Clash Royale	Supercell
6	Mobile Strike	MZ
7	Puzzle & Dragons	GungHo Online Entertainment
8	Fantasy Westward Journey	NetEase
9	Candy Crush Saga	Activision Blizzard
10	Fate/Grand Order	Sony

Top Companies of 2016: Worldwide
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	LINE	Japan
2	InterActiveCorp (IAC)	United States
3	Spotify	Sweden
4	Netflix	United States
5	Tencent	China
6	Time Warner	United States
7	Pandora	United States
8	Baidu	China
9	Smule	United States
10	Microsoft	United States

Top Companies of 2016: Worldwide
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Tencent	China
2	Supercell	Finland
3	NetEase	China
4	MZ	United States
5	Activision Blizzard	United States
6	mixi	Japan
7	Netmarble	South Korea
8	BANDAI NAMCO	Japan
9	Niantic	United States
10	LINE	Japan

Australia by Monthly Active Users

Top Apps of 2016: Australia
iPhone Monthly Active Users

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Instagram	Facebook
4	YouTube	Google
5	Snapchat	Snap
6	WhatsApp Messenger	Facebook
7	Google Maps	Google
8	CommBank	Commonwealth Bank of Australia
9	eBay	eBay
10	Spotify	Spotify

Top Apps of 2016: Australia
Android Phone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	WhatsApp Messenger	Facebook
4	Instagram	Facebook
5	eBay	eBay
6	Dropbox	Dropbox
7	CommBank	Commonwealth Bank of Australia
8	Snapchat	Snap
9	Google Photos	Google
10	Skype	Microsoft

Top Games of 2016: Australia
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Color Switch	Fortafy Games
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Words With Friends	Zynga
7	Clash Royale	Supercell
8	Monopoly at Macca's	McDonald's
9	Subway Surfers	Kiloo
10	slither.io	Lowtech Studios

Top Games of 2016: Australia
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Candy Crush Soda Saga	Activision Blizzard
4	Clash of Clans	Supercell
5	MobilityWare Solitaire	MobilityWare
6	Words With Friends	Zynga
7	Clash Royale	Supercell
8	Color Switch	Fortafy Games
9	Candy Crush Jelly Saga	Activision Blizzard
10	Monopoly at Macca's	McDonald's

Australia by Downloads

Top Apps of 2016: Australia
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Snapchat	Snap
4	Apple iMovie	Apple
5	iTunes U	Apple
6	Instagram	Facebook
7	Uber	Uber
8	Pages	Apple
9	Spotify	Spotify
10	Apple Numbers	Apple

Top Games of 2016: Australia
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Color Switch	Fortafy Games
3	slither.io	Lowtech Studios
4	Monopoly at Macca's	McDonald's
5	Clash Royale	Supercell
6	Super Mario Run	Nintendo
7	Subway Surfers	Kiloo
8	Candy Crush Jelly Saga	Activision Blizzard
9	Stack	Ubisoft
10	Candy Crush Saga	Activision Blizzard

Top Companies of 2016: Australia
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Microsoft	United States
5	Snap	United States
6	Uber	United States
7	InterActive Corp (IAC)	United States
8	eBay	United States
9	Telstra	Australia
10	Australian Broadcasting Corporation	Australia

Top Companies of 2016: Australia
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Activision Blizzard	United States
3	Ubisoft	France
4	Tencent	China
5	Ketchapp Studio	France
6	Zynga	United States
7	Niantic	United States
8	Supercell	Finland
9	Fortafy Games	Australia
10	Rovio	Finland

Australia by Revenue

Top Apps of 2016: Australia
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Tinder	InterActive Corp (IAC)
2	Spotify	Spotify
3	Netflix	Netflix
4	Zoosk	Zoosk
5	AFL Live Official App	Telstra
6	Sweat with Kayla	Kayla Itsines
7	POF Online Dating	InterActive Corp (IAC)
8	Official NRL App	Telstra
9	Skype	Microsoft
10	Sing! Karaoke	Smule

Top Games of 2016: Australia
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Heart of Vegas	Aristocrat
2	Pokémon GO	Niantic
3	Slotomania	Caesars Entertainment
4	Game of War - Fire Age	MZ
5	Clash of Clans	Supercell
6	Mobile Strike	MZ
7	Candy Crush Saga	Activision Blizzard
8	Clash Royale	Supercell
9	Slots - House of Fun	Caesars Entertainment
10	FaFaFa	IGS

Top Companies of 2016: Australia
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Spotify	Sweden
3	Telstra	Australia
4	Netflix	United States
5	Zoosk	United States
6	Microsoft	United States
7	Smule	United States
8	Kayla Itsines	Australia
9	Fairfax Media	Australia
10	News Corp	United States

Top Companies of 2016: Australia
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Aristocrat	Australia
2	Caesars Entertainment	United States
3	Supercell	Finland
4	Activision Blizzard	United States
5	MZ	United States
6	Niantic	United States
7	Electronic Arts	United States
8	Netmarble	South Korea
9	Zynga	United States
10	Churchill Downs	United States

Brazil by Monthly Active Users

Top Apps of 2016: Brazil iPhone Monthly Active Users			Top Apps of 2016: Brazil Android Phone Monthly Active Users			Top Games of 2016: Brazil iPhone Monthly Active Users			Top Games of 2016: Brazil Android Phone Monthly Active Users		
Rank	App	Company	Rank	App	Company	Rank	App	Company	Rank	App	Company
1	WhatsApp Messenger	Facebook	1	WhatsApp Messenger	Facebook	1	Pokémon GO	Niantic	1	Pokémon GO	Niantic
2	Facebook	Facebook	2	Facebook	Facebook	2	Candy Crush Saga	Activision Blizzard	2	Candy Crush Saga	Activision Blizzard
3	Facebook Messenger	Facebook	3	Facebook Messenger	Facebook	3	Clash of Clans	Supercell	3	Clash of Clans	Supercell
4	Instagram	Facebook	4	Instagram	Facebook	4	Clash Royale	Supercell	4	Cartola FC Oficial	Grupo Globo
5	YouTube	Google	5	Google Photos	Google	5	Candy Crush Soda Saga	Activision Blizzard	5	Candy Crush Soda Saga	Activision Blizzard
6	Snapchat	Snap	6	Waze	Google	6	Subway Surfers	Kiloo	6	Clash Royale	Supercell
7	Spotify	Spotify	7	Spotify	Spotify	7	slither.io	Lowtech Studios	7	Farm Heroes Saga	Activision Blizzard
8	Waze	Google	8	Netflix	Netflix	8	Piano Tiles 2	Cheetah Mobile	8	Subway Surfers	Kiloo
9	Uber	Uber Technologies	9	Snapchat	Snap	9	Color Switch	Fortafy Games	9	Piano Tiles 2	Cheetah Mobile
10	Google Maps	Google	10	Dropbox	Dropbox	10	Trivia Crack	Etermax	10	slither.io	Lowtech Studios

Brazil by Downloads

Top Apps of 2016: Brazil Combined
iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Palco MP3	Studio Sol
6	Snapchat	Snap
7	Antivirus Booster & Cleaner	PSafe
8	4shared	New IT Solutions
9	Photo Editor Collage Maker	Lyrebird Studio
10	Uber	Uber Technologies

Top Games of 2016: Brazil
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	slither.io	Lowtech Studios
3	Pou	Zakeh
4	Subway Surfers	Kiloo
5	Piano Tiles 2	Cheetah Mobile
6	Traffic Rider	Soner Kara
7	My Talking Tom	Outfit7
8	My Talking Angela	Outfit7
9	8 Ball Pool	Tencent
10	Zombie Tsunami	MobiGame

Top Companies of 2016: Brazil
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Cheetah Mobile	China
4	Studio Sol	Brazil
5	Microsoft	United States
6	Snap	United States
7	Lyrebird Studio	United States
8	Kika Tech	China
9	PSafe	Brazil
10	Baidu	China

Top Companies of 2016: Brazil
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Doodle Mobile	China
2	Electronic Arts	United States
3	Niantic	United States
4	Outfit7	Cyprus
5	Activision Blizzard	United States
6	Vivendi	France
7	Tencent	China
8	Rovio	Finland
9	Supercell	Finland
10	Lowtech Studios	United States

Brazil by Revenue

Top Apps of 2016: Brazil Combined
iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	Netflix	Netflix
3	PlayKids	Naspers
4	Tinder	InterActiveCorp (IAC)
5	Deezer	Deezer
6	Sing! Karaoke	Smule
7	happn	Happn
8	Badoo	Badoo
9	Whitebook	PEBmed
10	Facetune	Lightricks

Top Games of 2016: Brazil
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Clash of Clans	Supercell
3	Pokémon GO	Niantic
4	Candy Crush Saga	Activision Blizzard
5	Clash of Kings	Elex Technology
6	Game of War - Fire Age	MZ
7	Summoners War	GAMEVIL
8	Marvel Contest of Champions	Kabam
9	Candy Crush Soda Saga	Activision Blizzard
10	Hearthstone: Heroes of Warcraft	Activision Blizzard

Top Companies of 2016: Brazil
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	Netflix	United States
3	InterActiveCorp (IAC)	United States
4	Naspers	South Africa
5	Smule	United States
6	Deezer	France
7	Happn	France
8	Microsoft	United States
9	Badoo	United Kingdom
10	PEBmed	Brazil

Top Companies of 2016: Brazil
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Niantic	United States
4	Elex Technology	China
5	Electronic Arts	United States
6	MZ	United States
7	GAMEVIL	South Korea
8	Netmarble	South Korea
9	Kabam	United States
10	Tencent	China

China by Monthly Active Users

Top Apps of 2016: China
iPhone Monthly Active Users

Rank	App	Company
1	WeChat	Tencent
2	QQ	Tencent
3	Taobao	Alibaba Group
4	Alipay	Alibaba Small & Micro Financial Services
5	Sina Weibo	Sina
6	Baidu Map	Baidu
7	Meituan	Meituan Dianping
8	Didi Chuxing	XiaoJu
9	QQ Music	Tencent
10	Dianping	Meituan Dianping

Top Games of 2016: China
iPhone Monthly Active Users

Rank	App	Company
1	Anipop	Happy Elements
2	Landlord Poker	Tencent
3	Honour of Kings	Tencent
4	Craz3 Match	Tencent
5	Clash of Clans	Supercell
6	Clash Royale	Supercell
7	Jelly Blast	MicroFunPlus
8	Snake Battle	Weipai
9	Township	Playrix
10	Carrot Fantasy 3	Tencent

China by Downloads

Top Apps of 2016: China iOS Downloads

Rank	App	Company
1	QQ	Tencent
2	iQIYI	Baidu
3	Taobao	Alibaba Group
4	WeChat	Tencent
5	Youku	Alibaba Group
6	Alipay	Alibaba Small & Micro Financial Services
7	Tencent Video	Tencent
8	Meituan	Meituan Dianping
9	iTunes U	Apple
10	WiFi Master Key	Shanghai Lantern Network

Top Games of 2016: China iOS Downloads

Rank	App	Company
1	Hero Moba	Tencent
2	Snake Battle	Weipai
3	Battle of Balls	Giant Interactive Group
4	Anipop	Happy Elements
5	Landlord Poker	Tencent
6	CrossFire	Tencent
7	Piano Tiles 2	Cheetah Mobile
8	Jelly Blast	MicroFunPlus
9	Clash Royale	Supercell
10	Carrot Fantasy 3	Tencent

Top Companies of 2016: China iOS Apps Downloads

Rank	Company	Headquarters
1	Tencent	China
2	Baidu	China
3	Alibaba Group	China
4	Apple	United States
5	Meitu	China
6	Meituan Dianping	China
7	NetEase	China
8	BabyBus	China
9	Ping An	China
10	China Mobile Communications	China

