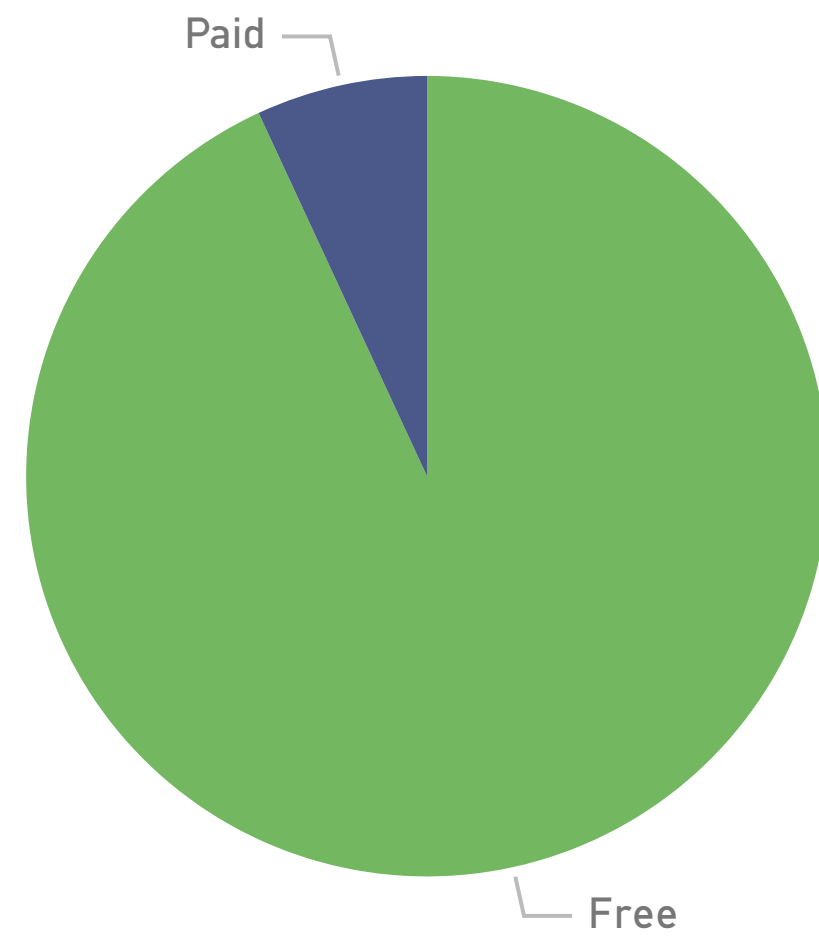


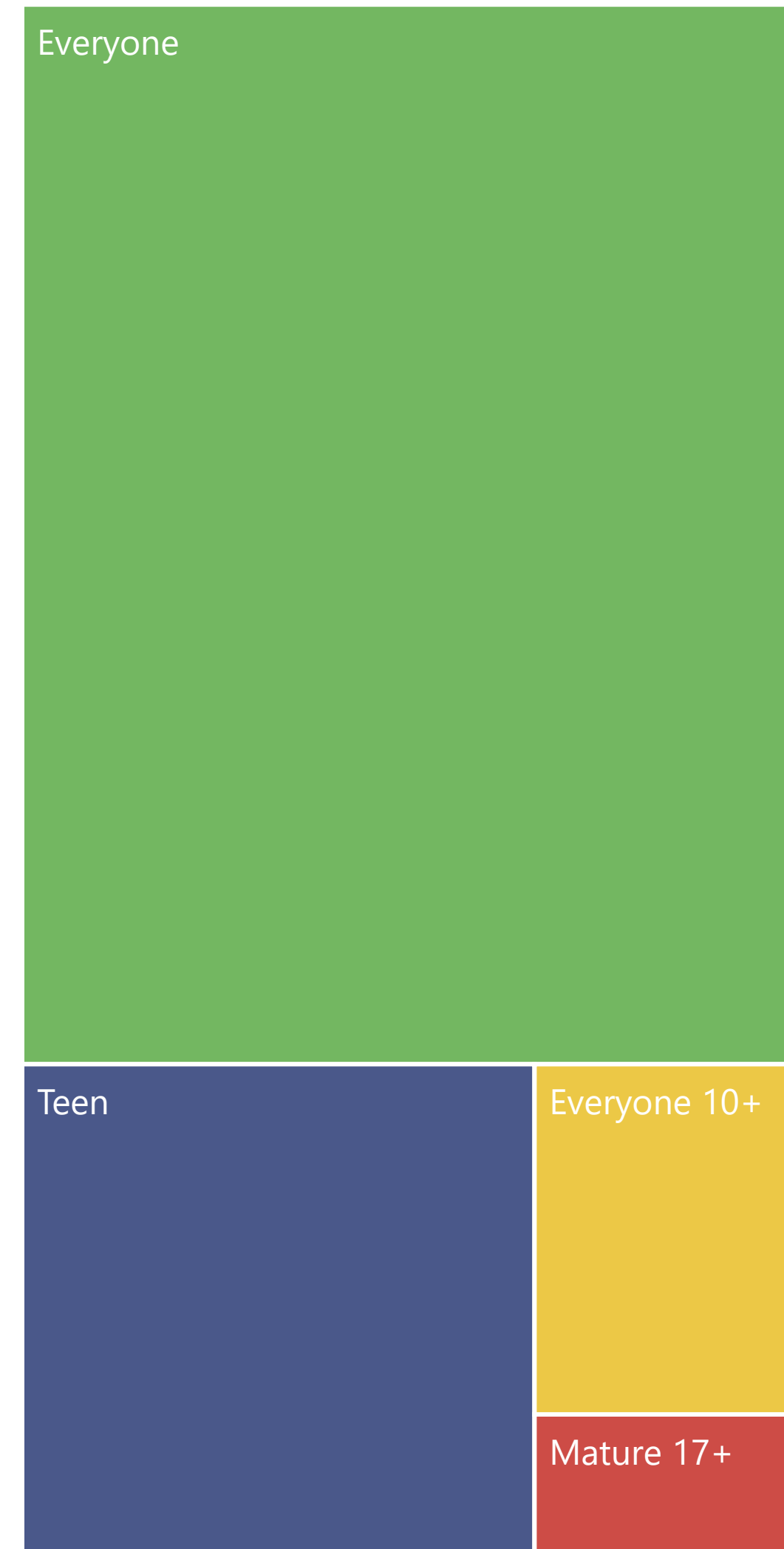
paid apps by free apps



388.46M

