

App Annie

2017

— RETROSPECTIVE —

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Globally in 2017

DOWNLOADS EXCEEDED

175
BILLION
+60%

GROWTH FROM 2015

CONSUMER SPEND EXCEEDED

\$86
BILLION
+105%

GROWTH FROM 2015

EACH USER SPENT NEARLY

1.5
MONTHS
IN APPS PER YEAR
+30%

GROWTH FROM 2015

The Company & 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 data for download, revenue, demographic and usage estimates and ASO visibility can help guide your critical business decisions, [sign up for a free account today](#).

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App Annie Is the Most Trusted Partner in the App Economy



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PROGRESSIVE



Grab

accenture

Tencent 腾讯

SoftBank

CVS pharmacy™

 CN
CARTOON NETWORK.
A COMCAST COMPANY

Over 1,000,000
registered users rely
on App Annie for app
market data.

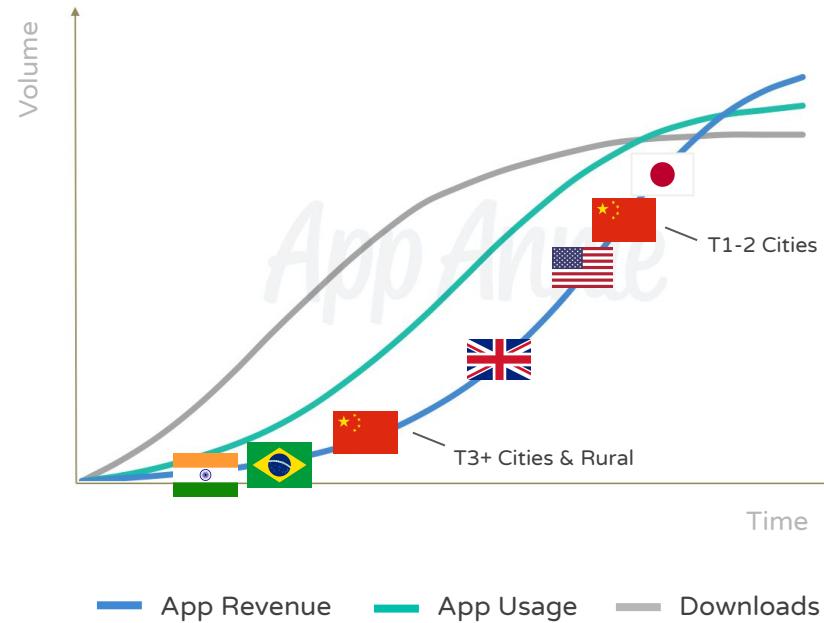
The App Economy Pushed New Boundaries in 2017

App Markets Continue to Mature, Bringing Increased Monetization Opportunities

Emerging markets such as India and Brazil are in the early stages of app maturity. Vast download numbers are driven by new smartphone owners discovering and experimenting with new apps.

In mature markets, apps have become central to users' lives. Early adopter behavior (as seen in emerging markets) has stabilized, while engagement and spend continues to climb as users settle into their go-to apps.

China is a tale of two markets. Tier 1 cities, such as Beijing and Shanghai, and tier 2 cities, such as Hangzhou and Chengdu, have reached advanced levels of app maturity and are generating significant revenue for app publishers. Lower tier cities and rural areas are still in the process of adopting mobile, resulting in explosive download growth and creating massive future revenue potential as the market matures.

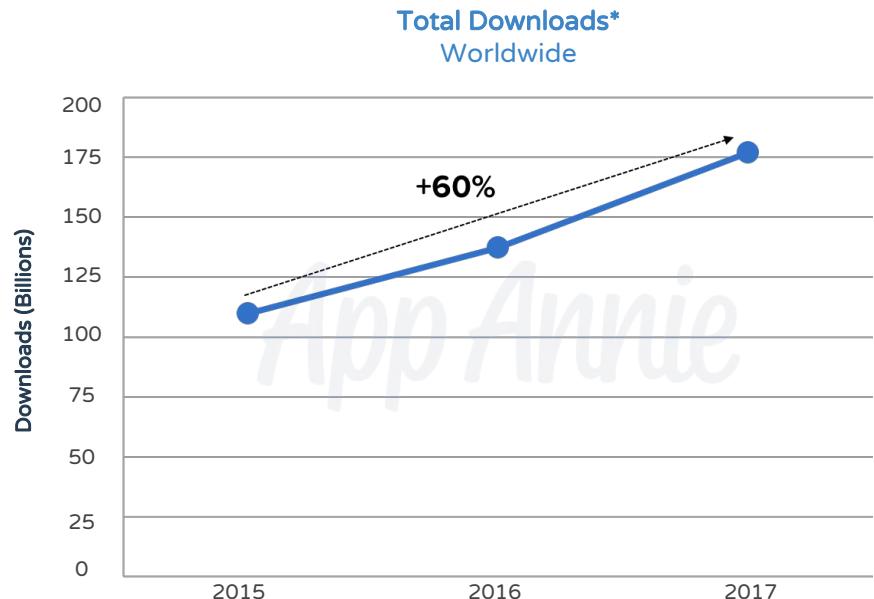


Global App Downloads Surpassed 175 Billion in 2017

Users downloaded 60% more apps in 2017 than in 2015. This equates to nearly 2 apps downloaded every month per human being on the planet.

As apps become an increasingly critical channel for virtually all consumer businesses in all industries, we have seen the number of apps available across Google Play and the iOS App Store expand to more than 6 million.

In response, [app marketing](#), particularly app store optimization and paid user acquisition, has become increasingly critical for those looking to stand out.



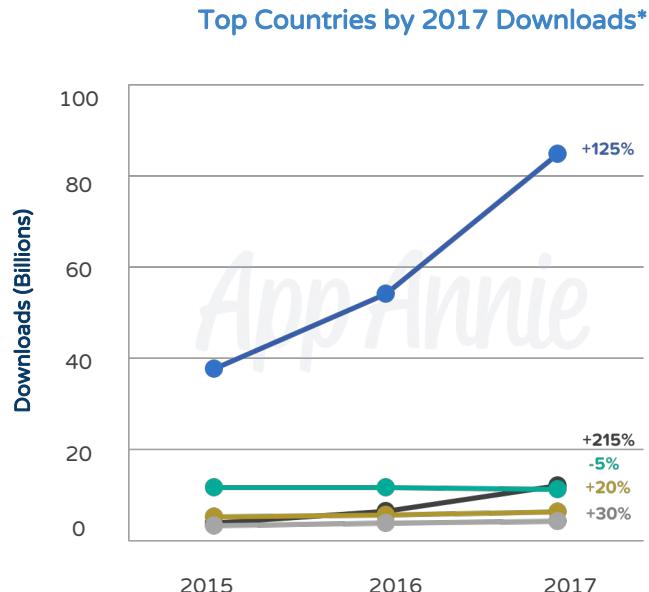
*iOS App Store, Google Play and third-party
Android stores combined

India Overtook the United States to Become the Number 2 Country by Downloads in 2017

Four of the top five countries by downloads are emerging markets. As these markets continue to mature, the opportunity to monetize will be massive.

App usage grew rapidly in India, driven by the introduction of subsidised, unlimited 4G access by Jio in September 2016.

Despite growth stabilizing, we're still seeing a significant volume of absolute downloads in mature markets. For example, in the United States, on average, users downloaded three apps per month, with over 70% of users downloading at least one app per month.



*iOS App Store, Google Play and third-party Android stores combined

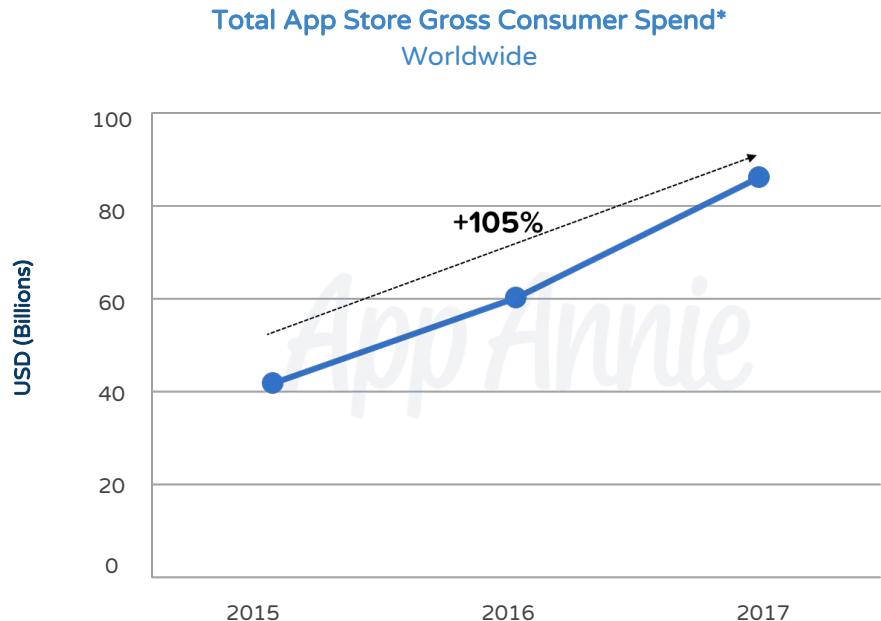
Consumer Spend in App Stores Exceeded \$86 Billion in 2017

Total consumer spend through Google Play, the iOS App Store and third-party Android stores has more than doubled over the past two years to over \$86B.

Consumer spend growth will be driven by strong smartphone and app adoption in developing economies and apps' ability to capture greater share of wallet in mature economies.

Consumer spend in app stores exceeded:

- Worldwide Live and Recorded Music Revenue by 70%
- Global Box Office Revenue by 195%
- PC/Console Gaming Revenue by 70%



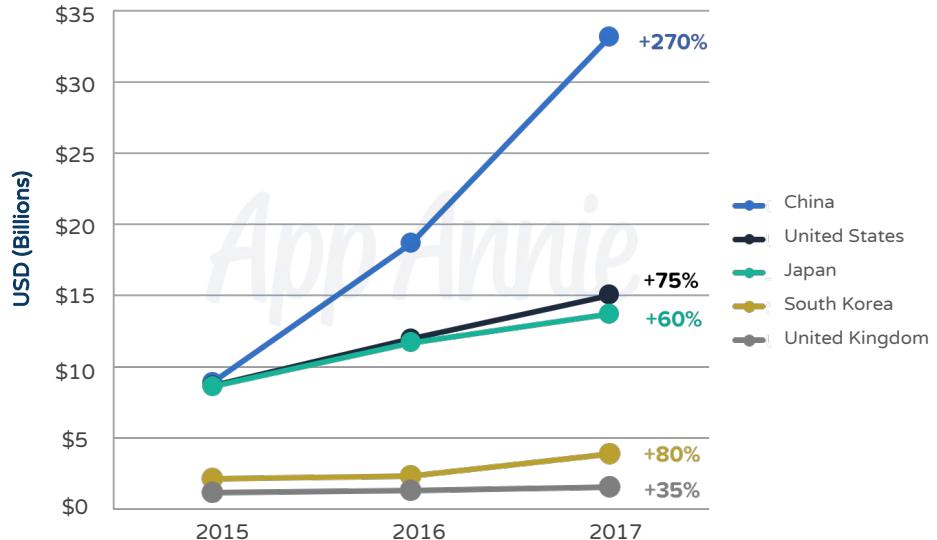
Monetization in Top Markets Maintained Its Steep Growth

Top markets have seen double digit percentage growth in consumer spend over the last two years.

Revenue powerhouse China was by far and away the largest market by consumer spend, with growth continuing to accelerate.

We expect this trend to be repeated in other emerging markets such as Russia, Brazil and Southeast Asia.

Top Countries by App Store Gross Consumer Spend*



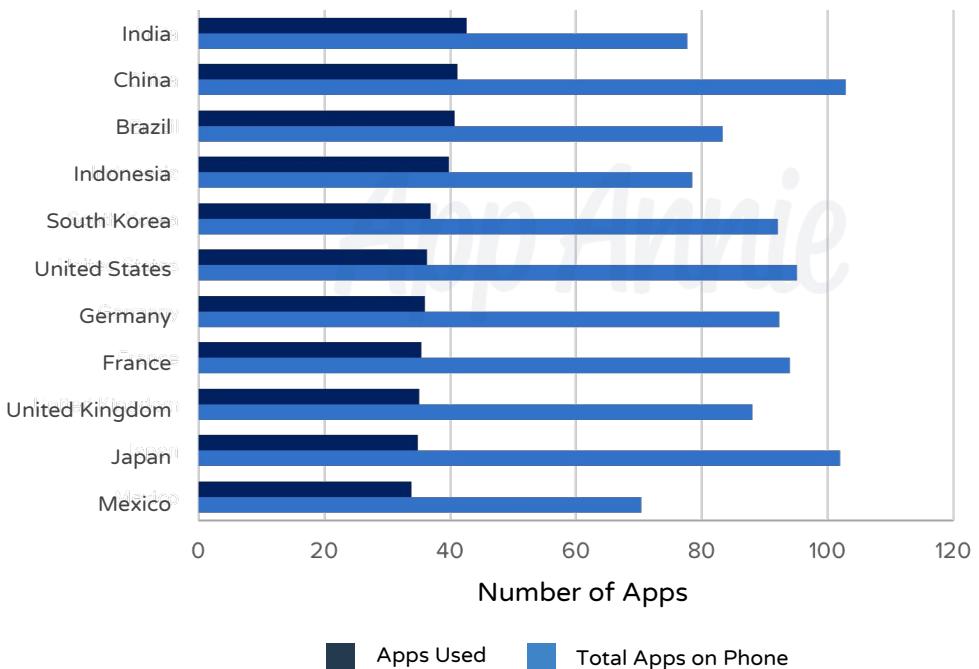
*iOS App Store, Google Play and third-party Android Stores combined; inclusive of app stores' cut of revenue

User Engagement Hit New Heights With Average Smartphone User Accessing Close to 40 Apps per Month

In most markets analyzed, the average smartphone user has more than 80 apps on their phone and uses close to 40 of them each month. This roughly equates to between one-third and one-half of the apps on users' phones used each month on average.

This level of app engagement will result in [more contact with customers](#), [increased customer satisfaction](#) and higher lifetime value (LTV).

Monthly Average Number of Apps Used and Installed Smartphone* Users in Select Markets, 2017

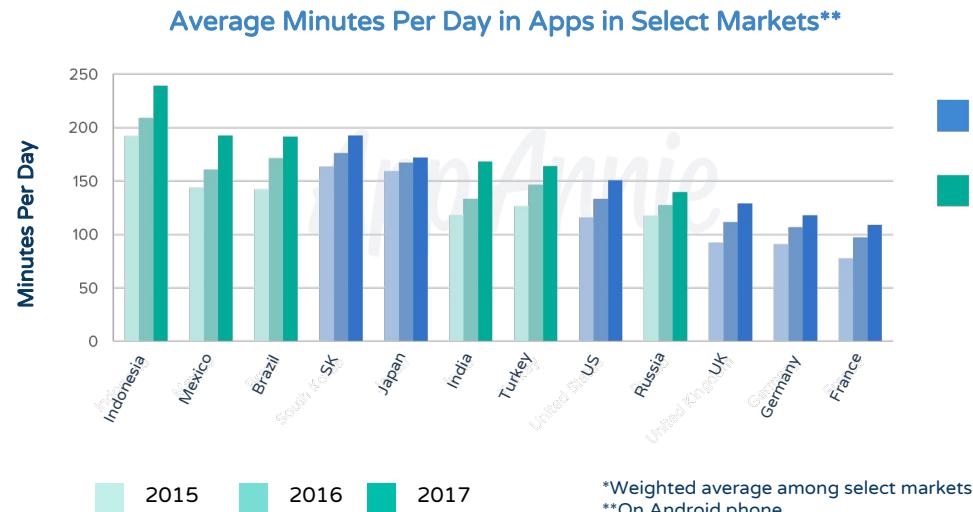


*iPhone and Android phone combined

Consumers Spend Nearly 3 Hours in Apps Each Day on Average*

Markets analyzed averaged nearly 30% growth in average daily time spent in apps vs 2015. Apps' share of consumer attention continues to grow and has become the most critical channel for customer interactions.

Higher use is emerging in mobile-first markets. Mobile is truly the first screen in these markets as many users have skipped the desktop generation entirely.

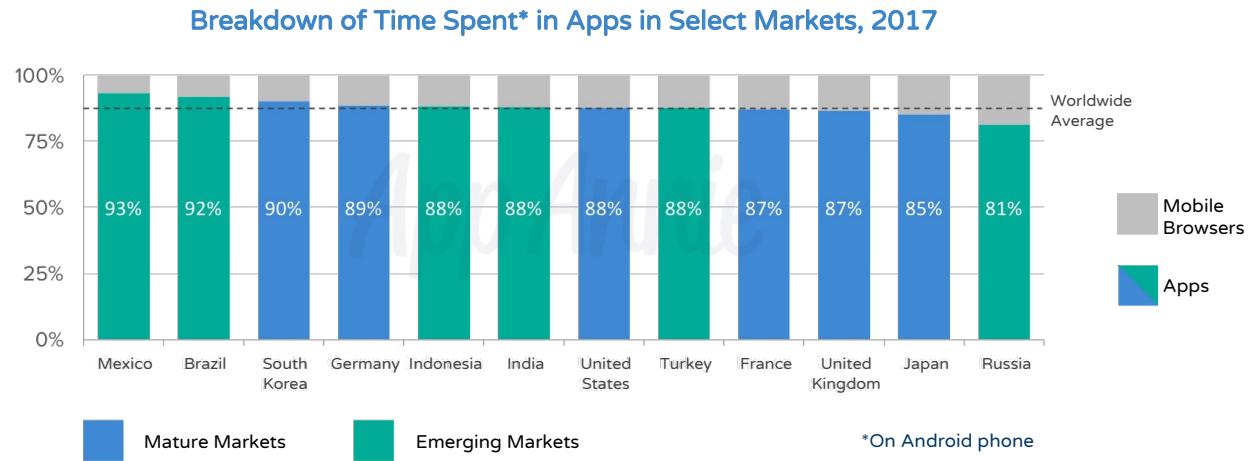


Worldwide App Engagement Is Well Above Mobile Web

Across Mature and Emerging Markets, More Time
is Spent in Native Apps than in Mobile Web Browsers

In select markets, our analysis shows
that smartphone users spend 7x
more time in native apps than in
mobile browsers, and tend to access
them 13x more often. This presents
a big opportunity for businesses.

Some successful businesses are now
seeing more than half of their sales
come through mobile channels, and
app users specifically convert at 3x
the rate of mobile web users. For
example, nearly 50% of UK online
sales for Domino's comes through its
app, and easyJet's app handled 20%
of its bookings by its fifth
anniversary.





"This year, we have improved our mobile user experience using artificial intelligence technology. For example, we launched 'Smart Lens' and 'Shopping Lens' based on visual search technology. The personalized product recommendation system, 'AiTEMS,' was also added to our shopping experience. **Over the last two years, Naver has seen 25% growth in its smartphone monthly active users, compared to Q4 2015.** In addition, we are continuing our effort to upgrade the technology and content for global entertainment apps such as V Live and Naver Webtoon."

Quote provided to App Annie by
[Naver](#)

Further Reading From This Section

- [Top Predictions for the App Economy in 2018](#)
- [Key App Metrics: Understanding Install Penetration & Open Rate](#)
- [Why Your Mobile Strategy Needs an App](#)
- [Global App Downloads & Consumer Spend Hit Record Levels: Q3 2017 Recap](#)
- [New App Usage Report: How Many Apps Do Users Install a Month?](#)
- [Discover the Countries Leading in App Usage](#)
- [App Annie 2016 Retrospective — Mobile's Continued Momentum](#)

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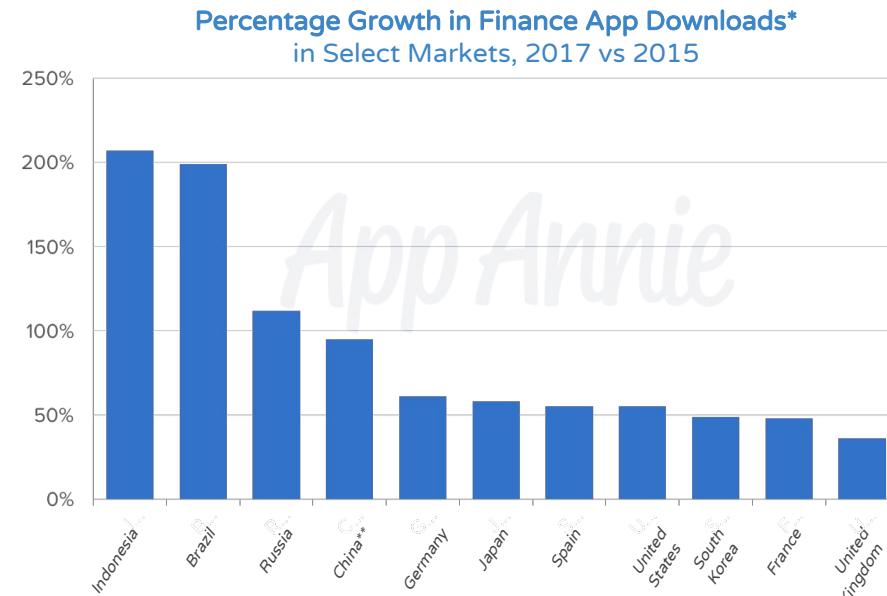
Finance Apps: Mobile Disrupts Traditional Banking & Financial Services

Finance App Adoption Is Gaining Momentum

More Financial Interactions Are Happening on Mobile Platforms,
Significantly Outpacing Growth in Apps Overall in the Markets Below

Mobile apps have accelerated the digital transformation of the personal finance space. Instant person-to-person payments, aggregators and the emergence of digital wallets/payments have already made traditional services less relevant for many consumers. The convenience delivered by apps further raises consumer expectations for instant, innovative and effortless service available 24/7.

Vast investment in banking technology in Brazil has resulted in exceptionally rapid growth in mobile banking.



*iOS App Store and Google Play combined

**China is iOS App Store only

A Full Range of Financial Services Are Available to App Users

The Traditional Full-Service Retail Banking Model Is at Risk

| BANKS | ONLINE PAYMENTS AND PERSON-TO-PERSON TRANSFERS | SERVICE CONSOLIDATION AND BUDGETING | INSURANCE | |
|--|--|--|---|--|
| Lloyds Bank PERSONAL  Barclays  Sparkasse  Atom Bank  | Alipay  PayPal  Samsung Pay  Google Wallet  | Zaim  51 Keeper  Linxo  Money Forward  | Pingan Life Insurance  DB Insurance  | |
| HSBC  Wells Fargo  Starling Bank  Sberbank of Russia  | Apple Pay  KakaoPay  WeChat Pay  LINE Pay  | Centralway Numbrs  Bankin'  HSBC  MyMoney  | Hyundai Marine Insurance  Samsung Direct  | |
| Monzo  Credit Agricole  BBVA  Chase  | Android Pay  Zelle  Venmo  Revolut  | INVESTMENT MANAGEMENT / TRADING PLATFORMS | | |
| Digibank by DBS  N26  KB kookmin bank  China Construction Bank  | Lydia  Square  iZettle  PayPal Here  | Nutmeg  Acorn  JD Finance  Credit Ease  Lu.com  Haitong  Ant Finance  DaZhiHui  HuTai  | Credit Sesame  Credit Karma  Experian  ClearScore  | |



“For Lloyds, the app is a strategic asset to meet our customers’ changing needs, enabling us to provide a more personalised and relevant banking experience. **We want everything we do going forward to be mobile-first.**”

Quote provided to App Annie by

Martin Rowbotham
Head of Mobile Insight and Strategy
Lloyds Banking Group



"Mobile continues to be our top channel for customer transactions, so we are very pleased that our commitment to delivering best-in-class mobile banking services is recognized. Among top retail banking apps in Canada, TD ranked #1 for monthly active users, downloads, average session per user and reviewer ratings. We're thrilled to be ranked so highly on metrics that directly reflect what's driving value for our customers. It's great validation - and feedback - as we continue to focus on building experiences that enable our customers to bank when, where and how they want in both Canada and the U.S."

Quote provided to App Annie by

Imran Khan
VP Digital Experience
TD Bank

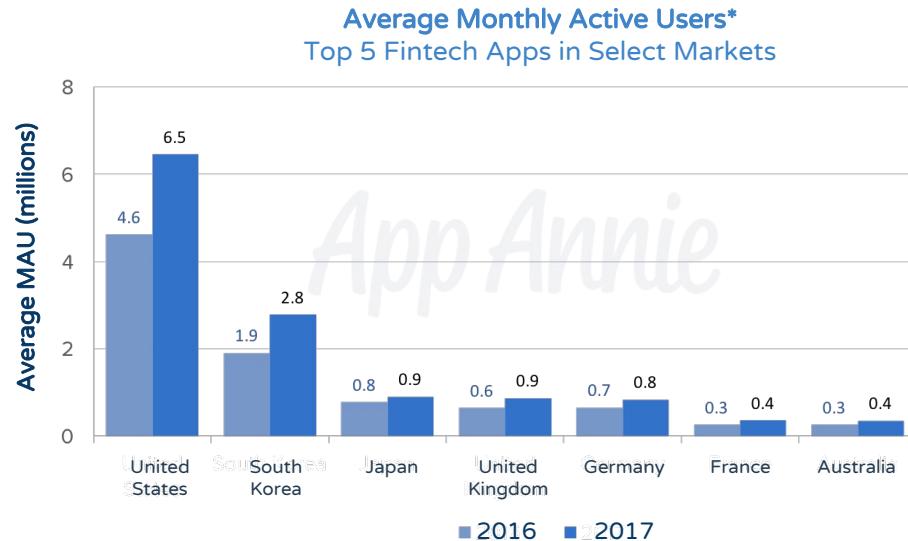
1. Adoption and Use of Fintech Apps Are Growing Fast

Across Markets, 2017 Saw an Uptick in Number of Users of Fintech Apps

As mobile increasingly becomes a consumer channel of choice, mobile savvy fintech developers are growing in influence.

Through their apps, fintech companies are already able to offer a convenient, streamlined experience — a vulnerability for many banks — covering services such as account aggregation, payments and investment management. Apple has even [launched its own peer-to-peer payment competitor](#) which can be accessed in iMessage, Siri, the Apple Pay app and Contacts.

Collectively, fintech companies threaten the full suite of retail banking services. Eventually, the products fintech firms are offering will become the norm, and it will be impossible for any slow-to-act retail bank to catch up.



*iPhone and Android phone combined

2. European Banks Brace for Disruption in the Face of New Legislation

EU PSD2 Legislation Will Further Open the Door to Fintech

PSD2 requires EU retail banks and payment service providers to allow third-party providers to access account and payment data provided they have the account owner's permission.

