



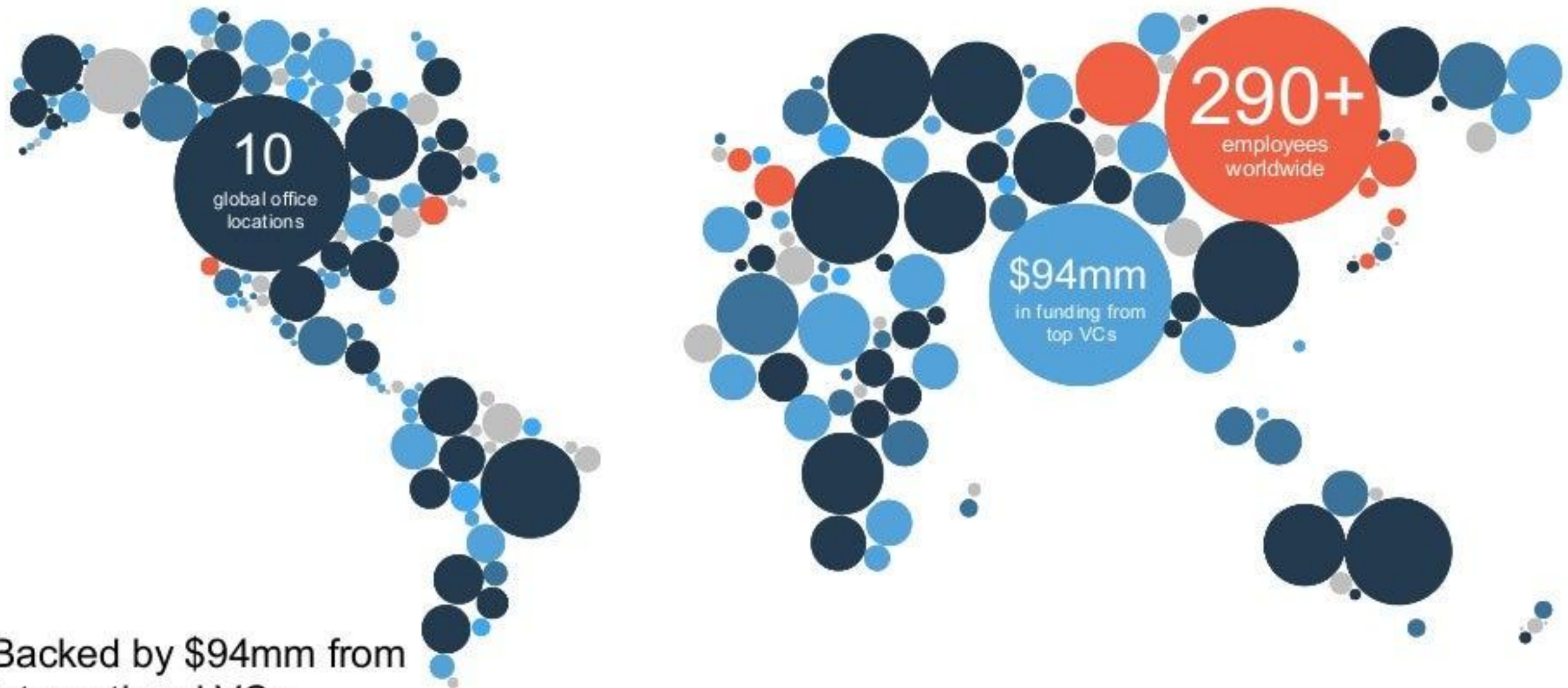
# App Economy in Taiwan and Worldwide

App01 Award Ceremony 2015  
Taipei - Jan. 26, 2015

**Bin Dai**  
**Director, Greater China**

# About Us

With offices in San Francisco, New York, Utrecht, London, Moscow, Shanghai, Seoul, Beijing, Hong Kong, and Tokyo, App Annie is the world's biggest mobile analytics company



Backed by \$94mm from international VCs

United States

SEQUOIA CAPITAL



GREYCROFT

China

IDG Capital Partners

Japan

Infinity Venture Partners

Global

e.ventures

App Annie



# The best and brightest choose App Annie

Games	DeNA	EA	GREE	GungHo	HALFBRICK	Pocket Gems	SUPERCELL	Zynga
Social	Facebook	TALK	LinkedIn	PlayArt	skype	Tango	twitter	WeChat
Investors	CHARLES RIVER VENTURES	FRANKLIN TEMPLETON INVESTMENTS	greylockpartners.	Index Ventures	IVP	MACQUARIE	Merrill Lynch	sequoia capital
Platforms / Mobile	amazon	at&t	中国移动通信 CHINA MOBILE	Google	Microsoft	Tencent 腾讯	verizon wireless	
Media / Entertainment	Disney	FOX	HBO	HEARST	MATTEL	MTV	NATIONAL GEOGRAPHIC	WARNER BROS.
Advertising	DIGITAS	GREY	M&CSAATCHI	MEDIACOM	Peak Seven	razorfish.	WPP	

90% of the top 100 publishers use App Annie

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# App Annie products – the industry standard



## Analytics

Track your own apps sales, downloads, and reviews.

Used by over 700,000 apps.



## Advertising

Combine data from all your ad platforms, automatically and track your own ad revenue and ad spend.



## Store Stats

Track the rank, pricing and placement of any app and e-book.

Following 6,400,000+ apps.



## Intelligence

Obtain the most accurate estimates of revenues and downloads for any app.

