

App Annie

2015

R E T R O S P E C T I V E

App Annie 2015 Retrospective

RESEARCH & ANALYSIS

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ABOUT APP ANNIE

EXECUTIVE SUMMARY

The combination of mobile devices, faster networks and apps has created a world with a rich array of ways in which these technologies serve us. From communication and sharing to productivity and utilities to entertainment and commerce, apps are where we increasingly live and manage our lives. In 2015, there were a number of developments across the app ecosystem that demonstrated how apps have become central to what we do and how we do it.

In App Annie's 2015 Retrospective, we showcase the most relevant and impactful developments that we believe define and redefine what the app market is. Not surprisingly, the platform developments — namely Google Play's expanded download lead and Apple's iOS gains in revenue share — are

at the center of this ecosystem and set the stage for the competitive dynamics we will see in the year ahead. From iOS's amazing success in China to Google Play's driving force across so many emerging markets, we see how these two platforms are shaping categories, monetization and new device platforms.

This past year proved to be an exciting year for app monetization. In fact, in-app purchases (IAPs) as a share of app store revenue continued to grow in 2015 as subscription revenue made incredible gains, thanks to strong demand for video, music and dating apps.

But the monetization story is even richer than the gains in subscriptions, as we witnessed mobile-first ridesharing and commerce apps have breakout years across the globe.

Games continue to drive huge volumes of downloads and store revenue, yet we are seeing new trends emerge as indie developers challenge top publishers. Furthermore, there is a maturity that has developed in the mobile games market that is accelerating how quickly games reach the end of their lifecycle — making it even more important for publishers to find success for new games faster than ever.

Finally, we cannot talk about apps and 2015 without talking about the next frontier for apps: namely TV and wearables. This past year we saw the expansion of iOS into wholly new device categories — watches and TV accessories — and the extension of iOS with the iPad Pro. With the debut of the Apple Watch and the watchOS, wearables were further legitimized as a key form factor for the platform players. And

we believe watches are just the beginning. By September, Apple's Tim Cook proclaimed, "We believe the future of TV is apps." This long-standing money-making screen holds huge opportunity for app sales and advertising in 2016 and beyond.

As we look out into 2016, we expect more exciting developments to unfold across the app ecosystem — in fact, you can check out our [2016 Predictions](#). But make no mistake about it: As apps eat the world, they will continue to meaningfully transform how we work and play and how companies engage and monetize customers.



App Platform and Market Developments

Platform Trends Continue: Google Play Downloads 2x iOS While iOS Widens Revenue Lead

Google Play saw a huge increase in downloads driven by first-time device owners in emerging markets. This growth opens up avenues for publishers to create new markets by targeting unmet needs of users in a given region. Meanwhile, app revenue increased notably year over year as iOS cemented its position as app store revenue king. Of particular note, growth in iOS revenue helped drive monetization for new sectors of the app economy, proving to an increasing number of businesses that mobile and apps are a viable and vital route for profitable growth.

In last year's Retrospective, we noted a 60% download lead of Google Play over iOS. This widened to nearly 100% in 2015. This massive disparity could mark the beginning of major changes in mobile marketing, including substantial increases of Android's share of mobile ad spend.