Top Companies of 2016: China iOS Games Downloads

Rank	Company	Headquarters
1	Tencent	China
2	NetEase	China
3	Electronic Arts	United States
4	Giant Interactive Group	China
5	Happy Elements	China
6	Weipai	China
7	Vivendi	France
8	Outfit7	Cyprus
9	Supercell	Finland
10	Cheetah Mobile	China

China by Revenue

Top Apps of 2016: China iOS Revenue

Top Games of 2016: China iOS Revenue

Top Companies of 2016: China iOS Apps Revenue

Top Companies of 2016: China iOS Games Revenue

Rank	App	Company
1	iQIYI	Baidu
2	Inke	MeeLive
3	Tencent Video	Tencent
4	QQ	Tencent
5	Momo	Momo Technology
6	Kwai	OneSmile
7	Youku	Alibaba Group
8	QQ Reader	Tencent
9	iQiyi PPS	Baidu
10	Baidu Cloud	Baidu

Rank	App	Company
1	Fantasy Westward Journey	NetEase
2	Hero Moba	Tencent
3	Westward Journey Online	NetEase
4	Onmyoji	NetEase
5	Ghost	NetEase
6	Naruto Mobile	Tencent
7	JX online	Tencent
8	AskTao	G-bits
9	CrossFire	Tencent
10	Zhengtu	Tencent

Rank	Company	Headquarters
1	Tencent	China
2	Baidu	China
3	MeeLive	China
4	Momo Technology	China
5	Alibaba Group	China
6	OneSmile	China
7	YY Inc	China
8	Mijinghefeng	China
9	Ximalaya	China
10	ZHANGYUE	China

Rank	Company	Headquarters
1	Tencent	China
2	NetEase	China
3	Perfect World	China
4	Snail Games	China
5	Supercell	Finland
6	G-bits	China
7	iDreamSky	China
8	LineKong	China
9	Happy Elements	China
10	37games	China

Top apps and games rankings exclude pre-installed apps as well as apps published by platform owners and downloaded to devices running their OS (such as *Google Translate* on Android phone and *GarageBand* on iPhone). To see a more detailed explanation, please see report methodology. Rankings are based on App Annie data as of March 20, 2017. For worldwide rankings, these rankings differ slightly from those in the original 2016 Retrospective release.

France by Monthly Active Users

Top Apps of 2016: France
iPhone Monthly Active Users

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	WhatsApp Messenger	Facebook
4	YouTube	Google
5	Snapchat	Snap
6	Instagram	Facebook
7	Waze	Google
8	Google Maps	Google
9	Shazam	Shazam Entertainment
10	Twitter	Twitter

Top Apps of 2016: France Android
Phone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	WhatsApp Messenger	Facebook
4	Waze	Google
5	Snapchat	Snap
6	Instagram	Facebook
7	Skype	Microsoft
8	Google Photos	Google
9	Dropbox	Dropbox
10	Shazam	Shazam Entertainment

Top Games of 2016: France iPhone
Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Piano Tiles 2	Cheetah Mobile
7	Subway Surfers	Kiloo
8	Candy Crush Jelly Saga	Activision Blizzard
9	2048	Ubisoft
10	Color Switch	Fortafy Games

Top Games of 2016: France
Android Phone Monthly Active
Users

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Candy Crush Soda Saga	Activision Blizzard
4	Clash of Clans	Supercell
5	Clash Royale	Supercell
6	Candy Crush Jelly Saga	Activision Blizzard
7	Piano Tiles 2	Cheetah Mobile
8	Farm Heroes Saga	Activision Blizzard
9	Boom Beach	Supercell
10	Subway Surfers	Kiloo

France by Downloads

Top Apps of 2016: France Combined
iOS and Google Play Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Snapchat	Snap
3	Facebook	Facebook
4	WhatsApp Messenger	Facebook
5	Instagram	Facebook
6	Skype	Microsoft
7	Waze	Google
8	Deezer	Deezer
9	Bitmoji	Snap
10	Leboncoin	Schibsted

Top Games of 2016: France
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Clash Royale	Supercell
2	Pokémon GO	Niantic
3	Piano Tiles 2	Cheetah Mobile
4	slither.io	Lowtech Studios
5	Candy Crush Jelly Saga	Activision Blizzard
6	Subway Surfers	Kiloo
7	Color Switch	Fortafy Games
8	Candy Crush Saga	Activision Blizzard
9	Clash of Clans	Supercell
10	Traffic Rider	Soner Kara

Top Companies of 2016: France
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Snap	United States
5	Apple	United States
6	Orange SA	France
7	InterActiveCorp (IAC)	United States
8	Twitter	United States
9	SFR	France
10	Cheetah Mobile	China

Top Companies of 2016: France
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Activision Blizzard	United States
3	Supercell	Finland
4	Ketchapp Studio	France
5	Tencent	China
6	Ubisoft	France
7	Cheetah Mobile	China
8	Vivendi	France
9	Outfit7	Cyprus
10	Doodle Mobile	China

France by Revenue

Top Apps of 2016: France Combined
iOS and Google Play Revenue

Rank	App	Company
1	AdoptAGuy	GEB AdoptAGuy
2	Deezer	Deezer
3	Badoo	Badoo
4	Netflix	Netflix
5	Tinder	InterActiveCorp (IAC)
6	Spotify	Spotify
7	Meetic	InterActiveCorp (IAC)
8	LOVOO	LOVOO
9	iCoyote	Coyote System
10	Sing! Karaoke	Smule

Top Games of 2016: France
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Clash of Clans	Supercell
3	Pokémon GO	Niantic
4	Candy Crush Saga	Activision Blizzard
5	Summoners War	GAMEVIL
6	Candy Crush Soda Saga	Activision Blizzard
7	Boom Beach	Supercell
8	Game of War - Fire Age	MZ
9	Dragon Ball Z Dokkan Battle	BANDAI NAMCO
10	Marvel Contest of Champions	Kabam

Top Companies of 2016: France
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	GEB AdoptAGuy	France
2	Deezer	France
3	InterActiveCorp (IAC)	United States
4	Badoo	United Kingdom
5	Netflix	United States
6	Spotify	Sweden
7	LOVOO	Germany
8	Coyote System	France
9	Babbel	Germany
10	Smule	United States

Top Companies of 2016: France
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Electronic Arts	United States
4	GAMEVIL	South Korea
5	Niantic	United States
6	MZ	United States
7	IGG	China
8	BANDAI NAMCO	Japan
9	Elex Technology	China
10	Kabam	United States

Germany by Monthly Active Users

Top Apps of 2016: Germany
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	YouTube	Google
5	Instagram	Facebook
6	Amazon	Amazon
7	Google Maps	Google
8	Snapchat	Snap
9	eBay	eBay
10	eBay Kleinanzeigen	eBay

Top Apps of 2016: Germany
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	eBay	eBay
5	Dropbox	Dropbox
6	Instagram	Facebook
7	wetter.com	Wetter.com
8	eBay Kleinanzeigen	eBay
9	Amazon	Amazon
10	Google Photos	Google

Top Games of 2016: Germany
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	QuizClash	FEO Media
3	Candy Crush Saga	Activision Blizzard
4	Clash of Clans	Supercell
5	Clash Royale	Supercell
6	Piano Tiles 2	Cheetah Mobile
7	Candy Crush Soda Saga	Activision Blizzard
8	Subway Surfers	Kiloo
9	4 Pics 1 Word	LOTUM
10	Super Mario Run	Nintendo

Top Games of 2016: Germany
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	QuizClash	FEO Media
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	QuizClash	FEO Media
7	Clash Royale	Supercell
8	4 Pics 1 Word	LOTUM
9	Piano Tiles 2	Cheetah Mobile
10	Farm Heroes Saga	Activision Blizzard

Germany by Downloads

Top Apps of 2016: Germany
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Snapchat	Snap
5	Instagram	Facebook
6	Amazon	Amazon
7	eBay Kleinanzeigen	eBay
8	Skype	Microsoft
9	Spotify	Spotify
10	Shpock	Finderly

Top Games of 2016: Germany
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Clash Royale	Supercell
2	Pokémon GO	Niantic
3	Piano Tiles 2	Cheetah Mobile
4	slither.io	Lowtech Studios
5	Color Switch	Fortafy Games
6	Subway Surfers	Kiloo
7	Candy Crush Jelly Saga	Activision Blizzard
8	Rolling Sky	Cheetah Mobile
9	Clash of Clans	Supercell
10	4 Pics 1 Word	LOTUM

Top Companies of 2016: Germany
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Microsoft	United States
5	Amazon	United States
6	eBay	United States
7	Snap	United States
8	Cheetah Mobile	China
9	InterActiveCorp (IAC)	United States
10	ProSiebenSat.1 Media	Germany

Top Companies of 2016: Germany
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Activision Blizzard	United States
3	Supercell	Finland
4	Tencent	China
5	Cheetah Mobile	China
6	Ubisoft	France
7	Vivendi	France
8	Rovio	Finland
9	LEGO	Denmark
10	Ketchapp Studio	France

Germany by Revenue

Top Apps of 2016: Germany
Combined iOS and Google Play
Revenue

Rank	App	Company
1	LOVOO	LOVOO
2	Spotify	Spotify
3	Tinder	InterActiveCorp (IAC)
4	BILD	Axel Springer
5	Netflix	Netflix
6	Babbel	Babbel
7	Freeletics	Freeletics
8	Deezer	Deezer
9	WeatherPro	General Atlantic
10	Blitzer.de	Eifrig

Top Games of 2016: Germany
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash of Clans	Supercell
2	Clash Royale	Supercell
3	Pokémon GO	Niantic
4	Summoners War	GAMEVIL
5	Game of War - Fire Age	MZ
6	Hay Day	Supercell
7	Mobile Strike	MZ
8	Candy Crush Saga	Activision Blizzard
9	Clash of Kings	Elex Technology
10	Candy Crush Soda Saga	Activision Blizzard

Top Companies of 2016: Germany
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	LOVOO	Germany
2	InterActiveCorp (IAC)	United States
3	Spotify	Sweden
4	Babbel	Germany
5	Axel Springer	Germany
6	Garmin	United States
7	Freeletics	Germany
8	Netflix	United States
9	Adidas	Germany
10	Deezer	France

Top Companies of 2016: Germany
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	MZ	United States
4	Electronic Arts	United States
5	Niantic	United States
6	Elex Technology	China
7	GAMEVIL	South Korea
8	IGG	China
9	Playrix	Russia
10	Plarium	Israel

Hong Kong by Monthly Active Users

Top Apps of 2016: Hong Kong
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	YouTube	Google
5	WeChat	Tencent
6	Instagram	Facebook
7	MyObservatory	Hong Kong Observatory
8	Google Maps	Google
9	LINE	LINE
10	OpenRice	Openrice

Top Apps of 2016: Hong Kong
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	WeChat	Tencent
4	Facebook Messenger	Facebook
5	MyObservatory	Hong Kong Observatory
6	KMB & LW	KMB
7	Apple Daily	Next Media Limited
8	OpenRice	Openrice
9	LINE	LINE
10	Instagram	Facebook

Top Games of 2016: Hong Kong
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Candy Crush Soda Saga	Activision Blizzard
4	Disney Tsum Tsum	LINE
5	Clash Royale	Supercell
6	Criminal Case	Pretty Simple
7	Super Mario Run	Nintendo
8	Piano Tiles 2	Cheetah Mobile
9	Clash of Clans	Supercell
10	Candy Crush Jelly Saga	Activision Blizzard

Top Games of 2016: Hong Kong
Android Phone Monthly Active Users

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Candy Crush Soda Saga	Activision Blizzard
4	Disney Tsum Tsum	LINE
5	Hong Kong Mahjong Club	Recax
6	Criminal Case	Pretty Simple
7	Farm Heroes Saga	Activision Blizzard
8	Candy Crush Jelly Saga	Activision Blizzard
9	Boyaa Dou Di Zhu	Boyaa
10	Piano Tiles 2	Cheetah Mobile

Usage tables do not aggregate different versions of apps. For instance, *Fruit Ninja* and *Fruit Ninja Free* would be ranked separately. Worldwide excludes China. Apps are ranked by average monthly active users across 2016. Pre-installed apps (such as *YouTube* on Android phone and *Safari* on iPhone) are excluded. Rankings are based on App Annie data as of March 20, 2017. For worldwide rankings, these rankings differ slightly from those in the original 2016 Retrospective release.