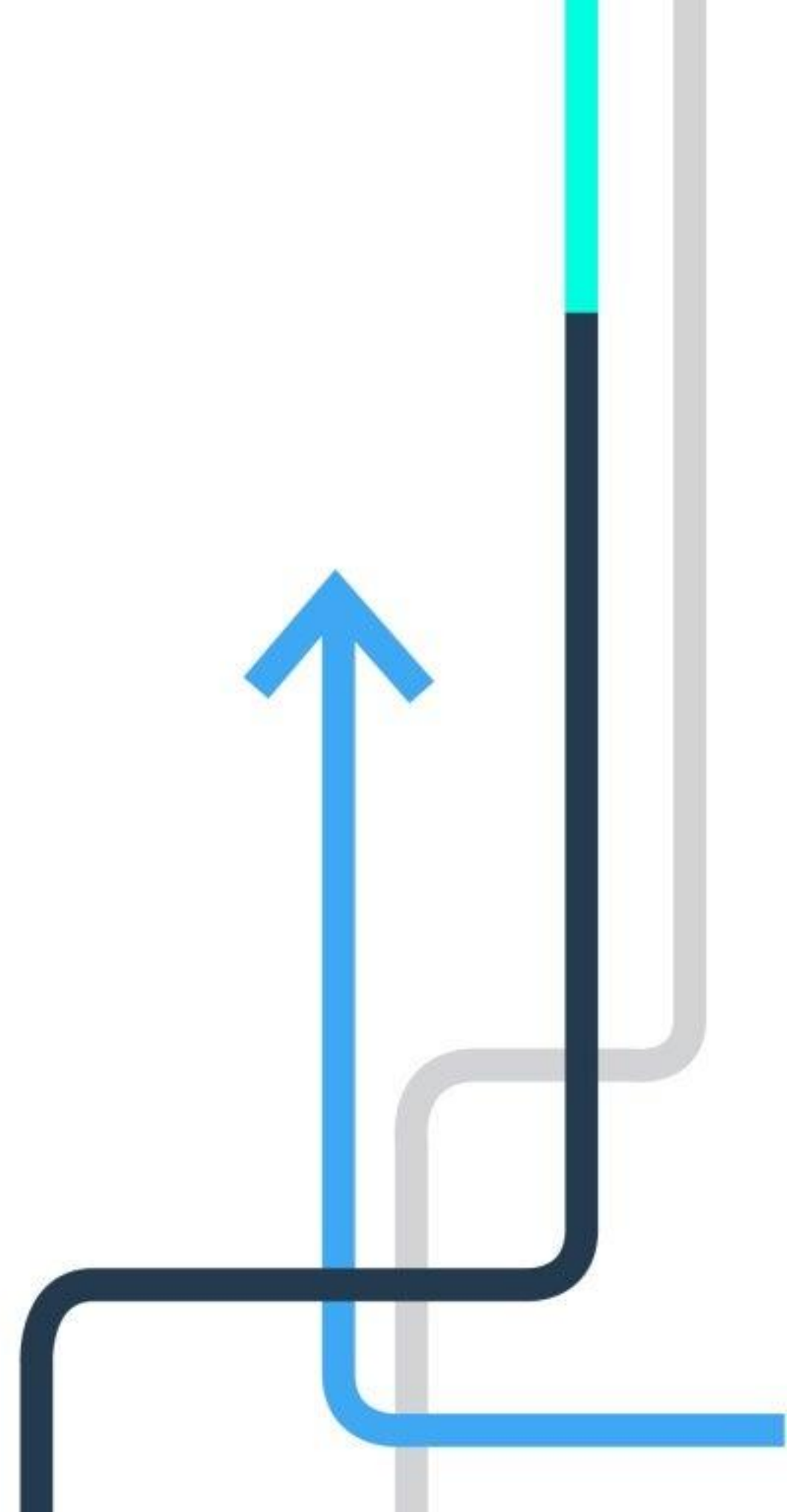
Purchased by 9 of the top 10 publishers.



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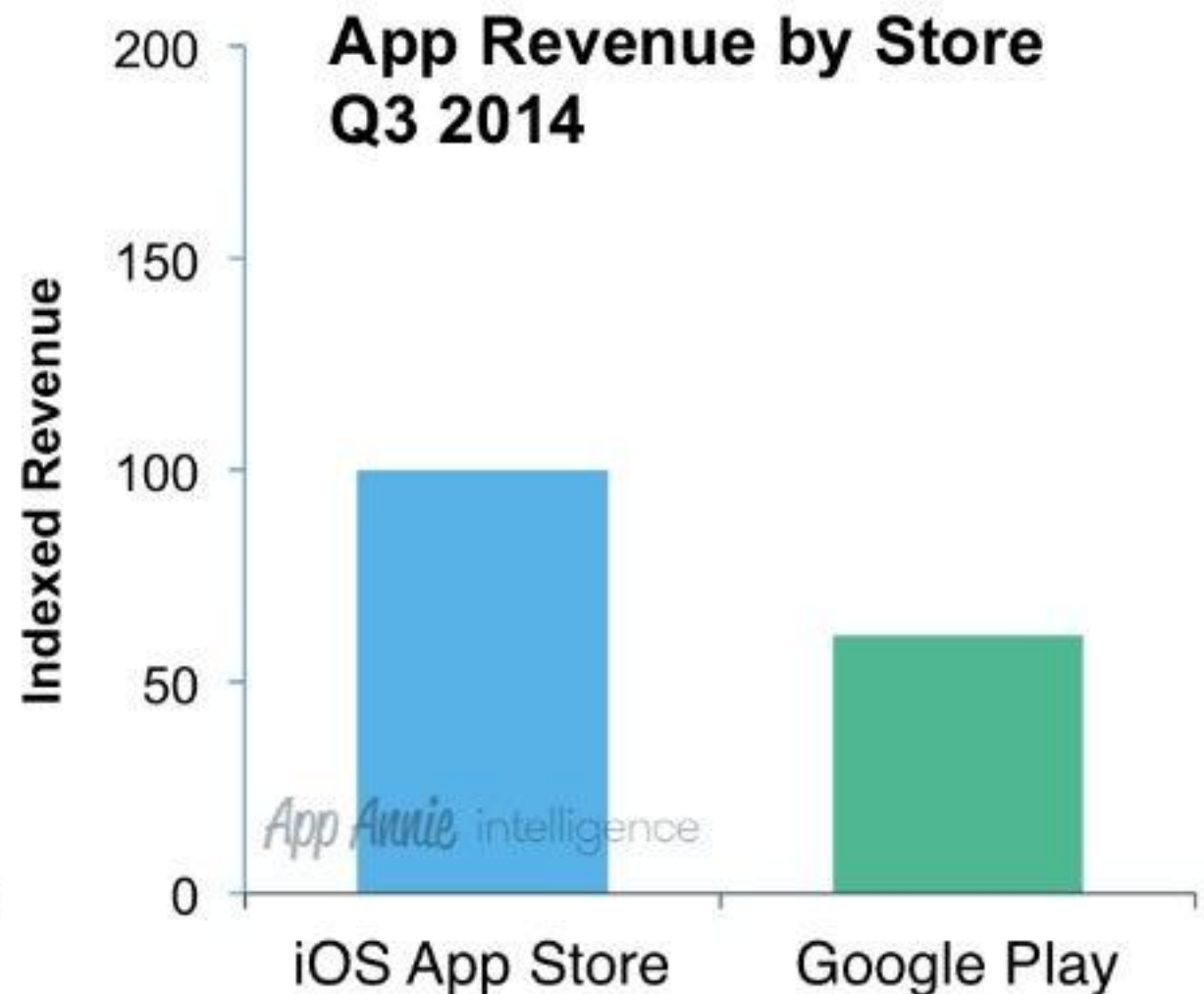
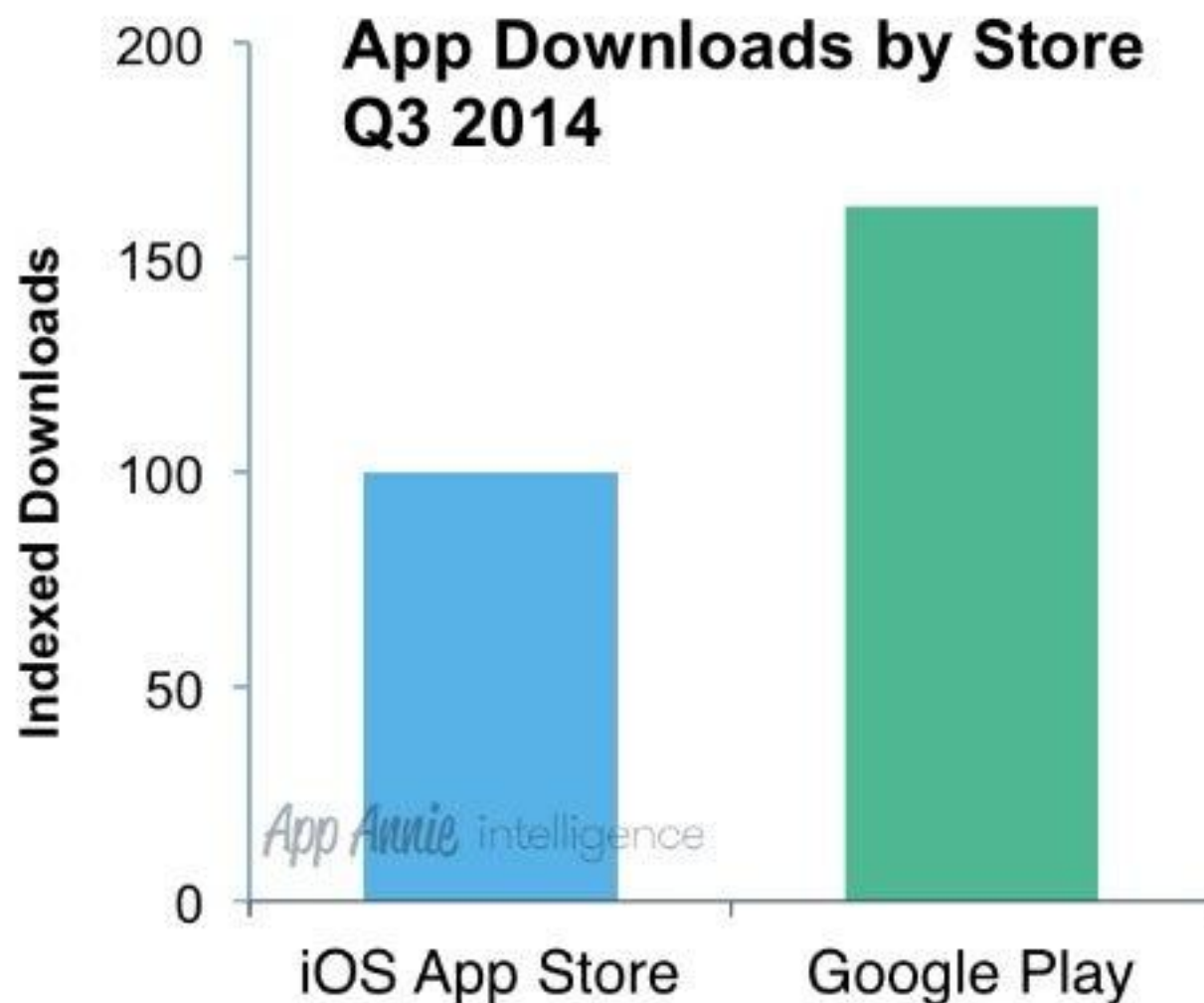
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# App Download and Revenue Trends