While the pre-PSD2 value chain is largely controlled by retail banks, PSD2 [enables a layer of financial services](#) (often fintech owned) between customers and their accounts.

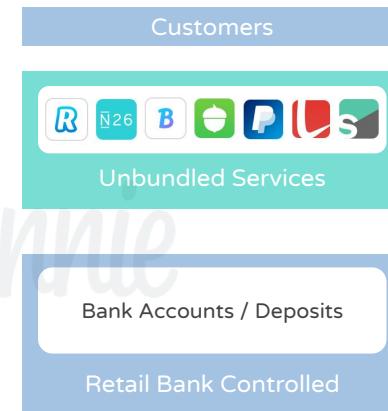
With consumers able to choose from a selection of unbundled services, fintechs could replace retail banks as the go-to place for managing their finances.

Banks will no longer dominate the full retail banking value chain and risk being restricted to providing back end services.

Pre-PSD2 Value Chain



Post-PSD2 Value Chain



3. Apps Are Creating Cashless Societies in Emerging Markets in Asia

Payment Apps Are Increasingly Pervasive in the Region

INDIA

India's 2016 [banknote demonetization](#), and the development of a [Unified Payments Interface](#) (UPI), are boosting the growth of payment apps.

Traditional retail banks have responded, including the launch of a payment app, [BHIM - Making India Cashless](#), operated by a [consortium](#) of major banks.

Payment giant [Paytm](#) maintains a strong position in the market, with over 30% usage penetration among Android phone users in 2017.

Finally, recent fintech launches such as [PhonePe](#), [Jio Wallet](#) and Google's [Tez](#) seem set to further shake up the market.

CHINA

WeChat Pay and [AliPay](#) are the leading mobile payment platforms in China — their usage penetration is around [7x the average](#) of the top five banking apps in China.

In its [Q4 2016 earnings report](#), [WeChat](#) announced that around 67% of its approximately 900m active users in China use the payment service.

SOUTHEAST ASIA

Pan-SEA transport giant [Grab](#) is looking to become the primary payment service across SEA. [Beginning](#) its regional roll out as a person-to-person payment service in Singapore in August 2017, GrabPay will also soon partner with brick-and-mortar merchants.

In Indonesia, dominant transport, logistics and payments startup [Go-Jek](#) is at the forefront of the cashless trend following the integration of Go Pay into its app. Go-Jek's existing network of [250K+ drivers](#) has given the service a boost, with Go Pay users able to call drivers and make deposits with them directly.

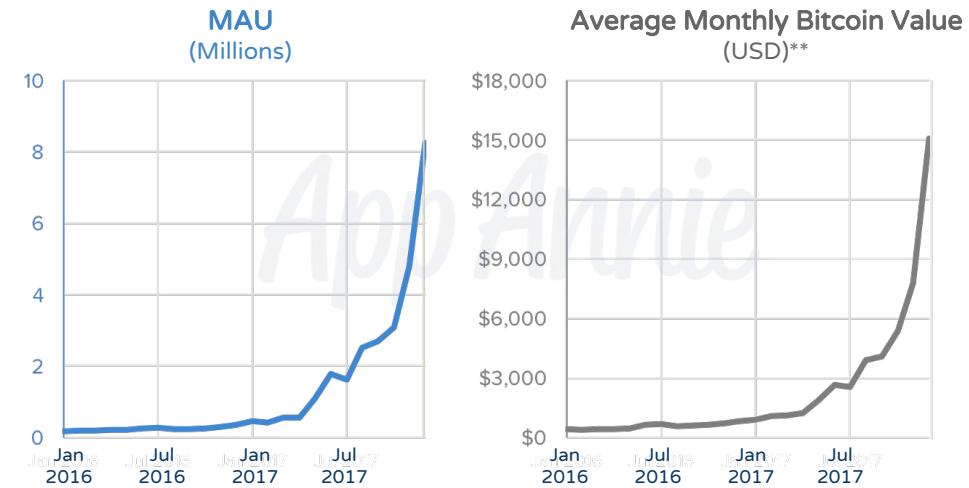
4. Booming Cryptocurrency Prices Have Created a New Category of Cryptocurrency Management Apps

Cryptocurrency management apps have seen a significant boost in the face of growing market excitement.

By allowing users to monitor, store and trade currency at any time or place, these apps have become a critical tool for currency traders.

The performance of cryptocurrency management apps is tied closely to currency values and consumer excitement. Peaks and troughs in trading values will continue to be reflected in app usage.

Smartphone Monthly Active Users for Leading Cryptocurrency App* and Average Bitcoin Value Worldwide



* By MAU, App Name Anonymized

** Produced from <http://www.coindesk.com/price/>

Further Reading on Finance Apps

- [Mobile Banking Snapshot: Top Performing Apps in North and South America](#)
- [PSD2 Is Coming. Here's What You Need to Know](#)
- [How Banks Can Succeed in the App Economy](#)
- [Mobile Apps Disrupt Financial Services in Asia Pacific](#)
- [The Most Desired Features in Retail Banking Apps in 2017](#)

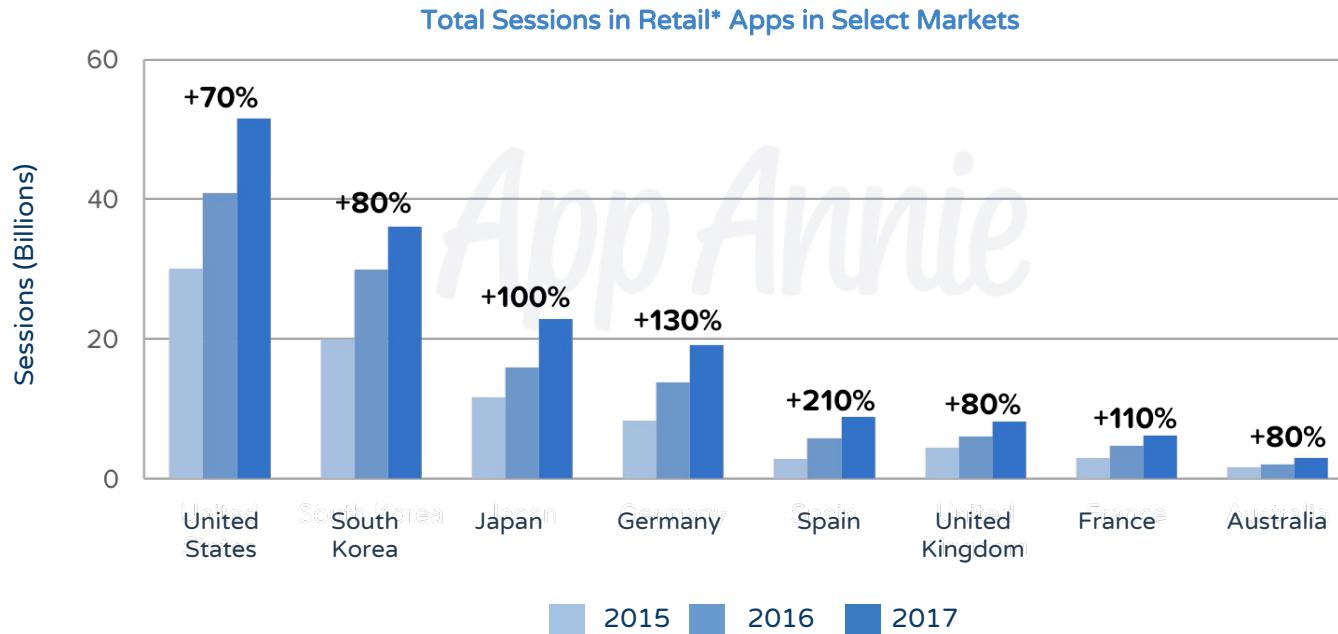
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Retail Apps

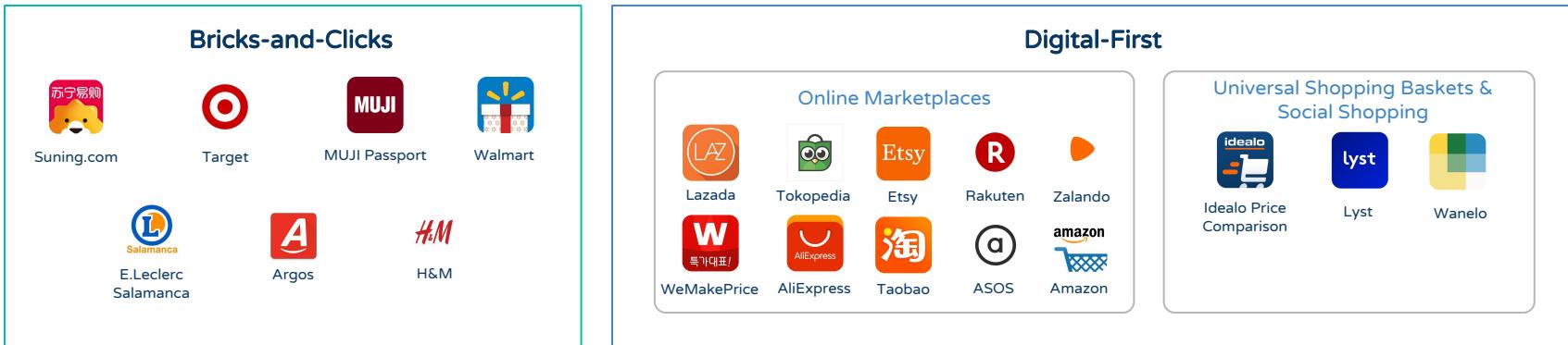
Direct Channels That Reach Customers

Engagement and Monetization Opportunities Accelerating for Retail Apps



*Android phone; apps from Shopping category on Google Play, percent growth from 2015 to 2017

The Retail Landscape in 2017



Retail Complements & Shopping Alternatives





“Revenue from our international commerce retail business reached US\$389 million in Q2 and US \$433 million in Q3, representing a 136% and 115% YoY growth respectively, driven by strong growth in our Southeast Asian platform Lazada and China outbound platform AliExpress, which achieved 83 million annual active buyers combined for the twelve months ended March 2017. There were multiple initiatives behind the growth. For example, from Q2 to Q3, Lazada cooperated with Tmall and launched “Taobao Collection” in Singapore and Malaysia and further expanded into Indonesia, the Philippines and Thailand, which expanded Lazada’s product offering by giving local customers access to high-quality products from China.”

Quote provided to App Annie by

Alibaba

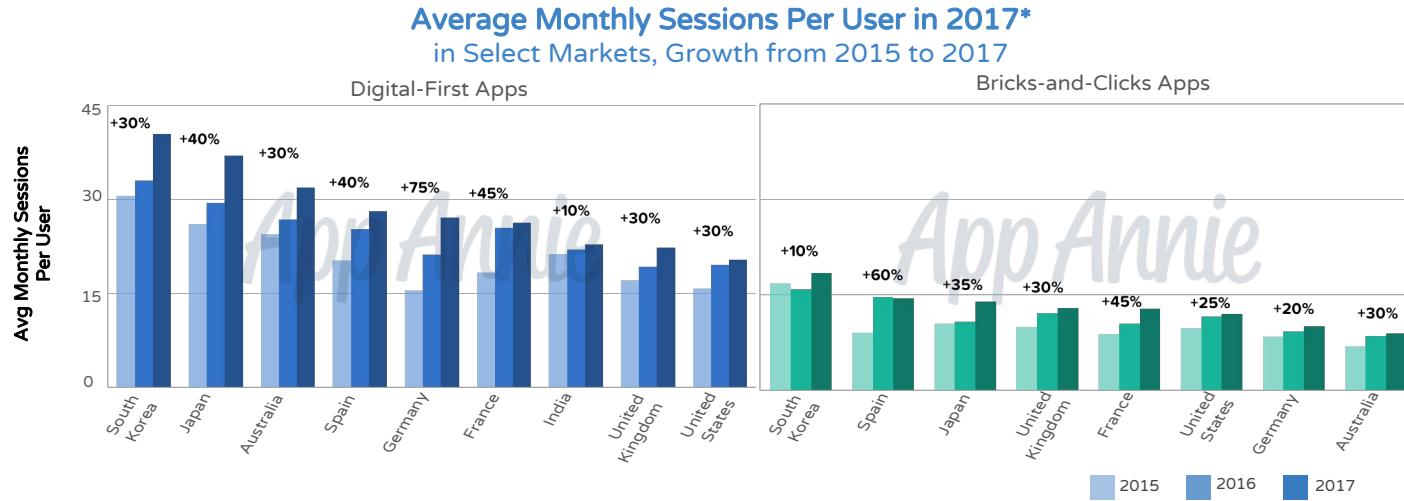


“Through a better understanding of our customer base we realised the value of mobile and specifically the app platform. We discovered that **when customers move from desktop to app they significantly increase the frequency of spending.**”

Quote provided to App Annie by

Rufus Weston
Head of Insight
Just Eat

1. Bricks-and-Clicks Retailers Under Threat from Digital-First Competitors



Digital-First retail apps saw more than 2x the average sessions per user each month for the countries analyzed and generally saw stronger growth over the last two years.

*Top 5 apps by time spent on Android phone

Each session is an opportunity to purchase and deepen customer loyalty; traditional retailers need to focus on cultivating engagement in sessions per user to increase their top line.

2. Mobile Shopping Had Its Biggest Month Ever in November 2017

In 2017, Chinese shopping event Singles Day saw a significant growth in its global influence.

AliExpress hit #1 for Shopping app downloads in 69 countries on iPhone and 38 countries on Android phone on Singles Day (11/11/2017), globalizing the shopping holiday.

All of the #1 days for Shopping app downloads across China, the UK, the US and worldwide rankings were either Singles Day or the days surrounding Singles Day.

\$25.3 billion

In Tmall sales on Singles Day globally, 90% of which came from mobile

100 million hours

spent in Shopping apps on Android phones and tablets in the US during the weeks of Black Friday and Cyber Monday 2017

\$2 billion

spent on mobile in the US during Cyber Monday 2017

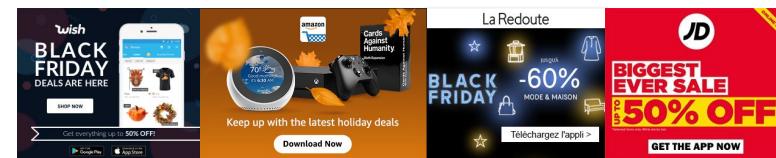
3. Mobile Marketing Is More Important Than Ever During the Holidays

Organic traffic is responsible for 65% of downloads in the iOS App Store.

The Search Volume for “Black Friday” increased 115% in November 2017 compared to three months prior, meaning more users are searching for apps to fulfill their Black Friday shopping needs. However, difficulty ranking for that keyword also grew 185% from August 2017, which indicates many apps are trying to capitalize on that keyword.

Apps need to double-down on their [App Store Optimization \(ASO\)](#) efforts as well as paid app store search ads to stay competitive.

Search Volume and Difficulty to Rank for the Keyword “Black Friday” on iPhone in the US

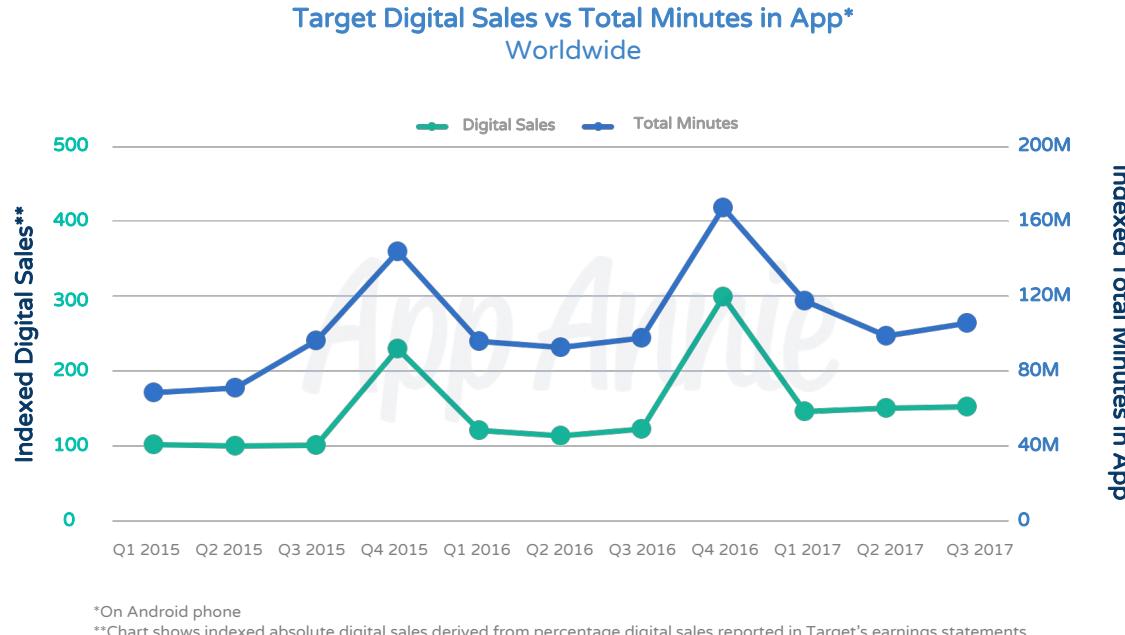


Interstitial ads displayed in two weeks prior to Black Friday.
Sourced from [App Annie's Creative Gallery tool](#)

4. Time Spent In-App Drives Dollars Spent

By investing in increasing the amount of time users spend in its app, Target was able to increase digital revenue over time.

Target integrated *Cartwheel* into its Target app in Q3 2017. We've seen total time spent in the Target app on Android phone increase as users have begun migrating to one singular app.



5. Massive Funding Rounds and Expansion for Retailers Focused on SEA

Southeast Asia is the next big mobile commerce frontier. Foreign companies such as Alibaba, Tencent and Telenor have secured their stake in the market by investing in top Shopping apps across the region.

Peer-to-peer commerce apps like Shopee rank highly, as do localized Digital-First players.

Top 3 Shopping Apps in Southeast Asian Markets, by Average Smartphone MAU in Q4 2017



Further Reading on Retail Apps

- [Black Friday, Cyber Monday & Singles Day 2017: The Battle for the Top Mobile Shopping Day in the US](#)
- [In Mobile Shopping's Biggest Year, APAC Sets the Pace](#)
- [Retailers: Why Data Should Drive Your Mobile Strategy](#)
- [Southeast Asia: The Latest Arena in the Shopping App Battle](#)
- [Amazon's Purchase of Whole Foods Moves Mobile Toward Center of Retail](#)
- [Retailers Should Look to Coupons and Deals Apps for Success](#)
- [South Korean Bricks-and-Clicks Retailers See Success on Mobile](#)
- [Understanding Retail's Highly Competitive Landscape](#)
- [Four Best Practices for Retail Apps](#)
- [Retailers Need to Adapt to Mobile or Be Left Behind](#)
- [App Store Optimization – The Definitive Playbook](#)

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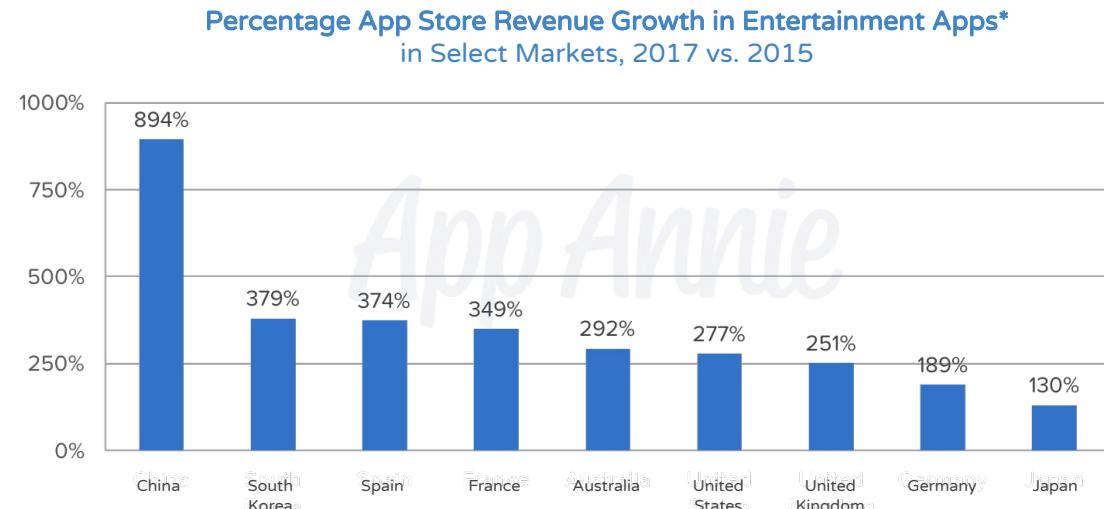
Video Streaming

Mobile Is the First Screen

Consumer Spend Is Exploding in the Media & Entertainment Industry

All markets analyzed have seen triple digit consumer spend growth over the last two years as new apps, new users and new monetization methods emerge.

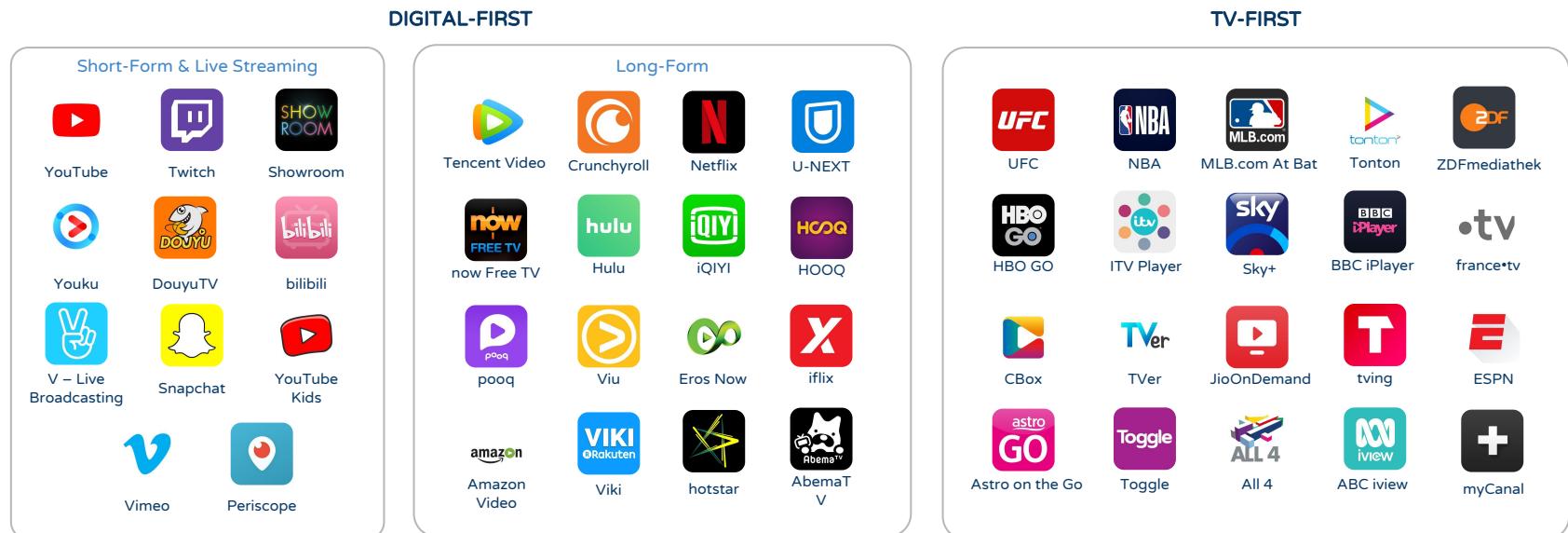
Subscriptions are still a primary revenue source, but increasingly media apps are incorporating microtransactions that enhance the viewing experience by removing ads, allowing playback of live TV or enabling offline viewing. In Asia, viewers sending cash gifts to live streamers is a rapidly growing segment of the market.



*Google Play & iOS App Store Entertainment categories combined

The Video Streaming Landscape in 2017

Apps Are Blurring The Divide Between Online-First and TV-First Services

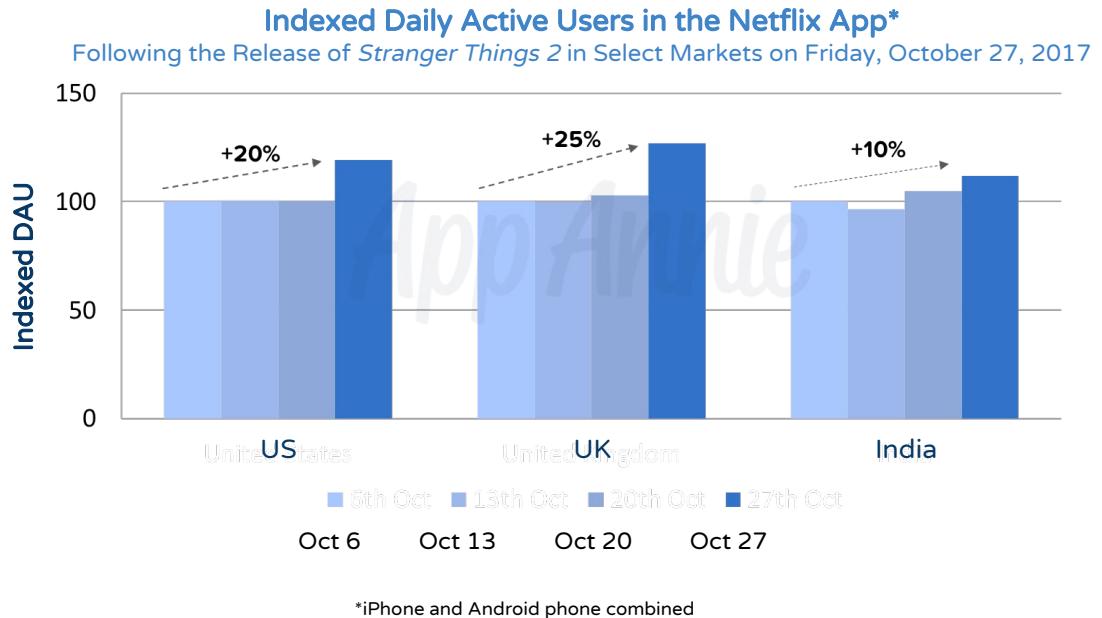


1. Increased Investment in Original Content Drove App Usage

Competition remains fierce in the video streaming industry. Increasingly, services are investing in original, exclusive content to attract users, reduce licensing costs and reduce dependence on third-party providers.

Big releases, like *Stranger Things 2* on Netflix, drive significant numbers of users to the streaming service. This is seen in DAU increases in the *Netflix* app, suggesting this strategy is driving success.

With investment in content now ranging into billions of dollars, app performance following a release will come under even closer scrutiny.