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Hong Kong by Downloads

Top Apps of 2016: Hong Kong
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	WeChat	Tencent
3	Facebook	Facebook
4	myTV SUPER	TVB
5	Facebook Messenger	Facebook
6	Viu	PCCW
7	JOOX Music	Tencent
8	Apple iMovie	Apple
9	KMB & LW	KMB
10	iTunes U	Apple

Top Games of 2016: Hong Kong
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Clash Royale	Supercell
3	Super Mario Run	Nintendo
4	Criminal Case	Pretty Simple
5	Piano Tiles 2	Cheetah Mobile
6	slither.io	Lowtech Studios
7	Game of Dice	Joycity
8	Candy Crush Saga	Activision Blizzard
9	Candy Crush Jelly Saga	Activision Blizzard
10	BBTAN	111%

Top Companies of 2016: Hong Kong
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Apple	United States
4	Tencent	China
5	Alibaba Group	China
6	PCCW	Hong Kong
7	TVB	Hong Kong
8	Baidu	China
9	Microsoft	United States
10	Cheetah Mobile	China

Top Companies of 2016: Hong Kong
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Niantic	United States
2	Activision Blizzard	United States
3	Electronic Arts	United States
4	Supercell	Finland
5	Cheetah Mobile	China
6	Tencent	China
7	Netmarble	South Korea
8	Vivendi	France
9	LINE	Japan
10	BabyBus	China

Hong Kong by Revenue

Top Apps of 2016: Hong Kong
Combined iOS and Google Play
Revenue

Rank	App	Company
1	JOOX Music	Tencent
2	LINE	LINE
3	KKBOX	KDDI
4	Netflix	Netflix
5	LINE PLAY	LINE
6	Spotify	Spotify
7	MOOV	PCCW
8	SweetRing	Sunfun
9	Momo	Momo Technology
10	Jodo Wallet	Jodo Game

Top Games of 2016: Hong Kong
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Pokémon GO	Niantic
2	Clash of Kings	Elex Technology
3	Game of Dice	Joycity
4	Clash Royale	Supercell
5	BARCODE FOOTBALLER	Cybird
6	Summoners War	GAMEVIL
7	Last Empire-War Z	Long Tech Network
8	Tower of Saviors	Mad Head
9	Monster Strike	mixi
10	Age of Three Kingdoms	Shanghai Ace

Top Companies of 2016: Hong Kong
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Tencent	China
2	LINE	Japan
3	MagazineCloner	United Kingdom
4	KDDI	Japan
5	Netflix	United States
6	Sunfun	Taiwan
7	InterActiveCorp (IAC)	United States
8	Spotify	Sweden
9	PCCW	Hong Kong
10	Linghit	China

Top Companies of 2016: Hong Kong
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Netmarble	South Korea
2	Elex Technology	China
3	IWPLAY	Taiwan
4	Supercell	Finland
5	GAMEVIL	South Korea
6	Niantic	United States
7	EFUN	China
8	GAME Dreamer	China
9	Activision Blizzard	United States
10	Next Media Limited	Hong Kong

India by Monthly Active Users

Top Apps of 2016: India iPhone Monthly Active Users			Top Apps of 2016: India Android Phone Monthly Active Users			Top Games of 2016: India iPhone Monthly Active Users			Top Games of 2016: India Android Phone Monthly Active Users		
Rank	App	Company	Rank	App	Company	Rank	App	Company	Rank	App	Company
1	WhatsApp Messenger	Facebook	1	WhatsApp Messenger	Facebook	1	Candy Crush Saga	Activision Blizzard	1	Candy Crush Saga	Activision Blizzard
2	Facebook	Facebook	2	Facebook	Facebook	2	Clash of Clans	Supercell	2	Clash of Clans	Supercell
3	Google Maps	Google	3	Truecaller	Truecaller	3	Subway Surfers	Kiloo	3	Subway Surfers	Kiloo
4	Facebook Messenger	Facebook	4	Facebook Messenger	Facebook	4	8 Ball Pool	Tencent	4	Doodle Army 2 : Mini Militia	Appsomniacs
5	YouTube	Google	5	SHAREit	SHAREit	5	Temple Run 2	Imangi	5	Temple Run 2	Imangi
6	Ola cabs	ANI Technologies	6	Flipkart	Flipkart	6	Doodle Army 2 : Mini Militia	Appsomniacs	6	Pokémon GO	Niantic
7	BookMyShow	Bigtree Entertainment	7	MX Player	J2 Interactive	7	Candy Crush Soda Saga	Activision Blizzard	7	Candy Crush Soda Saga	Activision Blizzard
8	Amazon	Amazon	8	Amazon	Amazon	8	Pokémon GO	Niantic	8	8 Ball Pool	Tencent
9	Instagram	Facebook	9	Paytm	One97	9	Color Switch	Fortafy Games	9	World Cricket Championship 2	Nextwave Multimedia
10	Truecaller	Truecaller	10	UC Browser	Alibaba Group	10	Clash Royale	Supercell	10	My Talking Tom	Outfit7

India by Downloads

Top Apps of 2016: India Combined
iOS and Google Play Downloads

Rank	App	Company
1	Facebook	Facebook
2	WhatsApp Messenger	Facebook
3	UC Browser	Alibaba Group
4	Facebook Messenger	Facebook
5	SHAREit	SHAREit
6	imo	imo.im
7	hotstar	21st Century Fox
8	MyJio	Reliance Industries
9	MX Player	J2 Interactive
10	Truecaller	Truecaller

Top Games of 2016: India
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Subway Surfers	Kiloo
3	Temple Run 2	Imangi
4	My Talking Tom	Outfit7
5	Clash of Clans	Supercell
6	Doodle Army 2 : Mini Militia	Appsomniacs
7	Hill Climb Racing	Fingersoft
8	Traffic Rider	Soner Kara
9	Asphalt 8: Airborne	Vivendi
10	Temple Run	Imangi

Top Companies of 2016: India
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Reliance Industries	India
3	Google	United States
4	Alibaba Group	China
5	SHAREit	China
6	Cheetah Mobile	China
7	Times Group	India
8	Flipkart	India
9	J2 Interactive	South Korea
10	imo.im	United States

Top Companies of 2016: India
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Doodle Mobile	China
2	Activision Blizzard	United States
3	Vivendi	France
4	Outfit7	Cyprus
5	Imangi	United States
6	Electronic Arts	United States
7	Vasco Games	Netherlands
8	Rovio	Finland
9	Kiloo	Denmark
10	Supercell	Finland

India by Revenue

Top Apps of 2016: India Combined
iOS and Google Play Revenue

Rank	App	Company
1	Netflix	Netflix
2	Tinder	InterActiveCorp (IAC)
3	LinkedIn	Microsoft
4	Gaana	Times Group
5	Sing! Karaoke	Smule
6	Saavn	Saavn
7	Magzter	Magzter
8	Fingerprint Login	DoubleVision
9	Azar	Hyperconnect
10	Skype	Microsoft

Top Games of 2016: India
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash of Clans	Supercell
2	Clash of Kings	Elex Technology
3	Candy Crush Saga	Activision Blizzard
4	Teen Patti	Octro
5	Clash Royale	Supercell
6	Ultimate Teen Patti	Play Games24x7
7	Zynga Poker	Zynga
8	Teen Patti Gold	Moonfrog
9	8 Ball Pool	Tencent
10	Marvel Contest of Champions	Kabam

Top Companies of 2016: India
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Netflix	United States
3	Magzter	United States
4	Times Group	India
5	LinkedIn	United States
6	Smule	United States
7	Saavn	United States
8	Microsoft	United States
9	MagazineCloner	United Kingdom
10	Together Networks	Malta

Top Companies of 2016: India
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Elex Technology	China
4	Octro	India
5	Zynga	United States
6	MZ	United States
7	Play Games24x7	India
8	Moonfrog	India
9	Electronic Arts	United States
10	Tencent	China

Indonesia by Monthly Active Users

Top Apps of 2016: Indonesia
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Instagram	Facebook
3	LINE	LINE
4	YouTube	Google
5	BBM	BlackBerry
6	Facebook	Facebook
7	Path	Path
8	Google Maps	Google
9	Facebook Messenger	Facebook
10	GO-JEK	GO-JEK

Top Apps of 2016: Indonesia
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	BBM	BlackBerry
3	LINE	LINE
4	Instagram	Facebook
5	Facebook	Facebook
6	Facebook Messenger	Facebook
7	UC Browser	Alibaba Group
8	GO-JEK	GO-JEK
9	Clean Master	Cheetah Mobile
10	Path	Path

Top Games of 2016: Indonesia
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Clash Royale	Supercell
3	Clash of Clans	Supercell
4	Piano Tiles 2	Cheetah Mobile
5	Candy Crush Saga	Activision Blizzard
6	slither.io	Lowtech Studios
7	Super Mario Run	Nintendo
8	QuizClash	FEO Media
9	8 Ball Pool	Tencent
10	Everybody's Marble	LINE

Top Games of 2016: Indonesia
Android Phone Monthly Active Users

Rank	App	Company
1	Clash of Clans	Supercell
2	Clash Royale	Supercell
3	Pokémon GO	Niantic
4	Piano Tiles 2	Cheetah Mobile
5	Everybody's Marble	LINE
6	Subway Surfers	Kiloo
7	Candy Crush Saga	Activision Blizzard
8	Tahu Bulat	Own Games
9	Pou	Zakeh
10	Minecraft Pocket Edition	Microsoft

Indonesia by Downloads

Top Apps of 2016: Indonesia
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Facebook	Facebook
2	BBM	BlackBerry
3	UC Browser	Alibaba Group
4	WhatsApp Messenger	Facebook
5	Facebook Messenger	Facebook
6	LINE	LINE
7	Instagram	Facebook
8	SHAREit	SHAREit
9	360 Mobile Security	Qihoo 360
10	Sing! Karaoke	Smule

Top Games of 2016: Indonesia
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Clash of Clans	Supercell
2	Piano Tiles 2	Cheetah Mobile
3	Subway Surfers	Kiloo
4	Clash Royale	Supercell
5	Tebak Gambar	Tebak Gambar
6	slither.io	Lowtech Studios
7	Pou	Zakeh
8	Pokémon GO	Niantic
9	My Talking Tom	Outfit7
10	Plants vs. Zombies	Electronic Arts

Top Companies of 2016: Indonesia
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Alibaba Group	China
4	LINE	Japan
5	Cheetah Mobile	China
6	BlackBerry	Canada
7	Sungy Mobile	China
8	SHAREit	China
9	Tencent	China
10	Qihoo 360	China

Top Companies of 2016: Indonesia
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Doodle Mobile	China
2	Supercell	Finland
3	Electronic Arts	United States
4	Vivendi	France
5	Outfit7	Cyprus
6	Mobirix	South Korea
7	Cheetah Mobile	China
8	Activision Blizzard	United States
9	LINE	Japan
10	Tencent	China

Indonesia by Revenue

Top Apps of 2016: Indonesia
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Sing! Karaoke	Smule
2	BIGO LIVE	BIGO
3	LINE	LINE
4	JOOX Music	Tencent
5	Netflix	Netflix
6	Nonolive	Shi Xun
7	Hotspot Shield VPN	AnchorFree
8	BBM	BlackBerry
9	SCOOP	Apps Foundry
10	LINE PLAY	LINE