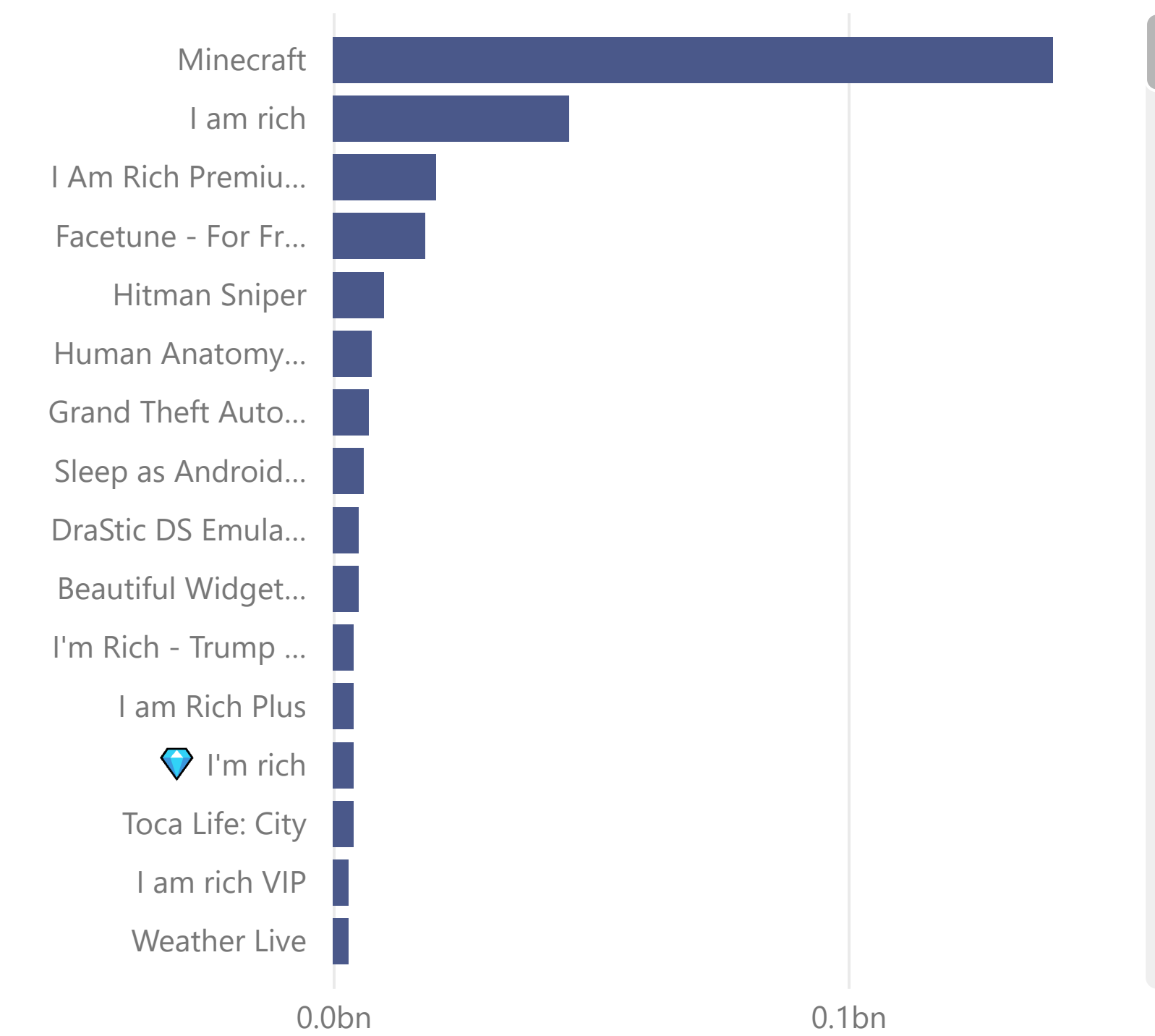
revenue through paid apps

Installs by Content Rating



revenue through paid