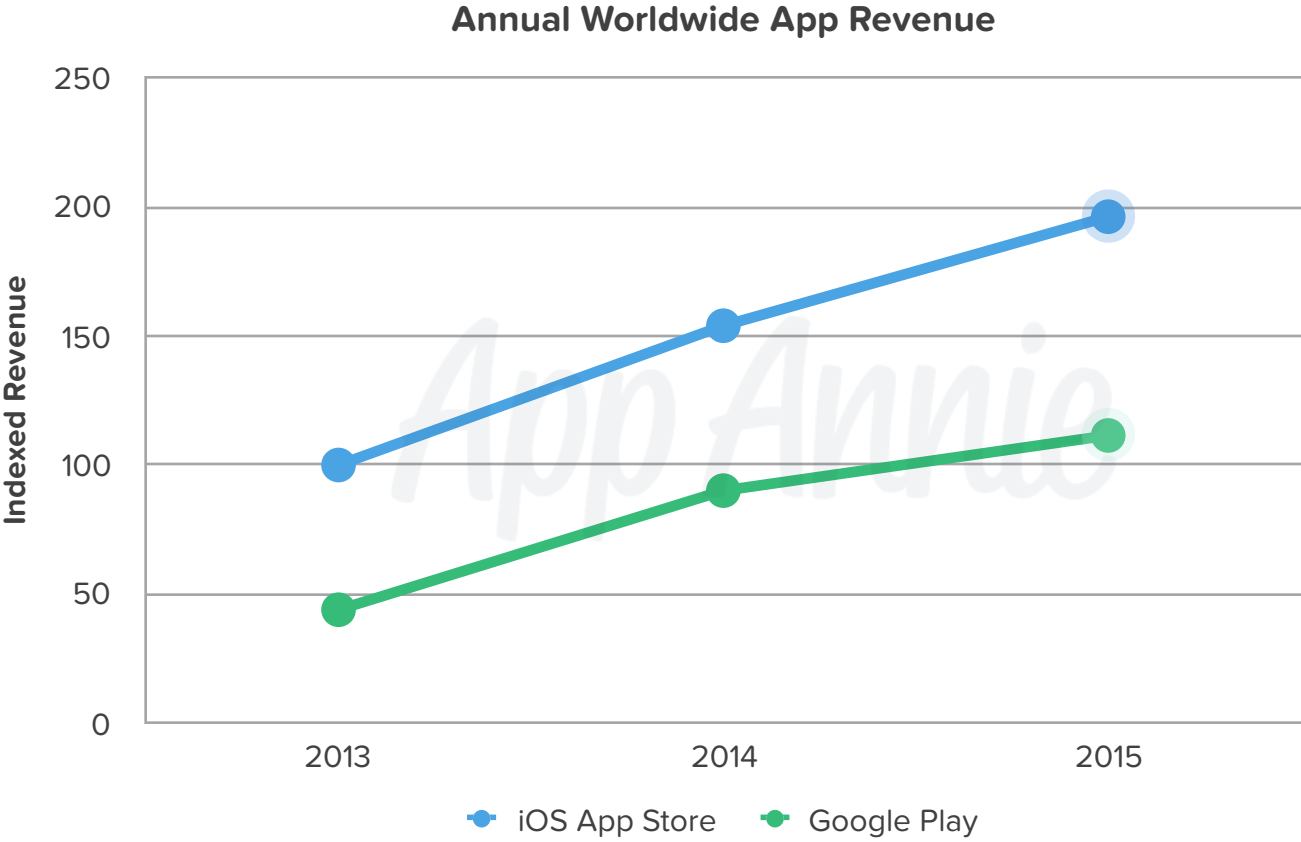
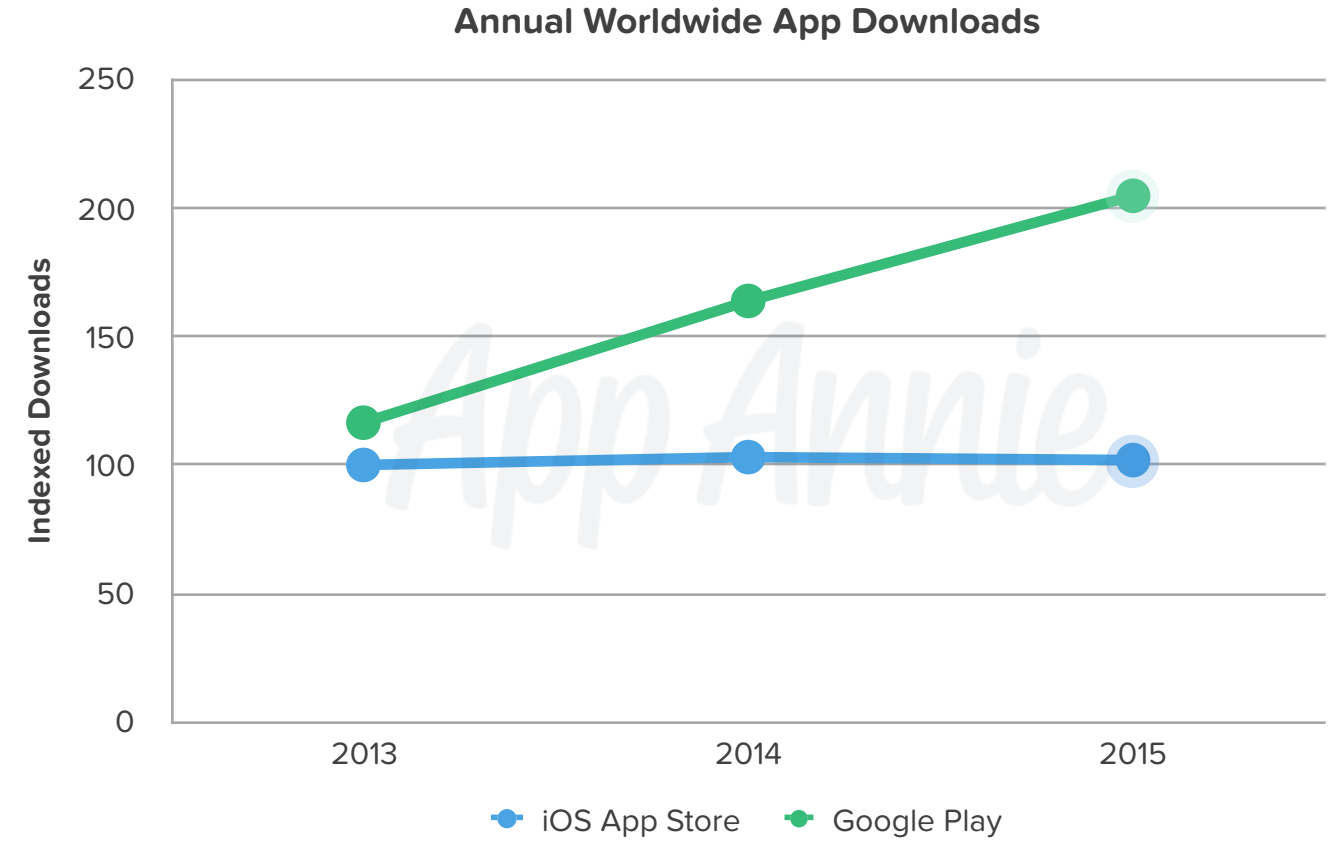
Google Play's significant increase in worldwide downloads came largely from emerging markets (a fact that we noted in our [Q1 2015](#) and [Q3 2015](#) Market Index reports); the top five contributors were Brazil, India, Indonesia, Turkey and Mexico. Together, these countries accounted for nearly half of Google Play's year-on-year download growth.