Top Games of 2016: Indonesia
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash of Clans	Supercell
2	Clash Royale	Supercell
3	Everybody's Marble	Netmarble
4	Clash of Kings	Elex Technology
5	Pokémon GO	Niantic
6	Seven Knights	Netmarble
7	Crisis Action	CMGE
8	Last Empire-War Z	Long Tech Network
9	Game of War - Fire Age	MZ
10	Hay Day	Supercell

Top Companies of 2016: Indonesia
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Smule	United States
2	BIGO	China
3	LINE	Japan
4	InterActiveCorp (IAC)	United States
5	Tencent	China
6	MagazineCloner	United Kingdom
7	Netflix	United States
8	Apps Foundry	United States
9	Shi Xun	China
10	AnchorFree	United States

Top Companies of 2016: Indonesia
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Netmarble	South Korea
3	Elex Technology	China
4	LINE	Japan
5	Activision Blizzard	United States
6	Niantic	United States
7	Hero games	China
8	MZ	United States
9	GAMEVIL	South Korea
10	IGG	China

Italy by Monthly Active Users

Top Apps of 2016: Italy
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	YouTube	Google
5	Instagram	Facebook
6	Google Maps	Google
7	Shazam	Shazam Entertainment
8	Snapchat	Snap
9	Amazon	Amazon
10	TripAdvisor	TripAdvisor

Top Apps of 2016: Italy Android
Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Area Clienti 3	Hutchison Whampoa
6	Weather by iLMeteo	ILMETEO
7	Dropbox	Dropbox
8	Shazam	Shazam Entertainment
9	Google Photos	Google
10	Skype	Microsoft

Top Games of 2016: Italy iPhone
Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Piano Tiles 2	Cheetah Mobile
6	Ruzzle	MAG Interactive
7	Candy Crush Soda Saga	Activision Blizzard
8	Subway Surfers	Kiloo
9	BBTAN	111%
10	Color Switch	Fortafy Games

Top Games of 2016: Italy Android
Phone Monthly Active Users

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Piano Tiles 2	Cheetah Mobile
7	Farm Heroes Saga	Activision Blizzard
8	slither.io	Lowtech Studios
9	Subway Surfers	Kiloo
10	Ruzzle	MAG Interactive

Italy by Downloads

Top Apps of 2016: Italy Combined iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Instagram	Facebook
5	Snapchat	Snap
6	Amazon	Amazon
7	Skype	Microsoft
8	Shazam	Shazam Entertainment
9	Weather by iLMeteo	ILMETEO
10	My Vodafone IT	Vodafone

Top Games of 2016: Italy Combined iOS and Google Play Downloads

Rank	App	Company
1	Clash Royale	Supercell
2	Pokémon GO	Niantic
3	slither.io	Lowtech Studios
4	Piano Tiles 2	Cheetah Mobile
5	Color Switch	Fortafy Games
6	Subway Surfers	Kiloo
7	BBTAN	111%
8	Candy Crush Jelly Saga	Activision Blizzard
9	Clash of Clans	Supercell
10	Candy Crush Saga	Activision Blizzard

Top Companies of 2016: Italy Combined iOS and Google Play Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Cheetah Mobile	China
5	Apple	United States
6	Snap	United States
7	Amazon	United States
8	InterActiveCorp (IAC)	United States
9	Telecom Italia	Italy
10	Mediaset.it	Italy

Top Companies of 2016: Italy Combined iOS and Google Play Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Activision Blizzard	United States
3	Supercell	Finland
4	TabTale	Israel
5	Tencent	China
6	Doodle Mobile	China
7	Ubisoft	France
8	Cheetah Mobile	China
9	Vivendi	France
10	Niantic	United States

Italy by Revenue

Top Apps of 2016: Italy Combined iOS and Google Play Revenue

Rank	App	Company
1	Netflix	Netflix
2	Evening Courier	RCS MediaGroup
3	Spotify	Spotify
4	la Repubblica	Gruppo Editoriale L'Espresso
5	Badoo	Badoo
6	LOVOO	LOVOO
7	Tinder	InterActiveCorp (IAC)
8	Babbel	Babbel
9	Meetic	InterActiveCorp (IAC)
10	Juasapp	Miraclia

Top Games of 2016: Italy Combined iOS and Google Play Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Clash of Clans	Supercell
3	Candy Crush Saga	Activision Blizzard
4	Pokémon GO	Niantic
5	Candy Crush Soda Saga	Activision Blizzard
6	Clash of Kings	Elex Technology
7	Marvel Contest of Champions	Kabam
8	Hay Day	Supercell
9	Farm Heroes Saga	Activision Blizzard
10	Game of War - Fire Age	MZ

Top Companies of 2016: Italy Combined iOS and Google Play Apps Revenue

Rank	Company	Headquarters
1	RCS MediaGroup	Italy
2	Netflix	United States
3	Gruppo Editoriale L'Espresso	Italy
4	InterActiveCorp (IAC)	United States
5	Spotify	Sweden
6	Babbel	Germany
7	Badoo	United Kingdom
8	LOVOO	Germany
9	Adidas	Germany
10	Caltagirone Editore	Italy

Top Companies of 2016: Italy Combined iOS and Google Play Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Niantic	United States
4	Electronic Arts	United States
5	Elex Technology	China
6	MZ	United States
7	IGG	China
8	Kabam	United States
9	Zynga	United States
10	Playrix	Caesars Entertainment

Japan by Monthly Active Users

Top Apps of 2016: Japan
iPhone Monthly Active Users

Rank	App	Company
1	LINE	LINE
2	YouTube	Google
3	Facebook	Facebook
4	Google Maps	Google
5	Instagram	Facebook
6	Twitter	Twitter
7	Facebook Messenger	Facebook
8	Yahoo! Japan Weather	Yahoo Japan
9	Amazon	Amazon
10	McDonald's Japan	McDonald's Japan

Top Apps of 2016: Japan Android
Phone Monthly Active Users

Rank	App	Company
1	LINE	LINE
2	Twitter	Twitter
3	Facebook	Facebook
4	Yahoo! JAPAN	Yahoo Japan
5	Yahoo! Japan Weather	Yahoo Japan
6	Google Photos	Google
7	Yahoo! Japan Transit	Yahoo Japan
8	OfficeSuite 7	MobiSystems
9	Instagram	Facebook
10	McDonald's Japan	McDonald's Japan

Top Games of 2016: Japan iPhone
Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Disney Tsum Tsum	LINE
3	Monster Strike	mixi
4	Puzzle & Dragons	GungHo Online Entertainment
5	Piano Tiles 2	Cheetah Mobile
6	PokoPoko	LINE
7	Colopl Rune Story	COLOPL
8	Super Mario Run	Nintendo
9	YO-KAI WATCH Wibble Wobble	Level-5
10	Puzzle & Dragons Radar	GungHo Online Entertainment

Top Games of 2016: Japan Android
Phone Monthly Active Users

Rank	App	Company
1	Disney Tsum Tsum	LINE
2	Pokémon GO	Niantic
3	Monster Strike	mixi
4	Puzzle & Dragons	GungHo Online Entertainment
5	PokoPoko	LINE
6	Nekoatsume	Hit-Point
7	YO-KAI WATCH Wibble Wobble	Level-5
8	LINE Bubble 2	LINE
9	LINE POP2	LINE
10	Colopl Rune Story	COLOPL

Japan by Downloads

Top Apps of 2016: Japan Combined
iOS and Google Play Downloads

Rank	App	Company
1	LINE	LINE
2	SNOW Selfie Camera	NAVER
3	iTunes U	Apple
4	Apple iMovie	Apple
5	LINE MUSIC	LINE MUSIC
6	Pages	Apple
7	Apple Numbers	Apple
8	AbemaTV	CyberAgent
9	Apple Keynote	Apple
10	GarageBand	Apple

Top Games of 2016: Japan
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Piano Tiles 2	Cheetah Mobile
3	Super Mario Run	Nintendo
4	Disney Tsum Tsum	LINE
5	Monster Strike	mixi
6	White Cat Tennis	COLOPL
7	Marvel Tsum Tsum	mixi
8	Shadowverse	CyberAgent
9	YO-KAI WATCH Wibble Wobble	Level-5
10	Puzzle & Dragons	GungHo Online Entertainment

Top Companies of 2016: Japan
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Yahoo Japan	Japan
2	Apple	United States
3	Google	United States
4	LINE	Japan
5	Facebook	United States
6	CyberAgent	Japan
7	Recruit Holdings	Japan
8	Rakuten	Japan
9	NAVER	South Korea
10	KDDI	Japan

Top Companies of 2016: Japan
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	LINE	Japan
2	BANDAI NAMCO	Japan
3	Niantic	United States
4	SQUARE ENIX	Japan
5	SEGA SAMMY	Japan
6	COLOPL	Japan
7	CyberAgent	Japan
8	KONAMI	Japan
9	Cheetah Mobile	China
10	GungHo Online Entertainment	Japan

Japan by Revenue

Top Apps of 2016: Japan Combined
iOS and Google Play Revenue

Rank	App	Company
1	LINE	LINE
2	LINE Manga	LINE
3	Pokecolo	Cocone
4	LINE PLAY	LINE
5	Dragon Quest X Adventurer's Convenient Outing Tool	SQUARE ENIX
6	Pairs	InterActiveCorp (IAC)
7	taple	CyberAgent
8	LINE MUSIC	LINE MUSIC
9	Shonen Jump Plus	SHUEISHA
10	MangaONE	Shogakukan

Top Games of 2016: Japan
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Monster Strike	mixi
2	Puzzle & Dragons	GungHo Online Entertainment
3	Fate/Grand Order	Sony
4	Disney Tsum Tsum	LINE
5	Colopl Rune Story	COLOPL
6	THE IDOLM@STER Starlight Stage	BANDAI NAMCO
7	Jikkyou Pawafuru Puroyakyu	KONAMI
8	GranBlue Fantasy	CyberAgent
9	Pokémon GO	Niantic
10	Dragon Ball Z Dokkan Battle	BANDAI NAMCO

Top Companies of 2016: Japan
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	LINE	Japan
2	Cocone	Japan
3	SQUARE ENIX	Japan
4	SHUEISHA	Japan
5	CyberAgent	Japan
6	InterActiveCorp (IAC)	United States
7	DeNA	Japan
8	LINE MUSIC	Japan
9	Shogakukan	Japan
10	Voltage	Japan

Top Companies of 2016: Japan
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	mixi	Japan
2	BANDAI NAMCO	Japan
3	GungHo Online Entertainment	Japan
4	LINE	Japan
5	SQUARE ENIX	Japan
6	COLOPL	Japan
7	Sony	Japan
8	CyberAgent	Japan
9	KONAMI	Japan
10	DeNA	Japan

Mexico by Monthly Active Users

Top Apps of 2016: Mexico
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	YouTube	Google
5	Instagram	Facebook
6	Spotify	Spotify
7	Snapchat	Snap
8	Twitter	Twitter
9	Uber	Uber Technologies
10	Google Maps	Google

Top Apps of 2016: Mexico Android
Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Spotify	Spotify
6	Twitter	Twitter
7	Google Photos	Google
8	Uber	Uber Technologies
9	Netflix	Netflix
10	Snapchat	Snap

Top Games of 2016: Mexico
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Candy Crush Soda Saga	Activision Blizzard
4	Trivia Crack	Etermax
5	Clash of Clans	Supercell
6	Plants vs. Zombies 2	Electronic Arts
7	Super Mario Run	Nintendo
8	Piano Tiles 2	Cheetah Mobile
9	Clash Royale	Supercell
10	Color Switch	Fortafy Games

Top Games of 2016: Mexico
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Candy Crush Soda Saga	Activision Blizzard
4	Piano Tiles 2	Cheetah Mobile
5	Clash of Clans	Supercell
6	Clash Royale	Supercell
7	Trivia Crack	Etermax
8	Plants vs. Zombies 2	Electronic Arts
9	Subway Surfers	Kiloo
10	Candy Crush Jelly Saga	Activision Blizzard