apps by App and Type

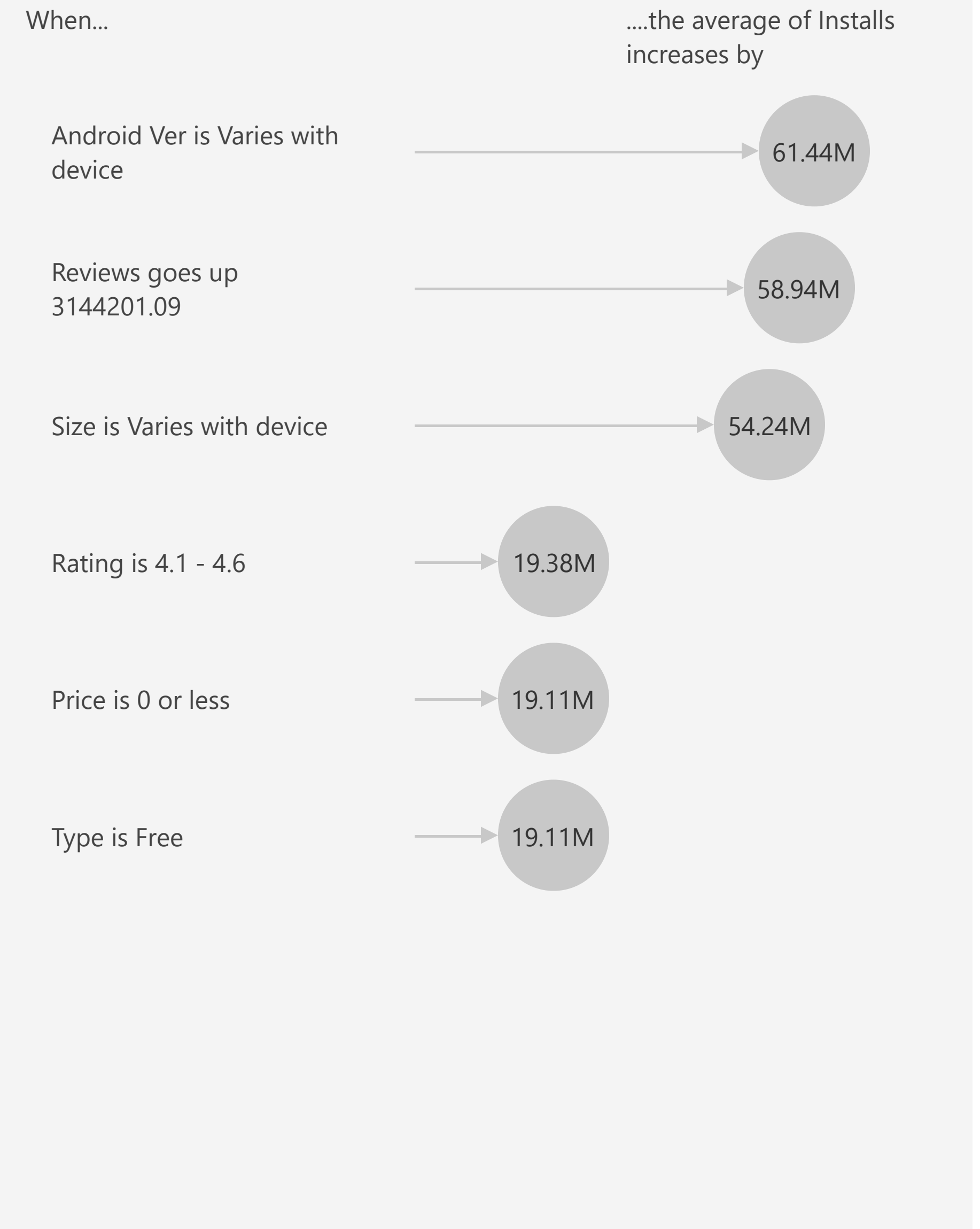
Type ● Free ● Paid



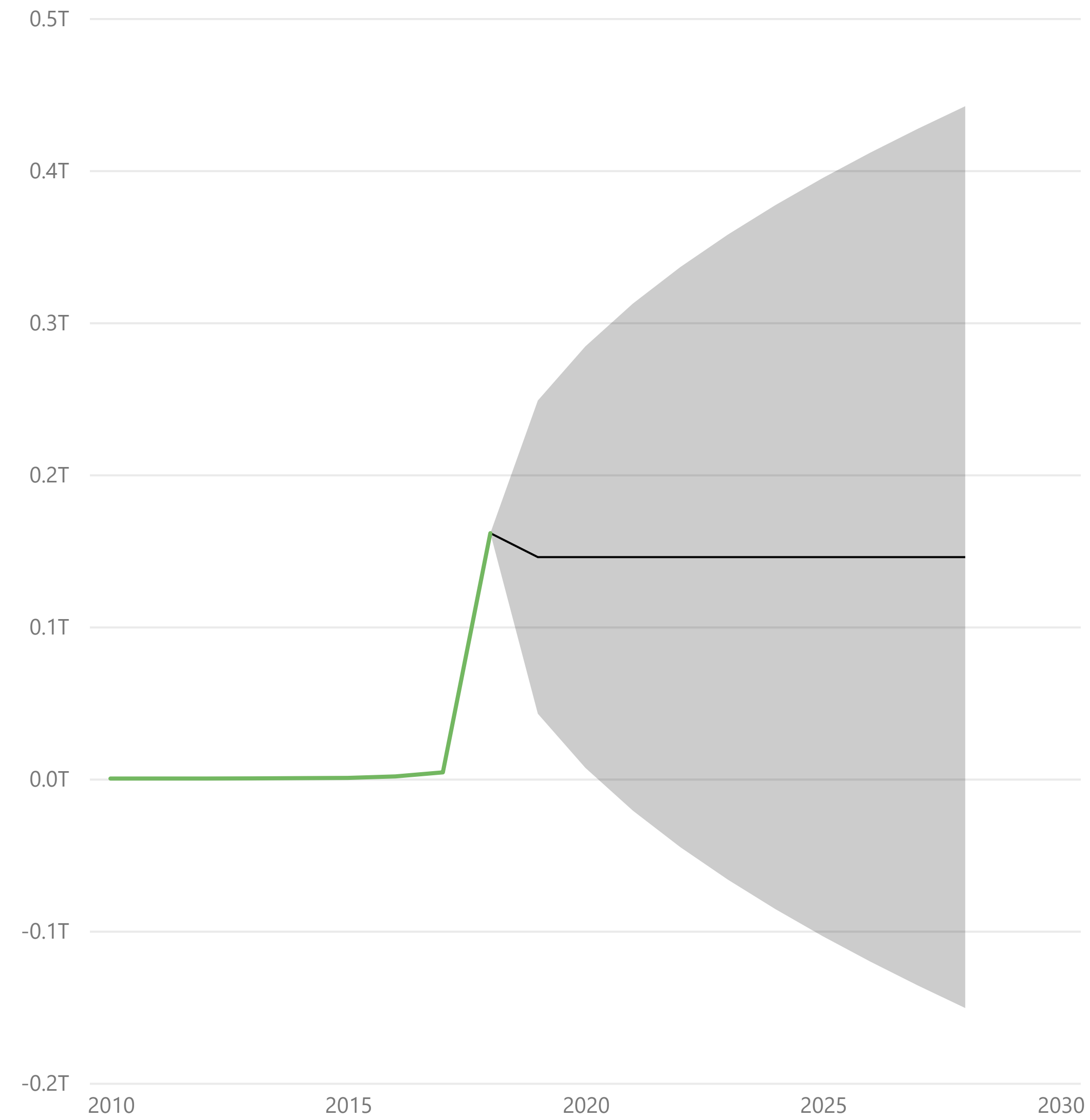
Key influencers Top segments



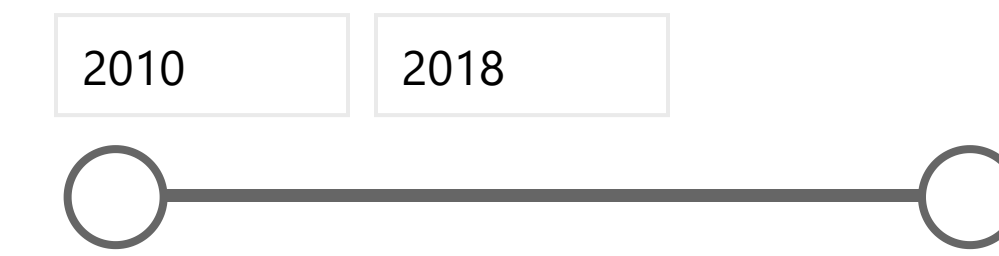
What influences Installs to	Increase	▼	?