Both stores made considerable gains in revenue, although iOS continued to outpace Google Play.

iOS enjoyed strong growth driven by China, the US and Japan, which contributed nearly 90% of the iOS App Store's year-on-year revenue growth. China saw especially impressive growth in App Store revenue, a fact that Apple called out in its Q4 earnings call. The relative contributions of games and apps did not deviate from their 2014 levels; games continued to contribute 90% of revenue on Google Play and 75% on the iOS App Store.

There is still significant room for growth in the mobile app economy. Device penetration remains relatively low in a number of emerging markets, and future increases are likely to bolster download growth. Store revenue will continue to grow as audiences broaden and monetization options such as in-app subscriptions gain further traction in the coming year.

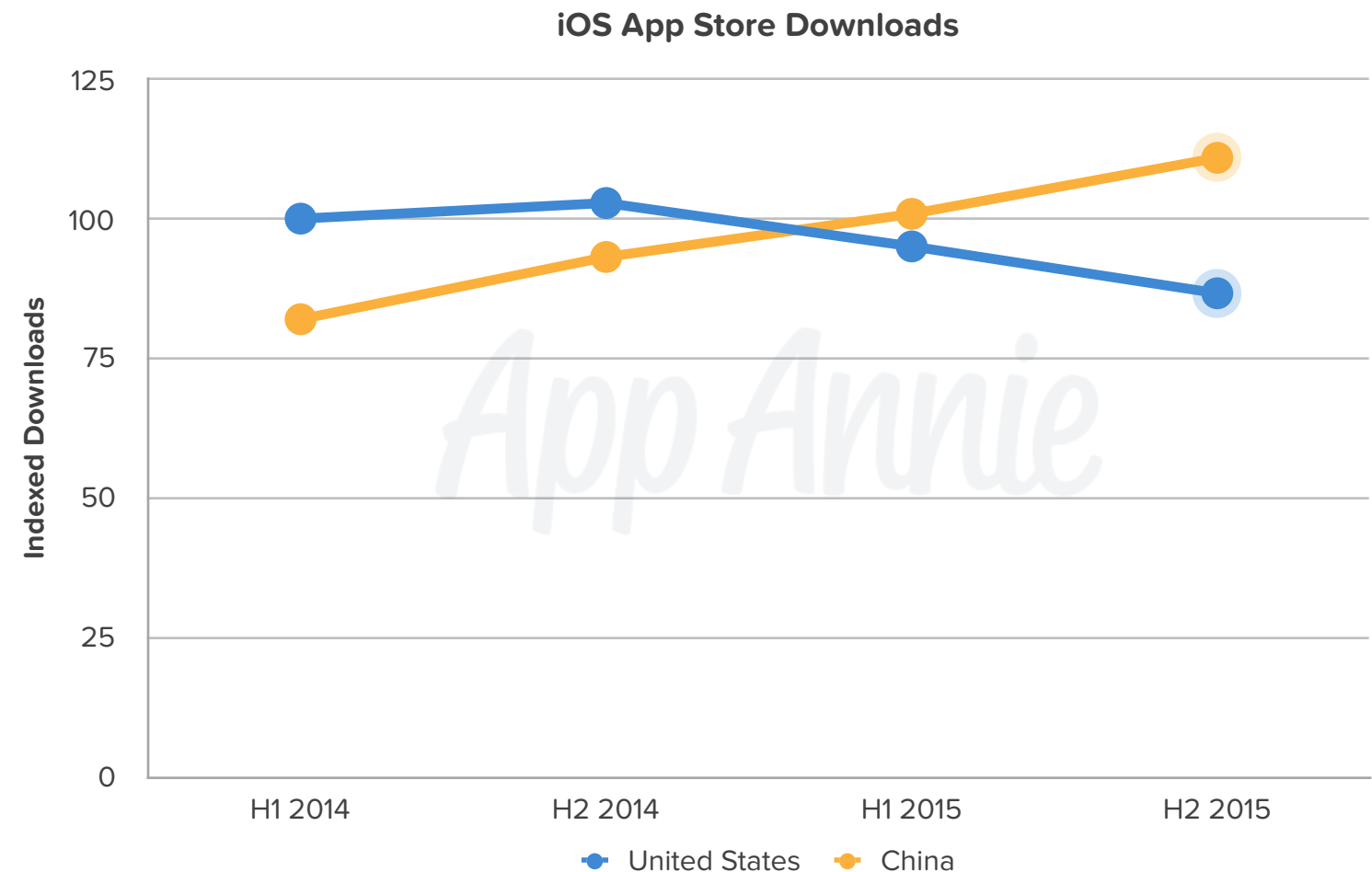
Google Play’s strong download growth was fueled by emerging markets, namely Brazil, India, Indonesia, Turkey and Mexico. Apple’s iOS App Store revenue saw robust growth, driven primarily from China, the US and Japan.



iOS in China: China Passes US in Downloads, While China Revenue Doubles From 2014