2. Traditional TV Providers Must Compete With Online Specialists in Many Markets

Domestic video services dominate the top charts across countries.

Established TV-first brand BBC dominates in the UK. Early entry into the streaming market with its *iPlayer* service, and strong promotion via its existing networks, has given it a powerful first-mover advantage.

Disney's December [acquisition of Twenty-First Century Fox](#) increases its presence in the video streaming market. With stakes in ABC and ESPN already, the acquisition brings it a significant share of Hulu, the 5th most used video streaming app in the United States.

Top Video Streaming Apps by MAU in Select Markets, 2017*

| Rank | Australia | China** | France | Germany | India | Japan | South Korea | United Kingdom | United States |
|------|-----------|---------------|-------------|--------------------|-----------|--------------------|--------------------|----------------|--------------------|
| 1 | YouTube | Tencent Video | YouTube | YouTube | YouTube | YouTube | YouTube | YouTube | YouTube |
| 2 | Netflix | iQIYI | Netflix | Netflix | hotstar | AbemaTV | NaverTV | Netflix | Netflix |
| 3 | AFL Live | Youku | myCanal | Amazon Prime Video | JioTV | niconico | LG U+ Video Portal | BBC iPlayer | ESPN |
| 4 | ABC iview | Kwai | TV d'Orange | TV SPIELFILM | JioCinema | Amazon Prime Video | Afreeca TV | BBC Sport | Amazon Prime Video |
| 5 | Foxtel Go | Imgotv | SFR TV | Sky Go | Voot | TVer | okusu | Sky Sports | Hulu |

 TV-First  Digital-First

*iPhone and Android phone combined; please see [the accompanying methodology notes](#)

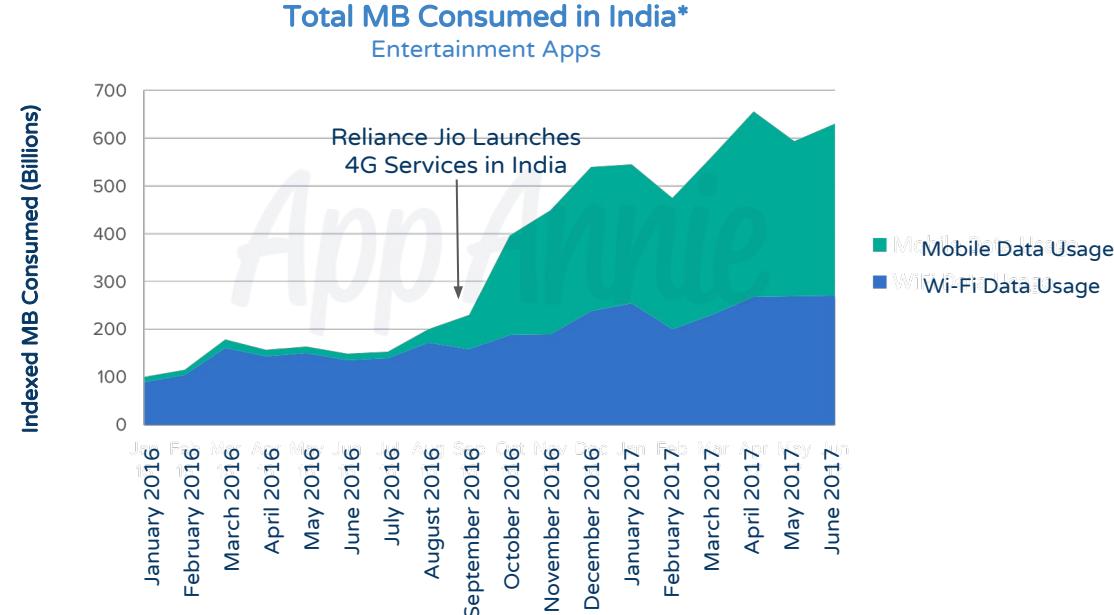
**China data is for Q4 2017 only

3. Explosive Growth in Video Streaming in India after Reliance Jio Launches Its 4G Network

Beginning in September 2016, India has seen the introduction of the Reliance Jio 4G network and major carriers offering unlimited, and often free, data packages.

As a result, video consumption, especially via mobile data, increased by more than 6x since the first half of 2016.

This has created a number of new entertainment powerhouses. hotstar is now one of the most used video streaming apps in the world, driven almost entirely by its vast Indian audience.



*On Android phone

Further Reading on Video Streaming

- [Video Streaming Apps: The Real Emmy Winners](#)
- [Report: Half of Video Views on Mobile Come From Asia-Pacific](#)
- [March Madness Takes Over Mobile Screens](#)
- [And the Oscar Goes to ... Mobile Apps](#)

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Travel Apps

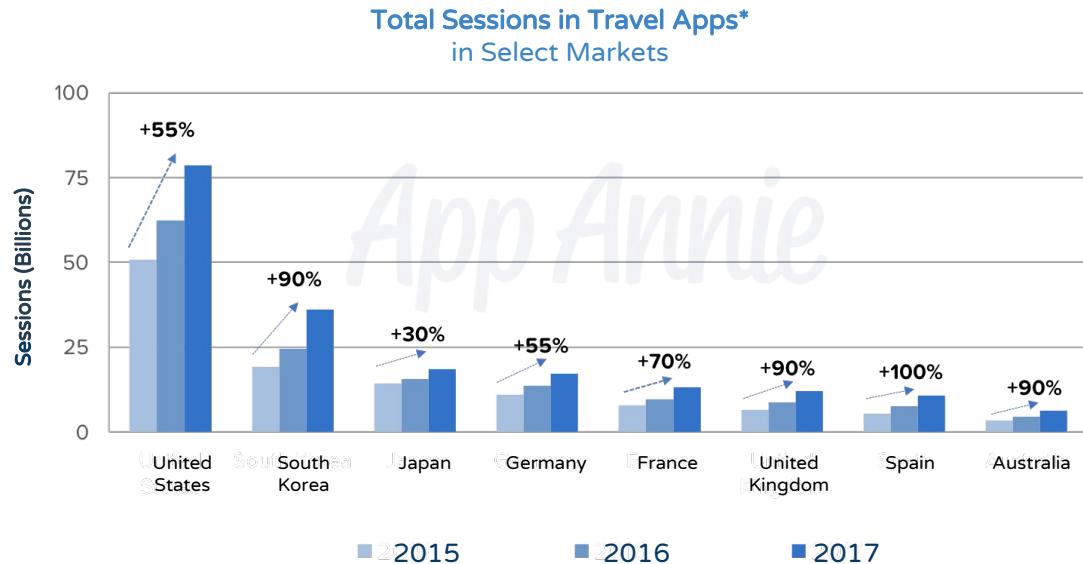
The Ultimate Trip Companion

1. Apps Become Essential for the Travel Industry as Usage Grows

The ever-disrupted [travel industry has been impacted by the market's move to mobile](#), and we've seen key customer interactions make the move to mobile apps.

Rapid growth in travel app usage is a precursor to wider industry changes.

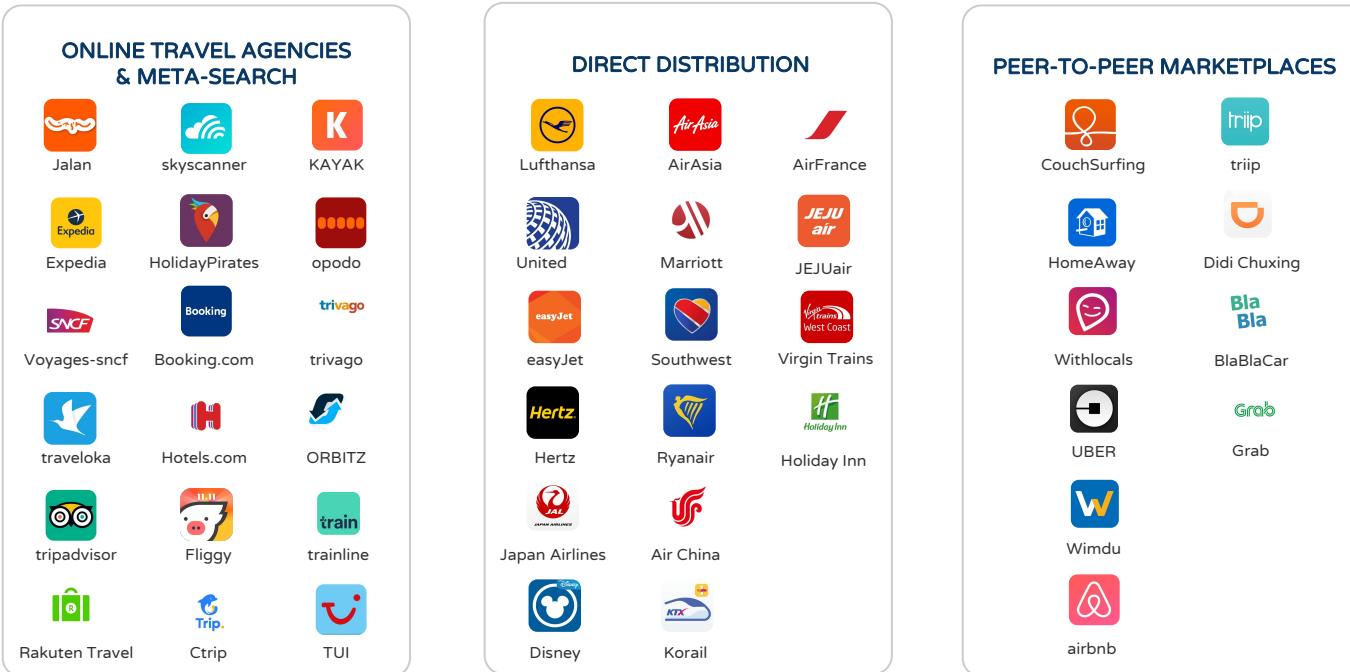
While aggregators and meta-search tools currently dominate customer interactions, apps offer traditional travel companies an opportunity to rebuild direct relationships with customers by extending contact throughout the customer journey.



*On Android phone; apps from Travel & Local and Maps & Navigation categories on Google Play

The Travel Landscape in 2017

The Full Range of Online Options Exist on Mobile





“Mobile is incredibly important to our business and to our customers. It’s the one thing that is nearly always with us when we travel and therefore makes it the perfect tool through which to solve the biggest challenges with today’s travel.”

Quote provided to App Annie by

Dave Slocombe
Product Director
Trainline



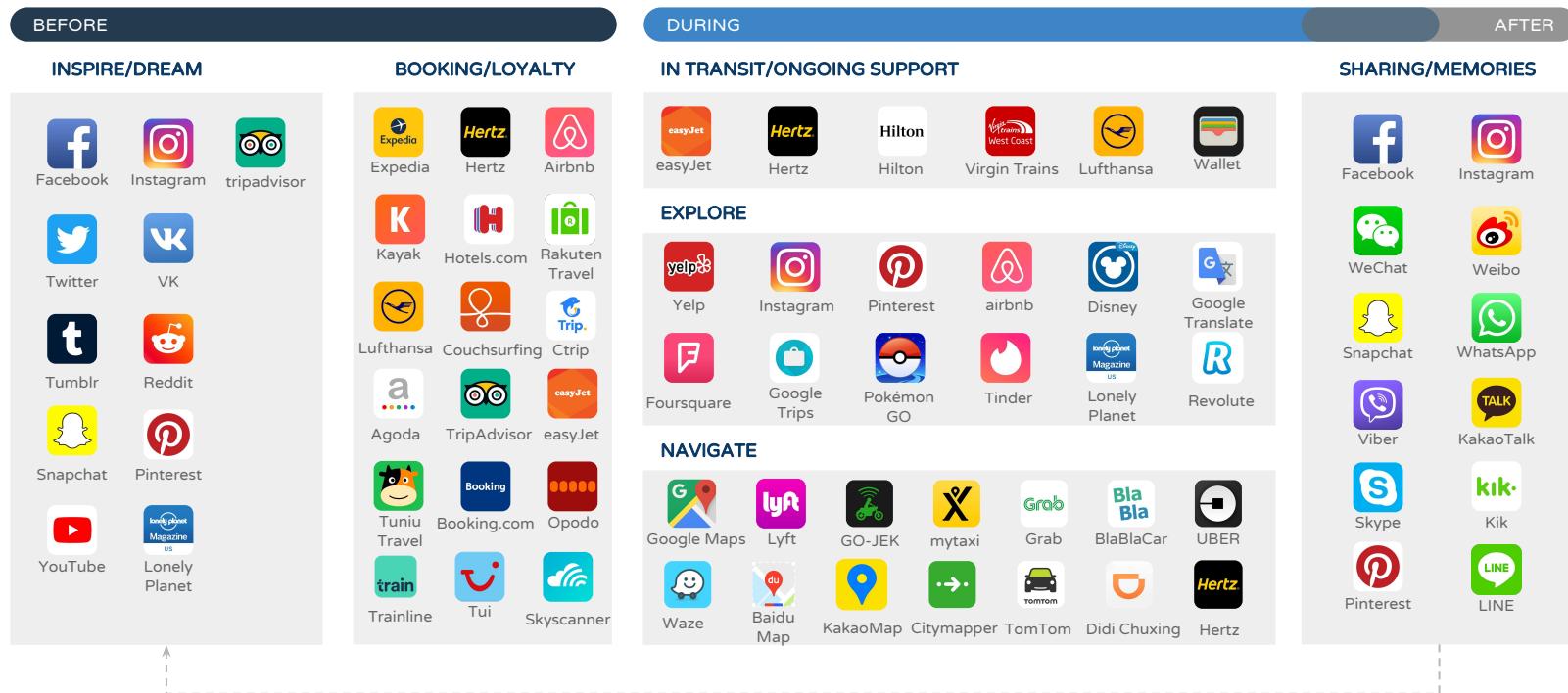
“Our apps have achieved a wide reach in Japan, with three ranking in the top 20 most downloaded apps in Japan in 2017. Our portfolio of apps allow consumers to directly access the information they need – such as news, weather and transit information – at their fingertips, which has a material impact on the daily happenings of consumers’ lives. **Apps provide unparalleled stickiness with consumers and represent a cornerstone of our business.**”

Quote provided to App Annie by

[Yahoo! JAPAN](#)

1. Apps Have Become the Ultimate Travel Tool

Used During All Stages of the Travel Experience

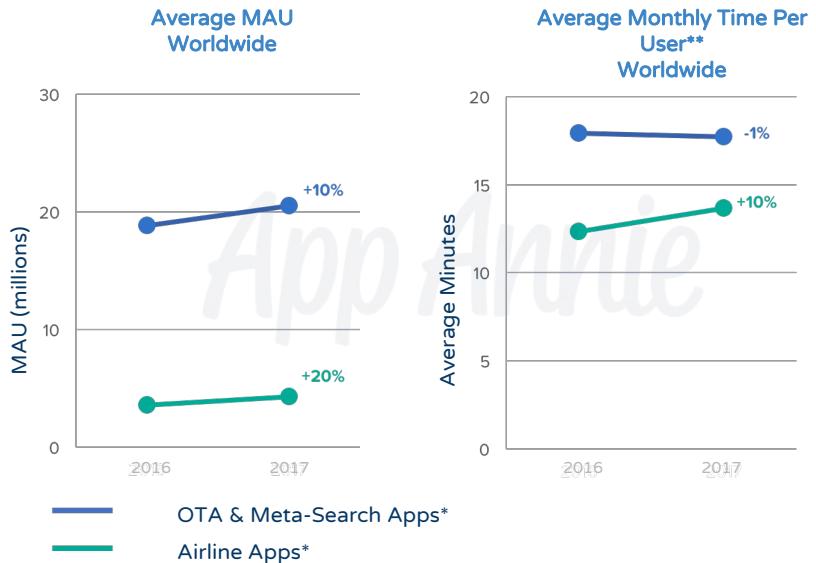


2. Airlines Change Strategy to Push Back Against OTA and Meta-Search Apps

Online Travel Agency (OTA) and meta-search apps see significantly higher user numbers than direct distributors such as airlines. In this environment, where many travelers are booking and managing their travel plans via these third-party services, airlines risk becoming commoditized.

In response, airlines are increasingly adding features to their apps in order to enhance the travel experience and reconnect with their most loyal customers. In turn, these features extend contact time, boost loyalty and provide opportunities for cross-sell and upsell.

As a result, there's been a 10% increase in the average time spent per user in airline apps over the past year. In contrast, time spent in OTA apps has remained relatively stable year over year.



*Top 10 apps, by average monthly active users on Android phone and iPhone combined

**Time per user on Android phone only

3. Ride Sharing Apps Have Become a Global Phenomena

Leaders Vary by Market – No One Has Global Dominance

With global ride sharing revenue expected to hit \$45 billion in 2017, the market remains highly lucrative and also extremely competitive. Globally, the market remains fragmented, undergoing a fierce pricing battle to acquire and retain riders and drivers.

Ride sharing services are increasingly expanding their revenue opportunities into areas such as food delivery, package delivery and even financial services (e.g., Uber and Grab offering payment services).

**Top 2 Ride Sharing Apps in Select Markets
by Monthly Active Users in 2017***



*iPhone and Android phone combined

**China is Q4 2017

Further Reading on Travel Apps

- [Travel Apps Need to Pay Attention to This Metric](#)
- [How Airline Apps Can Improve Engagement](#)
- [The Travel Industry Is Using Apps To Take Flight](#)

Grow your business with the leader in app market data and analytics

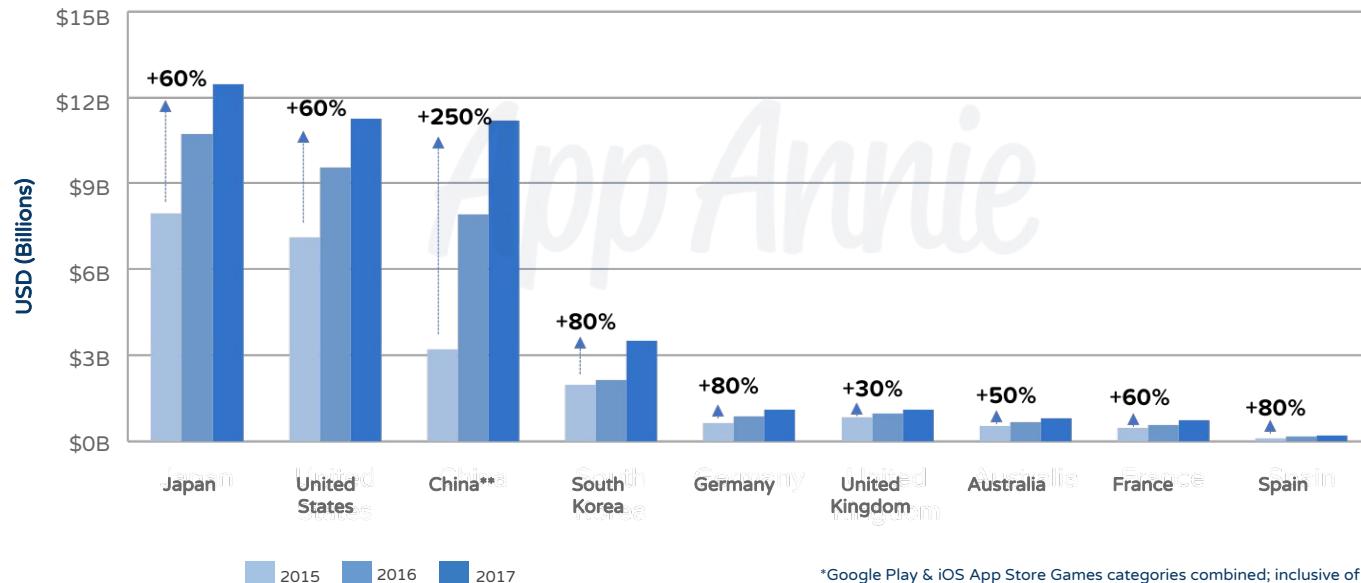
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Gaming

A Main Driver of the App Economy

The Monetization Potential for Gaming is Still Climbing

Total Consumer Spend in Gaming Apps* in Select Markets



*Google Play & iOS App Store Games categories combined; inclusive of app stores' cut of consumer spend. Does not include advertising or eCommerce revenue. **China is iOS App Store only



“When we first started out, it was just a case of launching a game and the downloads and revenue would follow, but now there is a lot more that needs to be done to stay at the top. We chose App Annie as we truly believe it has one of the most comprehensive and accurate data sets on the app market today.”

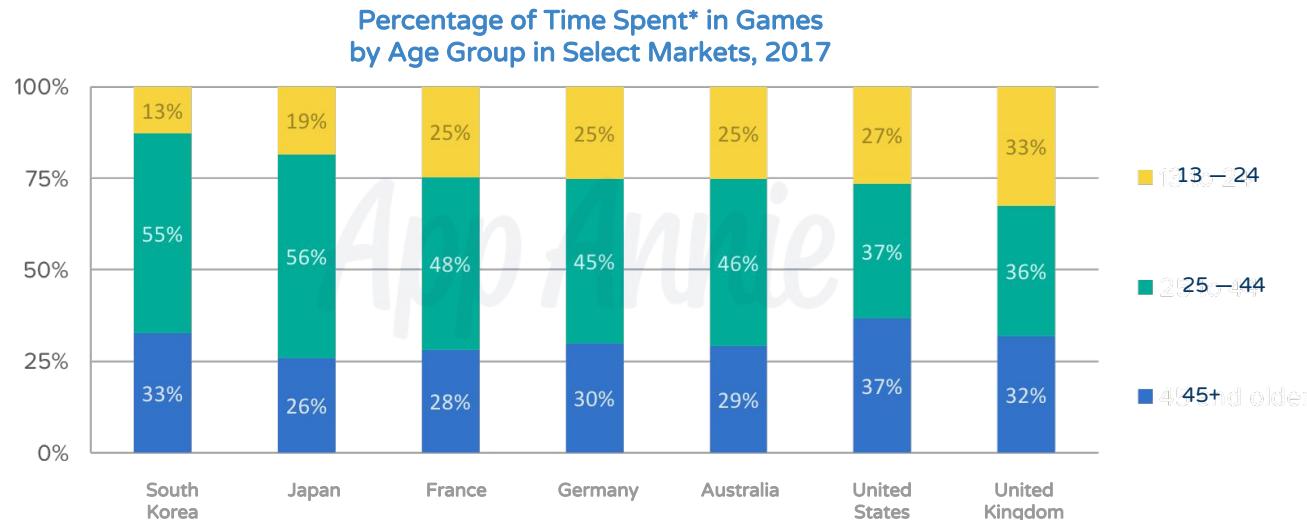
Quote provided to App Annie by

Jernej Česen
of Data Analytics
Outfit7

VP

1. Gaming Maintains a Broad User Base

The Majority of Time Spent in Games is By People Older Than 25



*On Android phone

2. Only 3,000 AR Games Out of 1 Million Games Are Available in App Stores

AR Games Make Up <1% of Total Game Downloads

Pokémon GO's release in 2016 popularized Augmented Reality (AR) among mainstream consumers. Niantic's pending release of a Harry Potter AR mobile game is poised to build on the success of *Pokémon GO*.

Contrary to expectations, we haven't seen an "AR" boom in Games, even with the introduction of Apple's developer ARKit, as developers continue to work out compelling experiences while keeping ergonomics in mind.

Larger adoption has occurred among non-gaming categories, particularly for Entertainment apps. That being said, AR apps still only represent a small portion of total apps in the app stores.

Top Categories by Number of Augmented Reality Apps*

| | Top Categories by Number of Augmented Reality Apps* | | | |
|---|---|-----------------------------------|-------------------------------------|-----------------------------------|
| | Top Categories by Number of AR Apps | AR Apps Percent of Total Category | Top Categories by Number of AR Apps | AR Apps Percent of Total Category |
| 1 | Entertainment | 2% | Entertainment | <1% |
| 2 | Travel | 2% | Education | <1% |
| 3 | Education | 1% | Games | <1% |
| 4 | Games | <1% | Travel & Local | 1% |
| 5 | Business | <1% | Business | <1% |

*Number of apps containing "augmented reality" in their app name or app store description or "AR" in their app name as of January 2018

3. Honour of Kings Had a Blockbuster Year Fueled by Success in China

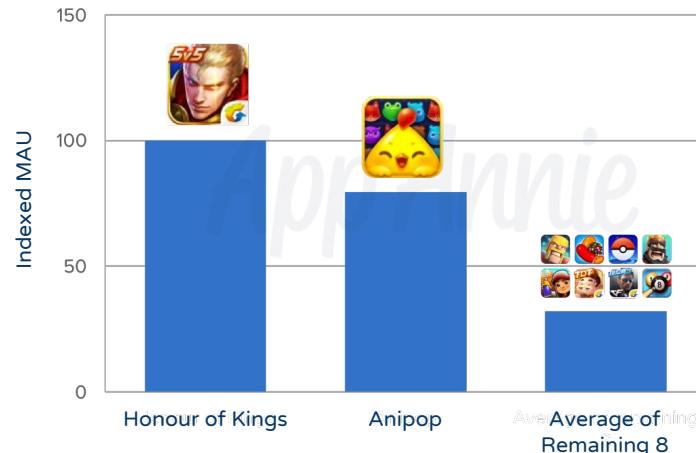
Honour of Kings is a hugely popular game from Tencent. It was the most used game globally in Q4 2017.

There is a very high concentration of users in China: Honour of Kings successfully leveraged Tencent's ecosystem of app stores and social networks.

China is a huge gaming market — one that's very hard for external companies to break into.

Tencent is increasing its focus on Western markets with a number of high-profile acquisitions.

Average Users in Top 10 Games Worldwide* 2017



*Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2017. China includes iPhone average MAU across 2017 combined with Android phone average MAU across Q4 2017.

4. The Lineage Franchise Doubled Down on the App Economy

This year *Lineage 2 Revolution* and *Lineage M*, from Netmarble and NCSOFT respectively, successfully brought the popular MMORPG franchise to mobile.

Each made it into our 2017 ranking of top grossing games, and were the only new releases on the list.

Lineage 2 Revolution launched in Korea at the end of December 2016. It released globally in November 2017, and its new international audience will drive even more success in 2018.

Lineage M launched globally at the end of Q2. It experienced immediate success becoming the highest grossing app, by wide margins, on both iOS and Google Play in Q3 2017.