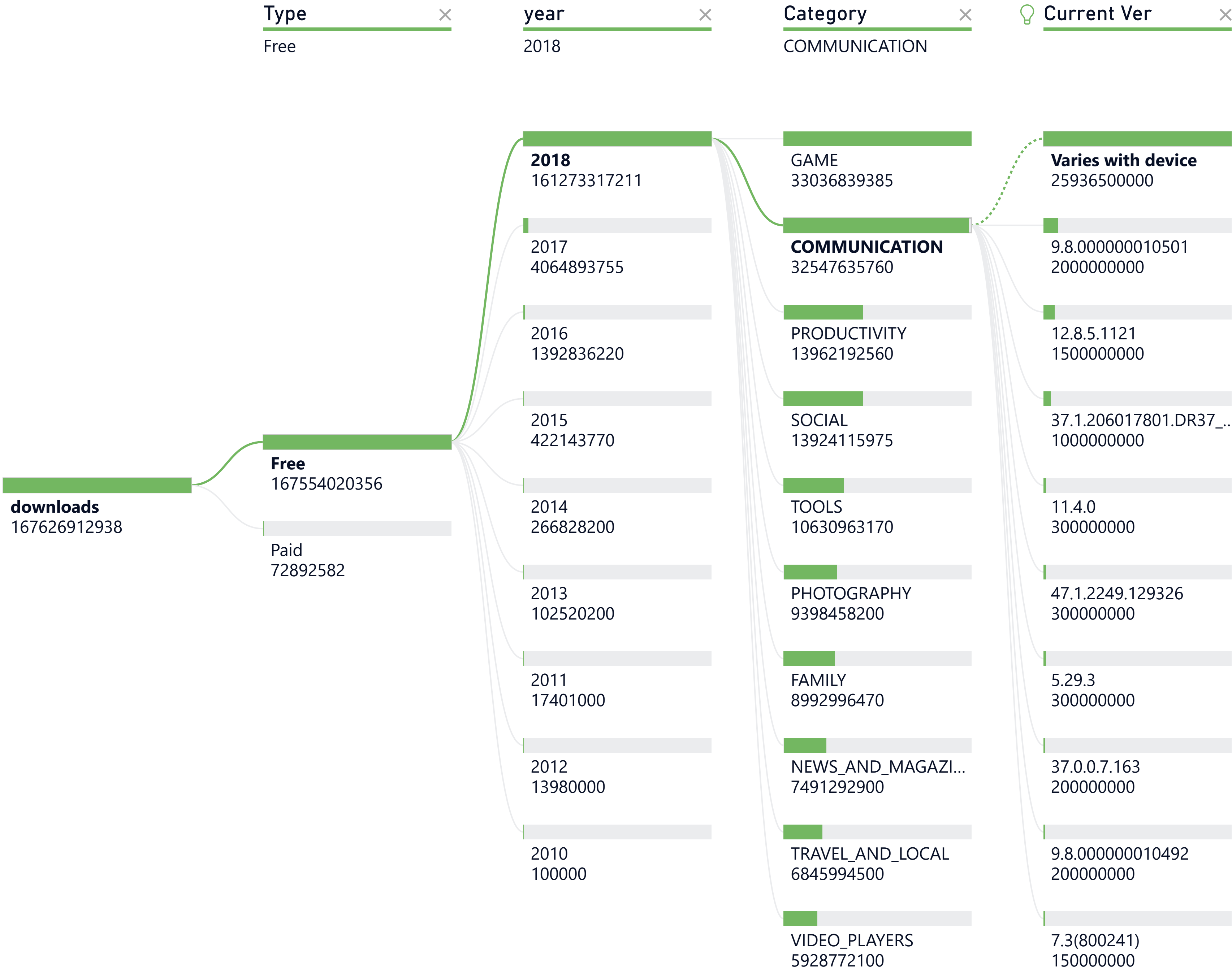


downloads by year

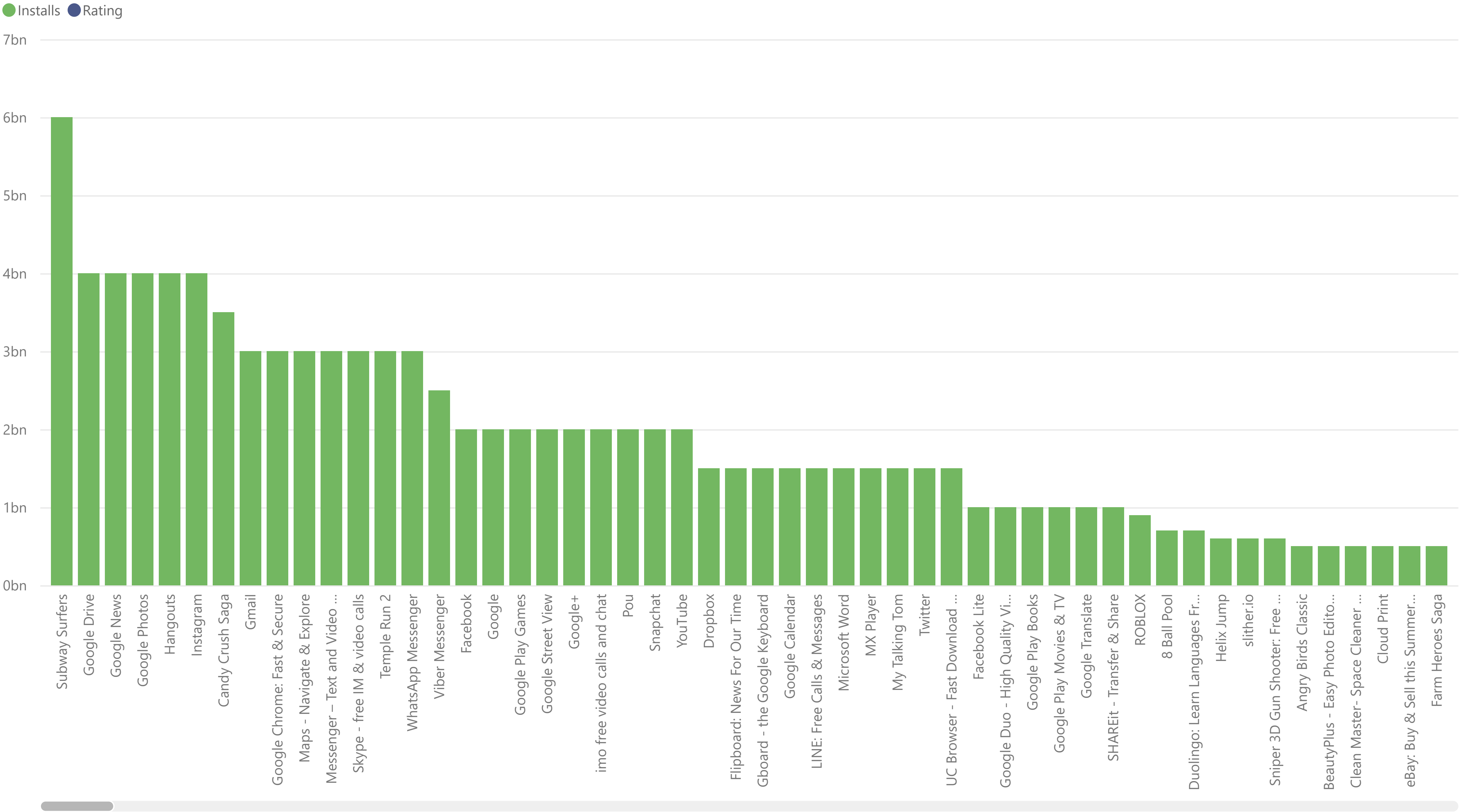


year



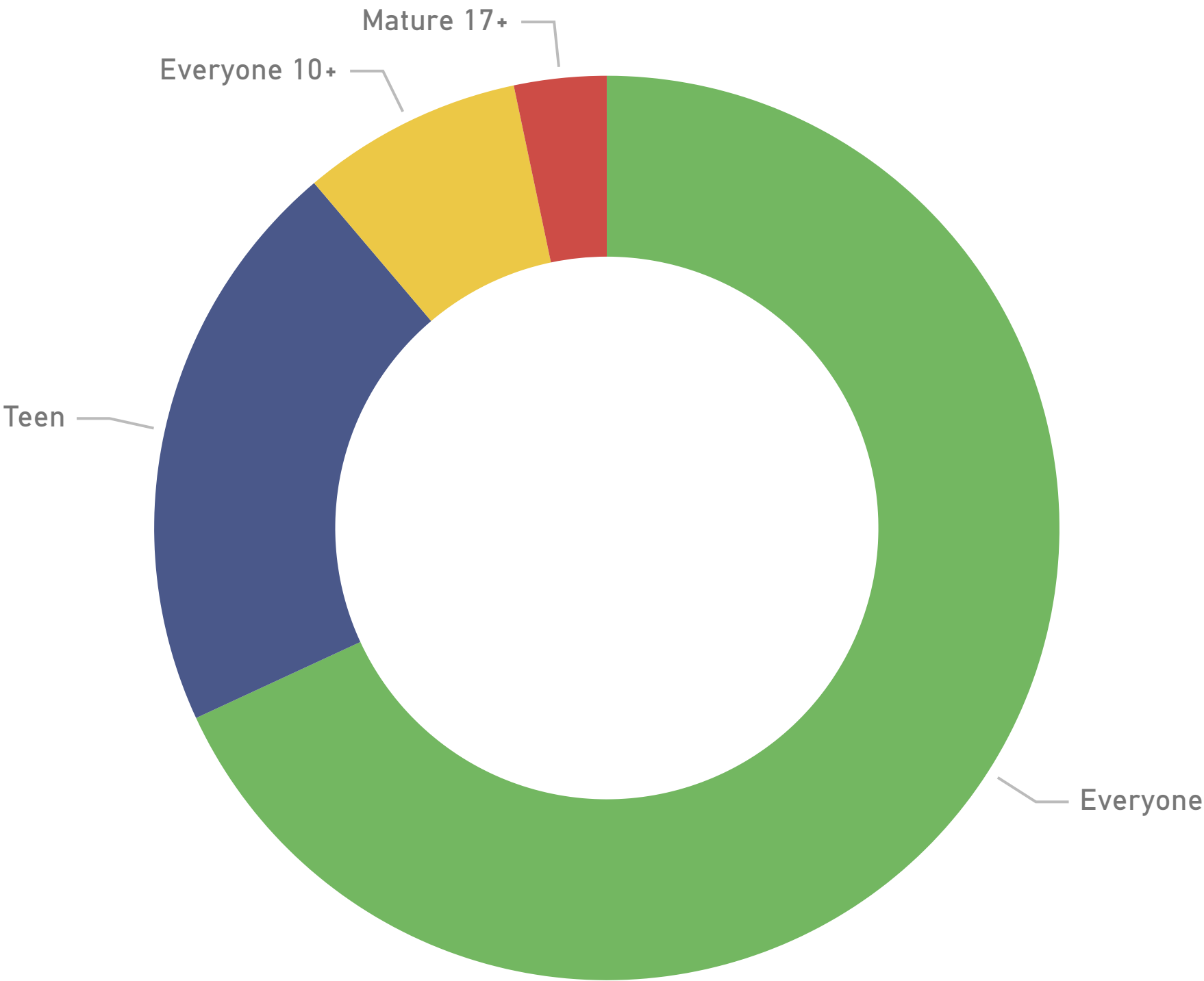


Installs and Rating by App

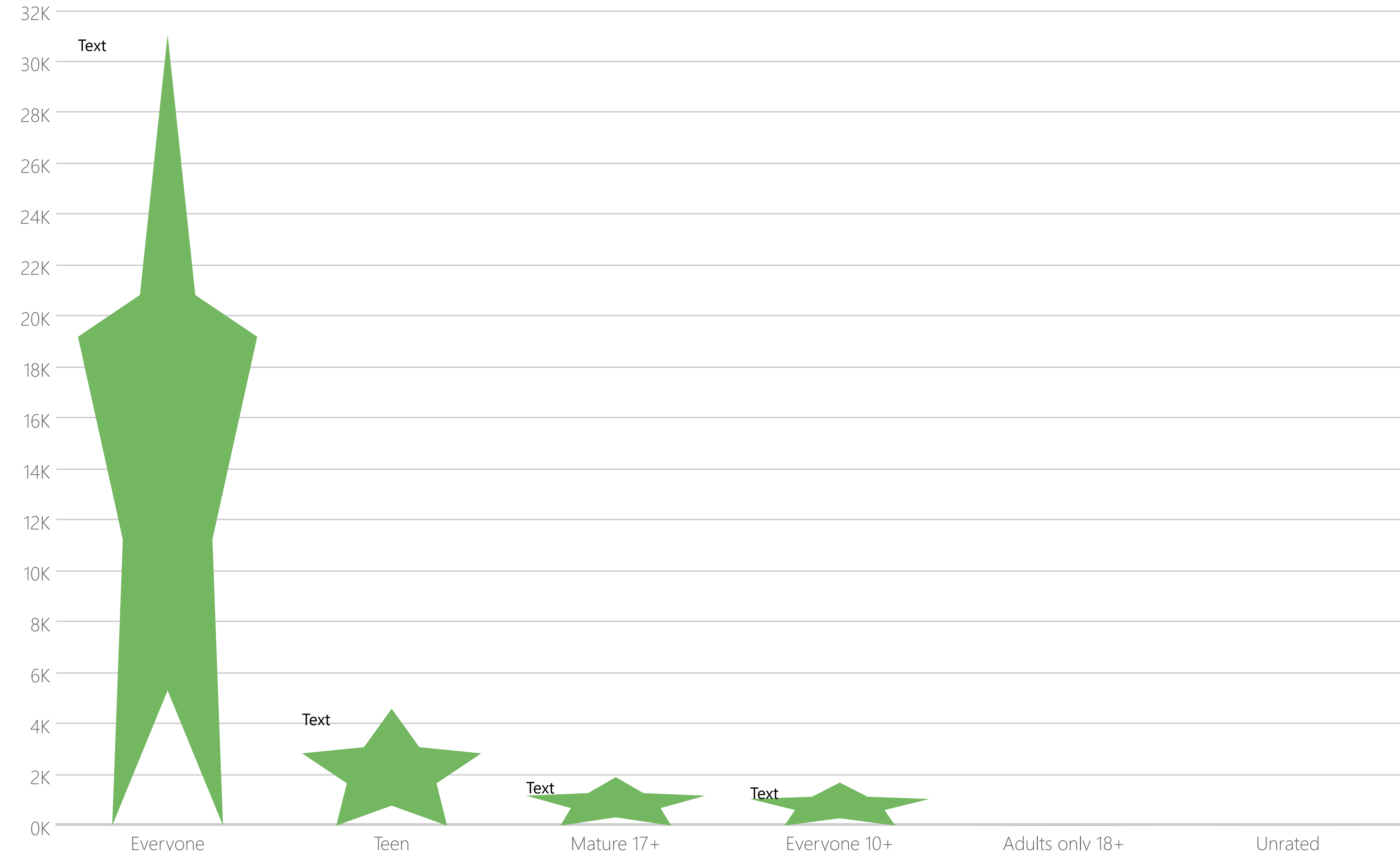


Genres	downloads
Communication	32647241530
Productivity	14176070180
Social	14069841475
Tools	11440234500
Arcade	10727077727
Photography	10088243130
Casual	9662778970
Action	9342037470
News & Magazines	7496210650
Travel & Local	6868759300
Video Players & Editors	6206897200
Entertainment	5064124820
Shopping	3247831540
Sports	2867131465
Personalization	2325352930
Racing	2000246020
Strategy	1974137500
Books & Reference	1921291655