## iOS App Store and Google Play

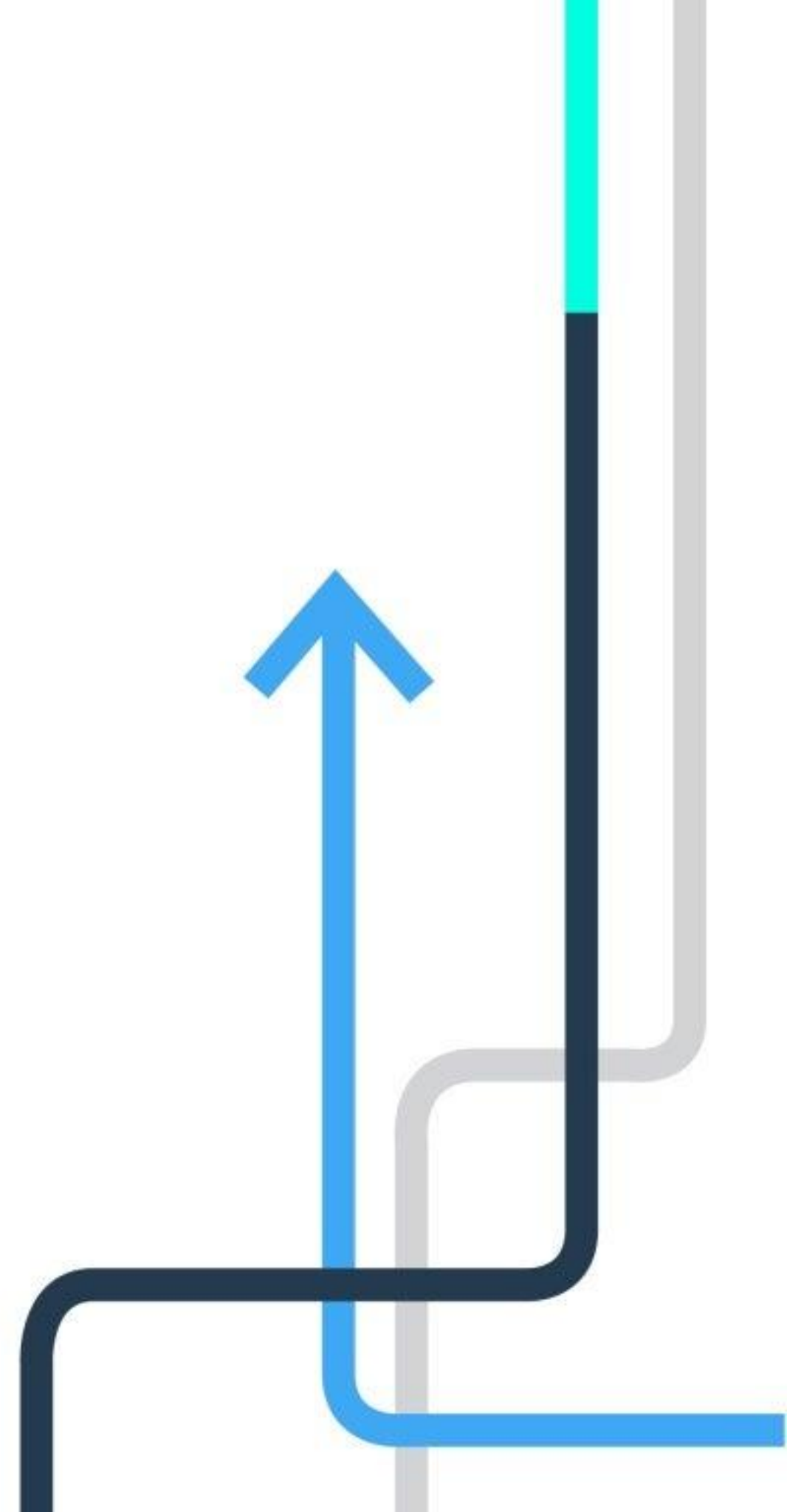


- In Q3 2014, Google Play led the iOS App Store in app downloads by around 60%
- iOS maintained a strong monetization lead, generating about 60% more