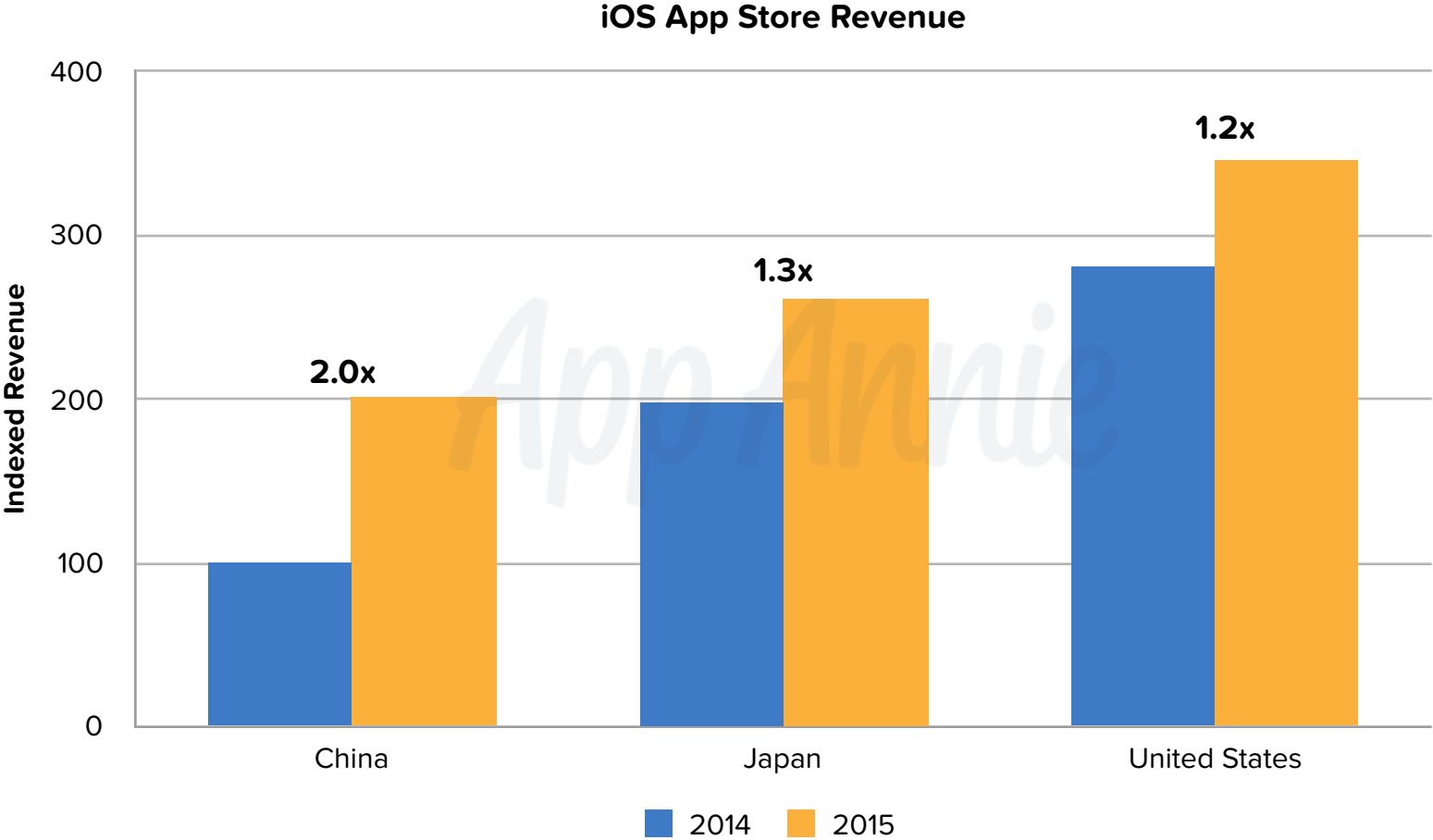
China was the clear standout for iOS growth in 2015. Back in 2014, it was the second-largest market for iOS downloads, and one year later it claimed the top spot, while also seeing iOS revenue soar.

China overtook the US for iOS downloads in Q1 2015 and continued to experience brisk growth throughout the year. From Q4 2014 to Q4 2015, iOS downloads in China grew by 20%. This download growth is largely due to strong adoption of iOS devices — namely the iPhone 6 and 6 Plus — by Chinese consumers. Phablets have long been popular in China and Apple's move to larger screens unlocked latent demand for iPhones. As mentioned in our [2015 report on China's growth](#), the install base for iPhone and iPad in China grew roughly three times as fast as in the US during 2014. This growth continued through 2015 as Apple [reported](#) year-over-year revenue growth of nearly 85% in Greater China during the fiscal year, coming mostly from iPhone sales.