Mexico by Downloads

Top Apps of 2016: Mexico Combined
iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	B612	LINE
6	Snapchat	Snap
7	Photo Editor Collage Maker	Lyrebird Studio
8	Clean Master	Cheetah Mobile
9	Uber	Uber Technologies
10	Spotify	Spotify

Top Games of 2016: Mexico
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Piano Tiles 2	Cheetah Mobile
2	Subway Surfers	Kiloo
3	Pou	Zakeh
4	slither.io	Lowtech Studios
5	Pokémon GO	Niantic
6	Plants vs. Zombies	Electronic Arts
7	Geometry Dash	RobTop
8	Candy Crush Saga	Activision Blizzard
9	My Talking Tom	Outfit7
10	Geometry Dash Meltdown	RobTop

Top Companies of 2016: Mexico
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Cheetah Mobile	China
4	Microsoft	United States
5	Sungy Mobile	China
6	Lyrebird Studio	United States
7	LINE	Japan
8	Baidu	China
9	Fotoable	China
10	Snap	United States

Top Companies of 2016: Mexico
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Doodle Mobile	China
3	Activision Blizzard	United States
4	Outfit7	Cyprus
5	Rovio	Finland
6	Vivendi	France
7	Cheetah Mobile	China
8	Disney	United States
9	RobTop	Sweden
10	Tencent	China

Mexico by Revenue

Top Apps of 2016: Mexico Combined
iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	Netflix	Netflix
3	Tinder	InterActiveCorp (IAC)
4	Sing! Karaoke	Smule
5	Deezer	Deezer
6	Sweat with Kayla	Kayla Itsines
7	PlayKids	Naspers
8	Badoo	Badoo
9	Colorfy	Fun Games For Free
10	Running for Weight Loss	Grinasy

Top Games of 2016: Mexico
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Clash of Clans	Supercell
3	Pokémon GO	Niantic
4	Candy Crush Saga	Activision Blizzard
5	Marvel Contest of Champions	Kabam
6	Game of War - Fire Age	MZ
7	Candy Crush Soda Saga	Activision Blizzard
8	Mobile Strike	MZ
9	Clash of Kings	Elex Technology
10	Slotomania	Caesars Entertainment

Top Companies of 2016: Mexico
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	Netflix	United States
3	InterActiveCorp (IAC)	United States
4	Smule	United States
5	Grupo Reforma	Mexico
6	MagazineCloner	United Kingdom
7	Deezer	France
8	Naspers	South Africa
9	Kayla Itsines	Australia
10	Badoo	United Kingdom

Top Companies of 2016: Mexico
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	Electronic Arts	United States
4	MZ	United States
5	Niantic	United States
6	Kabam	United States
7	Elex Technology	China
8	Time Warner	United States
9	Caesars Entertainment	United States
10	Zynga	United States

Poland by Monthly Active Users

Top Apps of 2016: Poland iPhone Monthly Active Users			Top Apps of 2016: Poland Android Phone Monthly Active Users			Top Games of 2016: Poland iPhone Monthly Active Users			Top Games of 2016: Poland Android Phone Monthly Active Users		
Rank	App	Company	Rank	App	Company	Rank	App	Company	Rank	App	Company
1	Facebook Messenger	Facebook	1	Facebook Messenger	Facebook	1	Pokémon GO	Niantic	1	Pokémon GO	Niantic
2	Google Maps	Google	2	Facebook	Facebook	2	QuizClash	FEO Media	2	QuizClash	FEO Media
3	Facebook	Facebook	3	WhatsApp Messenger	Facebook	3	2048	Ubisoft	3	Piano Tiles 2	Cheetah Mobile
4	YouTube	Google	4	Allegro	Grupa Allegro	4	Hearthstone: Heroes of Warcraft	Activision Blizzard	4	Clash of Clans	Supercell
5	WhatsApp Messenger	Facebook	5	JakDojade.pl	CITY-NAV	5	Clash of Clans	Supercell	5	Hearthstone: Heroes of Warcraft	Activision Blizzard
6	Instagram	Facebook	6	Skype	Microsoft	6	Candy Crush Saga	Activision Blizzard	6	Subway Surfers	Kiloo
7	Spotify	Spotify	7	Instagram	Facebook	7	Subway Surfers	Kiloo	7	Color Switch	Fortafy Games
8	Google Translate	Google	8	Google Photos	Google	8	Clash Royale	Supercell	8	Hill Climb Racing	Fingersoft
9	Allegro	Grupa Allegro	9	Yanosik navi	Neptis SA	9	1010!	GramGames	9	Brain It On!	Orbital Nine
10	Snapchat	Snap	10	Dropbox	Dropbox	10	Super Mario Run	Nintendo	10	Candy Crush Saga	Activision Blizzard

Poland by Downloads

Top Apps of 2016: Poland Combined
iOS and Google Play Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Snapchat	Snap
4	WhatsApp Messenger	Facebook
5	Instagram	Facebook
6	OLX.pl	Naspers
7	Skype	Microsoft
8	360 Mobile Security	Qihoo 360
9	Allegro	Grupa Allegro
10	Bitmoji	Snap

Top Games of 2016: Poland
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Piano Tiles 2	Cheetah Mobile
2	Color Switch	Fortafy Games
3	Subway Surfers	Kiloo
4	slither.io	Lowtech Studios
5	Pou	Zakeh
6	Pokémon GO	Niantic
7	Traffic Rider	Soner Kara
8	My Talking Tom	Outfit7
9	Hill Climb Racing	Fingersoft
10	My Talking Angela	Outfit7

Top Companies of 2016: Poland
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Snap	United States
5	Cheetah Mobile	China
6	Naspers	South Africa
7	AVAST	Czech Republic
8	Outfit7	Cyprus
9	Qihoo 360	China
10	Sony	Japan

Top Companies of 2016: Poland
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Ubisoft	France
3	Rovio	Finland
4	Outfit7	Cyprus
5	Ketchapp Studio	France
6	Tencent	China
7	LEGO	Denmark
8	Cheetah Mobile	China
9	Vivendi	France
10	Nealo	Sweden

Poland by Revenue

Top Apps of 2016: Poland Combined
iOS and Google Play Revenue

Rank	App	Company
1	Tinder	InterActiveCorp (IAC)
2	AutoMapa	Aqurat
3	Audioteka Poland	Audioteka
4	Endomondo Sports Tracker	Under Armour
5	Badoo	Badoo
6	Nawigacja NaviExpert	NaviExpert
7	Netflix	Netflix
8	Spotify	Spotify
9	TIDAL	Aspiro
10	AntiVirus Security	AVAST

Top Games of 2016: Poland
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Mobile Strike	MZ
2	Game of War - Fire Age	MZ
3	Pokémon GO	Niantic
4	Clash of Clans	Supercell
5	Clash of Kings	Elex Technology
6	Castle Clash	IGG
7	Hearthstone: Heroes of Warcraft	Activision Blizzard
8	Clash Royale	Supercell
9	Empire: Four Kingdoms	Goodgame Studios
10	World of Tanks Blitz	Wargaming.net

Top Companies of 2016: Poland
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	InterActiveCorp (IAC)	United States
2	Aqurat	Poland
3	Sygic	Slovakia
4	Under Armour	United States
5	MobiSystems	United States
6	MagazineCloner	United Kingdom
7	Badoo	United Kingdom
8	K2 Internet SA	Poland
9	NaviExpert	Poland
10	Netflix	United States

Top Companies of 2016: Poland
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	MZ	United States
2	Supercell	Finland
3	Activision Blizzard	United States
4	Niantic	United States
5	Elex Technology	China
6	IGG	China
7	Electronic Arts	United States
8	Goodgame Studios	Germany
9	Wargaming.net	Cyprus
10	Funstage Spielewebseiten	Austria

Russia by Monthly Active Users

Top Apps of 2016: Russia iPhone Monthly Active Users			Top Apps of 2016: Russia Android Phone Monthly Active Users			Top Games of 2016: Russia iPhone Monthly Active Users			Top Games of 2016: Russia Android Phone Monthly Active Users		
Rank	App	Company	Rank	App	Company	Rank	App	Company	Rank	App	Company
1	WhatsApp Messenger	Facebook	1	WhatsApp Messenger	Facebook	1	2048	Ubisoft	1	Clash of Clans	Supercell
2	Viber	Rakuten	2	Viber	Rakuten	2	Clash of Clans	Supercell	2	Subway Surfers	Kiloo
3	VK	Mail.Ru Group	3	VK	Mail.Ru Group	3	Durak by RS Technologies	RS Technologies	3	My Talking Tom	Outfit7
4	Instagram	Facebook	4	2GIS Listings	2GIS	4	1010!	GramGames	4	Clash Royale	Supercell
5	YouTube	Google	5	Skype	Microsoft	5	Clash Royale	Supercell	5	Pokémon GO	Niantic
6	Sberbank Online	Sberbank of Russia	6	Sberbank Online	Sberbank of Russia	6	Pokémon GO	Niantic	6	Hill Climb Racing	Fingersoft
7	Yandex.Navigator	Yandex	7	Instagram	Facebook	7	Subway Surfers	Kiloo	7	World of Tanks Blitz	Wargaming.net
8	Facebook	Facebook	8	Yandex.Maps	Yandex	8	Hearthstone: Heroes of Warcraft	Activision Blizzard	8	Piano Tiles 2	Cheetah Mobile
9	Yandex.Maps	Yandex	9	AliExpress	Alibaba Group	9	Boom Beach	Supercell	9	Minecraft Pocket Edition	Microsoft
10	2GIS Listings	2GIS	10	Yandex.Navigator	Yandex	10	QuizClash	FEO Media	10	Traffic Rider	Soner Kara

Russia by Downloads

Top Apps of 2016: Russia Combined
iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	VK	Mail.Ru Group
3	Viber	Rakuten
4	Sberbank Online	Sberbank of Russia
5	OK.RU	Mail.Ru Group
6	Instagram	Facebook
7	AliExpress	Alibaba Group
8	Avito	Naspers
9	Skype	Microsoft
10	Youla	Mail.Ru Group

Top Games of 2016: Russia
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Subway Surfers	Kiloo
2	slither.io	Lowtech Studios
3	My Talking Tom	Outfit7
4	Piano Tiles 2	Cheetah Mobile
5	My Talking Angela	Outfit7
6	Clash Royale	Supercell
7	Shadow Fight 2	Nekki
8	Pirate Treasures	OrangeApps Games
9	Hill Climb Racing	Fingersoft
10	Clash of Clans	Supercell

Top Companies of 2016: Russia
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Mail.Ru Group	Russia
2	Facebook	United States
3	Yandex	Russia
4	Google	United States
5	Cheetah Mobile	China
6	Alibaba Group	China
7	Microsoft	United States
8	Rakuten	Japan
9	Sberbank of Russia	Russia
10	Naspers	South Africa

Top Companies of 2016: Russia
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Outfit7	Cyprus
3	Rovio	Finland
4	Vivendi	France
5	Doodle Mobile	China
6	Cheetah Mobile	China
7	Ubisoft	France
8	Supercell	Finland
9	TabTale	Israel
10	Tencent	China

Russia by Revenue

Top Apps of 2016: Russia Combined
iOS and Google Play Revenue

Rank	App	Company
1	OK.RU	Mail.Ru Group
2	Read!	LitRes
3	Badoo	Badoo
4	Yandex Music	Yandex
5	ivi.ru	Ivi.ru
6	Viber	Rakuten
7	Mamba Dating	Mamba Dating
8	LovePlanet	Media Mir
9	VK	Mail.Ru Group
10	Bookmate	Bookmate