revenue than Google Play in Q3 2014

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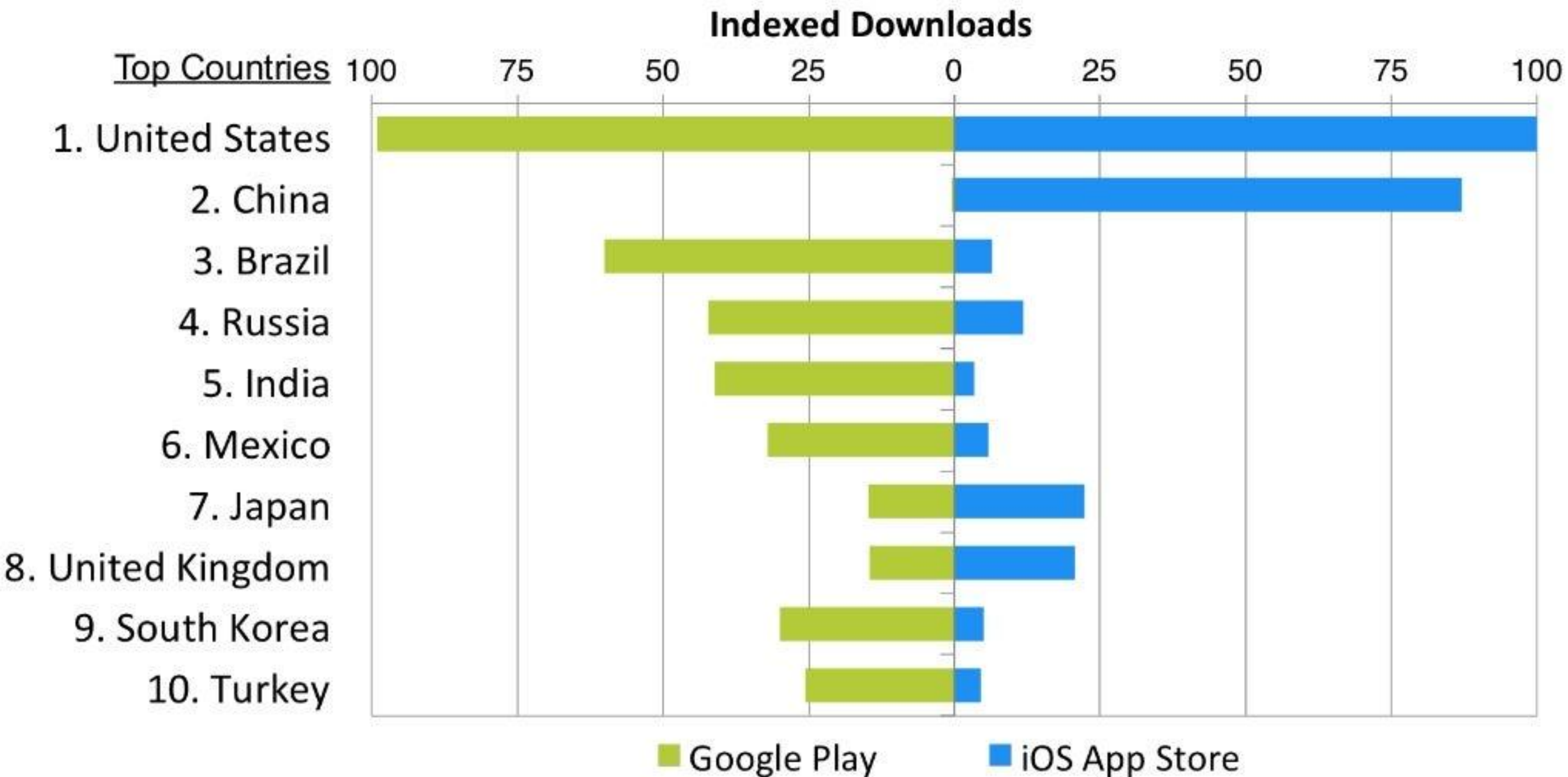
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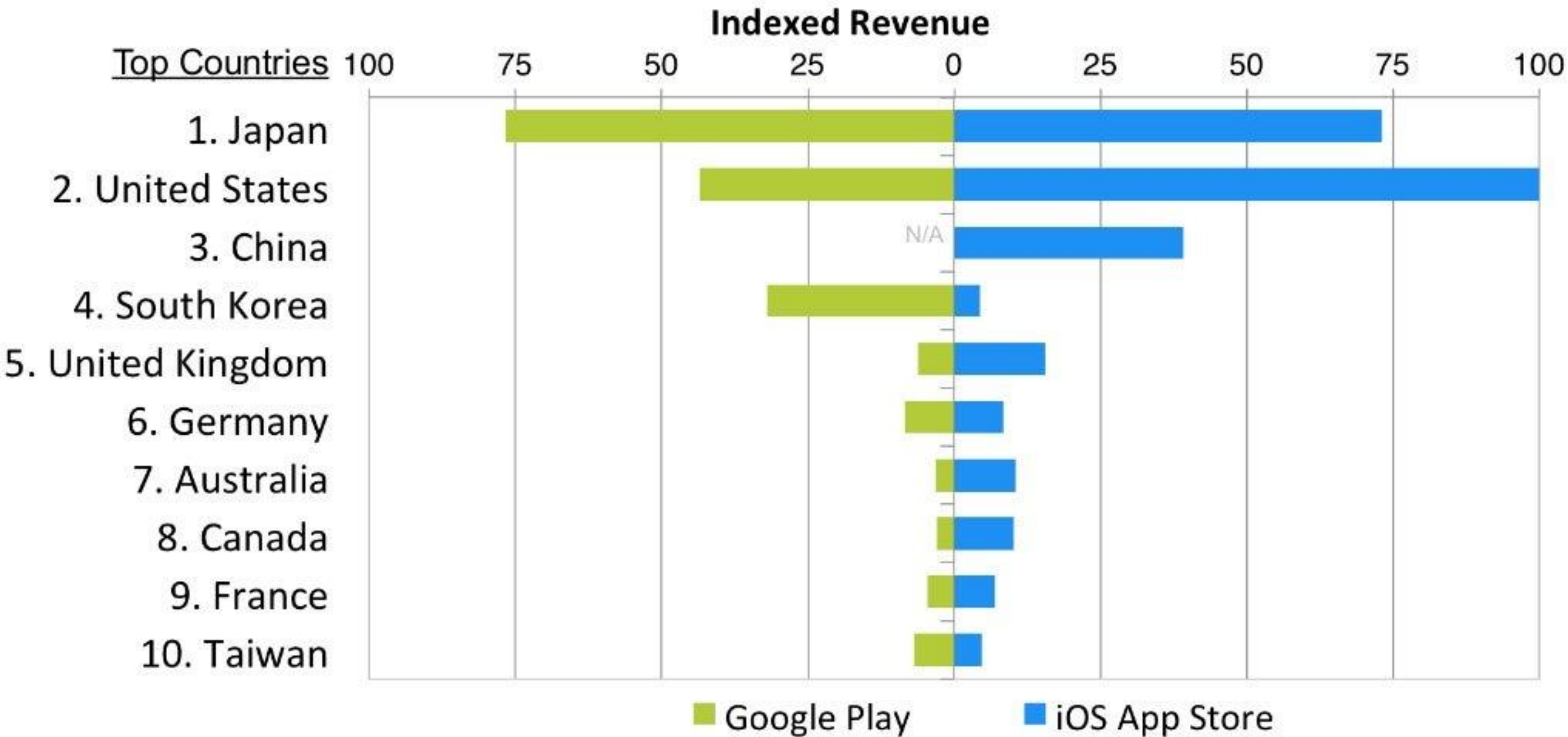