Top Games of 2017: Worldwide Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--|---------------------|
| 1 |  Honour of Kings | Tencent |
| 2 |  Monster Strike | mixi |
| 3 |  Fate/Grand Order | Sony |
| 4 |  Lineage 2 Revolution | Netmarble |
| 5 |  Fantasy Westward Journey | NetEase |
| 6 |  Clash Royale | Supercell |
| 7 |  Candy Crush Saga | Activision Blizzard |
| 8 |  Lineage M | NCSOFT |
| 9 |  Clash of Clans | Supercell |
| 10 |  Pokémons GO | Niantic |

Further Reading on Mobile Games

- [Inside Japan's Lucrative Mobile Games Market](#)
- [China Headquartered Game Publishers Level Up on the World Stage](#)
- [Self-Publishing in Asia: Insights From Playrix](#)
- [Gaming's Mobile Growth: A Special Report With IDC](#)

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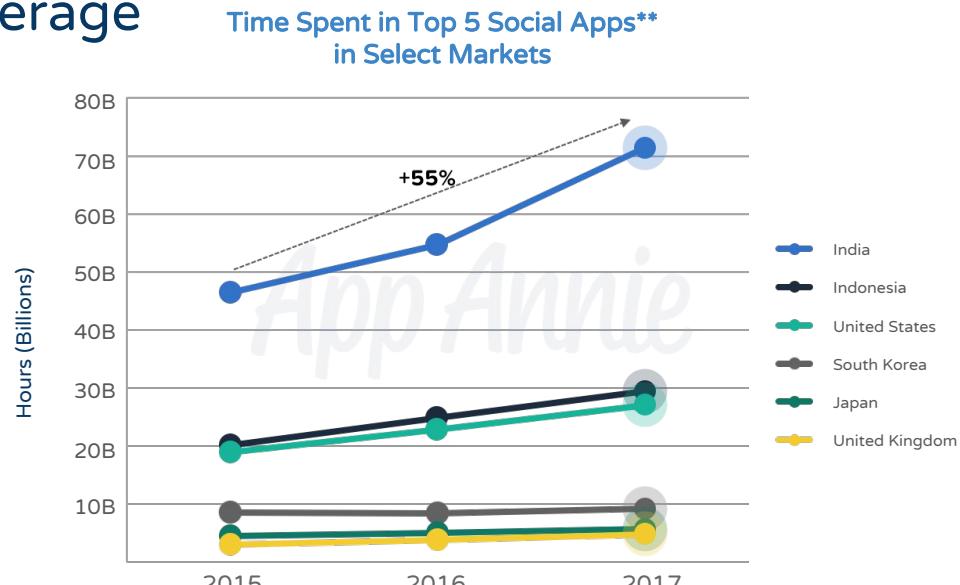
Social Innovation Fuels Expanding User Base

Globally, Over 2 Billion People Use at Least 1 of the Top 5 Social Apps* Each Month on Average

The top 5 Social apps by time spent have changed the most in emerging markets. Mature markets have seen fewer changes to its top 5 Social apps.

Increased functionality and growing user bases, often through the network effect, result in greater overall use.

In India alone, over 71 billion hours were spent in the top 5 Social apps on Android phone, with WhatsApp accounting for over 50% of those hours.



*Top 5 Social apps worldwide by iPhone and Android phone combined MAU; excluding pre-installed apps

**Top 5 apps by time spent

Social Is Massive Globally – With Facebook's Apps Dominating for Many Markets

Top 3 Social Apps in Select Markets,
by Smartphone Monthly Active Users in 2017*

| | China | France | Germany | Indonesia | India | Japan | Russia | South Korea | Spain | United Kingdom | United States |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | WeChat  | Facebook  | WhatsApp Messenger  | WhatsApp Messenger  | WhatsApp Messenger  | LINE  | WhatsApp Messenger  | KakaoTalk  | WhatsApp Messenger  | WhatsApp Messenger  | Facebook  |
| 2 | QQ  | Facebook Messenger  | Facebook  | Facebook  | Facebook  | Facebook  | Viber  | BAND  | Facebook  | Facebook  | Facebook Messenger  |
| 3 | Weibo  | WhatsApp Messenger  | Facebook Messenger  | Instagram  | Facebook Messenger  | Twitter  | VK  | KakaoStory  | Instagram  | Facebook Messenger  | Instagram  |

 Owned by Facebook

*Q4 2017 for China; excludes pre-installed apps



"We saw brands move quickly to use augmented reality and vertical video to drive results in 2017. We look forward to helping the industry continue these shifts, as well as creating robust measurement standards to show how very well they work."

Quote provided to App Annie by

Ali Rana
Director of Measurement and Insights
Snap Inc.

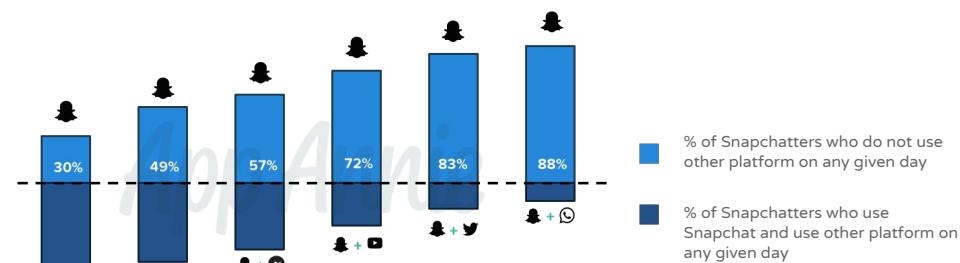
1. Snapchat Debunked Myth with Exclusive Audience Outside of Millennials

While Snapchat's audience is often viewed as millennials, it has a sizable unique reach among other demographics when compared one-to-one against leading Social apps.

In fact, 30% of Snapchatters aged 25-44 can't be reached by Facebook on any given day.

Apps offer unparalleled access to consumers on a device that is always with them. Understanding the exclusive audiences each app has can help reach new users through advertising/marketing efforts or inform strategic partnerships.

Snapchat Audience Exclusivity Among Users*
Aged 25-44, United States, 2017



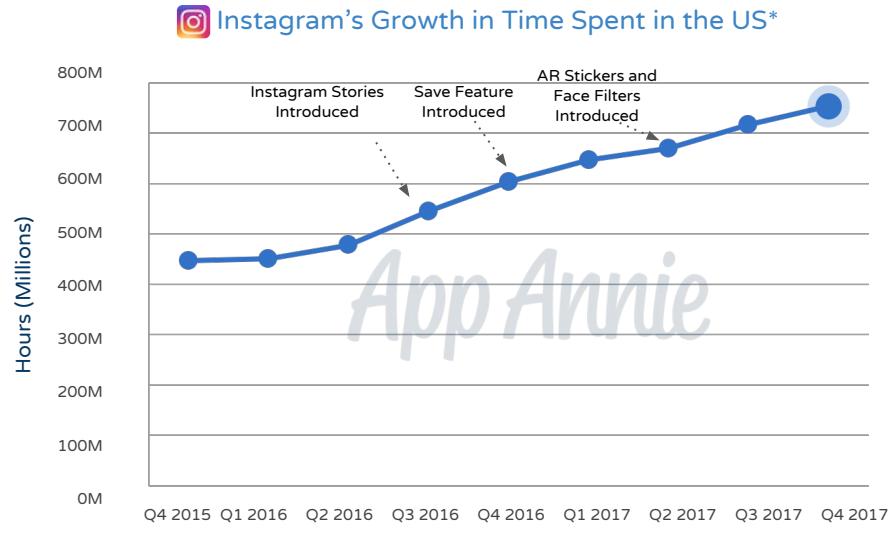
*iPhone and Android phone combined

2. Strategic Feature Additions Fueled Instagram's Growth in 2017

As of Q4 2017, Instagram's total time spent on Android phone had grown nearly 70% over the previous two years in the US.

This was driven by strong growth in monthly active users, as well as time spent per user. Across iPhone and Android phone, Instagram's average MAU grew 30% over the last two years in the US.

An already mature app, Instagram sustained this level of growth due to timely and relevant feature introductions throughout 2016 and 2017.

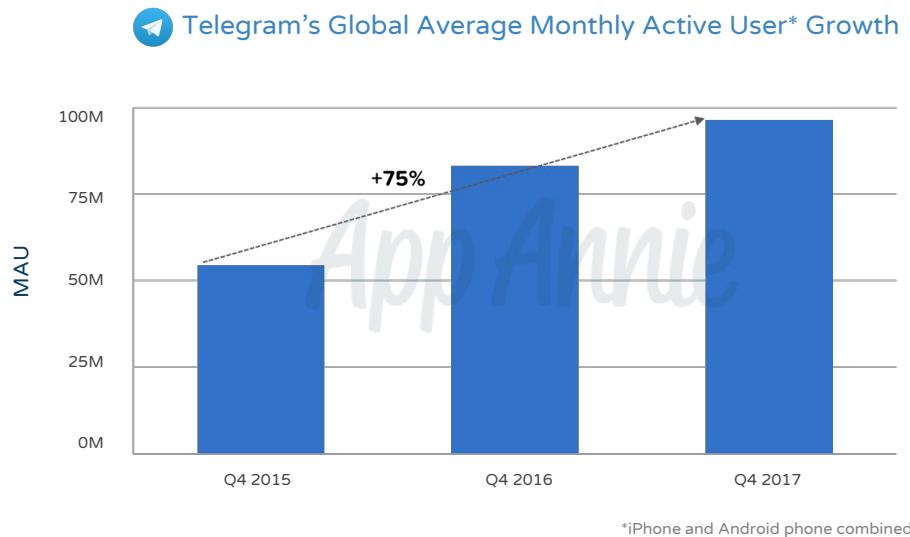


3. Telegram's MAU Soared as Consumers Sought Secure Messaging

Over the last two years, [Telegram](#)'s global MAU has grown 75%.

In addition to encrypted messaging, two other key value propositions that resonate with users are the app's speed and the company's commitment to remaining non-profit.

Social media and messaging can be a crowded category, but apps can still capture large user bases by offering key differentiating features in demand by consumers.



Further Reading on Social Apps

- [Snapchat & the Power of Putting Data in Context for Marketers & Advertisers](#)
- [How Emojis Can Boost Push Notification Opens](#)
- [Data: The Key to Your App Strategy](#)

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China

The World's Largest App Market

China Is the Largest App Market in the World for Time Spent in Apps

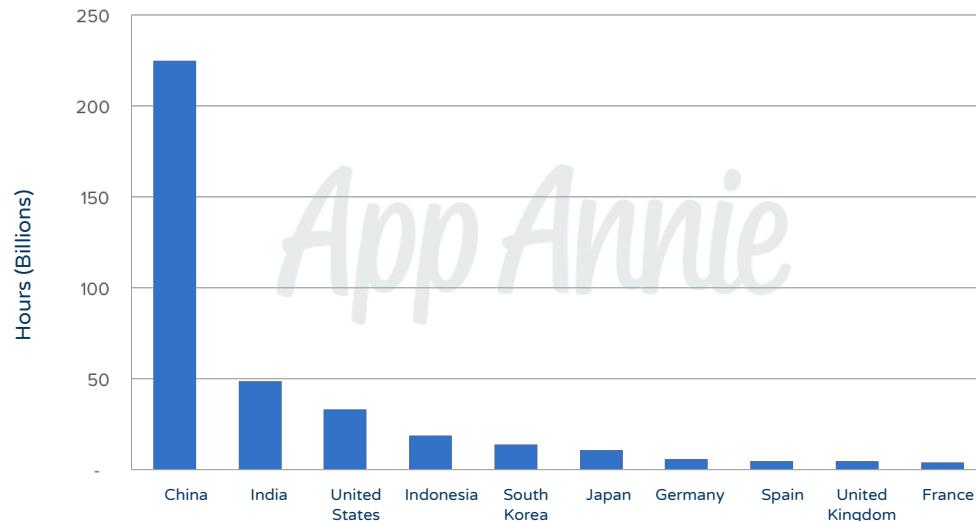
China's mobile market towers over most other markets.

It has over one billion mobile devices, and accounts for \$1 out of every \$4 dollars generated globally across the app stores, in-app ads and mobile commerce.

In Q4 2017 alone, app users in China spent well over 200 billion hours in apps. More than 4.5x the next largest market.

By any measure, China represents enormous opportunity when it comes to mobile.

Total Time Spent in Apps*
in Select Markets, Q4 2017



*on Android phones

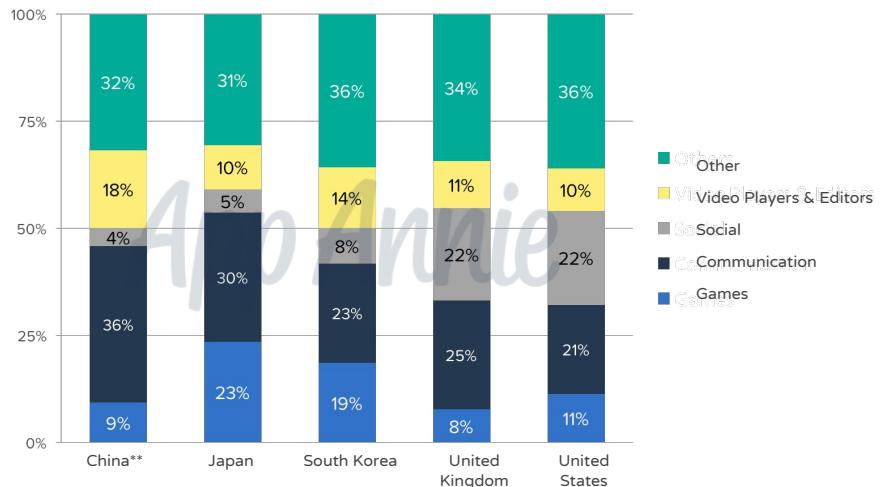
App Users in China Look Beyond Games

App users in China are spending over 90% of their time in apps outside of games.

App use was particularly concentrated in the Communication category, largely driven by the ubiquitous *WeChat* platform.

Video Players & Editors have also become a well used and exceptionally lucrative category in China, with 6 of the top 10 non-gaming apps by Google Play and iOS App Store consumer spend in Q4 2017 offering video or live streaming services.

Share* of Time by Category in Select Markets
Android Phone, 2017



*Percentages for some countries do not sum to 100% due to rounding

**China is Q4 2017

China is Home to a Unique Selection of Homegrown Apps

A vast number of unique homegrown apps have emerged in China, creating one of the world's largest and fastest growing app economies.

The overwhelming majority of China's most used apps are published by homegrown publishers.

This makes China a tricky proposition for international publishers. Careful localization, strong market knowledge and local partners are key strategies for those looking to break into China's app market.

Top 5 Apps in Select Categories,
by Android Phone MAU China, Q4 2017

| Rank | Games | Music | Shopping | Social & Communications | Video Players & Editors |
|------|--|--|--|---|--|
| 1 | Honour of Kings  | Kugou Music  | Taobao  | WeChat  | Tencent Video  |
| 2 | Anipop  | WeSing  | Pinduoduo  | QQ  | iQIYI  |
| 3 | Landlord Poker  | QQ Music  | Vipshop  | Sina Weibo  | Youku  |
| 4 | CrossFire  | NetEase Cloud Music  | Jingdong  | Hypstar  | Kwai  |
| 5 | Snake Battle  | Ximalaya FM  | Tmall  | QZone  | ImgoTV  |

China's Bike Sharing Systems Are Poised for Global Growth

App-based bicycle sharing systems have become exceptionally popular in China.

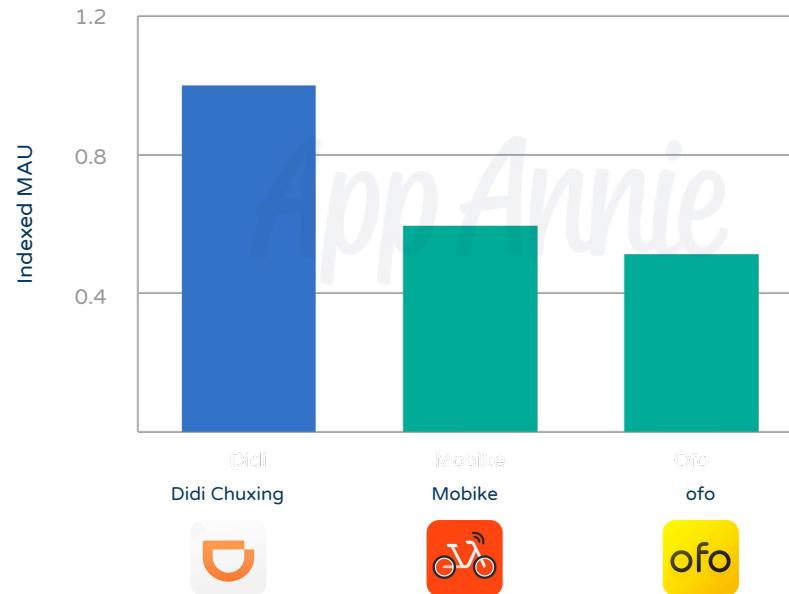
These apps enable users to find, unlock and return bikes, but unlike traditional systems they don't require dedicated docking stations.

Top performers in China, [Mobike](#) and [ofo](#), now each have an active user base that's more than half that of local ride-sharing giant [Didi](#) (which has also [invested](#) in, and [partnered](#) with, [ofo](#)).

Building on this strong, local presence, [ofo](#) and [Mobike](#) are expanding globally, launching in [London](#), [Milan](#), [Seattle](#) and many other cities.

This could represent a new, lucrative branch of the global sharing economy.

Average Monthly Active Users in China*
Q4 2017



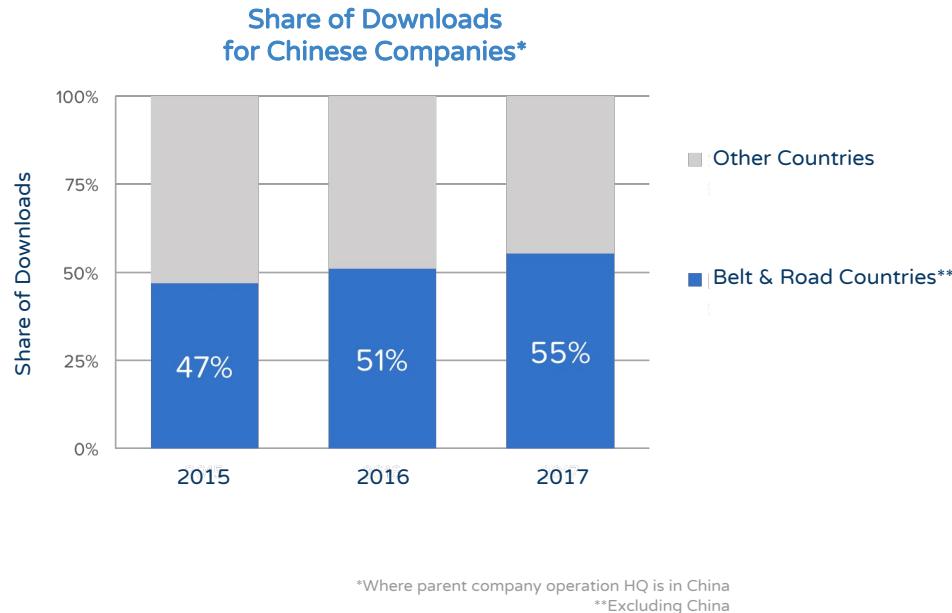
*on iPhone and Android phone combined

Chinese Companies Increase Their Focus On 'Belt and Road' Countries

Launched in October 2013, the Chinese government's [Belt and Road Initiative](#) aims to encourage economic cooperation with a number of Asian, African and European Countries.

Significant developmental funds have created powerful incentives for companies that take part in the initiative.

This is impacting the app economy. Chinese app publishers are seeing a higher share of downloads in Belt and Road countries than ever before — and we will likely see China's influence continue to grow in subsequent years.

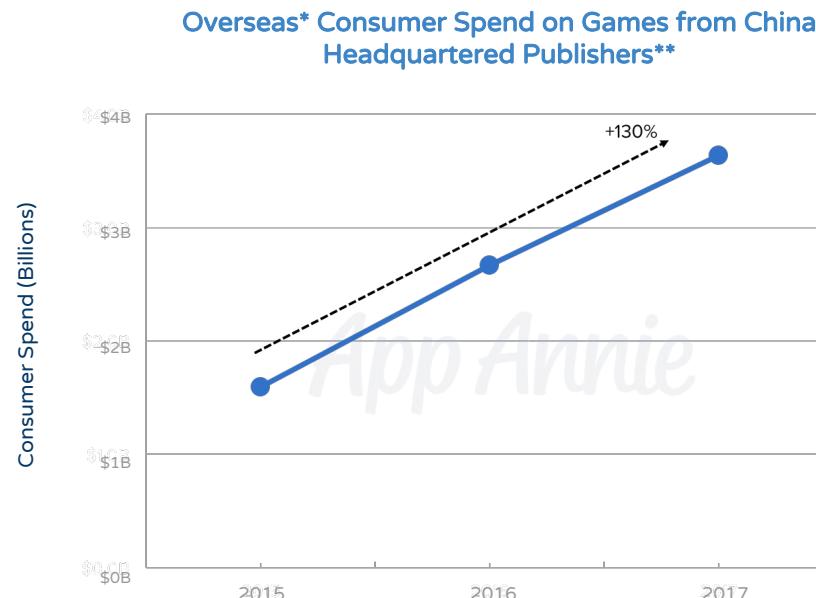


China Headquartered Game Publishers Level Up on the World Stage

Smaller and medium-sized publishers headquartered in China are increasingly finding opportunities, outside of the mainland market, for expansion and monetization. This is especially important given the market power exerted by massive, local players such as Tencent and NetEase.

In 2017, the top three markets for Chinese game publishers were the United States, Japan and Taiwan.

The US remains the largest and most lucrative foreign market for Chinese publishers, accounting for approximately 15% of international* downloads and 25% of international consumer spend.



Further Reading on China in the App Economy

- [App Annie Launches China Android Metrics, Reveals Top Chinese Apps](#)
- [China Headquartered Game Publishers Level Up on the World Stage](#)
- [Report: Half of Video Views on Mobile Come From Asia-Pacific](#)
- [Self-Publishing in Asia: Insights From Playrix](#)
- [In Mobile Shopping's Biggest Year, APAC Sets the Pace](#)

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Top Apps & Companies

Worldwide by Monthly Active Users

Top Apps of 2017: Worldwide Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|------------------------------|
| 1 | Facebook | Facebook |
| 2 | WhatsApp Messenger | Facebook |
| 3 | WeChat | Tencent |
| 4 | Facebook Messenger | Facebook |
| 5 | QQ | Tencent |
| 6 | Instagram | Facebook |
| 7 | Taobao | Alibaba Group |
| 8 | Alipay | Ant Financial Services Group |
| 9 | WiFi Master Key | Shanghai Lantern Network |
| 10 | Tencent Video | Tencent |

Top Games of 2017: Worldwide Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Anipop | Happy Elements |
| 3 | Clash of Clans | Supercell |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Pokémon GO | Niantic |
| 6 | Clash Royale | Supercell |
| 7 | Subway Surfers | Kiloo |
| 8 | Landlord Poker | Tencent |
| 9 | CrossFire | Tencent |
| 10 | 8 Ball Pool | Miniclip |

Apps are ranked by combined iPhone and Android phone average monthly active users (MAU) across 2017. China includes iPhone average MAU across 2017 combined with Android phone average MAU across Q4 2017. Pre-installed apps (such as YouTube on Android phone and Safari on iPhone) are excluded.