Top Games of 2016: Russia
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash of Kings	Elex Technology
2	Game of War - Fire Age	MZ
3	World of Tanks Blitz	Wargaming.net
4	Vikings: War of Clans	Plarium
5	Clash Royale	Supercell
6	Castle Clash	IGG
7	Last Empire-War Z	Long Tech Network
8	Clash of Clans	Supercell
9	Mobile Strike	MZ
10	Galaxy Legend	Tap4Fun

Top Companies of 2016: Russia
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	LitRes	Russia
2	Mail.Ru Group	Russia
3	Badoo	United Kingdom
4	Mamba Dating	Russia
5	Ivi.ru	Russia
6	Yandex	Russia
7	Smule	United States
8	Media Mir	Russia
9	Navitel	Russia
10	Rakuten	Japan

Top Companies of 2016: Russia
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Elex Technology	China
2	Supercell	Finland
3	MZ	United States
4	Plarium	Israel
5	IGG	China
6	Wargaming.net	Cyprus
7	Electronic Arts	United States
8	Playrix	Russia
9	Long Tech Network	China
10	Tap4Fun	China

Singapore by Monthly Active Users

Top Apps of 2016: Singapore
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	YouTube	Google
4	Facebook Messenger	Facebook
5	Instagram	Facebook
6	Google Maps	Google
7	Carousell	Carousell
8	Snapchat	Snap
9	Grab	Grabtaxi
10	WeChat	Tencent

Top Apps of 2016: Singapore
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	LINE	LINE
6	Carousell	Carousell
7	WeChat	Tencent
8	Dropbox	Dropbox
9	Grab	Grabtaxi
10	Clean Master	Cheetah Mobile

Top Games of 2016: Singapore
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Clash Royale	Supercell
3	Candy Crush Saga	Activision Blizzard
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Disney Tsum Tsum	LINE
7	Piano Tiles 2	Cheetah Mobile
8	Color Switch	Fortafy Games
9	1010!	GramGames
10	Psych Outwit Your Friends	Time Warner

Top Games of 2016: Singapore
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Piano Tiles 2	Cheetah Mobile
7	Disney Tsum Tsum	LINE
8	Psych Outwit Your Friends	Time Warner
9	Hearthstone: Heroes of Warcraft	Activision Blizzard
10	Color Switch	Fortafy Games

Singapore by Downloads

Top Apps of 2016: Singapore
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Uber	Uber Technologies
5	Grab	Grabtaxi
6	WeChat	Tencent
7	Instagram	Facebook
8	DBS Digibank	DBS Bank
9	Viu	PCCW
10	imo	imo.im

Top Games of 2016: Singapore
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Clash Royale	Supercell
3	slither.io	Lowtech Studios
4	Color Switch	Fortafy Games
5	Piano Tiles 2	Cheetah Mobile
6	Candy Crush Saga	Activision Blizzard
7	Candy Crush Jelly Saga	Activision Blizzard
8	Mobile Strike	MZ
9	Psych Outwit Your Friends	Time Warner
10	Clash of Clans	Supercell

Top Companies of 2016: Singapore
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Microsoft	United States
5	DBS Bank	Singapore
6	Uber Technologies	United States
7	Alibaba Group	China
8	Sungy Mobile	China
9	Tencent	China
10	Cheetah Mobile	China

Top Companies of 2016: Singapore
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Niantic	United States
2	Electronic Arts	United States
3	Activision Blizzard	United States
4	Supercell	Finland
5	Tencent	China
6	Time Warner	United States
7	Cheetah Mobile	China
8	Vivendi	France
9	Netmarble	South Korea
10	Rovio	Finland

Singapore by Revenue

Top Apps of 2016: Singapore
Combined iOS and Google Play
Revenue

Rank	App	Company
1	BIGO LIVE	BIGO
2	Sing! Karaoke	Smule
3	Spotify	Spotify
4	Netflix	Netflix
5	Tinder	InterActiveCorp (IAC)
6	LINE	LINE
7	Viu	PCCW
8	Live 4D Singapore	Live4D
9	LINE PLAY	LINE
10	Paktor	Paktor

Top Games of 2016: Singapore
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Pokémon GO	Niantic
3	Summoners War	GAMEVIL
4	Slotomania	Caesars Entertainment
5	Clash of Clans	Supercell
6	Seven Knights	Netmarble
7	Game of War - Fire Age	MZ
8	FaFaFa	IGS
9	Mobile Strike	MZ
10	Clash of Kings	Elex Technology

Top Companies of 2016: Singapore
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Smule	United States
2	BIGO	China
3	Spotify	Sweden
4	InterActiveCorp (IAC)	United States
5	Netflix	United States
6	Magzter	United States
7	LINE	Japan
8	Voltage	Japan
9	MagazineCloner	United Kingdom
10	Live4D	Singapore

Top Companies of 2016: Singapore
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	GAMEVIL	South Korea
3	Netmarble	South Korea
4	MZ	United States
5	Caesars Entertainment	United States
6	Activision Blizzard	United States
7	Elex Technology	China
8	EFUN	China
9	Niantic	United States
10	IGS	Taiwan

South Korea by Monthly Active Users

Top Apps of 2016: South Korea
iPhone Monthly Active Users

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	Naver	NAVER
3	YouTube	Google
4	Facebook	Facebook
5	Instagram	Facebook
6	BAND	NAVER
7	Facebook Messenger	Facebook
8	KakaoStory	Kakao Corp
9	Naver Map	NAVER
10	MelOn	Kakao Corp

Top Apps of 2016: South Korea
Android Phone Monthly Active Users

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	Naver	NAVER
3	KakaoStory	Kakao Corp
4	BAND	NAVER
5	Naver Map	NAVER
6	Facebook	Facebook
7	Daum	Kakao Corp
8	WhoWho	KT Corporation
9	Coupang	Coupang
10	V3 Mobile 2.0	AhnLab

Top Games of 2016: South Korea
iPhone Monthly Active Users

Rank	App	Company
1	Everybody's Marble	Netmarble
2	Pop Friends	NHN Entertainment
3	Clash of Clans	Supercell
4	Piano Tiles 2	Cheetah Mobile
5	Seven Knights	Netmarble
6	Friends Run	Next Floor
7	Clash Royale	Supercell
8	Swipe Brick Breaker	Monthly 23
9	Candy Crush Soda Saga	Activision Blizzard
10	Cookie Run	Devsisters

Top Games of 2016: South Korea
Android Phone Monthly Active Users

Rank	App	Company
1	Anipang 2	SundayToz
2	Pop Friends	NHN Entertainment
3	Everybody's Marble	Netmarble
4	Piano Tiles 2	Cheetah Mobile
5	Cookie Run	Devsisters
6	Anipang Mahjong	SundayToz
7	Seven Knights	Netmarble
8	Anipang	SundayToz
9	Clash of Clans	Supercell
10	Minecraft Pocket Edition	Microsoft

South Korea by Downloads

Top Apps of 2016: South Korea
Combined iOS and Google Play
Downloads

Rank	App	Company
1	SNOW Selfie Camera	NAVER
2	KakaoTalk	Kakao Corp
3	Naver	NAVER
4	V3 Mobile 2.0	AhnLab
5	Facebook	Facebook
6	Facebook Messenger	Facebook
7	BAND	NAVER
8	KakaoTaxi	Kakao Corp
9	KakaoStory	Kakao Corp
10	Naver Map	NAVER

Top Games of 2016: South Korea
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Rolling Sky	Cheetah Mobile
2	Clash Royale	Supercell
3	Piano Tiles 2	Cheetah Mobile
4	slither.io	Lowtech Studios
5	Friends Run	Next Floor
6	Friends Popcorn	Kakao Corp
7	Everybody's Marble	Netmarble
8	Anipang3 for Kakao	SundayToz
9	Lineage II: Revolution	Netmarble
10	Sword and Magic	Longtu Game

Top Companies of 2016: South
Korea Combined iOS and Google
Play Apps Downloads

Rank	Company	Headquarters
1	NAVER	South Korea
2	Kakao Corp	South Korea
3	SK Group	South Korea
4	Facebook	United States
5	KT Corporation	South Korea
6	Google	United States
7	Lotte	South Korea
8	LG Corporation	South Korea
9	Apple	United States
10	Samsung Group	South Korea

Top Companies of 2016: South
Korea Combined iOS and Google
Play Games Downloads

Rank	Company	Headquarters
1	Netmarble	South Korea
2	Kakao Corp	South Korea
3	GAMEVIL	South Korea
4	Cheetah Mobile	China
5	SundayToz	South Korea
6	NEXON	Japan
7	7day	South Korea
8	ENISTUDIO	South Korea
9	Four Thirty Three	South Korea
10	Mobirix	South Korea

South Korea by Revenue

Top Apps of 2016: South Korea
Combined iOS and Google Play
Revenue

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	KakaoPage	Kakao Corp
3	pooq	pooq
4	Amanda	Nextmatch
5	Lezhin Comics	Lezhin
6	LINE PLAY	LINE
7	MelOn	Kakao Corp
8	NoonDate	Mozznet
9	Bugs	BUGS Corporation
10	Dangyeonsi	BNK Lab

Top Games of 2016: South Korea
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Everybody's Marble	Netmarble
2	Seven Knights	Netmarble
3	Lineage II: Revolution	Netmarble
4	MU: Origin	KingNet
5	HIT	Nexon
6	FIFA ONLINE 3 M	NEXON
7	Pop Friends	NHN Entertainment
8	Clash of Clans	Supercell
9	Dragon Blaze	GAMEVIL
10	Clash Royale	Supercell

Top Companies of 2016: South
Korea Combined iOS and Google
Play Apps Revenue

Rank	Company	Headquarters
1	Kakao Corp	South Korea
2	pooq	South Korea
3	Nextmatch	South Korea
4	LINE	Japan
5	Lezhin	South Korea
6	Mozznet	South Korea
7	NAVER	South Korea
8	BNK Lab	South Korea
9	BUGS Corporation	South Korea
10	ordinaryFactory	South Korea

Top Companies of 2016: South
Korea Combined iOS and Google
Play Games Revenue

Rank	Company	Headquarters
1	Netmarble	South Korea
2	NEXON	Japan
3	GAMEVIL	South Korea
4	Supercell	Finland
5	Webzen	South Korea
6	SundayToz	South Korea
7	NHN Entertainment	South Korea
8	Four Thirty Three	South Korea
9	Next Floor	South Korea
10	Kakao Corp	South Korea

Spain by Monthly Active Users

Top Apps of 2016: Spain
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	YouTube	Google
4	Facebook Messenger	Facebook
5	Instagram	Facebook
6	Google Maps	Google
7	Twitter	Twitter
8	Spotify	Spotify
9	Snapchat	Snap
10	Wallapop	Wallapop

Top Apps of 2016: Spain Android
Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Twitter	Twitter
6	Google Photos	Google
7	Dropbox	Dropbox
8	ES File Explorer File Manager	ES Global
9	Shazam	Shazam Entertainment
10	Clean Master	Cheetah Mobile

Top Games of 2016: Spain iPhone
Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Piano Tiles 2	Cheetah Mobile
7	Trivia Crack	Etermax
8	Score! Hero	First Touch
9	Aworced	Etermax
10	Subway Surfers	Kiloo

Top Games of 2016: Spain Android
Phone Monthly Active Users

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Pokémon GO	Niantic
3	Clash Royale	Supercell
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	Farm Heroes Saga	Activision Blizzard
7	Piano Tiles 2	Cheetah Mobile
8	Pou	Zakeh
9	Aworced	Etermax
10	Trivia Crack	Etermax

Spain by Downloads

Top Apps of 2016: Spain Combined
iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Wallapop	Wallapop
5	Instagram	Facebook
6	Snapchat	Snap
7	Spotify	Spotify
8	Skype	Microsoft
9	Clean Master	Cheetah Mobile
10	AliExpress	Alibaba Group