# App Store Downloads by Country, December 2014





# App Store Revenue by Country, December 2014



- United States, Japan, and South Korea drove nearly 70% of Google Play revenue
- Asia-Pacific is well-represented in the Top 10 countries by revenue

# How are the markets shifting in the iOS App Store?

Rank by Downloads			Rank by Revenue		
<u>Rank</u> <u>Dec 2014</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>	
1	United States	-	United States	-	
2	China	-	Japan	-	
3	Japan	↑1	China	-	
4	United Kingdom	↓1	United Kingdom	-	
5	Russia	-	Australia	-	
6	France	-	Canada	-	
7	Canada	-	Germany	-	
8	Germany	-	France	-	
9	Australia	-	Russia	-	
10	Brazil	↑3	Taiwan	↑2	

# How are the markets shifting in Google Play?

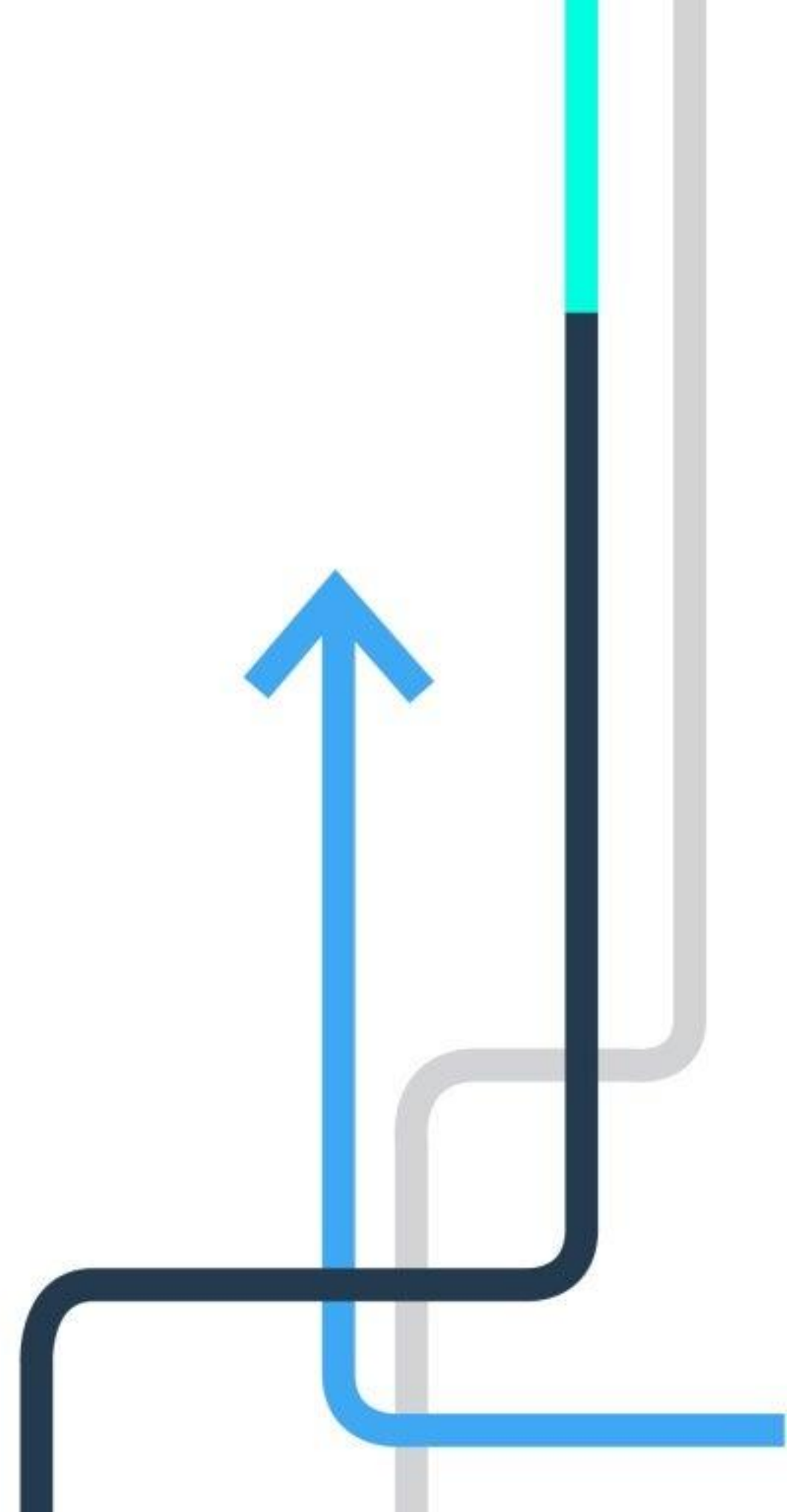
Rank by Downloads			Rank by Revenue		
<u>Rank</u> <u>Dec 2014</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>	
1	United States	-	Japan	-	
2	Brazil	↑1	United States	-	
3	Russia	↑1	South Korea	-	
4	India	↑1	Germany	-	
5	Mexico	↑1	Taiwan	↑1	
6	South Korea	↓4	United Kingdom	↓1	
7	Indonesia	↑2	France	-	
8	Turkey	↑2	Hong Kong	↑1	
9	Germany	↓2	Australia	↓1	
10	Thailand	↑4	Canada	↑1	