Worldwide by Downloads

Top Apps of 2017: Worldwide Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | WhatsApp Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Snapchat | Snap |
| 6 | UC Browser | Alibaba Group |
| 7 | SHAREit | SHAREit |
| 8 | Uber | Uber Technologies |
| 9 | YouTube | Google |
| 10 | imo | imo.im |

Top Games of 2017: Worldwide Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------|---------------------|
| 1 | Subway Surfers | Kiloo |
| 2 | Honour of Kings | Tencent |
| 3 | Clash Royale | Supercell |
| 4 | My Talking Tom | Outfit7 |
| 5 | Super Mario Run | Nintendo |
| 6 | 8 Ball Pool | Miniclip |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | slither.io | Lowtech Studios |
| 9 | Clash of Clans | Supercell |
| 10 | Piano Tiles 2 | Cheetah Mobile |

Top Companies of 2017: Worldwide Combined iOS and Google Play Apps Downloads

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

Top Companies of 2017: Worldwide Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Vivendi | France |
| 2 | Electronic Arts | United States |
| 3 | Ubisoft | France |
| 4 | Outfit7 | Cyprus |
| 5 | Miniclip | Switzerland |
| 6 | Doodle Mobile | China |
| 7 | TabTale | Israel |
| 8 | Activision Blizzard | United States |
| 9 | Tencent | China |
| 10 | Cheetah Mobile | China |

Worldwide by Consumer Spend

Top Apps of 2017: Worldwide Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Tencent Video | Tencent |
| 4 | Pandora Radio | Pandora |
| 5 | LINE | LINE |
| 6 | iQIYI | Baidu |
| 7 | Spotify | Spotify |
| 8 | HBO NOW | Time Warner |
| 9 | Kwai(快手) | OneSmile; |
| 10 | QQ | Tencent |

Top Games of 2017: Worldwide Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Monster Strike | mixi |
| 3 | Fate/Grand Order | Sony |
| 4 | Lineage 2 Revolution | Netmarble |
| 5 | Fantasy Westward Journey | NetEase |
| 6 | Clash Royale | Supercell |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Lineage M | NCSOFT |
| 9 | Clash of Clans | Supercell |
| 10 | Pokémon GO | Niantic |

Top Companies of 2017: Worldwide Combined iOS and Google Play Apps Consumer Spend

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

Top Companies of 2017: Worldwide Combined iOS and Google Play Games Consumer Spend

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

Australia by Monthly Active Users

Top Apps of 2017: Australia Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|--------------------------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Instagram | Facebook |
| 4 | WhatsApp Messenger | Facebook |
| 5 | Snapchat | Snap |
| 6 | Spotify | Spotify |
| 7 | CommBank | Commonwealth Bank of Australia |
| 8 | eBay | eBay |
| 9 | Uber | Uber Technologies |
| 10 | Skype | Microsoft |

Top Games of 2017: Australia Combined iPhone and Android Phone Monthly Active Users

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

Australia by Downloads

Top Apps of 2017: Australia Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Spotify | Spotify |
| 3 | Facebook | Facebook |
| 4 | Netflix | Netflix |
| 5 | Snapchat | Snap |
| 6 | Uber | Uber Technologies |
| 7 | Instagram | Facebook |
| 8 | Wish | ContextLogic |
| 9 | Bitmoji | Snap |
| 10 | WhatsApp Messenger | Facebook |

Top Games of 2017: Australia Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------|-----------------|
| 1 | Balls VS Blocks | Voodoo |
| 2 | Word Cookies! | BitMango |
| 3 | Super Mario Run | Nintendo |
| 4 | Paper.io | Voodoo |
| 5 | Monopoly at Macca's | McDonald's |
| 6 | Subway Surfers | Kiloo |
| 7 | 8 Ball Pool | Miniclip |
| 8 | ROBLOX | Roblox |
| 9 | Color Switch | Fortafy Games |
| 10 | slither.io | Lowtech Studios |

Top Companies of 2017: Australia Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-------------------------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Snap | United States |
| 5 | Uber Technologies | United States |
| 6 | InterActiveCorp (IAC) | United States |
| 7 | Telstra | Australia |
| 8 | Spotify | Sweden |
| 9 | eBay | United States |
| 10 | Australian Broadcasting Corporation | Australia |

Top Companies of 2017: Australia Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Voodoo | France |
| 3 | Electronic Arts | United States |
| 4 | Miniclip | Switzerland |
| 5 | Vivendi | France |
| 6 | BitMango | South Korea |
| 7 | TabTale | Israel |
| 8 | Zynga | United States |
| 9 | Activision Blizzard | United States |
| 10 | Time Warner | United States |

Australia by Consumer Spend

Top Apps of 2017: Australia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------|-----------------------|
| 1 | Tinder | InterActiveCorp (IAC) |
| 2 | Netflix | Netflix |
| 3 | Spotify | Spotify |
| 4 | Zoosk | Zoosk |
| 5 | YouTube | Google |
| 6 | AFL Live Official App | Telstra |
| 7 | Sweat with Kayla | Kayla Itsines |
| 8 | POF Online Dating | InterActiveCorp (IAC) |
| 9 | Headspace | Headspace |
| 10 | BIGO LIVE | BIGO |

Top Games of 2017: Australia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|-------------------------|
| 1 | Heart of Vegas | Aristocrat |
| 2 | Slotomania | Giant Interactive Group |
| 3 | Cashman Casino | Aristocrat |
| 4 | Clash of Clans | Supercell |
| 5 | Candy Crush Saga | Activision Blizzard |
| 6 | Slots - House of Fun | Caesars Entertainment |
| 7 | Game of War - Fire Age | MZ |
| 8 | Gardenscapes - New Acres | Playrix |
| 9 | Clash Royale | Supercell |
| 10 | Candy Crush Soda Saga | Activision Blizzard |

Top Companies of 2017: Australia Combined iOS and Google Play Apps Consumer Spend

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

Top Companies of 2017: Australia Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Aristocrat | Australia |
| 2 | Activision Blizzard | United States |
| 3 | Supercell | Finland |
| 4 | Giant Interactive Group | China |
| 5 | MZ | United States |
| 6 | Playrix | Ireland |
| 7 | Caesars Entertainment | United States |
| 8 | Netmarble | South Korea |
| 9 | Electronic Arts | United States |
| 10 | Zynga | United States |

Brazil by Monthly Active Users

Top Apps of 2017: Brazil Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Uber | Uber Technologies |
| 6 | Waze | Google |
| 7 | Netflix | Netflix |
| 8 | Spotify | Spotify |
| 9 | Banco do Brasil | Banco do Brasil |
| 10 | MercadoLibre | Mercadolibre |

Top Games of 2017: Brazil Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Cartola FC Oficial | Grupo Globo |
| 3 | Pokémon GO | Niantic |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Clash of Clans | Supercell |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Subway Surfers | Kiloo |
| 8 | 8 Ball Pool | Miniclip |
| 9 | Farm Heroes Saga | Activision Blizzard |
| 10 | Super Mario Run | Nintendo |

Brazil by Downloads

Top Apps of 2017: 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 | Uber | Uber Technologies |
| 6 | Palco MP3 | Studio Sol |
| 7 | Netflix | Netflix |
| 8 | Snapchat | Snap |
| 9 | OLX Brasil | Naspers |
| 10 | Antivirus Booster & Cleaner | Grupo Xango |

Top Games of 2017: Brazil Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------------|-----------------|
| 1 | Subway Surfers | Kiloo |
| 2 | Pou | Zakeh |
| 3 | Clash Royale | Supercell |
| 4 | slither.io | Lowtech Studios |
| 5 | 8 Ball Pool | Miniclip |
| 6 | Super Mario Run | Nintendo |
| 7 | My Talking Tom | Outfit7 |
| 8 | My Talking Angela | Outfit7 |
| 9 | Zombie Tsunami | MobiGame |
| 10 | Roll the Ball - slide puzzle | BitMango |

Top Companies of 2017: Brazil Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | Microsoft | United States |
| 4 | Gomo | China |
| 5 | Uber Technologies | United States |
| 6 | Cheetah Mobile | China |
| 7 | Studio Sol | Brazil |
| 8 | Snap | United States |
| 9 | Caixa Economica Federal | Brazil |
| 10 | Grupo Globo | Brazil |

Top Companies of 2017: Brazil Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Vivendi | France |
| 2 | Doodle Mobile | China |
| 3 | Outfit7 | Cyprus |
| 4 | Electronic Arts | United States |
| 5 | TabTale | Israel |
| 6 | Miniclip | Switzerland |
| 7 | Activision Blizzard | United States |
| 8 | Supercell | Finland |
| 9 | Kiloo | Denmark |
| 10 | Time Warner | United States |

Brazil by Consumer Spend

Top Apps of 2017: Brazil Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Spotify | Spotify |
| 4 | PlayKids | Naspers |
| 5 | Deezer | Deezer |
| 6 | Sing! Karaoke | Smule |
| 7 | Google Drive | Google |
| 8 | happn | Happn |
| 9 | Whitebook | PEBmed |
| 10 | LinkedIn | Microsoft |

Top Games of 2017: Brazil Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Clash of Clans | Supercell |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | Pokémon GO | Niantic |
| 5 | Clash of Kings | Elex Technology |
| 6 | Legacy of Discord | Youzu |
| 7 | Candy Crush Soda Saga | Activision Blizzard |
| 8 | 8 Ball Pool | Miniclip |
| 9 | Marvel Contest of Champions | Netmarble |
| 10 | Game of War - Fire Age | MZ |

Top Companies of 2017: Brazil Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | InterActiveCorp (IAC) | United States |
| 2 | Netflix | United States |
| 3 | Spotify | Sweden |
| 4 | Naspers | South Africa |
| 5 | Deezer | France |
| 6 | Smule | United States |
| 7 | Microsoft | United States |
| 8 | Jeli App | United States |
| 9 | Google | United States |
| 10 | Happn | France |

Top Companies of 2017: Brazil Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Activision Blizzard | United States |
| 3 | Elex Technology | China |
| 4 | Electronic Arts | United States |
| 5 | Netmarble | South Korea |
| 6 | Niantic | United States |
| 7 | MZ | United States |
| 8 | Playrix | Ireland |
| 9 | Miniclip | Switzerland |
| 10 | Youzu | China |

China by Monthly Active Users

Top Apps of 2017: China Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------|------------------------------|
| 1 | WeChat | Tencent |
| 2 | QQ | Tencent |
| 3 | Taobao | Alibaba Group |
| 4 | Alipay | Ant Financial Services Group |
| 5 | WiFi Master Key | Shanghai Lantern Network |
| 6 | Tencent Video | Tencent |
| 7 | iQIYI | Baidu |
| 8 | Kugou Music | Tencent |
| 9 | Baidu | Baidu |
| 10 | QQ Browser | Tencent |

Top Games of 2017: China Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------|-------------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Anipop | Happy Elements |
| 3 | Landlord Poker | Tencent |
| 4 | CrossFire | Tencent |
| 5 | Snake Battle | Weipai |
| 6 | QQMahjong | Tencent |
| 7 | Craz3 Match | Tencent |
| 8 | Battle of Balls | Giant Interactive Group |
| 9 | JJ doudizhu | JJWorld |
| 10 | Rhythm Master | Tencent |

Apps are ranked in China by combined average monthly active users (MAU) across 2017 for iPhone and Q4 2017 for Android Phone. Pre-installed apps (such as *Chrome* on Android phone and *Safari* on iPhone) are excluded.

China by Downloads

Top Apps of 2017: China iOS Downloads

| Rank | App | Company |
|------|---------------|------------------------------|
| 1 | WeChat | Tencent |
| 2 | QQ | Tencent |
| 3 | Tencent Video | Tencent |
| 4 | Taobao | Alibaba Group |
| 5 | Alipay | Ant Financial Services Group |
| 6 | Baidu | Baidu |
| 7 | iQIYI | Baidu |
| 8 | Youku | Alibaba Group |
| 9 | Pinduoduo | Xunmeng |
| 10 | Jingdong | Jingdong |

Top Games of 2017: China iOS Downloads

| Rank | App | Company |
|------|-----------------|-------------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Landlord Poker | Tencent |
| 3 | Knives Out | NetEase |
| 4 | Contra: Return | Tencent |
| 5 | QQMahjong | Tencent |
| 6 | Anipop | Happy Elements |
| 7 | Snake Battle | Weipai |
| 8 | CrossFire | Tencent |
| 9 | Summer Pop | Happy Elements |
| 10 | Battle of Balls | Giant Interactive Group |

Top Companies of 2017: China iOS Apps Downloads

| Rank | Company | Headquarters |
|------|------------------------------|--------------|
| 1 | Tencent | China |
| 2 | Alibaba Group | China |
| 3 | Baidu | China |
| 4 | BabyBus | China |
| 5 | NetEase | China |
| 6 | Meitu | China |
| 7 | China Mobile Communications | China |
| 8 | Toutiao | China |
| 9 | Meituan Dianping | China |
| 10 | Ant Financial Services Group | China |

Top Companies of 2017: China iOS Games Downloads

| Rank | Company | Headquarters |
|------|-----------------|---------------|
| 1 | Tencent | China |
| 2 | NetEase | China |
| 3 | Vivendi | France |
| 4 | Cheetah Mobile | China |
| 5 | Outfit7 | Cyprus |
| 6 | Happy Elements | China |
| 7 | Libii | China |
| 8 | Weipai | China |
| 9 | iDreamSky | China |
| 10 | Electronic Arts | United States |

China by Consumer Spend

Top Apps of 2017: China iOS Consumer Spend

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

Top Games of 2017: China iOS Consumer Spend

| Rank | App | Company |
|------|--------------------------------------|-------------|
| 1 | Honour of Kings | Tencent |
| 2 | Fantasy Westward Journey | NetEase |
| 3 | Ghost | NetEase |
| 4 | Onmyoji | NetEase |
| 5 | The Demi-Gods and Semi-Devils Mobile | Tencent |
| 6 | Westward Journey Online | NetEase |
| 7 | Dragon Nest | Tencent |
| 8 | JX online | Tencent |
| 9 | Contra: Return | Tencent |
| 10 | Re Xue Jiang Hu | Longtu Game |

Top Companies of 2017: China iOS Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------|--------------|
| 1 | Tencent | China |
| 2 | Baidu | China |
| 3 | OneSmile | China |
| 4 | Momo Technology | China |
| 5 | Alibaba Group | China |
| 6 | MeeLive | China |
| 7 | Ximalaya | China |
| 8 | Luojilab | China |
| 9 | NetEase | China |
| 10 | Douyu | China |

Top Companies of 2017: China iOS Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|--------------|
| 1 | Tencent | China |
| 2 | NetEase | China |
| 3 | 37games | China |
| 4 | Longtu Game | China |
| 5 | Wanda Cinemas | China |
| 6 | bilibili | China |
| 7 | Jgyou | China |
| 8 | Perfect World | China |
| 9 | Loong Entertainment | China |
| 10 | Happy Elements | China |

France by Monthly Active Users

Top Apps of 2017: France Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------------|
| 1 | Facebook | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | WhatsApp Messenger | Facebook |
| 4 | Snapchat | Snap |
| 5 | Instagram | Facebook |
| 6 | Waze | Google |
| 7 | Shazam | Shazam Entertainment |
| 8 | Twitter | Twitter |
| 9 | Skype | Microsoft |
| 10 | Leboncoin | Schibsted |

Top Games of 2017: France Combined
iPhone and Android Phone Monthly Active Users

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

France by Downloads

Top Apps of 2017: France Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Snapchat | Snap |
| 3 | WhatsApp Messenger | Facebook |
| 4 | Bitmoji | Snap |
| 5 | Instagram | Facebook |
| 6 | Facebook | Facebook |
| 7 | Wish | ContextLogic |
| 8 | Waze | Google |
| 9 | Spotify | Spotify |
| 10 | Netflix | Netflix |

Top Games of 2017: France Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|-------------------------------|---------------------|
| 1 | Word Connect: Search the Word | Zenjoy |
| 2 | Super Mario Run | Nintendo |
| 3 | Clash Royale | Supercell |
| 4 | Subway Surfers | Kiloo |
| 5 | Piano Tiles 2 | Cheetah Mobile |
| 6 | Rider | Ubisoft |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Fight List | Voodoo |
| 9 | Bubble Witch 3 Saga | Activision Blizzard |
| 10 | Balls VS Blocks | Voodoo |

Top Companies of 2017: France Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Snap | United States |
| 5 | Orange SA | France |
| 6 | ContextLogic | United States |
| 7 | InterActiveCorp (IAC) | United States |
| 8 | Amazon | United States |
| 9 | SFR | France |
| 10 | Gomo | China |

Top Companies of 2017: France Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Voodoo | France |
| 3 | Electronic Arts | United States |
| 4 | Activision Blizzard | United States |
| 5 | Vivendi | France |
| 6 | Cheetah Mobile | China |
| 7 | Miniclip | Switzerland |
| 8 | Supercell | Finland |
| 9 | TabTale | Israel |
| 10 | Nintendo | Japan |

France by Consumer Spend

Top Apps of 2017: France Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | AdoptAGuy | GEB AdoptAGuy |
| 2 | Deezer | Deezer |
| 3 | Netflix | Netflix |
| 4 | Tinder | InterActiveCorp (IAC) |
| 5 | Badoo | Badoo |
| 6 | LOVOO | MeetMe |
| 7 | Meetic | InterActiveCorp (IAC) |
| 8 | Once | Once Dating |
| 9 | Google Drive | Google |
| 10 | Sing! Karaoke | Smule |

Top Games of 2017: France Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Dragon Ball Z Dokkan Battle | BANDAI NAMCO |
| 3 | Clash of Clans | Supercell |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Summoners War | GAMEVIL |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Gardenscapes - New Acres | Playrix |
| 8 | Pokémon GO | Niantic |
| 9 | Lords Mobile | IGG |
| 10 | Marvel Contest of Champions | Netmarble |

Top Companies of 2017: France Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | GEB AdoptAGuy | France |
| 2 | Deezer | France |
| 3 | InterActiveCorp (IAC) | United States |
| 4 | Netflix | United States |
| 5 | Badoo | United Kingdom |
| 6 | Microsoft | United States |
| 7 | LOVOO | Germany |
| 8 | Babbel | Germany |
| 9 | Vivendi | France |
| 10 | Once Dating | Switzerland |

Top Companies of 2017: France Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Activision Blizzard | United States |
| 3 | BANDAI NAMCO | Japan |
| 4 | Playrix | Ireland |
| 5 | GAMEVIL | South Korea |
| 6 | Electronic Arts | United States |
| 7 | IGG | China |
| 8 | MZ | United States |
| 9 | Netmarble | South Korea |
| 10 | Zynga | United States |

Germany by Monthly Active Users

Top Apps of 2017: Germany Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|---------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Amazon | Amazon |
| 5 | Instagram | Facebook |
| 6 | eBay Kleinanzeigen | eBay |
| 7 | eBay | eBay |
| 8 | Snapchat | Snap |
| 9 | Spotify | Spotify |
| 10 | DB Navigator | Deutsche Bahn |

Top Games of 2017: Germany Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-------------------------------|---------------------|
| 1 | QuizClash | FEO Media |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Clash Royale | Supercell |
| 4 | Pokémon GO | Niantic |
| 5 | Clash of Clans | Supercell |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | 4 Pics 1 Word | LOTUM |
| 8 | Subway Surfers | Kiloo |
| 9 | Super Mario Run | Nintendo |
| 10 | Word Connect: Search the Word | Zenjoy |

Germany by Downloads

Top Apps of 2017: Germany Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Instagram | Facebook |
| 4 | Snapchat | Snap |
| 5 | Amazon | Amazon |
| 6 | eBay Kleinanzeigen | eBay |
| 7 | Spotify | Spotify |
| 8 | Wish | ContextLogic |
| 9 | Facebook | Facebook |
| 10 | Pinterest | Pinterest |

Top Games of 2017: Germany Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|-------------------------------|---------------------|
| 1 | Word Connect: Search the Word | Zenjoy |
| 2 | Super Mario Run | Nintendo |
| 3 | Clash Royale | Supercell |
| 4 | Subway Surfers | Kiloo |
| 5 | Bubble Witch 3 Saga | Activision Blizzard |
| 6 | Piano Tiles 2 | Cheetah Mobile |
| 7 | Gardenscapes - New Acres | Playrix |
| 8 | Homescapes | Playrix |
| 9 | Hill Climb Racing 2 | Fingersoft |
| 10 | Paper.io | Voodoo |

Top Companies of 2017: Germany Combined iOS and Google Play Apps Downloads

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

Top Companies of 2017: Germany Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Electronic Arts | United States |
| 3 | Vivendi | France |
| 4 | Activision Blizzard | United States |
| 5 | Voodoo | France |
| 6 | Cheetah Mobile | China |
| 7 | TabTale | Israel |
| 8 | Miniclip | Switzerland |
| 9 | Supercell | Finland |
| 10 | Nintendo | Japan |

Germany by Consumer Spend

Top Apps of 2017: Germany Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------|-----------------------|
| 1 | Tinder | InterActiveCorp (IAC) |
| 2 | LOVOO | MeetMe |
| 3 | Netflix | Netflix |
| 4 | Babbel | Babbel |
| 5 | Spotify | Spotify |
| 6 | BILD | Axel Springer |
| 7 | Google Drive | Google |
| 8 | Deezer | Deezer |
| 9 | Freeletics | Freeletics |
| 10 | komoot | Komoot |

Top Games of 2017: Germany Combined iOS and Google Play Consumer Spend

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

Top Companies of 2017: Germany Combined iOS and Google Play Apps Consumer Spend

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

Top Companies of 2017: Germany Combined iOS and Google Play Games Consumer Spend

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

Hong Kong by Monthly Active Users

Top Apps of 2017: Hong Kong Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|----------------------|-----------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | WeChat | Tencent |
| 5 | MyObservatory | Hong Kong Observatory |
| 6 | Instagram | Facebook |
| 7 | App 1933 - KMB · LWB | KMB |
| 8 | OpenRice | Openrice |
| 9 | Apple Daily | Next Media Limited |
| 10 | LINE | LINE |

Top Games of 2017: Hong Kong Combined iPhone and 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 | Clash Royale | Supercell |
| 6 | Honour of Kings | Tencent |
| 7 | Hong Kong Mahjong Club | Recax |
| 8 | Super Mario Run | Nintendo |
| 9 | Farm Heroes Saga | Activision Blizzard |
| 10 | Dynasty Warriors: Unleashed | NEXON |

Hong Kong by Downloads

Top Apps of 2017: Hong Kong
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|---------------------|---------------|
| 1 | App 1933 - KMB .LWB | KMB |
| 2 | WhatsApp Messenger | Facebook |
| 3 | Facebook | Facebook |
| 4 | WeChat | Tencent |
| 5 | myTV SUPER | TVB |
| 6 | Facebook Messenger | Facebook |
| 7 | Taobao | Alibaba Group |
| 8 | Instagram | Facebook |
| 9 | JOOX Music | Tencent |
| 10 | Qianxun Video | Qianxun Team |

Top Games of 2017: Hong Kong
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|-----------------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Super Mario Run | Nintendo |
| 3 | Dynasty Warriors: Unleashed | NEXON |
| 4 | Clash Royale | Supercell |
| 5 | Lineage 2 Revolution | Netmarble |
| 6 | Rolling Sky | Cheetah Mobile |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Pokémon GO | Niantic |
| 9 | Lets Mahjong | Greenery |
| 10 | Piano Tiles 2 | Cheetah Mobile |

Top Companies of 2017: Hong Kong
Combined iOS and Google Play Apps
Downloads

| Rank | Company | Headquarters |
|------|---------------|----------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Tencent | China |
| 4 | Microsoft | United States |
| 5 | Alibaba Group | China |
| 6 | KMB | Hong Kong |
| 7 | TVB | Hong Kong |
| 8 | Baidu | China |
| 9 | HSBC | United Kingdom |
| 10 | PCCW | Hong Kong |

Top Companies of 2017: Hong Kong
Combined iOS and Google Play Games
Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Vivendi | France |
| 2 | Cheetah Mobile | China |
| 3 | Netmarble | South Korea |
| 4 | Electronic Arts | United States |
| 5 | Activision Blizzard | United States |
| 6 | BabyBus | China |
| 7 | NEXON | Japan |
| 8 | BitMango | South Korea |
| 9 | Garena Online | Singapore |
| 10 | Ubisoft | France |

Hong Kong by Consumer Spend

Top Apps of 2017: Hong Kong
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|--------------------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | KKBOX | KDDI |
| 3 | 17 - Your Life's Moments | Paktor |
| 4 | UpLive | Asia Innovations |
| 5 | LINE | LINE |
| 6 | JOOX Music | Tencent |
| 7 | Tinder | InterActiveCorp (IAC) |
| 8 | VOOV | Tencent |
| 9 | MeMe | Next Entertainment |
| 10 | MOOV | PCCW |

Top Games of 2017: Hong Kong
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|-----------------------------|-----------------|
| 1 | Lineage 2 Revolution | Netmarble |
| 2 | Lords Mobile | IGG |
| 3 | Onmyoji | NetEase |
| 4 | Dragon Ball Z Dokkan Battle | BANDAI NAMCO |
| 5 | Honour of Kings | Tencent |
| 6 | Clash of Kings | Elex Technology |
| 7 | Clash Royale | Supercell |
| 8 | Tower of Saviors | Mad Head |
| 9 | Pokémon GO | Niantic |
| 10 | Dynasty Warriors: Unleashed | NEXON |

Top Companies of 2017: Hong Kong
Combined iOS and Google Play Apps
Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Tencent | China |
| 2 | Paktor | Singapore |
| 3 | Netflix | United States |
| 4 | LINE | Japan |
| 5 | KDDI | Japan |
| 6 | InterActiveCorp (IAC) | United States |
| 7 | Asia Innovations | China |
| 8 | Microsoft | United States |
| 9 | Next Entertainment | Taiwan |
| 10 | PCCW | Hong Kong |

Top Companies of 2017: Hong Kong
Combined iOS and Google Play Games
Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Netmarble | South Korea |
| 2 | IWPLAY | Taiwan |
| 3 | BANDAI NAMCO | Japan |
| 4 | GAME Dreamer | China |
| 5 | Activision Blizzard | United States |
| 6 | KONAMI | Japan |
| 7 | IGG | China |
| 8 | Elex Technology | China |
| 9 | NEXON | Japan |
| 10 | GAMEVIL | South Korea |

India by Monthly Active Users

Top Apps of 2017: India Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Truecaller | Truecaller |
| 5 | SHAREit | SHAREit |
| 6 | MX Player | J2 Interactive |
| 7 | UC Browser | Alibaba Group |
| 8 | Amazon | Amazon |
| 9 | Paytm | One97 |
| 10 | Instagram | Facebook |

Top Games of 2017: India Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|------------------------------|---------------------|
| 1 | Clash of Clans | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Doodle Army 2 : Mini Militia | AppSomniacs |
| 4 | Ludo King | Gametion |
| 5 | 8 Ball Pool | Miniclip |
| 6 | Subway Surfers | Kiloo |
| 7 | World Cricket Championship 2 | Nextwave Multimedia |
| 8 | Temple Run 2 | Imangi |
| 9 | Clash Royale | Supercell |
| 10 | Candy Crush Soda Saga | Activision Blizzard |

India by Downloads

Top Apps of 2017: 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 | hotstar | 21st Century Fox |
| 6 | SHAREit | SHAREit |
| 7 | MyJio | Reliance Industries |
| 8 | Truecaller | Truecaller |
| 9 | MX Player | J2 Interactive |
| 10 | JioTV | Reliance Industries |

Top Games of 2017: India Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|-------------------|---------------------|
| 1 | Ludo King | Gametion |
| 2 | Subway Surfers | Kiloo |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | Temple Run 2 | Imangi |
| 5 | My Talking Tom | Outfit7 |
| 6 | 8 Ball Pool | Miniclip |
| 7 | Clash of Clans | Supercell |
| 8 | Temple Run | Imangi |
| 9 | Dr. Driving | SUD |
| 10 | Hill Climb Racing | Fingersoft |

Top Companies of 2017: 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 | Flipkart | India |
| 6 | SHAREit | China |
| 7 | 21st Century Fox | United States |
| 8 | J2 Interactive | South Korea |
| 9 | Times Group | India |
| 10 | Apus Group | China |

Top Companies of 2017: India Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Doodle Mobile | China |
| 2 | Outfit7 | Cyprus |
| 3 | Gamotronix | India |
| 4 | Vivendi | France |
| 5 | Activision Blizzard | United States |
| 6 | Nazara | India |
| 7 | Imangi | United States |
| 8 | Miniclip | Switzerland |
| 9 | Kiloo | Denmark |
| 10 | Ilyon Dynamics | Israel |

India by Consumer Spend

Top Apps of 2017: India Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | BIGO LIVE | BIGO |
| 4 | Google Drive | Google |
| 5 | Sing! Karaoke | Smule |
| 6 | hotstar | 21st Century Fox |
| 7 | LinkedIn | Microsoft |
| 8 | Udemy | Udemy |
| 9 | Gaana | Times Group |
| 10 | Saavn | Saavn |

Top Games of 2017: India Combined iOS and Google Play Consumer Spend

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

Top Companies of 2017: India Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Netflix | United States |
| 2 | InterActiveCorp (IAC) | United States |
| 3 | Smule | United States |
| 4 | BIGO | Singapore |
| 5 | Google | United States |
| 6 | 21st Century Fox | United States |
| 7 | Microsoft | United States |
| 8 | Udemy | United States |
| 9 | Times Group | India |
| 10 | Smule | United States |

Top Companies of 2017: India Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Octro | India |
| 3 | Miniclip | Switzerland |
| 4 | Activision Blizzard | United States |
| 5 | Moonfrog | India |
| 6 | Elex Technology | China |
| 7 | Play Games24x7 | India |
| 8 | Zynga | United States |
| 9 | Electronic Arts | United States |
| 10 | Netmarble | South Korea |

Indonesia by Monthly Active Users

Top Apps of 2017: Indonesia Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|---------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Instagram | Facebook |
| 4 | LINE | LINE |
| 5 | BBM | BlackBerry |
| 6 | Facebook Messenger | Facebook |
| 7 | SHAREit | SHAREit |
| 8 | UC Browser | Alibaba Group |
| 9 | GO-JEK | GO-JEK |
| 10 | Grab | Grab |

Top Games of 2017: Indonesia Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|---------------------------|---------------------|
| 1 | Clash of Clans | Supercell |
| 2 | Mobile Legends: Bang bang | Moonton |
| 3 | Clash Royale | Supercell |
| 4 | 8 Ball Pool | Miniclip |
| 5 | Ludo King | Gametion |
| 6 | Subway Surfers | Kiloo |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Everybody's Marble | Netmarble |
| 9 | Piano Tiles 2 | Cheetah Mobile |
| 10 | Minecraft Pocket Edition | Microsoft |