Puzzle	1668421070
Health & Fitness	1583056220
Business	1001768120
Adventure;Action & Adventure	906150000
Finance	876612400
Simulation	814489810
Education;Education	778013560
Maps & Navigation	724267560
Lifestyle	527561120
Education	500767210
Casual;Action & Adventure	500001000
Weather	426096500
Adventure	406695300
Role Playing	352235650
Music	320120000
Entertainment;Music & Video	317200000
Food & Drink	273777750
Word	269172500
Dating	264295110
Racing;Action & Adventure	212260000
Casual;Pretend Play	211361000
Total	167626912938

Genres	downloads
Board;Pretend Play	100
Books & Reference;Education	11000
Comics;Creativity	50000
Adventure;Brain Games	100000
Card;Brain Games	100000
Health & Fitness;Education	100000
Lifestyle;Education	100000
Puzzle;Education	100000
Travel & Local;Action & Adventure	100000
Communication;Creativity	500000
Music & Audio;Music & Video	500000
Strategy;Education	500000
Simulation;Education	600500
Arcade;Pretend Play	1000000
Art & Design;Pretend Play	1000000
Entertainment;Education	1000000
Health & Fitness;Action & Adventure	1000000
Parenting;Brain Games	1000000
Racing;Pretend Play	1000000
Strategy;Creativity	1000000
Strategy;Action & Adventure	1100000
Puzzle;Creativity	1500000
Casual;Education	2010000
Simulation;Pretend Play	2110000
Art & Design;Creativity	2210000
Parenting;Education	3000000
Education;Action & Adventure	4020000
Entertainment;Pretend Play	6000000
Board;Action & Adventure	6005000
Parenting;Music & Video	6710000
Entertainment;Action & Adventure	7000000
Educational;Creativity	7005500
Board;Brain Games	7882100
Lifestyle;Pretend Play	10000000
Role Playing;Brain Games	10000000
Tools;Education	10000000
Video Players & Editors;Creativity	10000000
Music;Music & Video	10101000
Sports;Action & Adventure	10700000
Total	167626912938



Rating by Content Rating



Category

- ☐ FAMILY
- ☒ GAME
- ☐ MEDICAL

Type

- ☐ Free
- ☒ Paid

Content Rating

- ☐ Everyone
- ☒ Everyone 10+
- ☐ Mature 17+
- ☐ Teen

9

Count of App