Top Games of 2016: Spain
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Clash Royale	Supercell
2	Piano Tiles 2	Cheetah Mobile
3	slither.io	Lowtech Studios
4	Pokémon GO	Niantic
5	Color Switch	Fortafy Games
6	Subway Surfers	Kiloo
7	Pou	Zakeh
8	Score! Hero	First Touch
9	Candy Crush Saga	Activision Blizzard
10	Rolling Sky	Cheetah Mobile

Top Companies of 2016: Spain
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Cheetah Mobile	China
5	Schibsted	Norway
6	Apple	United States
7	Snap	United States
8	Wallapop	Spain
9	Sungy Mobile	China
10	InterActiveCorp (IAC)	United States

Top Companies of 2016: Spain
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Activision Blizzard	United States
3	Supercell	Finland
4	Doodle Mobile	China
5	TabTale	Israel
6	Cheetah Mobile	China
7	Tencent	China
8	Vivendi	France
9	Ubisoft	France
10	Rovio	Finland

Spain by Revenue

Top Apps of 2016: Spain Combined
iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	Netflix	Netflix
3	Tinder	InterActiveCorp (IAC)
4	LOVOO	LOVOO
5	Badoo	Badoo
6	Meetic	InterActiveCorp (IAC)
7	AdoptAGuy	GEB AdoptAGuy
8	Sing! Karaoke	Smule
9	Skype	Microsoft
10	Sweat with Kayla	Kayla Itsines

Top Games of 2016: Spain
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash Royale	Supercell
2	Clash of Clans	Supercell
3	Candy Crush Saga	Activision Blizzard
4	Pokémon GO	Niantic
5	Game of War - Fire Age	MZ
6	Candy Crush Soda Saga	Activision Blizzard
7	Clash of Kings	Elex Technology
8	Mobile Strike	MZ
9	Castle Clash	IGG
10	Farm Heroes Saga	Activision Blizzard

Top Companies of 2016: Spain
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	InterActiveCorp (IAC)	United States
3	Netflix	United States
4	LOVOO	Germany
5	Badoo	United Kingdom
6	GEB AdoptAGuy	France
7	Smule	United States
8	Microsoft	United States
9	Babbel	Germany
10	Adidas	Germany

Top Companies of 2016: Spain
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	Activision Blizzard	United States
3	MZ	United States
4	Electronic Arts	United States
5	Niantic	United States
6	Elex Technology	China
7	IGG	China
8	Playrix	Russia
9	Kabam	United States
10	Zynga	United States

Sweden by Monthly Active Users

Top Apps of 2016: Sweden
iPhone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	Spotify	Spotify
4	Instagram	Facebook
5	YouTube	Google
6	Swish payments	Bankgirot
7	Google Maps	Google
8	Snapchat	Snap
9	WhatsApp Messenger	Facebook
10	Aftonbladet Tidning	Schibsted

Top Apps of 2016: Sweden
Android Phone Monthly Active Users

Rank	App	Company
1	BankID säkerhetsapp	Finansiell ID-Teknik
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Swish payments	Bankgirot
5	Spotify	Spotify
6	Instagram	Facebook
7	WhatsApp Messenger	Facebook
8	Google Photos	Google
9	SMHI	SMHI
10	Skype	Microsoft

Top Games of 2016: Sweden
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Wordfeud	Bertheussen
3	Candy Crush Saga	Activision Blizzard
4	QuizClash	FEO Media
5	Clash of Clans	Supercell
6	Clash Royale	Supercell
7	Candy Crush Soda Saga	Activision Blizzard
8	Piano Tiles 2	Cheetah Mobile
9	Color Switch	Fortafy Games
10	Subway Surfers	Kiloo

Top Games of 2016: Sweden
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Wordfeud	Bertheussen
4	QuizClash	FEO Media
5	Candy Crush Soda Saga	Activision Blizzard
6	QuizClash	FEO Media
7	Wordfeud	Bertheussen
8	Clash of Clans	Supercell
9	Hay Day	Supercell
10	Piano Tiles 2	Cheetah Mobile

Sweden by Downloads

Top Apps of 2016: Sweden Combined
iOS and Google Play Downloads

Rank	App	Company
1	BankID säkerhetsapp	Finansiell ID-Teknik
2	Swish payments	Bankgirot
3	Facebook Messenger	Facebook
4	Snapchat	Snap
5	Facebook	Facebook
6	Spotify	Spotify
7	Instagram	Facebook
8	Wish	ContextLogic
9	WhatsApp Messenger	Facebook
10	Netflix	Netflix

Top Games of 2016: Sweden
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	slither.io	Lowtech Studios
3	Color Switch	Fortafy Games
4	Piano Tiles 2	Cheetah Mobile
5	Clash Royale	Supercell
6	Rolling Sky	Cheetah Mobile
7	Subway Surfers	Kiloo
8	Super Mario Run	Nintendo
9	Flip Diving	Tencent
10	8 Ball Pool	Tencent

Top Companies of 2016: Sweden
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Apple	United States
4	Microsoft	United States
5	Sveriges Television	Sweden
6	Snap	United States
7	Finansiell ID-Teknik	Sweden
8	Bankgirot	Sweden
9	Schibsted	Norway
10	InterActiveCorp (IAC)	United States

Top Companies of 2016: Sweden
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Tencent	China
3	Ubisoft	France
4	Activision Blizzard	United States
5	LEGO	Denmark
6	Supercell	Finland
7	Ketchapp Studio	France
8	Cheetah Mobile	China
9	Niantic	United States
10	Rovio	Finland

Sweden by Revenue

Top Apps of 2016: Sweden Combined
iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	Tinder	InterActiveCorp (IAC)
3	Badoo	Badoo
4	Netflix	Netflix
5	Lifesum	Lifesum
6	Match.com	InterActiveCorp (IAC)
7	Sing! Karaoke	Smule
8	Skype	Microsoft
9	Ta Körkort	Teoriappar
10	Runkeeper	ASICS

Top Games of 2016: Sweden
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Mobile Strike	MZ
4	Candy Crush Soda Saga	Activision Blizzard
5	Game of War - Fire Age	MZ
6	Clash of Clans	Supercell
7	Clash Royale	Supercell
8	Hay Day	Supercell
9	Hearthstone: Heroes of Warcraft	Activision Blizzard
10	Farm Heroes Saga	Activision Blizzard

Top Companies of 2016: Sweden
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	InterActiveCorp (IAC)	United States
3	Badoo	United Kingdom
4	Netflix	United States
5	Lifesum	Sweden
6	Smule	United States
7	Microsoft	United States
8	Teoriappar	Sweden
9	Babbel	Germany
10	MagazineCloner	United Kingdom

Top Companies of 2016: Sweden
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	Niantic	United States
4	MZ	United States
5	Electronic Arts	United States
6	Zynga	United States
7	Netmarble	South Korea
8	Elex Technology	China
9	IGG	China
10	King	United Kingdom

Turkey by Monthly Active Users

Top Apps of 2016: Turkey
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Instagram	Facebook
4	Facebook Messenger	Facebook
5	YouTube	Google
6	Twitter	Twitter
7	Snapchat	Snap
8	Swarm	Foursquare
9	sahibinden.com	sahibinden
10	Yandex.Navigator	Yandex

Top Apps of 2016: Turkey Android
Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Twitter	Twitter
6	sahibinden.com	sahibinden
7	Google Photos	Google
8	Yandex.Navigator	Yandex
9	Clean Master	Cheetah Mobile
10	Snapchat	Snap

Top Games of 2016: Turkey iPhone
Monthly Active Users

Rank	App	Company
1	Trivia Crack	Etermax
2	Candy Crush Saga	Activision Blizzard
3	Clash of Clans	Supercell
4	Kelimelik	He2 Apps
5	Online Head Ball	Masomo
6	Clash Royale	Supercell
7	101 Okey by Peak Games	Peak Games
8	Candy Crush Soda Saga	Activision Blizzard
9	Subway Surfers	Kiloo
10	Okey	Ahoy Games

Top Games of 2016: Turkey
Android Phone Monthly Active
Users

Rank	App	Company
1	Candy Crush Saga	Activision Blizzard
2	Trivia Crack	Etermax
3	Clash of Clans	Supercell
4	101 Okey by Peak Games	Peak Games
5	Kelimelik	He2 Apps
6	Candy Crush Soda Saga	Activision Blizzard
7	Clash Royale	Supercell
8	Okey	Ahoy Games
9	Subway Surfers	Kiloo
10	Online Head Ball	Masomo

Turkey by Downloads

Top Apps of 2016: Turkey Combined
iOS and Google Play Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	Snapchat	Snap
6	360 Mobile Security	Qihoo 360
7	letgo	etg
8	Retrica	Venticake
9	Clean Master	Cheetah Mobile
10	Turkcell My Account	Turkcell

Top Games of 2016: Turkey
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Trivia Crack	Etermax
2	Subway Surfers	Kiloo
3	Candy Crush Saga	Activision Blizzard
4	My Talking Tom	Outfit7
5	Clash of Clans	Supercell
6	Traffic Rider	Soner Kara
7	slither.io	Lowtech Studios
8	Okey	Ahoy Games
9	Online Head Ball	Masomo
10	101 Okey by Peak Games	Peak Games

Top Companies of 2016: Turkey
Combined iOS and Google Play
Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Cheetah Mobile	China
4	Turkcell	Turkey
5	Snap	United States
6	Fotoable	China
7	Microsoft	United States
8	Qihoo 360	China
9	Twitter	United States
10	Outfit7	Cyprus

Top Companies of 2016: Turkey
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Outfit7	Cyprus
2	Doodle Mobile	China
3	Activision Blizzard	United States
4	Vivendi	France
5	Electronic Arts	United States
6	Supercell	Finland
7	Vasco Games	Netherlands
8	Peak Games	Turkey
9	TabTale	Israel
10	Tencent	China

Turkey by Revenue

Top Apps of 2016: Turkey Combined
iOS and Google Play Revenue

Rank	App	Company
1	Azar	Hyperconnect
2	Tinder	InterActiveCorp (IAC)
3	Spotify	Spotify
4	Badoo	Badoo
5	Hotspot Shield VPN	AnchorFree
6	HOOTT	HOOTT
7	Kaave	didiLabs
8	Binnaz	Tasdelen
9	Topface	Topface
10	Sing! Karaoke	Smule

Top Games of 2016: Turkey
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Clash of Clans	Supercell
2	Last Empire-War Z	Long Tech Network
3	Game of War - Fire Age	MZ
4	Clash of Kings	Elex Technology
5	Mobile Strike	MZ
6	101 Okey by Peak Games	Peak Games
7	Clash Royale	Supercell
8	Candy Crush Saga	Activision Blizzard
9	Zynga Poker	Zynga
10	Okey by Peak Games	Peak Games

Top Companies of 2016: Turkey
Combined iOS and Google Play
Apps Revenue

Rank	Company	Headquarters
1	Hyperconnect	South Korea
2	InterActiveCorp (IAC)	United States
3	Spotify	Sweden
4	Badoo	United Kingdom
5	AnchorFree	United States
6	Smule	United States
7	didiLabs	Netherlands
8	HOOTT	United Kingdom
9	Tasdelen	Singapore
10	Topface	Russia

Top Companies of 2016: Turkey
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	MZ	United States
3	Peak Games	Turkey
4	Elex Technology	China
5	Long Tech Network	China
6	Activision Blizzard	United States
7	Zynga	United States
8	IGG	China
9	Kabam	United States
10	Electronic Arts	United States

United Kingdom by Monthly Active Users

Top Apps of 2016: United Kingdom
iPhone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	YouTube	Google
5	Instagram	Facebook
6	Snapchat	Snap
7	Twitter	Twitter
8	Google Maps	Google
9	eBay	eBay
10	Amazon	Amazon

Top Apps of 2016: United Kingdom
Android Phone Monthly Active Users

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Instagram	Facebook
5	eBay	eBay
6	Twitter	Twitter
7	Google Photos	Google
8	Dropbox	Dropbox
9	Snapchat	Snap
10	BBC News	BBC