Indonesia by Downloads

Top Apps of 2017: Indonesia Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|---------------|
| 1 | Facebook | Facebook |
| 2 | WhatsApp Messenger | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | UC Browser | Alibaba Group |
| 5 | SHAREit | SHAREit |
| 6 | Instagram | Facebook |
| 7 | BBM | BlackBerry |
| 8 | LINE | LINE |
| 9 | Grab | Grab |
| 10 | UC News | Alibaba Group |

Top Games of 2017: Indonesia Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------------|-----------------|
| 1 | Mobile Legends: Bang bang | Moonton |
| 2 | Ludo King | Gametion |
| 3 | Clash of Clans | Supercell |
| 4 | Subway Surfers | Kiloo |
| 5 | 8 Ball Pool | Miniclip |
| 6 | Pou | Zakeh |
| 7 | slither.io | Lowtech Studios |
| 8 | My Talking Tom | Outfit7 |
| 9 | Plants vs. Zombies | Electronic Arts |
| 10 | My Talking Angela | Outfit7 |

Top Companies of 2017: Indonesia Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------|---------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | Alibaba Group | China |
| 4 | Cheetah Mobile | China |
| 5 | Gomo | China |
| 6 | SHAREit | China |
| 7 | LINE | Japan |
| 8 | BlackBerry | Canada |
| 9 | Grab | Singapore |
| 10 | GO-JEK | Indonesia |

Top Companies of 2017: Indonesia Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|-----------------|---------------|
| 1 | Doodle Mobile | China |
| 2 | Vivendi | France |
| 3 | Electronic Arts | United States |
| 4 | Moonton | Hong Kong |
| 5 | Outfit7 | Cyprus |
| 6 | Supercell | Finland |
| 7 | BabyBus | China |
| 8 | Miniclip | Switzerland |
| 9 | Mobirix | South Korea |
| 10 | Gamotronix | India |

Indonesia by Consumer Spend

Top Apps of 2017: Indonesia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------|-----------------------|
| 1 | LINE | LINE |
| 2 | Sing! Karaoke | Smule |
| 3 | BIGO LIVE | BIGO |
| 4 | OLX Indonesia | Naspers |
| 5 | Netflix | Netflix |
| 6 | Tinder | InterActiveCorp (IAC) |
| 7 | Yahoo! Auctions | Yahoo Japan |
| 8 | Google Drive | Google |
| 9 | Nonolive | Shi Xun |
| 10 | Wallapop | Wallapop |

Top Games of 2017: Indonesia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------------------|-----------------|
| 1 | Mobile Legends: Bang bang | Moonton |
| 2 | Legacy of Discord | Youzu |
| 3 | Lords Mobile | IGG |
| 4 | Clash of Kings | Elex Technology |
| 5 | Clash of Clans | Supercell |
| 6 | Clash Royale | Supercell |
| 7 | Crisis Action | Hero games |
| 8 | Final Fantasy Awakening | EFUN |
| 9 | 8 Ball Pool | Miniclip |
| 10 | Zynga Poker | Zynga |

Top Companies of 2017: Indonesia Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | LINE | Japan |
| 2 | Smule | United States |
| 3 | BIGO | Singapore |
| 4 | InterActiveCorp (IAC) | United States |
| 5 | Naspers | South Africa |
| 6 | Netflix | United States |
| 7 | Yahoo Japan | Japan |
| 8 | Google | United States |
| 9 | Shi Xun | China |
| 10 | Wallapop | Spain |

Top Companies of 2017: Indonesia Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Moonton | Hong Kong |
| 2 | Supercell | Finland |
| 3 | IGG | China |
| 4 | Youzu | China |
| 5 | Elex Technology | China |
| 6 | Netmarble | South Korea |
| 7 | Activision Blizzard | United States |
| 8 | Playrix | Ireland |
| 9 | EFUN | China |
| 10 | Zynga | United States |

Ireland by Monthly Active Users

Top Apps of 2017: Ireland Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|-----------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Viber | Rakuten |
| 5 | Instagram | Facebook |
| 6 | Twitter | Twitter |
| 7 | Snapchat | Snap |
| 8 | Spotify | Spotify |
| 9 | Netflix | Netflix |
| 10 | LinkedIn | Microsoft |

Top Games of 2017: Ireland Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|------------------------|---------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Pokémon GO | Niantic |
| 3 | 8 Ball Pool | Miniclip |
| 4 | Clash of Clans | Supercell |
| 5 | Candy Crush Soda Saga | Activision Blizzard |
| 6 | Color Switch | Fortafy Games |
| 7 | MobilityWare Solitaire | MobilityWare |
| 8 | Clash Royale | Supercell |
| 9 | Subway Surfers | Kiloo |
| 10 | Super Mario Run | Nintendo |

Ireland by Downloads

Top Apps of 2017: Ireland Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Bitmoji | Snap |
| 4 | Snapchat | Snap |
| 5 | Instagram | Facebook |
| 6 | Spotify | Spotify |
| 7 | mytaxi | Daimler |
| 8 | Netflix | Netflix |
| 9 | Facebook | Facebook |
| 10 | Wish | ContextLogic |

Top Games of 2017: Ireland Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------------|-----------------|
| 1 | Super Mario Run | Nintendo |
| 2 | 8 Ball Pool | Miniclip |
| 3 | Subway Surfers | Kiloo |
| 4 | ROBLOX | Roblox |
| 5 | Word Cookies! | BitMango |
| 6 | Roll the Ball - slide puzzle | BitMango |
| 7 | slither.io | Lowtech Studios |
| 8 | Color Switch | Fortafy Games |
| 9 | Episode | Pocket Gems |
| 10 | Piano Tiles 2 | Cheetah Mobile |

Top Companies of 2017: Ireland Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Snap | United States |
| 5 | Amazon | United States |
| 6 | InteractiveCorp (IAC) | United States |
| 7 | Spotify | Sweden |
| 8 | Sky | United Kingdom |
| 9 | Daimler | Germany |
| 10 | ContextLogic | United States |

Top Companies of 2017: Ireland Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Electronic Arts | United States |
| 3 | Miniclip | Switzerland |
| 4 | BitMango | South Korea |
| 5 | TabTale | Israel |
| 6 | Voodoo | France |
| 7 | Vivendi | France |
| 8 | Activision Blizzard | United States |
| 9 | Cheetah Mobile | China |
| 10 | Time Warner | United States |

Ireland by Consumer Spend

Top Apps of 2017: Ireland Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-------------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Spotify | Spotify |
| 4 | Headspace | Headspace |
| 5 | Google Drive | Google |
| 6 | MyFitnessPal | Under Armour |
| 7 | LinkedIn | Microsoft |
| 8 | POF Online Dating | InterActiveCorp (IAC) |
| 9 | Sweat with Kayla | Kayla Itsines |
| 10 | Dropbox | Dropbox |

Top Games of 2017: Ireland Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------------|---------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Clash of Clans | Supercell |
| 3 | Mobile Strike | MZ |
| 4 | Pokémon GO | Niantic |
| 5 | Game of War - Fire Age | MZ |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Clash Royale | Supercell |
| 8 | 8 Ball Pool | Miniclip |
| 9 | King of Avalon: Dragon Warfare | FunPlus |
| 10 | Gardenscapes - New Acres | Playrix |

Top Companies of 2017: Ireland Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | Netflix | United States |
| 2 | InterActiveCorp (IAC) | United States |
| 3 | Spotify | Sweden |
| 4 | Microsoft | United States |
| 5 | MagazineCloner | United Kingdom |
| 6 | Headspace | United Kingdom |
| 7 | Google | United States |
| 8 | Under Armour | United States |
| 9 | Badoo | United Kingdom |
| 10 | MobiSystems | United States |

Top Companies of 2017: Ireland Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | MZ | United States |
| 4 | Electronic Arts | United States |
| 5 | Playrix | Ireland |
| 6 | Zynga | United States |
| 7 | Niantic | United States |
| 8 | Netmarble | South Korea |
| 9 | Miniclip | Switzerland |
| 10 | IGG | China |

Italy by Monthly Active Users

Top Apps of 2017: Italy Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Amazon | Amazon |
| 6 | Shazam | Shazam Entertainment |
| 7 | Weather by iLMeteo | ILMETEO |
| 8 | Spotify | Spotify |
| 9 | TripAdvisor | TripAdvisor |
| 10 | Telegram | Telegram |

Top Games of 2017: Italy Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Clash of Clans | Supercell |
| 4 | Candy Crush Soda Saga | Activision Blizzard |
| 5 | Pokémon GO | Niantic |
| 6 | Fight List | Voodoo |
| 7 | Leghe Fantagazzetta | Quadronica |
| 8 | Subway Surfers | Kiloo |
| 9 | Tigerball | Laxarus |
| 10 | Ruzzle | MAG Interactive |

Italy by Downloads

Top Apps of 2017: 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 | Amazon | Amazon |
| 6 | Wish | ContextLogic |
| 7 | Snapchat | Snap |
| 8 | Spotify | Spotify |
| 9 | My Vodafone IT | Vodafone |
| 10 | 119 | Telecom Italia |

Top Games of 2017: Italy Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------------|---------------------|
| 1 | Super Mario Run | Nintendo |
| 2 | Fight List | Voodoo |
| 3 | Clash Royale | Supercell |
| 4 | Subway Surfers | Kiloo |
| 5 | Tigerball | Laxarus |
| 6 | Parole Guru | Zenjoy |
| 7 | Roll the Ball - slide puzzle | BitMango |
| 8 | Candy Crush Saga | Activision Blizzard |
| 9 | FIFA Mobile Soccer | Electronic Arts |
| 10 | Bubble Witch 3 Saga | Activision Blizzard |

Top Companies of 2017: Italy Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------|----------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | Microsoft | United States |
| 4 | Amazon | United States |
| 5 | Gomo | China |
| 6 | Telecom Italia | Italy |
| 7 | VEON | Netherlands |
| 8 | Cheetah Mobile | China |
| 9 | Vodafone | United Kingdom |
| 10 | Snap | United States |

Top Companies of 2017: Italy Combined iOS and Google Play Games Downloads

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

Italy by Consumer Spend

Top Apps of 2017: Italy Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------|------------------------------|
| 1 | Netflix | Netflix |
| 2 | Evening Courier | RCS MediaGroup |
| 3 | Tinder | InterActiveCorp (IAC) |
| 4 | la Repubblica | Gruppo Editoriale L'Espresso |
| 5 | Badoo | Badoo |
| 6 | LOVOO | MeetMe |
| 7 | Google Drive | Google |
| 8 | Once | Once Dating |
| 9 | Spotify | Spotify |
| 10 | Babbel | Babbel |

Top Games of 2017: Italy Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------|-------------------------|
| 1 | Clash Royale | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Clash of Clans | Supercell |
| 4 | Gardenscapes - New Acres | Playrix |
| 5 | Candy Crush Soda Saga | Activision Blizzard |
| 6 | Marvel Contest of Champions | Netmarble |
| 7 | Clash of Kings | Elex Technology |
| 8 | Slotomania | Giant Interactive Group |
| 9 | Hay Day | Supercell |
| 10 | Castle Clash | IGG |

Top Companies of 2017: Italy Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|------------------------------|----------------|
| 1 | Netflix | United States |
| 2 | RCS MediaGroup | Italy |
| 3 | InterActiveCorp (IAC) | United States |
| 4 | Gruppo Editoriale L'Espresso | Italy |
| 5 | Babbel | Germany |
| 6 | Badoo | United Kingdom |
| 7 | Microsoft | United States |
| 8 | Google | United States |
| 9 | Once Dating | Switzerland |
| 10 | Adidas | Germany |

Top Companies of 2017: Italy Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Activision Blizzard | United States |
| 3 | Playrix | Ireland |
| 4 | Electronic Arts | United States |
| 5 | Netmarble | South Korea |
| 6 | IGG | China |
| 7 | Zynga | United States |
| 8 | Elex Technology | China |
| 9 | Giant Interactive Group | China |
| 10 | BANDAI NAMCO | Japan |

Japan by Monthly Active Users

Top Apps of 2017: Japan Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|----------------------|------------------|
| 1 | LINE | LINE |
| 2 | Facebook | Facebook |
| 3 | Yahoo! Japan Weather | Yahoo Japan |
| 4 | Twitter | Twitter |
| 5 | Instagram | Facebook |
| 6 | Yahoo! JAPAN | Yahoo Japan |
| 7 | Amazon | Amazon |
| 8 | McDonald's Japan | McDonald's Japan |
| 9 | Yahoo! Japan Transit | Yahoo Japan |
| 10 | Facebook Messenger | Facebook |

Top Games of 2017: Japan Combined iPhone and 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 | Animal Crossing: Pocket Camp | Nintendo |
| 6 | PokoPoko | LINE |
| 7 | Super Mario Run | Nintendo |
| 8 | Fate/Grand Order | Sony |
| 9 | LINE Bubble 2 | LINE |
| 10 | Shadowverse | CyberAgent |

Japan by Downloads

Top Apps of 2017: Japan Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|----------------------|-------------|
| 1 | LINE | LINE |
| 2 | Yahoo! JAPAN | Yahoo Japan |
| 3 | DELISH KITCHEN | Every |
| 4 | AbemaTV | CyberAgent |
| 5 | Instagram | Facebook |
| 6 | Mercari | Mercari |
| 7 | SNOW Selfie Camera | NAVER |
| 8 | KURASHIRU | dely |
| 9 | Yahoo! Japan Weather | Yahoo Japan |
| 10 | Twitter | Twitter |

Top Games of 2017: Japan Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------------|------------|
| 1 | Animal Crossing: Pocket Camp | Nintendo |
| 2 | Super Mario Run | Nintendo |
| 3 | Disney TsumTsum Land | COLOPL |
| 4 | Disney Tsum Tsum | LINE |
| 5 | Fire Emblem Heroes | Nintendo |
| 6 | Mingol | Sony |
| 7 | BanG Dream | CyberAgent |
| 8 | Monster Strike | mixi |
| 9 | 1LINE | GameStart |
| 10 | Minion Rush | Vivendi |

Top Companies of 2017: Japan Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|------------------|---------------|
| 1 | Yahoo Japan | Japan |
| 2 | Google | United States |
| 3 | LINE | Japan |
| 4 | NTT | Japan |
| 5 | Facebook | United States |
| 6 | Rakuten | Japan |
| 7 | KDDI | Japan |
| 8 | Recruit Holdings | Japan |
| 9 | CyberAgent | Japan |
| 10 | Amazon | United States |

Top Companies of 2017: Japan Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|--------------|--------------|
| 1 | BANDAI NAMCO | Japan |
| 2 | Nintendo | Japan |
| 3 | LINE | Japan |
| 4 | SQUARE ENIX | Japan |
| 5 | SEGA SAMMY | Japan |
| 6 | COLOPL | Japan |
| 7 | KONAMI | Japan |
| 8 | CyberAgent | Japan |
| 9 | Global Gear | Japan |
| 10 | Actkey | Japan |

Japan by Consumer Spend

Top Apps of 2017: Japan Combined iOS and Google Play Consumer Spend

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

Top Games of 2017: Japan Combined iOS and Google Play Consumer Spend

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

Top Companies of 2017: Japan Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | LINE | Japan |
| 2 | CyberAgent | Japan |
| 3 | Cocone | Japan |
| 4 | DeNA | Japan |
| 5 | LINE MUSIC | Japan |
| 6 | InterActiveCorp (IAC) | United States |
| 7 | SHUEISHA | Japan |
| 8 | SQUARE ENIX | Japan |
| 9 | NHN comico | Japan |
| 10 | Kakao Corp | South Korea |

Top Companies of 2017: Japan Combined iOS and Google Play Games Consumer Spend

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

Mexico by Monthly Active Users

Top Apps of 2017: Mexico Combined
iPhone and 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 | Uber | Uber Technologies |
| 7 | Twitter | Twitter |
| 8 | Netflix | Netflix |
| 9 | Mi Telcel | Telcel |
| 10 | Snapchat | Snap |

Top Games of 2017: Mexico Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Clash Royale | Supercell |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | Super Mario Run | Nintendo |
| 5 | Candy Crush Soda Saga | Activision Blizzard |
| 6 | Clash of Clans | Supercell |
| 7 | Piano Tiles 2 | Cheetah Mobile |
| 8 | Subway Surfers | Kiloo |
| 9 | Plants vs. Zombies 2 | Electronic Arts |
| 10 | 8 Ball Pool | Miniclip |

Mexico by Downloads

Top Apps of 2017: 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 | Snapchat | Snap |
| 6 | Uber | Uber Technologies |
| 7 | Spotify | Spotify |
| 8 | Netflix | Netflix |
| 9 | B612 | NAVER |
| 10 | YouTube | Google |

Top Games of 2017: Mexico Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|---------------------|
| 1 | Subway Surfers | Kiloo |
| 2 | Super Mario Run | Nintendo |
| 3 | Clash Royale | Supercell |
| 4 | Pou | Zakeh |
| 5 | Piano Tiles 2 | Cheetah Mobile |
| 6 | Candy Crush Saga | Activision Blizzard |
| 7 | Plants vs. Zombies | Electronic Arts |
| 8 | My Talking Tom | Outfit7 |
| 9 | slither.io | Lowtech Studios |
| 10 | Geometry Dash | RobTop |

Top Companies of 2017: Mexico Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-------------------|---------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | Microsoft | United States |
| 4 | Gomo | China |
| 5 | Cheetah Mobile | China |
| 6 | Telcel | Mexico |
| 7 | Uber Technologies | United States |
| 8 | Snap | United States |
| 9 | Fotoable | China |
| 10 | Apus Group | China |

Top Companies of 2017: Mexico Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Electronic Arts | United States |
| 2 | Vivendi | France |
| 3 | Doodle Mobile | China |
| 4 | Activision Blizzard | United States |
| 5 | Outfit7 | Cyprus |
| 6 | TabTale | Israel |
| 7 | Supercell | Finland |
| 8 | RobTop | Sweden |
| 9 | Ubisoft | France |
| 10 | Miniclip | Switzerland |

Mexico by Consumer Spend

Top Apps of 2017: Mexico Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|------------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Spotify | Spotify |
| 3 | Tinder | InterActiveCorp (IAC) |
| 4 | YouTube | Google |
| 5 | HBO GO | Time Warner |
| 6 | Sing! Karaoke | Smule |
| 7 | Sweat with Kayla | Kayla Itsines |
| 8 | Google Drive | Google |
| 9 | LinkedIn | Microsoft |
| 10 | SkyAlert | SkyAlert |

Top Games of 2017: Mexico Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------|-------------------------|
| 1 | Clash Royale | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Pokémon GO | Niantic |
| 4 | Clash of Clans | Supercell |
| 5 | Marvel Contest of Champions | Netmarble |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Slotomania | Giant Interactive Group |
| 8 | Game of War - Fire Age | MZ |
| 9 | Clash of Kings | Elex Technology |
| 10 | Minecraft Pocket Edition | Microsoft |

Top Companies of 2017: Mexico Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Netflix | United States |
| 2 | Google | United States |
| 3 | InterActiveCorp (IAC) | United States |
| 4 | Spotify | Sweden |
| 5 | Time Warner | United States |
| 6 | Smule | United States |
| 7 | Jeli App | United States |
| 8 | Microsoft | United States |
| 9 | Kayla Itsines | Australia |
| 10 | Grinasys | United States |

Top Companies of 2017: Mexico Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Activision Blizzard | United States |
| 3 | Electronic Arts | United States |
| 4 | Netmarble | South Korea |
| 5 | Niantic | United States |
| 6 | MZ | United States |
| 7 | Playrix | Ireland |
| 8 | Vivendi | France |
| 9 | Zynga | United States |
| 10 | Giant Interactive Group | China |

Netherlands by Monthly Active Users

Top Apps of 2017: Netherlands Combined iPhone and 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 | NU.nl | Sanoma |
| 7 | Buienradar | Bertelsmann |
| 8 | Marktplaats | eBay |
| 9 | LinkedIn | Microsoft |
| 10 | ING Bankieren | ING Group |

Top Games of 2017: Netherlands Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Wordfeud | Bertheussen |
| 2 | Pokémon GO | Niantic |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | Clash Royale | Supercell |
| 5 | Clash of Clans | Supercell |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Subway Surfers | Kiloo |
| 8 | Hay Day | Supercell |
| 9 | Color Switch | Fortafy Games |
| 10 | Trivia Crack | Etermax |

Netherlands by Downloads

Top Apps of 2017: Netherlands
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|--------------------|----------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Ziggo GO | Liberty Global |
| 3 | Facebook Messenger | Facebook |
| 4 | Netflix | Netflix |
| 5 | Spotify | Spotify |
| 6 | Snapchat | Snap |
| 7 | Instagram | Facebook |
| 8 | Facebook | Facebook |
| 9 | Wish | ContextLogic |
| 10 | AliExpress | Alibaba Group |

Top Games of 2017: Netherlands
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|------------------------------|---------------------|
| 1 | Word Snack | APNAX |
| 2 | Super Mario Run | Nintendo |
| 3 | Clash Royale | Supercell |
| 4 | Subway Surfers | Kiloo |
| 5 | Block! Hexa Puzzle | BitMango |
| 6 | Ballz | Ubisoft |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Color Switch | Fortafy Games |
| 9 | Roll the Ball - slide puzzle | BitMango |
| 10 | Rider | Ubisoft |

Top Companies of 2017: Netherlands
Combined iOS and Google Play Apps
Downloads

| Rank | Company | Headquarters |
|------|----------------|---------------|
| 1 | Google | United States |
| 2 | Microsoft | United States |
| 3 | Facebook | United States |
| 4 | Snap | United States |
| 5 | Bertelsmann | Germany |
| 6 | Liberty Global | United States |
| 7 | ABN AMRO | Netherlands |
| 8 | ContextLogic | United States |
| 9 | Netflix | United States |
| 10 | Samsung Group | South Korea |

Top Companies of 2017: Netherlands
Combined iOS and Google Play Games
Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Electronic Arts | United States |
| 3 | Miniclip | Switzerland |
| 4 | Vivendi | France |
| 5 | Activision Blizzard | United States |
| 6 | Supercell | Finland |
| 7 | BitMango | South Korea |
| 8 | Voodoo | France |
| 9 | Cheetah Mobile | China |
| 10 | Rovio | Finland |

Netherlands by Consumer Spend

Top Apps of 2017: Netherlands
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|------------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Spotify | Spotify |
| 4 | Google Drive | Google |
| 5 | Badoo | Badoo |
| 6 | LinkedIn | Microsoft |
| 7 | RTL XL | Bertelsmann |
| 8 | Headspace | Headspace |
| 9 | TomTom GO Mobile | TomTom |
| 10 | Dropbox | Dropbox |

Top Games of 2017: Netherlands
Combined iOS and Google Play
Consumer Spend

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

Top Companies of 2017: Netherlands
Combined iOS and Google Play Apps
Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | InterActiveCorp (IAC) | United States |
| 2 | Netflix | United States |
| 3 | Microsoft | United States |
| 4 | Spotify | Sweden |
| 5 | Badoo | United Kingdom |
| 6 | Bertelsmann | Germany |
| 7 | Google | United States |
| 8 | Headspace | United Kingdom |
| 9 | TomTom | Netherlands |
| 10 | AVAST | Czech Republic |

Top Companies of 2017: Netherlands
Combined iOS and Google Play Games
Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | MZ | United States |
| 4 | Playrix | Ireland |
| 5 | Niantic | United States |
| 6 | IGG | China |
| 7 | Electronic Arts | United States |
| 8 | GAMEVIL | South Korea |
| 9 | Giant Interactive Group | China |
| 10 | Netmarble | South Korea |

Poland by Monthly Active Users

Top Apps of 2017: Poland Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | WhatsApp Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Allegro | Grupa Allegro; |
| 6 | Spotify | Spotify |
| 7 | JakDojade.pl | CITY-NAV |
| 8 | Snapchat | Snap |
| 9 | OLX.pl | Naspers |
| 10 | mBank | mBank |

Top Games of 2017: Poland Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|---------------------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Clash Royale | Supercell |
| 3 | QuizClash | FEO Media |
| 4 | Hearthstone: Heroes of Warcraft | Activision Blizzard |
| 5 | Clash of Clans | Supercell |
| 6 | Hill Climb Racing 2 | Fingersoft |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Milionerzy 2017 | RedBlock |
| 9 | Subway Surfers | Kiloo |
| 10 | Color Switch | Fortafy Games |

Poland by Downloads

Top Apps of 2017: 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 | Rossmann PL | Rossmann |
| 6 | Instagram | Facebook |
| 7 | OLX.pl | Naspers |
| 8 | AliExpress | Alibaba Group |
| 9 | Bitmoji | Snap |
| 10 | musical.ly | Toutiao |

Top Games of 2017: Poland Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------------|-----------------|
| 1 | Milionerzy 2017 | RedBlock; |
| 2 | Subway Surfers | Kiloo |
| 3 | Clash Royale | Supercell |
| 4 | Pou | Zakeh |
| 5 | Piknik Słowo - Word Snack | APNAX |
| 6 | slither.io | Lowtech Studios |
| 7 | Piano Tiles 2 | Cheetah Mobile |
| 8 | Color Switch | Fortafy Games |
| 9 | Dancing Line | Cheetah Mobile |
| 10 | Pokémon GO | Niantic |

Top Companies of 2017: 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 | Rossmann | Germany |
| 6 | Naspers | South Africa |
| 7 | Cheetah Mobile | China |
| 8 | Gomo | China |
| 9 | McDonald's | United States |
| 10 | Alibaba Group | China |

Top Companies of 2017: Poland Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|-----------------|---------------|
| 1 | Ubisoft | France |
| 2 | Electronic Arts | United States |
| 3 | Outfit7 | Cyprus |
| 4 | Vivendi | France |
| 5 | TabTale | Israel |
| 6 | Cheetah Mobile | China |
| 7 | Rino Apps | Poland |
| 8 | Miniclip | Switzerland |
| 9 | Rovio | Finland |
| 10 | BitMango | South Korea |

Poland by Consumer Spend

Top Apps of 2017: Poland Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|-----------------------|
| 1 | Tinder | InterActiveCorp (IAC) |
| 2 | Netflix | Netflix |
| 3 | Google Drive | Google |
| 4 | Audioteka Poland | K2 Internet SA |
| 5 | Badoo | Badoo |
| 6 | Endomondo Sports Tracker | Under Armour |
| 7 | AutoMapa | Aqurat |
| 8 | Nawigacja NaviExpert | NaviExpert |
| 9 | Synergia | Librus |
| 10 | TIDAL | Tidal |

Top Games of 2017: Poland Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Game of War - Fire Age | MZ |
| 3 | Mobile Strike | MZ |
| 4 | Pokémon GO | Niantic |
| 5 | Slots Casino Games by Huuuge | Huuuge Games |
| 6 | King of Avalon: Dragon Warfare | FunPlus |
| 7 | Clash of Kings | Elex Technology |
| 8 | Lords Mobile | IGG |
| 9 | Hearthstone: Heroes of Warcraft | Activision Blizzard |
| 10 | Castle Clash | IGG |