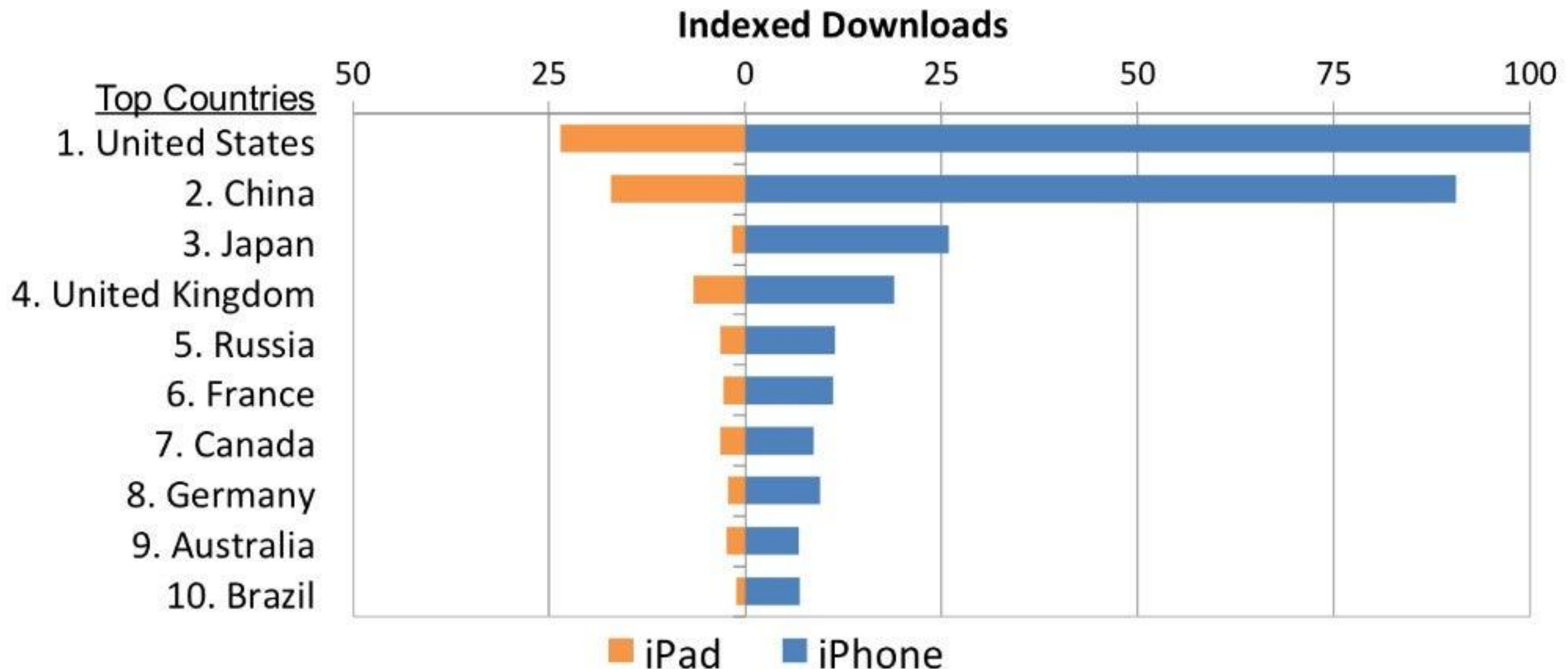
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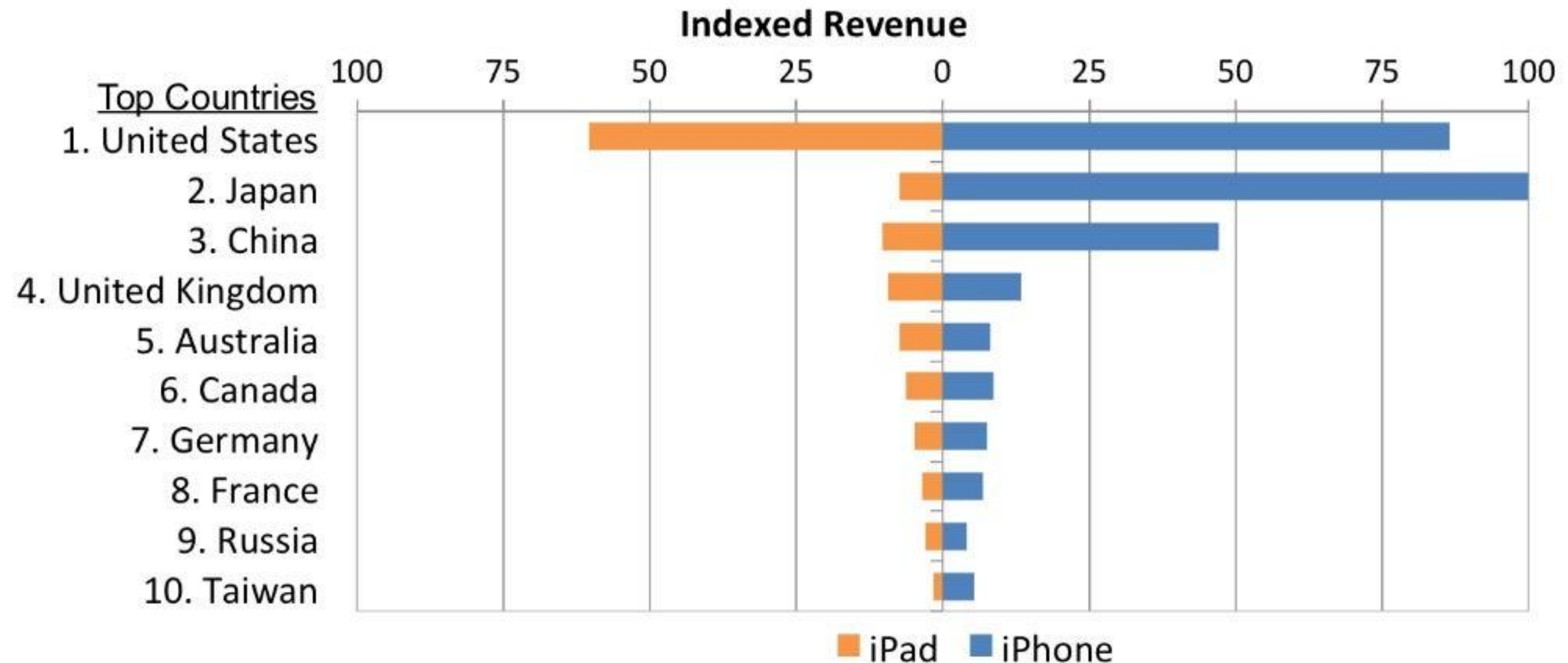