Top Games of 2016: United Kingdom
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Color Switch	Fortafy Games
3	Candy Crush Saga	Activision Blizzard
4	8 Ball Pool	Tencent
5	Clash of Clans	Supercell
6	Candy Crush Soda Saga	Activision Blizzard
7	Piano Tiles 2	Cheetah Mobile
8	Stack	Ubisoft
9	Subway Surfers	Kiloo
10	Words With Friends	Zynga

Top Games of 2016: United Kingdom
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Color Switch	Fortafy Games
4	Candy Crush Soda Saga	Activision Blizzard
5	Clash of Clans	Supercell
6	MobilityWare Solitaire	MobilityWare
7	8 Ball Pool	Tencent
8	Words With Friends	Zynga
9	Candy Crush Jelly Saga	Activision Blizzard
10	Piano Tiles 2	Cheetah Mobile

United Kingdom by Downloads

Top Apps of 2016: United Kingdom
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Snapchat	Snap
5	Instagram	Facebook
6	Spotify	Spotify
7	Skype	Microsoft
8	Amazon	Amazon
9	Netflix	Netflix
10	YouTube	Google

Top Games of 2016: United
Kingdom Combined iOS and
Google Play Downloads

Rank	App	Company
1	Color Switch	Fortafy Games
2	Pokémon GO	Niantic
3	slither.io	Lowtech Studios
4	Piano Tiles 2	Cheetah Mobile
5	Stack	Ubisoft
6	8 Ball Pool	Tencent
7	Subway Surfers	Kiloo
8	Candy Crush Jelly Saga	Activision Blizzard
9	Rolling Sky	Cheetah Mobile
10	Clash Royale	Supercell

Top Companies of 2016: United
Kingdom Combined iOS and Google
Play Apps Downloads

Rank	Company	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Microsoft	United States
5	BBC	United Kingdom
6	Amazon	United States
7	Snap	United States
8	Sky	United Kingdom
9	InterActiveCorp (IAC)	United States
10	eBay	United States

Top Companies of 2016: United
Kingdom Combined iOS and Google
Play Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Ketchapp Studio	France
3	Tencent	China
4	Ubisoft	France
5	Activision Blizzard	United States
6	Cheetah Mobile	China
7	Fortafy Games	Australia
8	Rovio	Finland
9	Zynga	United States
10	Supercell	Finland

United Kingdom by Revenue

Top Apps of 2016: United Kingdom
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Spotify	Spotify
2	Tinder	InterActiveCorp (IAC)
3	Netflix	Netflix
4	Badoo	Badoo
5	Sing! Karaoke	Smule
6	Skype	Microsoft
7	POF Online Dating	InterActiveCorp (IAC)
8	Match.com	InterActiveCorp (IAC)
9	Zoosk	Zoosk
10	Deezer	Deezer

Top Games of 2016: United
Kingdom Combined iOS and
Google Play Revenue

Rank	App	Company
1	Clash of Clans	Supercell
2	Pokémon GO	Niantic
3	Candy Crush Saga	Activision Blizzard
4	Mobile Strike	MZ
5	Game of War - Fire Age	MZ
6	Clash Royale	Supercell
7	Candy Crush Soda Saga	Activision Blizzard
8	Clash of Kings	Elex Technology
9	Marvel Contest of Champions	Kabam
10	Boom Beach	Supercell

Top Companies of 2016: United
Kingdom Combined iOS and Google
Play Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	InterActiveCorp (IAC)	United States
3	Netflix	United States
4	Smule	United States
5	Microsoft	United States
6	Badoo	United Kingdom
7	Disney	United States
8	Deutsche Post DHL	Germany
9	Zoosk	United States
10	Deezer	France

Top Companies of 2016: United
Kingdom Combined iOS and Google
Play Games Revenue

Rank	Company	Headquarters
1	Activision Blizzard	United States
2	Supercell	Finland
3	MZ	United States
4	Niantic	United States
5	Electronic Arts	United States
6	Netmarble	South Korea
7	Zynga	United States
8	Churchill Downs	United States
9	Elex Technology	China
10	Playrix	Russia

United States by Monthly Active Users

Top Apps of 2016: United States
iPhone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	YouTube	Google
4	Instagram	Facebook
5	Snapchat	Snap
6	Pandora Radio	Pandora
7	Google Maps	Google
8	Twitter	Twitter
9	Amazon	Amazon
10	Pinterest	Pinterest

Top Apps of 2016: United States
Android Phone Monthly Active Users

Rank	App	Company
1	Facebook	Facebook
2	Facebook Messenger	Facebook
3	Instagram	Facebook
4	Snapchat	Snap
5	Google Photos	Google
6	Pandora Radio	Pandora
7	Amazon	Amazon
8	Pinterest	Pinterest
9	Twitter	Twitter
10	Netflix	Netflix

Top Games of 2016: United States
iPhone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Words With Friends	Zynga
4	Clash of Clans	Supercell
5	Color Switch	Fortafy Games
6	Candy Crush Soda Saga	Activision Blizzard
7	Clash Royale	Supercell
8	Trivia Crack	Etermax
9	MobilityWare Solitaire	MobilityWare
10	Subway Surfers	Kiloo

Top Games of 2016: United States
Android Phone Monthly Active Users

Rank	App	Company
1	Pokémon GO	Niantic
2	Candy Crush Saga	Activision Blizzard
3	Words With Friends	Zynga
4	Clash of Clans	Supercell
5	Candy Crush Soda Saga	Activision Blizzard
6	MobilityWare Solitaire	MobilityWare
7	Trivia Crack	Etermax
8	Clash Royale	Supercell
9	Cookie Jam	Netmarble
10	Candy Crush Jelly Saga	Activision Blizzard

United States by Downloads

Top Apps of 2016: United States
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Facebook Messenger	Facebook
2	Snapchat	Snap
3	Facebook	Facebook
4	Instagram	Facebook
5	Pandora Radio	Pandora
6	Netflix	Netflix
7	Bitmoji	Snap
8	Spotify	Spotify
9	WhatsApp Messenger	Facebook
10	Apple iMovie	Apple

Top Games of 2016: United States
Combined iOS and Google Play
Downloads

Rank	App	Company
1	Pokémon GO	Niantic
2	Color Switch	Fortafy Games
3	slither.io	Lowtech Studios
4	Clash Royale	Supercell
5	Piano Tiles 2	Cheetah Mobile
6	Rolling Sky	Cheetah Mobile
7	Subway Surfers	Kiloo
8	8 Ball Pool	Tencent
9	Candy Crush Jelly Saga	Activision Blizzard
10	Mobile Strike	MZ

Top Companies of 2016: United
States Combined iOS and Google
Play Apps Downloads

Rank	Company	Headquarters
1	Google	United States
2	Facebook	United States
3	Apple	United States
4	Snap	United States
5	Microsoft	United States
6	Amazon	United States
7	Sungy Mobile	China
8	Disney	United States
9	Comcast	United States
10	InterActiveCorp (IAC)	United States

Top Companies of 2016: United
States Combined iOS and Google
Play Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Niantic	United States
3	Tencent	China
4	Activision Blizzard	United States
5	Cheetah Mobile	China
6	Zynga	United States
7	Ketchapp Studio	France
8	Rovio	Finland
9	Glu	United States
10	Time Warner	United States

United States by Revenue

Top Apps of 2016: United States
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Spotify	Spotify
2	HBO NOW	Time Warner
3	Pandora Radio	Pandora
4	Netflix	Netflix
5	Tinder	InterActiveCorp (IAC)
6	Hulu	Hulu
7	YouTube	Google
8	TIDAL	Aspiro
9	Sing! Karaoke	Smule
10	Match.com	InterActiveCorp (IAC)

Top Games of 2016: United States
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Game of War - Fire Age	MZ
2	Clash of Clans	Supercell
3	Mobile Strike	MZ
4	Pokémon GO	Niantic
5	Candy Crush Saga	Activision Blizzard
6	Clash Royale	Supercell
7	Candy Crush Soda Saga	Activision Blizzard
8	DoubleDown Casino	International Game Technology
9	Slotomania	Caesars Entertainment
10	Marvel Contest of Champions	Kabam

Top Companies of 2016: United States
Combined iOS and Google Play Apps Revenue

Rank	Company	Headquarters
1	Spotify	Sweden
2	InterActiveCorp (IAC)	United States
3	Time Warner	United States
4	Pandora	United States
5	Netflix	United States
6	Hulu	United States
7	Smule	United States
8	Google	United States
9	Aspiro	Sweden
10	Microsoft	United States

Top Companies of 2016: United States
Combined iOS and Google Play Games Revenue

Rank	Company	Headquarters
1	MZ	United States
2	Supercell	Finland
3	Activision Blizzard	United States
4	Niantic	United States
5	Caesars Entertainment	United States
6	Electronic Arts	United States
7	Zynga	United States
8	Churchill Downs	United States
9	Netmarble	South Korea
10	Kabam	United States

Top Countries and Categories

Top Country Rankings

iOS 2016 Worldwide Downloads

Rank	Country	Rank Change vs. 2015
1	China	-
2	United States	-
3	Japan	-
4	United Kingdom	-
5	Russia	-
6	France	-
7	Germany	-
8	Canada	-
9	Brazil	▲ 1
10	Australia	▼ 1

iOS 2016 Worldwide Revenue

Rank	Country	Rank Change vs. 2015
1	China	▲ 1
2	United States	▼ 1
3	Japan	▼ 1
4	United Kingdom	-
5	Australia	-
6	Canada	-
7	Taiwan	▲ 3
8	South Korea	-
9	Germany	▼ 2
10	France	▼ 1

Google Play 2016 Worldwide Downloads

Rank	Country	Rank Change vs. 2015
1	India	▲ 2
2	United States	▼ 1
3	Brazil	▼ 1
4	Indonesia	▲ 2
5	Russia	▼ 1
6	Mexico	▼ 1
7	Turkey	-
8	South Korea	-
9	Thailand	-
10	Vietnam	▲ 2

Google Play 2016 Worldwide Revenue

Rank	Country	Rank Change vs. 2015
1	Japan	-
2	United States	-
3	South Korea	-
4	Germany	▲ 1
5	Taiwan	▼ 1
6	United Kingdom	-
7	France	-
8	Australia	▲ 1
9	Hong Kong	▼ 1
10	Canada	-

Top Category Rankings

iOS 2016 Worldwide Downloads			iOS 2016 Worldwide Revenue			Google Play 2016 Worldwide Downloads			Google Play 2016 Worldwide Revenue		
Rank	Category	Rank Change vs. 2015	Rank	Category	Rank Change vs. 2015	Rank	Category	Rank Change vs. 2015	Rank	Category	Rank Change vs. 2015
1	Games	-	1	Games	-	1	Games	-	1	Games	-
2	Photo & Video	-	2	Social Networking	-	2	Tools	-	2	Communication	-
3	Entertainment	-	3	Entertainment	▲ 1	3	Communication	-	3	Social	-
4	Social Networking	-	4	Music	▼ 1	4	Photography	-	4	Entertainment	▲ 1
5	Utilities	▲ 1	5	Education	-	5	Entertainment	-	5	Music & Audio	▲ 2
6	Productivity	▲ 1	6	Lifestyle	▲ 3	6	Social	-	6	Lifestyle	▲ 4
7	Lifestyle	▼ 2	7	Productivity	▼ 1	7	Productivity	▲ 2	7	Education	▼ 1
8	Shopping	N/A*	8	Books	▼ 1	8	Music & Audio	-	8	Tools	▼ 4
9	Music	▼ 1	9	Health and Fitness	▲ 3	9	Personalization	▼ 2	9	Health & Fitness	▲ 6
10	Education	▼ 1	10	Photo & Video	▲ 3	10	Shopping	▲ 2	10	Sports	▼ 1

*Category marked as N/A since it was only available for a portion of 2015.

About App Annie

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