Top Companies of 2017: Poland Combined iOS and Google Play Apps Consumer Spend

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

Top Companies of 2017: Poland Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Supercell | Finland |
| 2 | MZ | United States |
| 3 | Activision Blizzard | United States |
| 4 | IGG | China |
| 5 | Electronic Arts | United States |
| 6 | FunPlus | China |
| 7 | Elex Technology | China |
| 8 | Huuuge Games | Poland |
| 9 | Playrix | Ireland |
| 10 | Niantic | United States |

Russia by Monthly Active Users

Top Apps of 2017: Russia Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|--------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Viber | Rakuten |
| 3 | VK | Mail.Ru Group |
| 4 | Sberbank Online | Sberbank of Russia |
| 5 | Instagram | Facebook |
| 6 | AliExpress | Alibaba Group |
| 7 | 2GIS Listings | 2GIS |
| 8 | Skype | Microsoft |
| 9 | Yandex.Navigator | Yandex |
| 10 | Yandex.Maps | Yandex |

Top Games of 2017: Russia Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------------|-----------------|
| 1 | Clash Royale | Supercell |
| 2 | Clash of Clans | Supercell |
| 3 | My Talking Tom | Outfit7 |
| 4 | Subway Surfers | Kiloo |
| 5 | Durak by RS Technologies | RS Technologies |
| 6 | Minecraft Pocket Edition | Microsoft |
| 7 | Backgammon - Narde | AAStudio |
| 8 | World of Tanks Blitz | Wargaming.net |
| 9 | Pirate Treasures | TAPCLAP |
| 10 | My Talking Angela | Outfit7 |

Russia by Downloads

Top Apps of 2017: 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 | Youla | Mail.Ru Group |
| 6 | Instagram | Facebook |
| 7 | AliExpress | Alibaba Group |
| 8 | Avito | Naspers |
| 9 | Yandex.Browser | Yandex |
| 10 | OK.RU | Mail.Ru Group |

Top Games of 2017: Russia Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------------|-----------------|
| 1 | Subway Surfers | Kiloo |
| 2 | My Talking Tom | Outfit7 |
| 3 | Clash Royale | Supercell |
| 4 | Tap Tap Dash | Cheetah Mobile |
| 5 | Talking Tom Gold Run | Outfit7 |
| 6 | My Talking Angela | Outfit7 |
| 7 | Shadow Fight 2 | Nekki |
| 8 | slither.io | Lowtech Studios |
| 9 | Pirate Treasures | TAPCLAP |
| 10 | Durak by RS Technologies | RS Technologies |

Top Companies of 2017: Russia Combined iOS and Google Play Apps Downloads

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

Top Companies of 2017: Russia Combined iOS and Google Play Games Downloads

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

Russia by Consumer Spend

Top Apps of 2017: Russia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------|-----------------------|
| 1 | VK | Mail.Ru Group |
| 2 | Yandex Music | Yandex |
| 3 | Read! | LitRes |
| 4 | OK.RU | Mail.Ru Group |
| 5 | Badoo | Badoo |
| 6 | Tinder | InterActiveCorp (IAC) |
| 7 | BOOM: Music Player | UMA |
| 8 | ivi.ru | Ivi.ru |
| 9 | Mamba Dating | Mamba Dating |
| 10 | Sing! Karaoke | Smule |

Top Games of 2017: Russia Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------------|-------------------|
| 1 | Clash of Kings | Elex Technology |
| 2 | Vikings: War of Clans | Aristocrat |
| 3 | Clash Royale | Supercell |
| 4 | Gardenscapes - New Acres | Playrix |
| 5 | World of Tanks Blitz | Wargaming.net |
| 6 | Last Empire-War Z | Long Tech Network |
| 7 | Castle Clash | IGG |
| 8 | Legacy of Discord | Youzu |
| 9 | Game of War - Fire Age | MZ |
| 10 | King of Avalon: Dragon Warfare | FunPlus |

Top Companies of 2017: Russia Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | Mail.Ru Group | Russia |
| 2 | LitRes | Russia |
| 3 | Yandex | Russia |
| 4 | InterActiveCorp (IAC) | United States |
| 5 | Badoo | United Kingdom |
| 6 | UMA | Russia |
| 7 | Ivi.ru | Russia |
| 8 | Mamba Dating | Russia |
| 9 | Smule | United States |
| 10 | Bookmate | Russia |

Top Companies of 2017: Russia Combined iOS and Google Play Games Consumer Spend

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

Singapore by Monthly Active Users

Top Apps of 2017: Singapore Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Grab | Grab |
| 6 | Carousell | Carousell |
| 7 | Uber | Uber Technologies |
| 8 | WeChat | Tencent |
| 9 | Spotify | Spotify |
| 10 | LINE | LINE |

Top Games of 2017: Singapore Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|---------------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Mobile Legends: Bang bang | Moonton |
| 3 | Clash Royale | Supercell |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Clash of Clans | Supercell |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Disney Tsum Tsum | LINE |
| 8 | Fight List | Voodoo |
| 9 | Coin Master | Moon Active |
| 10 | Word Cookies! | BitMango |

Singapore by Downloads

Top Apps of 2017: Singapore Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Facebook | Facebook |
| 4 | oBike | oBike |
| 5 | Grab | Grab |
| 6 | Uber | Uber Technologies |
| 7 | Instagram | Facebook |
| 8 | WeChat | Tencent |
| 9 | ofo | ofo |
| 10 | Nestia | Nestia |

Top Games of 2017: Singapore Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------------|---------------------|
| 1 | Mobile Legends: Bang bang | Moonton |
| 2 | Word Cookies! | BitMango |
| 3 | Coin Master | Moon Active |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Super Mario Run | Nintendo |
| 6 | Clash Royale | Supercell |
| 7 | Lords Mobile | IGG |
| 8 | Fight List | Voodoo |
| 9 | 8 Ball Pool | Miniclip |
| 10 | ROBLOX | Roblox |

Top Companies of 2017: Singapore Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Alibaba Group | China |
| 5 | Uber Technologies | United States |
| 6 | Tencent | China |
| 7 | Gomo | China |
| 8 | DBS Bank | Singapore |
| 9 | Grab | Singapore |
| 10 | Samsung Group | South Korea |

Top Companies of 2017: Singapore Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Vivendi | France |
| 2 | Electronic Arts | United States |
| 3 | BitMango | South Korea |
| 4 | Ubisoft | France |
| 5 | Activision Blizzard | United States |
| 6 | Moonton | Hong Kong |
| 7 | Miniclip | Switzerland |
| 8 | Netmarble | South Korea |
| 9 | Cheetah Mobile | China |
| 10 | Time Warner | United States |

Singapore by Consumer Spend

Top Apps of 2017: Singapore Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|-----------------------|
| 1 | BIGO LIVE | BIGO |
| 2 | Netflix | Netflix |
| 3 | Tinder | InterActiveCorp (IAC) |
| 4 | Sing! Karaoke | Smule |
| 5 | Viu | PCCW |
| 6 | Google Drive | Google |
| 7 | MeMe | Next Entertainment |
| 8 | UpLive | Asia Innovations |
| 9 | 17 - Your Life's Moments | Paktor |
| 10 | Spotify | Spotify |

Top Games of 2017: Singapore Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------------------|-------------------------|
| 1 | Lineage 2 Revolution | Netmarble |
| 2 | Mobile Legends: Bang bang | Moonton |
| 3 | Slotomania | Giant Interactive Group |
| 4 | Summoners War | GAMEVIL |
| 5 | Lords Mobile | IGG |
| 6 | Clash Royale | Supercell |
| 7 | Coin Master | Moon Active |
| 8 | Pokémon GO | Niantic |
| 9 | Clash of Kings | Elex Technology |
| 10 | Golden HoYeah Slots | IGS |

Top Companies of 2017: Singapore Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | BIGO | Singapore |
| 2 | Netflix | United States |
| 3 | InterActiveCorp (IAC) | United States |
| 4 | Smule | United States |
| 5 | PCCW | Hong Kong |
| 6 | Microsoft | United States |
| 7 | Tencent | China |
| 8 | Magzter | United States |
| 9 | Google | United States |
| 10 | Paktor | Singapore |

Top Companies of 2017: Singapore Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Netmarble | South Korea |
| 2 | EFUN | China |
| 3 | Moonton | Hong Kong |
| 4 | Supercell | Finland |
| 5 | GAMEVIL | South Korea |
| 6 | Giant Interactive Group | China |
| 7 | IGG | China |
| 8 | Activision Blizzard | United States |
| 9 | MZ | United States |
| 10 | Elex Technology | China |

South Korea by Monthly Active Users

Top Apps of 2017: South Korea Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|------------|----------------|
| 1 | KakaoTalk | Kakao Corp |
| 2 | Naver | NAVER |
| 3 | BAND | NAVER |
| 4 | KakaoStory | Kakao Corp |
| 5 | Facebook | Facebook |
| 6 | Naver Map | NAVER |
| 7 | Daum | Kakao Corp |
| 8 | WhoWho | KT Corporation |
| 9 | Instagram | Facebook |
| 10 | T map | SK Group |

Top Games of 2017: South Korea Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|----------------------|------------|
| 1 | Pokémon GO | Niantic |
| 2 | Clash Royale | Supercell |
| 3 | Friends Popcorn | Kakao Corp |
| 4 | Everybody's Marble | Netmarble |
| 5 | Anipang 2 | SundayToz |
| 6 | Lineage 2 Revolution | Netmarble |
| 7 | Pop Friends | Kakao Corp |
| 8 | Clash of Clans | Supercell |
| 9 | Pmang New Matgo | Neowiz |
| 10 | Anipang3 for Kakao | SundayToz |

South Korea by Downloads

Top Apps of 2017: South Korea
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|--------------------|------------|
| 1 | KakaoTalk | Kakao Corp |
| 2 | Naver | NAVER |
| 3 | KORAIL | KORAIL |
| 4 | Kakao Bank | Kakao Bank |
| 5 | T-phone | SK Group |
| 6 | SNOW Selfie Camera | NAVER |
| 7 | KakaoTaxi | Kakao Corp |
| 8 | Facebook | Facebook |
| 9 | V3 Mobile 2.0 | AhnLab |
| 10 | Facebook Messenger | Facebook |

Top Games of 2017: South Korea
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|-----------------|----------------|
| 1 | Pokémon GO | Niantic |
| 2 | Lineage M | NCSOFT |
| 3 | Rider | Ubisoft |
| 4 | Clash Royale | Supercell |
| 5 | Dancing Line | Cheetah Mobile |
| 6 | Super Mario Run | Nintendo |
| 7 | Coming SNOOPY | SundayToz |
| 8 | Friends Popcorn | Kakao Corp |
| 9 | Day of Break | Kakao Corp |
| 10 | Hide.io | iGene |

Top Companies of 2017: South Korea
Combined iOS and Google Play Apps
Downloads

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

Top Companies of 2017: South Korea
Combined iOS and Google Play Games
Downloads

| Rank | Company | Headquarters |
|------|----------------|---------------|
| 1 | NCSOFT | South Korea |
| 2 | Kakao Corp | South Korea |
| 3 | Netmarble | South Korea |
| 4 | Niantic | United States |
| 5 | Cheetah Mobile | China |
| 6 | Ubisoft | France |
| 7 | NEXON | Japan |
| 8 | SundayToz | South Korea |
| 9 | hap inc | Japan |
| 10 | Supercell | Finland |

South Korea by Consumer Spend

Top Apps of 2017: South Korea
Combined iOS and Google Play
Consumer Spend

Top Games of 2017: South Korea
Combined iOS and Google Play
Consumer Spend

Top Companies of 2017: South Korea
Combined iOS and Google Play Apps
Consumer Spend

Top Companies of 2017: South Korea
Combined iOS and Google Play Games
Consumer Spend

| Rank | App | Company | Rank | App | Company | Rank | Company | Headquarters | Rank | Company | Headquarters |
|------|------------|---------------|------|----------------------|------------|------|---------------|---------------|------|-------------------|--------------|
| 1 | KakaoTalk | Kakao Corp | 1 | Lineage M | NCSOFT | 1 | Kakao Corp | South Korea | 1 | Netmarble | South Korea |
| 2 | KakaoPage | Kakao Corp | 2 | Lineage 2 Revolution | Netmarble | 2 | pooq | South Korea | 2 | NCSOFT | South Korea |
| 3 | MelOn | Kakao Corp | 3 | Everybody's Marble | Netmarble | 3 | Nextmatch | South Korea | 3 | NEXON | Japan |
| 4 | pooq | pooq | 4 | Seven Knights | Netmarble | 4 | NAVER | South Korea | 4 | Kakao Corp | South Korea |
| 5 | Amanda | Nextmatch | 5 | FIFA ONLINE 3 M | NEXON | 5 | BNK Lab | South Korea | 5 | GAMEVIL | South Korea |
| 6 | NoonDate | Mozzet | 6 | Clash Royale | Supercell | 6 | Mozzet | South Korea | 6 | Supercell | Finland |
| 7 | Simkung | Colondree :D | 7 | Girl's Frontline | Long Cheng | 7 | Colondree :D | South Korea | 7 | SundayToz | South Korea |
| 8 | Netflix | Netflix | 8 | Alliance X Empire | NEXON | 8 | Netflix | United States | 8 | Neowiz | South Korea |
| 9 | Angtalk | Sung Hyun Kim | 9 | Pokémon GO | Niantic | 9 | Google | United States | 9 | NHN Entertainment | South Korea |
| 10 | Dangyeonsi | BNK Lab | 10 | MU: Origin | Webzen | 10 | Sung Hyun Kim | South Korea | 10 | Long Cheng | Taiwan |

Spain by Monthly Active Users

Top Apps of 2017: Spain Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Instagram | Facebook |
| 4 | Facebook Messenger | Facebook |
| 5 | Twitter | Twitter |
| 6 | Spotify | Spotify |
| 7 | Wallapop | Wallapop |
| 8 | Amazon | Amazon |
| 9 | Shazam | Shazam Entertainment |
| 10 | Dropbox | Dropbox |

Top Games of 2017: Spain Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Pokémon GO | Niantic |
| 4 | Clash of Clans | Supercell |
| 5 | Candy Crush Soda Saga | Activision Blizzard |
| 6 | Tigerball | Laxarus |
| 7 | Aworded | Etermax |
| 8 | Trivia Crack | Etermax |
| 9 | Super Mario Run | Nintendo |
| 10 | Pou | Zakeh |

Spain by Downloads

Top Apps of 2017: Spain Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Instagram | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Facebook | Facebook |
| 5 | Wallapop | Wallapop |
| 6 | Amazon | Amazon |
| 7 | Netflix | Netflix |
| 8 | Wish | ContextLogic |
| 9 | Spotify | Spotify |
| 10 | Snapchat | Snap |

Top Games of 2017: Spain Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------------|---------------------|
| 1 | Super Mario Run | Nintendo |
| 2 | Clash Royale | Supercell |
| 3 | Tigerball | Laxarus |
| 4 | Subway Surfers | Kiloo |
| 5 | Parcheesi STAR | Gameberry |
| 6 | FIFA Mobile Soccer | Electronic Arts |
| 7 | Pou | Zakeh |
| 8 | Roll the Ball - slide puzzle | BitMango |
| 9 | Candy Crush Saga | Activision Blizzard |
| 10 | slither.io | Lowtech Studios |

Top Companies of 2017: Spain Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Schibsted | Norway |
| 5 | Gomo | China |
| 6 | Amazon | United States |
| 7 | InterActiveCorp (IAC) | United States |
| 8 | Snap | United States |
| 9 | Cheetah Mobile | China |
| 10 | ContextLogic | United States |

Top Companies of 2017: Spain Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Electronic Arts | United States |
| 2 | TabTale | Israel |
| 3 | Ubisoft | France |
| 4 | Vivendi | France |
| 5 | Supercell | Finland |
| 6 | Activision Blizzard | United States |
| 7 | Cheetah Mobile | China |
| 8 | Nintendo | Japan |
| 9 | Miniclip | Switzerland |
| 10 | Doodle Mobile | China |

Spain by Consumer Spend

Top Apps of 2017: Spain Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Netflix | Netflix |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Spotify | Spotify |
| 4 | Google Drive | Google |
| 5 | Wallapop | Wallapop |
| 6 | LOVOO | MeetMe |
| 7 | Badoo | Badoo |
| 8 | AdoptAGuy | GEB AdoptAGuy |
| 9 | Sing! Karaoke | Smule |
| 10 | Meetic | InterActiveCorp (IAC) |

Top Games of 2017: Spain Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------|---------------------|
| 1 | Clash Royale | Supercell |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | Clash of Clans | Supercell |
| 4 | Gardenscapes - New Acres | Playrix |
| 5 | Candy Crush Soda Saga | Activision Blizzard |
| 6 | Pokémon GO | Niantic |
| 7 | Game of War - Fire Age | MZ |
| 8 | Clash of Kings | Elex Technology |
| 9 | Dragon Ball Z Dokkan Battle | BANDAI NAMCO |
| 10 | Farm Heroes Saga | Activision Blizzard |

Top Companies of 2017: Spain Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | Netflix | United States |
| 2 | InterActiveCorp (IAC) | United States |
| 3 | Spotify | Sweden |
| 4 | Google | United States |
| 5 | Wallapop | Spain |
| 6 | Badoo | United Kingdom |
| 7 | MZ | United States |
| 8 | IGG | China |
| 9 | Microsoft | United States |
| 10 | Elex Technology | China |

Top Companies of 2017: Spain Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | Playrix | Ireland |
| 4 | Electronic Arts | United States |
| 5 | MZ | United States |
| 6 | IGG | China |
| 7 | BANDAI NAMCO | Japan |
| 8 | Netmarble | South Korea |
| 9 | Niantic | United States |

Sweden by Monthly Active Users

Top Apps of 2017: Sweden Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|---------------------|----------------------|
| 1 | Facebook | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Spotify | Spotify |
| 4 | Swish payments | Bankgirot |
| 5 | Instagram | Facebook |
| 6 | BankID säkerhetsapp | Finansiell ID-Teknik |
| 7 | WhatsApp Messenger | Facebook |
| 8 | Snapchat | Snap |
| 9 | SMHI | SMHI |
| 10 | Blocket | B locket |

Top Games of 2017: Sweden Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Wordfeud | Bertheussen |
| 3 | QuizClash | FEO Media |
| 4 | Candy Crush Saga | Activision Blizzard |
| 5 | Clash Royale | Supercell |
| 6 | Clash of Clans | Supercell |
| 7 | Ballz | Ubisoft |
| 8 | Subway Surfers | Kiloo |
| 9 | Candy Crush Soda Saga | Activision Blizzard |
| 10 | Hay Day | Supercell |

Sweden by Downloads

Top Apps of 2017: Sweden Combined iOS and Google Play Downloads

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

Top Games of 2017: Sweden Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|-----------------|----------------|
| 1 | Super Mario Run | Nintendo |
| 2 | Subway Surfers | Kiloo |
| 3 | Rolling Sky | Cheetah Mobile |
| 4 | Paper.io | Voodoo |
| 5 | Ballz | Ubisoft |
| 6 | QuizClash | FEO Media |
| 7 | Pokémon GO | Niantic |
| 8 | Piano Tiles 2 | Cheetah Mobile |
| 9 | Finger Spinner | Ubisoft |
| 10 | Clash Royale | Supercell |

Top Companies of 2017: Sweden Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Microsoft | United States |
| 4 | Sveriges Television | Sweden |
| 5 | Snap | United States |
| 6 | ContextLogic | United States |
| 7 | Swedbank | Sweden |
| 8 | Bankgirot | Sweden |
| 9 | Schibsted | Norway |
| 10 | Finansiell ID-Teknik | Sweden |

Top Companies of 2017: Sweden Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Miniclip | Switzerland |
| 3 | Cheetah Mobile | China |
| 4 | Electronic Arts | United States |
| 5 | Vivendi | France |
| 6 | Voodoo | France |
| 7 | Activision Blizzard | United States |
| 8 | TabTale | Israel |
| 9 | Supercell | Finland |
| 10 | BitMango | South Korea |

Sweden by Consumer Spend

Top Apps of 2017: Sweden Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Spotify | Spotify |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Netflix | Netflix |
| 4 | Badoo | Badoo |
| 5 | Lifesum | Lifesum |
| 6 | Sing! Karaoke | Smule |
| 7 | Google Drive | Google |
| 8 | Match.com | InterActiveCorp (IAC) |
| 9 | Dropbox | Dropbox |
| 10 | Ta Körkort | Teoriappar |

Top Games of 2017: Sweden Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|---------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Pokémon GO | Niantic |
| 3 | Candy Crush Soda Saga | Activision Blizzard |
| 4 | Clash Royale | Supercell |
| 5 | Gardenscapes - New Acres | Playrix |
| 6 | Clash of Clans | Supercell |
| 7 | Hay Day | Supercell |
| 8 | Idle Heroes | DH Games |
| 9 | Mobile Strike | MZ |
| 10 | Game of War - Fire Age | MZ |

Top Companies of 2017: Sweden Combined iOS and Google Play Apps Consumer Spend

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

Top Companies of 2017: Sweden Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | Niantic | United States |
| 4 | Playrix | Ireland |
| 5 | MZ | United States |
| 6 | Electronic Arts | United States |
| 7 | Netmarble | South Korea |
| 8 | Zynga | United States |
| 9 | FunPlus | China |
| 10 | IGG | China |

Taiwan by Monthly Active Users

Top Apps of 2017: Taiwan Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------------|
| 1 | LINE | LINE |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | whoscall | NAVER |
| 6 | WeChat | Tencent |
| 7 | Clean Master | Cheetah Mobile |
| 8 | Shopee | Garena Online |
| 9 | McDonald's Daily | McDonald's |
| 10 | KKBOX | KDDI |

Top Games of 2017: Taiwan Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | LINE Bubble 2 | LINE |
| 4 | Honour of Kings | Tencent |
| 5 | Brown Farm | LINE |
| 6 | LINE Rangers | LINE |
| 7 | Snake Battle | Weipai |
| 8 | Tower of Saviors | Mad Head |
| 9 | Candy Crush Soda Saga | Activision Blizzard |
| 10 | Everybody's Marble | Netmarble |

Taiwan by Downloads

Top Apps of 2017: Taiwan Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|---------------|
| 1 | LINE | LINE |
| 2 | Facebook Messenger | Facebook |
| 3 | Facebook | Facebook |
| 4 | Shopee | Garena Online |
| 5 | Instagram | Facebook |
| 6 | WeChat | Tencent |
| 7 | iQIYI | Baidu |
| 8 | MixerBox | MixerBox |
| 9 | Qianxun Video | Qianxun Team |
| 10 | B612 | NAVER |

Top Games of 2017: Taiwan Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|-----------------------------|------------|
| 1 | Honour of Kings | Tencent |
| 2 | Lineage M | NCSOFT |
| 3 | Snake Battle | Weipai |
| 4 | Lineage 2 Revolution | Netmarble |
| 5 | Yu-Gi-Oh! Duel Links | KONAMI |
| 6 | Super Mario Run | Nintendo |
| 7 | Dynasty Warriors: Unleashed | NEXON |
| 8 | Legacy of Discord | ICAN;Youzu |
| 9 | EverBattle | Foyo |
| 10 | Free Fire | 111dots |

Top Companies of 2017: Taiwan Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | LINE | Japan |
| 4 | Microsoft | United States |
| 5 | ASUS | Taiwan |
| 6 | NAVER | South Korea |
| 7 | Cheetah Mobile | China |
| 8 | Vivendi | France |
| 9 | GAMANIA | Taiwan |
| 10 | 9Splay Entertainment | Taiwan |

Top Companies of 2017: Taiwan Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|----------------------|---------------|
| 1 | LINE | Japan |
| 2 | Netmarble | South Korea |
| 3 | Garena Online | Singapore |
| 4 | Cheetah Mobile | China |
| 5 | BabyBus | China |
| 6 | GAMANIA | Taiwan |
| 7 | 9Splay Entertainment | Taiwan |
| 8 | GAME Dreamer | China |
| 9 | Activision Blizzard | United States |

Taiwan by Consumer Spend

Top Apps of 2017: Taiwan Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|--------------------------|--------------------|
| 1 | LINE | LINE |
| 2 | 17 - Your Life's Moments | Paktor |
| 3 | Lang Live | Brilliant Mark |
| 4 | KKBOX | KDDI |
| 5 | UpLive | Asia Innovations |
| 6 | MeMe | Next Entertainment |
| 7 | iQIYI | Baidu |
| 8 | Perdate | Zhiji Network |
| 9 | Live.me | Cheetah Mobile |
| 10 | WaiYuan | Waiyuan |

Top Games of 2017: Taiwan Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------|-----------------|
| 1 | Lineage 2 Revolution | Netmarble |
| 2 | Honour of Kings | Tencent |
| 3 | Tower of Saviors | Mad Head |
| 4 | Lineage M | NCSOFT |
| 5 | Xin Stars | Wanin |
| 6 | The Epoch of Eternity | GM99 |
| 7 | Lords Mobile | IGG |
| 8 | Clash of Kings | Elex Technology |
| 9 | Onmyoji | NetEase |
| 10 | 0857online | GalaxyOnline |

Top Companies of 2017: Taiwan Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | LINE | Japan |
| 2 | Paktor | Singapore |
| 3 | Brilliant Mark | Taiwan |
| 4 | KDDI | Japan |
| 5 | Asia Innovations | China |
| 6 | Next Entertainment | Taiwan |
| 7 | Sunfun | Taiwan |
| 8 | Baidu | China |
| 9 | InterActiveCorp (IAC) | United States |
| 10 | Zhiji Network | China |

Top Companies of 2017: Taiwan Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------------|--------------|
| 1 | Netmarble | South Korea |
| 2 | Garena Online | Singapore |
| 3 | LINE | Japan |
| 4 | GAMANIA | Taiwan |
| 5 | Mad Head | Hong Kong |
| 6 | IWPLAY | Taiwan |
| 7 | GM99 | Taiwan |
| 8 | Wanin | Taiwan |
| 9 | IGG | China |
| 10 | GungHo Online Entertainment | Japan |

Thailand by Monthly Active Users

Top Apps of 2017: Thailand Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|-----------------------|
| 1 | LINE | LINE |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | K-Mobile Banking | KASIKORN BANK |
| 6 | JOOX Music | Tencent |
| 7 | Lazada | Alibaba Group |
| 8 | Twitter | Twitter |
| 9 | whoscall | NAVER |
| 10 | my AIS | Advanced Info Service |

Top Games of 2017: Thailand Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Pokémon GO | Niantic |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | Everybody's Marble | Netmarble |
| 5 | LINE Bubble 2 | LINE |
| 6 | Hay Day | Supercell |
| 7 | Subway Surfers | Kiloo |
| 8 | Candy Crush Soda Saga | Activision Blizzard |
| 9 | LINE Rangers | LINE |
| 10 | Clash of Clans | Supercell |