# Downloads by iOS Devices, December 2014



- Nearly 20% of all iOS App Store downloads were for the iPad
- Japan had minimal iPad usage in comparison with iPhone

# Revenue by iOS Devices, December 2014



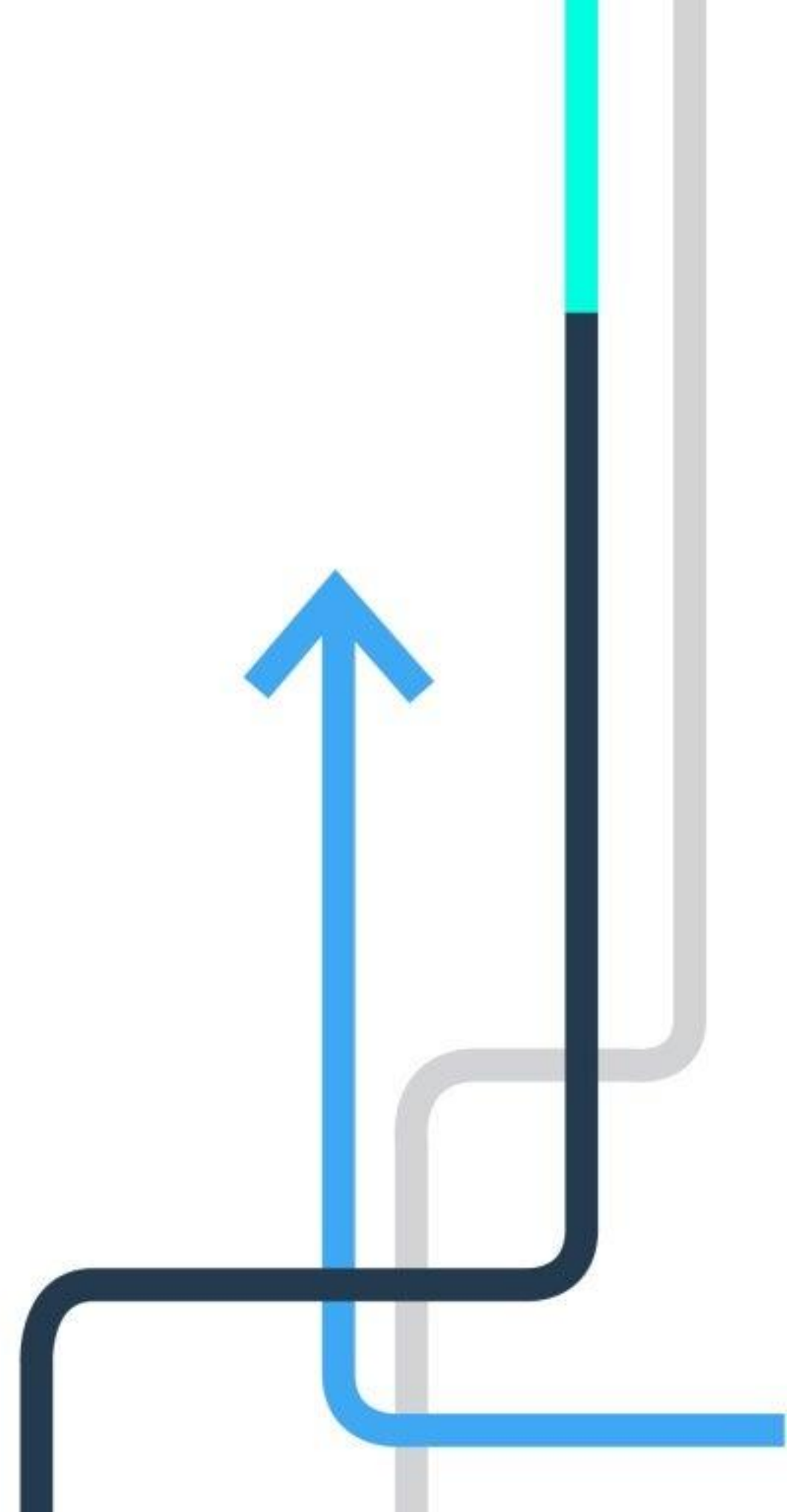
- iPad drove close to 30% of iOS App Store revenue worldwide
- US drove around 40% of worldwide iPad revenue, the leading market by far



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# How are the markets shifting in the iOS App Store?

Rank by Downloads			Rank by Revenue		
<u>Rank</u> <u>Dec 2014</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>	
1	Games	-	Games	-	
2	Entertainment	-	Social Networking	-	
3	Photo and Video	-	Music	-	
4	Social Networking	↑1	Education	↑1	
5	Lifestyle	↓1	Entertainment	↓1	
6	Utilities	-	Productivity	↑1	
7	Music	-	News	↓1	
8	Productivity	↑1	Photo and Video	↑2	
9	Education	↓1	Books	↓1	
10	Travel	-	Navigation	↑1	

- Messaging apps drove lots of downloads in Social Networking
- Photo and Video got a boost in revenue from photo editing apps

# How are the markets shifting in Google Play?

Rank by Downloads			Rank by Revenue	
<u>Rank</u> <u>Dec 2014</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>
1	Games	-	Games	-
2	Tools	↑1	Communication	-
3	Communication	↓1	Social	-
4	Entertainment	-	Tools	-
5	Photography	↑2	Entertainment	-
6	Personalization	-	Education	↑4
7	Social	↓2	Music & Audio	↑1
8	Music & Audio	-	Travel & Local	↓2
9	Productivity	-	Productivity	↓2
10	Media & Video	-	Comics	↑6

- Growth in Tools driven in part by rise in antivirus apps
- The release of the official Naruto app helped drive Comic revenues

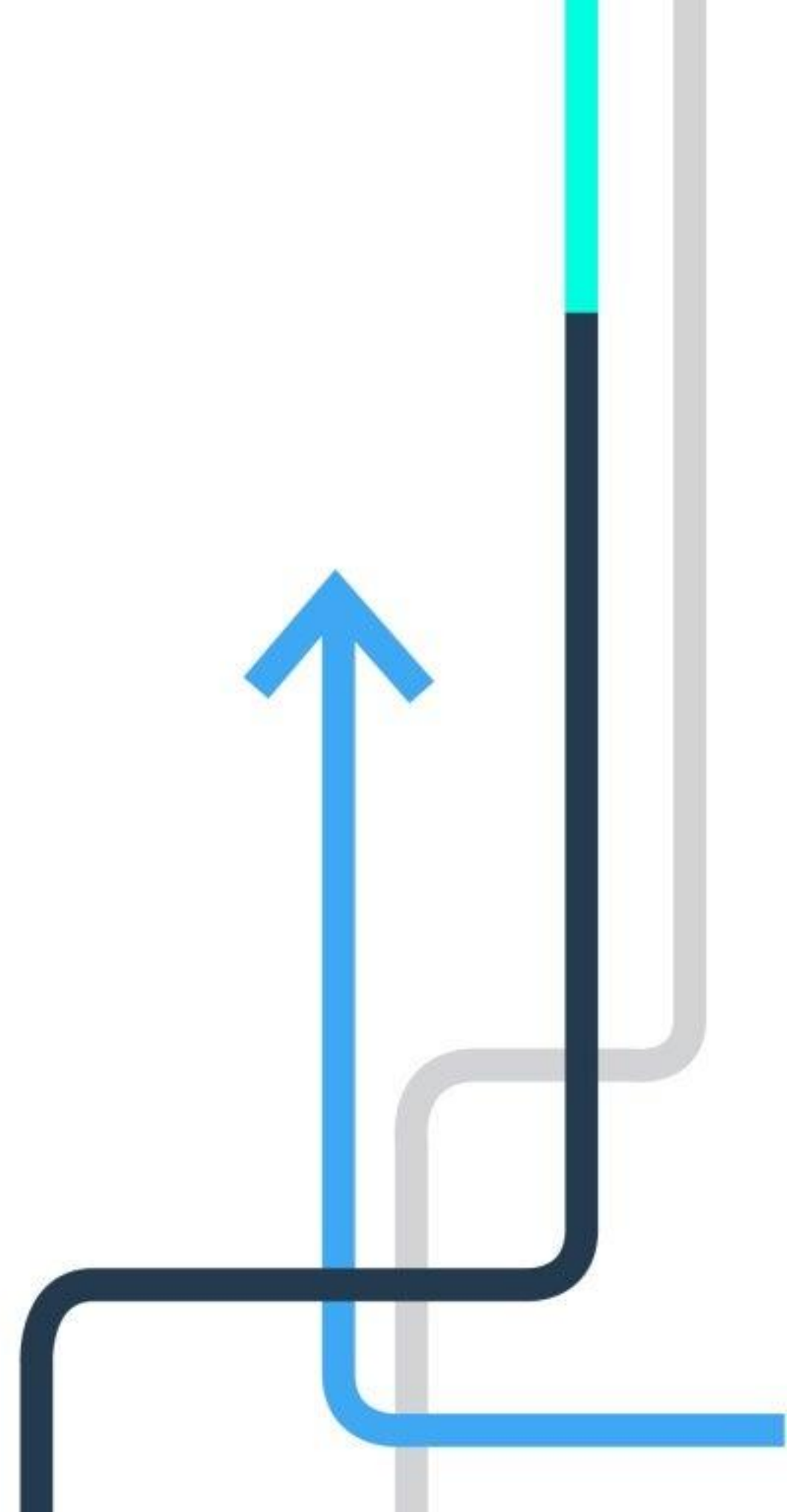
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# Top Game Worldwide - December 2014

#	By Downloads			Company
1		Candy Crush Soda Saga	=	King 
2		Subway Surfers	▲1	Kiloo 
3		Trivia Crack	▲38	Etermax 
4		My Talking Angela	▲	Outfit7 
5		Candy Crush Saga	▼3	Tencent (腾讯) King 
6		My Talking Tom	▼1	Outfit7 
7		Dumb Ways to Die 2	▲15	Metro Trains 
8		Clash of Clans	▼2	Supercell 
9		Despicable Me	=	Gameloft 
10		Stick Hero	▼6	Ketchapp Studio 

#	By Revenue			Company
1		Clash of Clans	=	Supercell 
2		Puzzle & Dragons (パズル&ドラゴンズ)	=	GungHo Online (ガンホー・オンライン) 
3		Monster Strike (モンスターストライク)	=	Tencent (腾讯) Mixi (ミクシィ) 
4		Candy Crush Saga	=	Tencent (腾讯) King 
5		Game of War - Fire Age	=	Machine Zone 
6		Candy Crush Soda Saga	▲6	King 
7		Disney Tsum Tsum (ディズニー ツムツム)	▼1	LINE (ライン) 
8		Hay Day	▼1	Supercell 
9		Everybody's Marble (모두의마블 for Kakao)	=	Tencent (腾讯) LINE (ライン) Netmarble (넷마블) 
10		Farm Heroes Saga	▼2	King 

- *Dumb Ways to Die 2: The Games* helped **Metro Trains Melbourne** prolong and fund its railway safety campaign



# Top Game Companies Worldwide - December 2014

#	By Downloads		Headquarters	Apps	#	By Revenue		Headquarters	Apps
1	 King	=		29	1	 Supercell	=		7
2	 Gameloft	=		199	2	 King	=		29
3	 Electronic Arts	=		845	3	 GungHo Online (ガン ホー・オンライン)	=		96
4	 Ketchapp Studio	▲1		61	4	 Mixi (ミクシィ)	▲1		60
5	 Outfit7	▲10		66	5	 LINE (ライン)	▼1		176
6	 Doodle Mobile (涂鸦移动)	▲2		107	6	 Tencent (腾讯)	=		328
7	 Rovio	▼3		66	7	 Electronic Arts	▲2		845
8	 Zynga	▲3		112	8	 COLOPL (コロブラ)	▼1		453
9	 Glu	▼2		246	9	 Machine Zone	▼1		14
10	 Supercell	▼1		7	10	 SQUARE ENIX (株式会社 スクウェア・エニックス)	▲8		284

- **Outfit7** got a boost from the famous kid game *My Talking Angela*
- **SQUARE ENIX**'s new mobile title in the *Dragon Quest* franchise boosted the company into the global top 10