Thailand by Downloads

Top Apps of 2017: Thailand Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|------------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | LINE | LINE |
| 4 | JOOX Music | Tencent |
| 5 | Camera360 | PinGuo |
| 6 | Instagram | Facebook |
| 7 | 4shared | New IT Solutions |
| 8 | Lazada | Alibaba Group |
| 9 | YouTube | Google |
| 10 | Shopee | Garena Online |

Top Games of 2017: Thailand Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Subway Surfers | Kiloo |
| 3 | Mobile Legends: Bang bang | Moonton |
| 4 | slither.io | Lowtech Studios |
| 5 | Everybody's Marble | Netmarble |
| 6 | My Talking Tom | Outfit7 |
| 7 | Candy Crush Saga | Activision Blizzard |
| 8 | Cookie Run | LINE |
| 9 | Plants vs. Zombies | Electronic Arts |
| 10 | Hay Day | Supercell |

Top Companies of 2017: Thailand Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|------------------|---------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | LINE | Japan |
| 4 | Cheetah Mobile | China |
| 5 | Tencent | China |
| 6 | Microsoft | United States |
| 7 | Garena Online | Singapore |
| 8 | Outfit7 | Cyprus |
| 9 | True Corporation | Thailand |
| 10 | NAVER | South Korea |

Top Companies of 2017: Thailand Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Garena Online | Singapore |
| 2 | Vivendi | France |
| 3 | LINE | Japan |
| 4 | Electronic Arts | United States |
| 5 | Doodle Mobile | China |
| 6 | Activision Blizzard | United States |
| 7 | Boyaa | China |
| 8 | BabyBus | China |
| 9 | Miniclip | Switzerland |

Thailand by Consumer Spend

Top Apps of 2017: Thailand Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------------|-----------------------|
| 1 | LINE | LINE |
| 2 | BIGO LIVE | BIGO |
| 3 | Meb: Mobile E-Books | MEB Corporation |
| 4 | LINE PLAY | LINE |
| 5 | Sing! Karaoke | Smule |
| 6 | Netflix | Netflix |
| 7 | JOOX Music | Tencent |
| 8 | BeeTalk | Garena Online |
| 9 | Google Drive | Google |
| 10 | Tinder | InterActiveCorp (IAC) |

Top Games of 2017: Thailand Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|----------------------|-----------------|
| 1 | Honour of Kings | Tencent |
| 2 | Lineage 2 Revolution | Netmarble |
| 3 | Lords Mobile | IGG |
| 4 | Everybody's Marble | Netmarble |
| 5 | MU: Origin | Kunlun |
| 6 | Seven Knights | Netmarble |
| 7 | Clash of Kings | Elex Technology |
| 8 | Legacy of Discord | Youzu |
| 9 | Summoners War | GAMEVIL |
| 10 | Pokémon GO | Niantic |

Top Companies of 2017: Thailand Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | LINE | Japan |
| 2 | BIGO | Singapore |
| 3 | MEB Corporation | Thailand |
| 4 | Smule | United States |
| 5 | InterActiveCorp (IAC) | United States |
| 6 | Netflix | United States |
| 7 | Garena Online | Singapore |
| 8 | Tencent | China |
| 9 | Google | United States |
| 10 | OOKBEE | Thailand |

Top Companies of 2017: Thailand Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Garena Online | Singapore |
| 2 | Netmarble | South Korea |
| 3 | LINE | Japan |
| 4 | Kunlun | China |
| 5 | IGG | China |
| 6 | Activision Blizzard | United States |
| 7 | GAMEVIL | South Korea |
| 8 | Elex Technology | China |
| 9 | Supercell | Finland |
| 10 | EFUN | China |

Turkey by Monthly Active Users

Top Apps of 2017: Turkey Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Instagram | Facebook |
| 4 | Facebook Messenger | Facebook |
| 5 | Twitter | Twitter |
| 6 | sahibinden.com | sahibinden |
| 7 | Snapchat | Snap |
| 8 | letgo | letgo |
| 9 | Yandex.Navigator | Yandex |
| 10 | İşCep | İsbank |

Top Games of 2017: Turkey Combined
iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|------------------------|-------------------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Clash of Clans | Supercell |
| 3 | Clash Royale | Supercell |
| 4 | 101 Okey by Peak Games | Peak Games |
| 5 | Kelimelik | He2 Apps |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Subway Surfers | Kiloo |
| 8 | Okey | Ahoy Games |
| 9 | Okey by Peak Games | Peak Games |
| 10 | A Word Game | Apps Information Technologies |

Turkey by Downloads

Top Apps of 2017: Turkey Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|---------------------------------------|--------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Instagram | Facebook |
| 4 | Facebook | Facebook |
| 5 | letgo | letgo |
| 6 | Snapchat | Snap |
| 7 | Turkcell My Account(Turkcell Hesabim) | Turkcell |
| 8 | My Vodafone TU | Vodafone |
| 9 | BiP | Turkcell |
| 10 | Azar | Hyperconnect |

Top Games of 2017: Turkey Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|------------------------|-------------------------------|
| 1 | Subway Surfers | Kiloo |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | My Talking Tom | Outfit7 |
| 4 | Clash Royale | Supercell |
| 5 | Clash of Clans | Supercell |
| 6 | Sniper 3D Assassin | Fun Games For Free |
| 7 | 101 Okey by Peak Games | Peak Games |
| 8 | A Word Game | Apps Information Technologies |
| 9 | Okey | Ahoy Games |
| 10 | slither.io | Lowtech Studios |

Top Companies of 2017: Turkey Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------|----------------|
| 1 | Facebook | United States |
| 2 | Turkcell | Turkey |
| 3 | Google | United States |
| 4 | Microsoft | United States |
| 5 | Cheetah Mobile | China |
| 6 | Snap | United States |
| 7 | Gomo | China |
| 8 | letgo | United States |
| 9 | Fotoable | China |
| 10 | Vodafone | United Kingdom |

Top Companies of 2017: Turkey Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|--|---------------|
| 1 | Vivendi | France |
| 2 | Outfit7 | Cyprus |
| 3 | TabTale | Israel |
| 4 | Activision Blizzard | United States |
| 5 | Peak Games | Turkey |
| 6 | Supercell | Finland |
| 7 | Doodle Mobile | China |
| 8 | Turkish Radio and Television Corporation | Turkey |
| 9 | Electronic Arts | United States |
| 10 | Miniclip | Switzerland |

Turkey by Consumer Spend

Top Apps of 2017: Turkey Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|-----------------------------------|-----------------------|
| 1 | Azar | Hyperconnect |
| 2 | Tinder | InterActiveCorp (IAC) |
| 3 | Connected2.me | C2M |
| 4 | Sing! Karaoke | Smule |
| 5 | Netflix | Netflix |
| 6 | Haahi | Fission Technology |
| 7 | Followers Analytics for Instagram | Netarts |
| 8 | happn | Happn |
| 9 | HOOTT | HOOTT |
| 10 | Hotspot Shield VPN | AnchorFree |

Top Games of 2017: Turkey Combined iOS and Google Play Consumer Spend

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

Top Companies of 2017: Turkey Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Hyperconnect | South Korea |
| 2 | InterActiveCorp (IAC) | United States |
| 3 | C2M | Turkey |
| 4 | Smule | United States |
| 5 | Netflix | United States |
| 6 | Fission Technology | China |
| 7 | Tasdelen | Singapore |
| 8 | Netarts | Turkey |
| 9 | Happn | France |
| 10 | AnchorFree | United States |

Top Companies of 2017: Turkey Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Supercell | Finland |
| 2 | Peak Games | Turkey |
| 3 | MZ | United States |
| 4 | Elex Technology | China |
| 5 | Long Tech Network | China |
| 6 | Zynga | United States |
| 7 | Activision Blizzard | United States |
| 8 | IGG | China |
| 9 | Netmarble | South Korea |
| 10 | Kunlun | China |

United Kingdom by Monthly Active Users

Top Apps of 2017: United Kingdom Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|----------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Facebook Messenger | Facebook |
| 4 | Instagram | Facebook |
| 5 | Snapchat | Snap |
| 6 | Amazon | Amazon |
| 7 | Twitter | Twitter |
| 8 | eBay | eBay |
| 9 | Spotify | Spotify |
| 10 | BBC News | BBC |

Top Games of 2017: United Kingdom Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|-----------------------|---------------------|
| 1 | Pokémon GO | Niantic |
| 2 | Candy Crush Saga | Activision Blizzard |
| 3 | 8 Ball Pool | Miniclip |
| 4 | Color Switch | Fortafy Games |
| 5 | Clash of Clans | Supercell |
| 6 | Word Cookies! | BitMango |
| 7 | Candy Crush Soda Saga | Activision Blizzard |
| 8 | Words With Friends | Zynga |
| 9 | Clash Royale | Supercell |
| 10 | Subway Surfers | Kiloo |

United Kingdom by Downloads

Top Apps of 2017: United Kingdom
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | WhatsApp Messenger | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Snapchat | Snap |
| 4 | Facebook | Facebook |
| 5 | Instagram | Facebook |
| 6 | Bitmoji | Snap |
| 7 | Spotify | Spotify |
| 8 | Netflix | Netflix |
| 9 | Amazon | Amazon |
| 10 | Wish | ContextLogic |

Top Games of 2017: United Kingdom
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|---------------------------|----------------|
| 1 | Word Cookies! | BitMango |
| 2 | Balls VS Blocks | Voodoo |
| 3 | 8 Ball Pool | Miniclip |
| 4 | ROBLOX | Roblox |
| 5 | Super Mario Run | Nintendo |
| 6 | Paper.io | Voodoo |
| 7 | Piano Tiles 2 | Cheetah Mobile |
| 8 | Subway Surfers | Kiloo |
| 9 | Rider | Ubisoft |
| 10 | Choices: Stories You Play | NEXON |

Top Companies of 2017: United Kingdom
Combined iOS and Google Play Apps Downloads

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

Top Companies of 2017: United Kingdom Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Voodoo | France |
| 3 | Miniclip | Switzerland |
| 4 | Electronic Arts | United States |
| 5 | BitMango | South Korea |
| 6 | Cheetah Mobile | China |
| 7 | Activision Blizzard | United States |
| 8 | Zynga | United States |
| 9 | Vivendi | France |
| 10 | TabTale | Israel |

United Kingdom by Consumer Spend

Top Apps of 2017: United Kingdom
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Tinder | InterActiveCorp (IAC) |
| 2 | Netflix | Netflix |
| 3 | Spotify | Spotify |
| 4 | Google Drive | Google |
| 5 | Headspace | Headspace |
| 6 | Sing! Karaoke | Smule |
| 7 | Deezer | Deezer |
| 8 | Badoo | Badoo |
| 9 | Match.com | InterActiveCorp (IAC) |
| 10 | SoundCloud | SoundCloud |

Top Games of 2017: United Kingdom
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|--------------------------|---------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Clash of Clans | Supercell |
| 3 | Candy Crush Soda Saga | Activision Blizzard |
| 4 | Gardenscapes - New Acres | Playrix |
| 5 | Pokémon GO | Niantic |
| 6 | Game of War - Fire Age | MZ |
| 7 | Mobile Strike | MZ |
| 8 | Clash Royale | Supercell |
| 9 | ROBLOX | Roblox |
| 10 | 8 Ball Pool | Miniclip |

Top Companies of 2017: United Kingdom Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | InterActiveCorp (IAC) | United States |
| 2 | Netflix | United States |
| 3 | Spotify | Sweden |
| 4 | Microsoft | United States |
| 5 | Smule | United States |
| 6 | Badoo | United Kingdom |
| 7 | Google | United States |
| 8 | Headspace | United Kingdom |
| 9 | Deezer | France |
| 10 | Under Armour | United States |

Top Companies of 2017: United Kingdom Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | MZ | United States |
| 4 | Playrix | Ireland |
| 5 | Electronic Arts | United States |
| 6 | Netmarble | South Korea |
| 7 | Zynga | United States |
| 8 | Niantic | United States |
| 9 | Miniclip | Switzerland |
| 10 | Roblox | United States |

United States by Monthly Active Users

Top Apps of 2017: United States Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|---------------------|---------------------|
| 1 | Facebook | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Instagram | Facebook |
| 4 | Snapchat | Snap |
| 5 | Amazon | Amazon |
| 6 | Pandora Radio | Pandora |
| 7 | Pinterest | Pinterest |
| 8 | Twitter | Twitter |
| 9 | Netflix | Netflix |
| 10 | The Weather Channel | The Weather Channel |

Top Games of 2017: United States Combined iPhone and 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 | Clash Royale | Supercell |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | MobilityWare Solitaire | MobilityWare |
| 8 | Ballz | Ubisoft |
| 9 | 8 Ball Pool | Miniclip |
| 10 | Word Cookies! | BitMango |

United States by Downloads

Top Apps of 2017: United States
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|--------------------|--------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Snapchat | Snap |
| 3 | Bitmoji | Snap |
| 4 | Facebook | Facebook |
| 5 | Instagram | Facebook |
| 6 | Netflix | Netflix |
| 7 | Pandora Radio | Pandora |
| 8 | Wish | ContextLogic |
| 9 | Spotify | Spotify |
| 10 | Amazon | Amazon |

Top Games of 2017: United States
Combined iOS and Google Play
Downloads

| Rank | App | Company |
|------|-----------------|-----------------|
| 1 | Word Cookies! | BitMango |
| 2 | Super Mario Run | Nintendo |
| 3 | Balls VS Blocks | Voodoo |
| 4 | 8 Ball Pool | Miniclip |
| 5 | Subway Surfers | Kiloo |
| 6 | ROBLOX | Roblox |
| 7 | Ballz | Ubisoft |
| 8 | Bowmasters | Playgendary |
| 9 | Paper.io | Voodoo |
| 10 | slither.io | Lowtech Studios |

Top Companies of 2017: United States
Combined iOS and Google Play Apps
Downloads

| Rank | Company | Headquarters |
|------|-----------------------|---------------|
| 1 | Google | United States |
| 2 | Facebook | United States |
| 3 | Amazon | United States |
| 4 | Microsoft | United States |
| 5 | Snap | United States |
| 6 | InterActiveCorp (IAC) | United States |
| 7 | Gomo | China |
| 8 | Verizon | United States |
| 9 | Disney | United States |
| 10 | Cheetah Mobile | China |

Top Companies of 2017: United States
Combined iOS and Google Play Games
Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | Ubisoft | France |
| 2 | Voodoo | France |
| 3 | Electronic Arts | United States |
| 4 | Miniclip | Switzerland |
| 5 | Zynga | United States |
| 6 | BitMango | South Korea |
| 7 | Cheetah Mobile | China |
| 8 | Vivendi | France |
| 9 | TabTale | Israel |
| 10 | Activision Blizzard | United States |

United States by Consumer Spend

Top Apps of 2017: United States
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|---------------|-----------------------|
| 1 | Pandora Radio | Pandora |
| 2 | Netflix | Netflix |
| 3 | HBO NOW | Time Warner |
| 4 | Tinder | InterActiveCorp (IAC) |
| 5 | YouTube | Google |
| 6 | Hulu | Hulu |
| 7 | Spotify | Spotify |
| 8 | Google Drive | Google |
| 9 | Live.me | Cheetah Mobile |
| 10 | Bumble App | Badoo |

Top Games of 2017: United States
Combined iOS and Google Play
Consumer Spend

| Rank | App | Company |
|------|-----------------------------|-------------------------|
| 1 | Candy Crush Saga | Activision Blizzard |
| 2 | Clash Royale | Supercell |
| 3 | Game of War - Fire Age | MZ |
| 4 | Clash of Clans | Supercell |
| 5 | Mobile Strike | MZ |
| 6 | Candy Crush Soda Saga | Activision Blizzard |
| 7 | Pokémon GO | Niantic |
| 8 | Slotomania | Giant Interactive Group |
| 9 | Marvel Contest of Champions | Netmarble |
| 10 | Gardenscapes - New Acres | Playrix |

Top Companies of 2017: United States
Combined iOS and Google Play Apps
Consumer Spend

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

Top Companies of 2017: United States
Combined iOS and Google Play Games
Consumer Spend

| Rank | Company | Headquarters |
|------|-------------------------|---------------|
| 1 | Activision Blizzard | United States |
| 2 | Supercell | Finland |
| 3 | MZ | United States |
| 4 | Netmarble | South Korea |
| 5 | Electronic Arts | United States |
| 6 | Zynga | United States |
| 7 | Playrix | Ireland |
| 8 | Giant Interactive Group | China |
| 9 | Churchill Downs | United States |
| 10 | Scientific Games | United States |

Vietnam by Monthly Active Users

Top Apps of 2017: Vietnam Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------|-------------------|
| 1 | Facebook | Facebook |
| 2 | Facebook Messenger | Facebook |
| 3 | Zalo | VNG |
| 4 | Zing Mp3 | VNG |
| 5 | Viber | Rakuten |
| 6 | Grab | Grab |
| 7 | Instagram | Facebook |
| 8 | NhacCuaTui | NCT |
| 9 | Skype | Microsoft |
| 10 | Uber | Uber Technologies |

Top Games of 2017: Vietnam Combined iPhone and Android Phone Monthly Active Users

| Rank | App | Company |
|------|--------------------------|---------------------|
| 1 | Honour of Kings | Tencent |
| 2 | Clash of Clans | Supercell |
| 3 | Candy Crush Saga | Activision Blizzard |
| 4 | My Talking Tom | Outfit7 |
| 5 | ZingPlay | VNG; |
| 6 | CrossFire | Tencent |
| 7 | Subway Surfers | Kiloo |
| 8 | Zombie Tsunami | MobiGame |
| 9 | Minecraft Pocket Edition | Microsoft |
| 10 | My Talking Angela | Outfit7 |

Vietnam by Downloads

Top Apps of 2017: Vietnam Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|--------------------|--------------------------|
| 1 | Facebook Messenger | Facebook |
| 2 | Facebook | Facebook |
| 3 | Zalo | VNG |
| 4 | Zing Mp3 | VNG |
| 5 | Camera360 | PinGuo |
| 6 | B612 | NAVER |
| 7 | NhacCuaTui | NCT |
| 8 | SNOW Selfie Camera | NAVER |
| 9 | WiFi Master Key | Shanghai Lantern Network |
| 10 | Shopee | Garena Online |

Top Games of 2017: Vietnam Combined iOS and Google Play Downloads

| Rank | App | Company |
|------|----------------------|-----------------|
| 1 | Honour of Kings | Tencent |
| 2 | My Talking Tom | Outfit7 |
| 3 | Zombie Tsunami | MobiGame |
| 4 | Subway Surfers | Kiloo |
| 5 | My Talking Angela | Outfit7 |
| 6 | CrossFire | Tencent |
| 7 | Talking Tom Gold Run | Outfit7 |
| 8 | slither.io | Lowtech Studios |
| 9 | ZingPlay | VNG |
| 10 | Temple Run 2 | Imangi |

Top Companies of 2017: Vietnam Combined iOS and Google Play Apps Downloads

| Rank | Company | Headquarters |
|------|----------------|---------------|
| 1 | Facebook | United States |
| 2 | Google | United States |
| 3 | VNG | Vietnam |
| 4 | Microsoft | United States |
| 5 | Cheetah Mobile | China |
| 6 | PinGuo | China |
| 7 | Gomo | China |
| 8 | NAVER | South Korea |
| 9 | Alibaba Group | China |
| 10 | VIETTEL | Vietnam |

Top Companies of 2017: Vietnam Combined iOS and Google Play Games Downloads

| Rank | Company | Headquarters |
|------|---------------------|---------------|
| 1 | VNG | Vietnam |
| 2 | Outfit7 | Cyprus |
| 3 | Garena Online | Singapore |
| 4 | BabyBus | China |
| 5 | Vivendi | France |
| 6 | Doodle Mobile | China |
| 7 | Electronic Arts | United States |
| 8 | Activision Blizzard | United States |
| 9 | Naxeex | Russia |
| 10 | TabTale | Israel |

Vietnam by Consumer Spend

Top Apps of 2017: Vietnam Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|------------------------------|-----------------------|
| 1 | BIGO LIVE | BIGO |
| 2 | Google Drive | Google |
| 3 | Hot8 - English for beginners | Hot8 |
| 4 | Tinder | InterActiveCorp (IAC) |
| 5 | VivaVideo | QuVideo |
| 6 | LINE | LINE |
| 7 | V – Live Broadcasting | NAVER |
| 8 | Sing! Karaoke | Smule |
| 9 | Netflix | Netflix |
| 10 | Live.me | Cheetah Mobile |

Top Games of 2017: Vietnam Combined iOS and Google Play Consumer Spend

| Rank | App | Company |
|------|---------------------|-----------------|
| 1 | Lords Mobile | IGG |
| 2 | Honour of Kings | Tencent |
| 3 | Legacy of Discord | Youzu |
| 4 | Rise of the Kings | Onemt |
| 5 | Clash of Kings | Elex Technology |
| 6 | iCá - Ban Ca Online | VNG |
| 7 | Castle Clash | IGG |
| 8 | Mobile Strike | MZ |
| 9 | Clash of Clans | Supercell |
| 10 | ROBLOX | Roblox |

Top Companies of 2017: Vietnam Combined iOS and Google Play Apps Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------------|----------------|
| 1 | BIGO | Singapore |
| 2 | InterActiveCorp (IAC) | United States |
| 3 | Google | United States |
| 4 | MobiSystems | United States |
| 5 | Magzter | United States |
| 6 | MagazineCloner | United Kingdom |
| 7 | Etips Mobile | United Kingdom |
| 8 | Spin Master | Canada |
| 9 | Oxford University | United Kingdom |
| 10 | Hot8 | Russia |

Top Companies of 2017: Vietnam Combined iOS and Google Play Games Consumer Spend

| Rank | Company | Headquarters |
|------|-----------------|---------------|
| 1 | IGG | China |
| 2 | Garena Online | Singapore |
| 3 | VNG | Vietnam |
| 4 | Supercell | Finland |
| 5 | MZ | United States |
| 6 | GAMEVIL | South Korea |
| 7 | Youzu | China |
| 8 | Elex Technology | China |
| 9 | NEXON | Japan |
| 10 | Onemt | China |

Top Countries & Categories

Top Country Rankings

iOS 2017
Worldwide Downloads

iOS 2017
Worldwide Revenue

Google Play 2017
Worldwide Downloads

Google Play 2017
Worldwide Revenue

| Rank | Country | Rank Change vs. 2016 | Rank | Country | Rank Change vs. 2016 | Rank | Country | Rank Change vs. 2016 | Rank | Country | Rank Change vs. 2016 |
|------|----------------|----------------------|------|----------------|----------------------|------|---------------|----------------------|------|----------------|----------------------|
| 1 | China | - | 1 | China | - | 1 | India | - | 1 | Japan | - |
| 2 | United States | - | 2 | United States | - | 2 | Brazil | ▲ 1 | 2 | United States | - |
| 3 | Japan | - | 3 | Japan | - | 3 | United States | ▼ -1 | 3 | South Korea | - |
| 4 | United Kingdom | - | 4 | United Kingdom | - | 4 | Indonesia | - | 4 | Germany | - |
| 5 | Russia | - | 5 | South Korea | ▲ 3 | 5 | Russia | - | 5 | Taiwan | - |
| 6 | France | - | 6 | Taiwan | ▲ 1 | 6 | Mexico | - | 6 | United Kingdom | - |
| 7 | Germany | - | 7 | Australia | ▼ -2 | 7 | Turkey | - | 7 | France | - |
| 8 | Canada | - | 8 | Canada | ▼ -2 | 8 | Vietnam | ▲ 2 | 8 | Australia | - |
| 9 | Brazil | - | 9 | Germany | - | 9 | South Korea | ▼ -1 | 9 | Canada | ▲ 1 |
| 10 | South Korea | ▲ 1 | 10 | France | - | 10 | Thailand | ▼ -1 | 10 | Russia | ▲ 1 |

Top Category Rankings

| iOS 2017 Worldwide Downloads | | | iOS 2017 Worldwide Revenue | | | Google Play 2017 Worldwide Downloads | | | Google Play 2017 Worldwide Revenue | | |
|---------------------------------|-------------------|-------------------------|-------------------------------|--------------------|-------------------------|---|-----------------|-------------------------|---------------------------------------|------------------|-------------------------|
| Rank | Category | Rank Change vs. 2016 | Rank | Category | Rank Change vs. 2016 | Rank | Category | Rank Change vs. 2016 | Rank | Category | Rank Change vs. 2016 |
| 1 | Games | - | 1 | Games | - | 1 | Games | - | 1 | Games | - |
| 2 | Entertainment | ▲ 1 | 2 | Entertainment | ▲ 1 | 2 | Tools | - | 2 | Social | ▲ 1 |
| 3 | Photo and Video | ▼ -1 | 3 | Social Networking | ▼ -1 | 3 | Entertainment | ▲ 2 | 3 | Entertainment | ▲ 1 |
| 4 | Utilities | ▲ 1 | 4 | Music | - | 4 | Communication | ▼ -1 | 4 | Communication | ▼ -2 |
| 5 | Social Networking | ▼ -1 | 5 | Lifestyle | ▲ 1 | 5 | Photography | ▼ -1 | 5 | Lifestyle | ▲ 1 |
| 6 | Shopping | ▲ 2 | 6 | Books | ▲ 1 | 6 | Social | - | 6 | Productivity | ▲ 6 |
| 7 | Finance | ▲ 4 | 7 | Photo and Video | ▲ 3 | 7 | Productivity | - | 7 | Music & Audio | ▼ -2 |
| 8 | Lifestyle | ▼ -1 | 8 | Health and Fitness | ▲ 1 | 8 | Music & Audio | - | 8 | Education | ▼ -1 |
| 9 | Travel | ▲ 3 | 9 | Education | ▼ -4 | 9 | Shopping | ▲ 1 | 9 | Health & Fitness | - |
| 10 | Education | - | 10 | Productivity | ▼ -2 | 10 | Personalization | ▼ -1 | 10 | Dating | ▲ 10 |

About App Annie

App Annie delivers the most trusted app market data and insights for your business to succeed in the global app economy. Over 1 million registered users rely on App Annie to better understand the app market, their businesses and the opportunities around them. The company is headquartered in San Francisco with 450 employees across 15 global offices. App Annie has received \$157 million in financing, including from investors such as Sequoia Capital, Institutional Venture Partners, IDG Capital Partners, e.ventures, Greenspring Associates, and Greycroft Partners.

For more information, please visit appannie.com, check out our [Insights Blog](#) and follow us on Twitter ([@AppAnnie](https://twitter.com/AppAnnie)). To find out more about our products, visit our Market Intelligence and Connect product pages. For the most current monthly rankings of apps and publishers, check out the [App Annie Index Report](#) methodology and updates are available [here](#).

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Thank You