As we have noted before, download growth often paves the way for revenue growth, and this is exactly what is happening in China. The country’s iOS App Store spend exploded in 2015, as revenue doubled year over year. Games, which tend to be a leading indicator for other app store categories, had an especially successful year in China, doubling revenue from 2014 and accounting for almost 95% of total iOS revenue in China for 2015. Currently, China ranks third in iOS revenue behind the US and Japan; however, rapid growth is putting it within striking distance. In any case, the growth of iOS in China should be a boon for developers who address local needs and preferences.

China has the potential to surpass Japan in iOS revenue within the next year.



Google Play Passes iOS in US Downloads

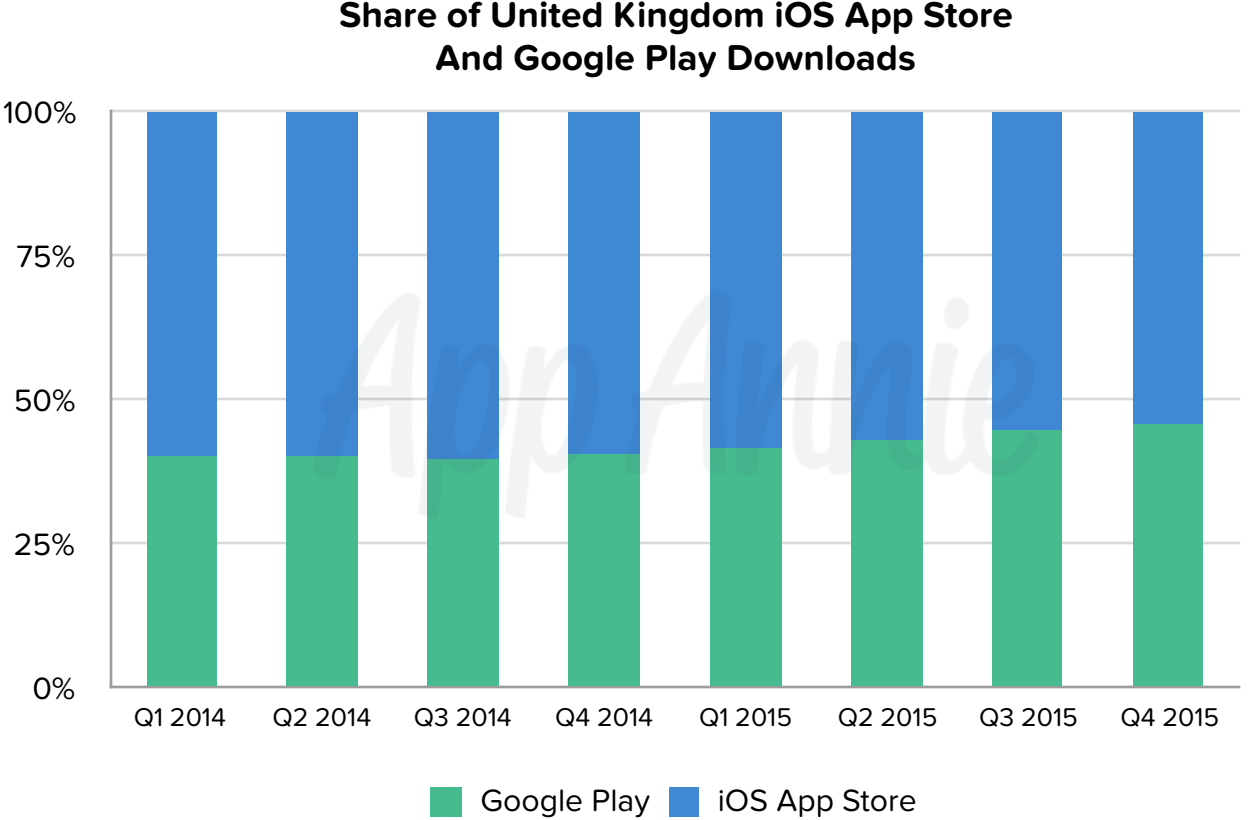
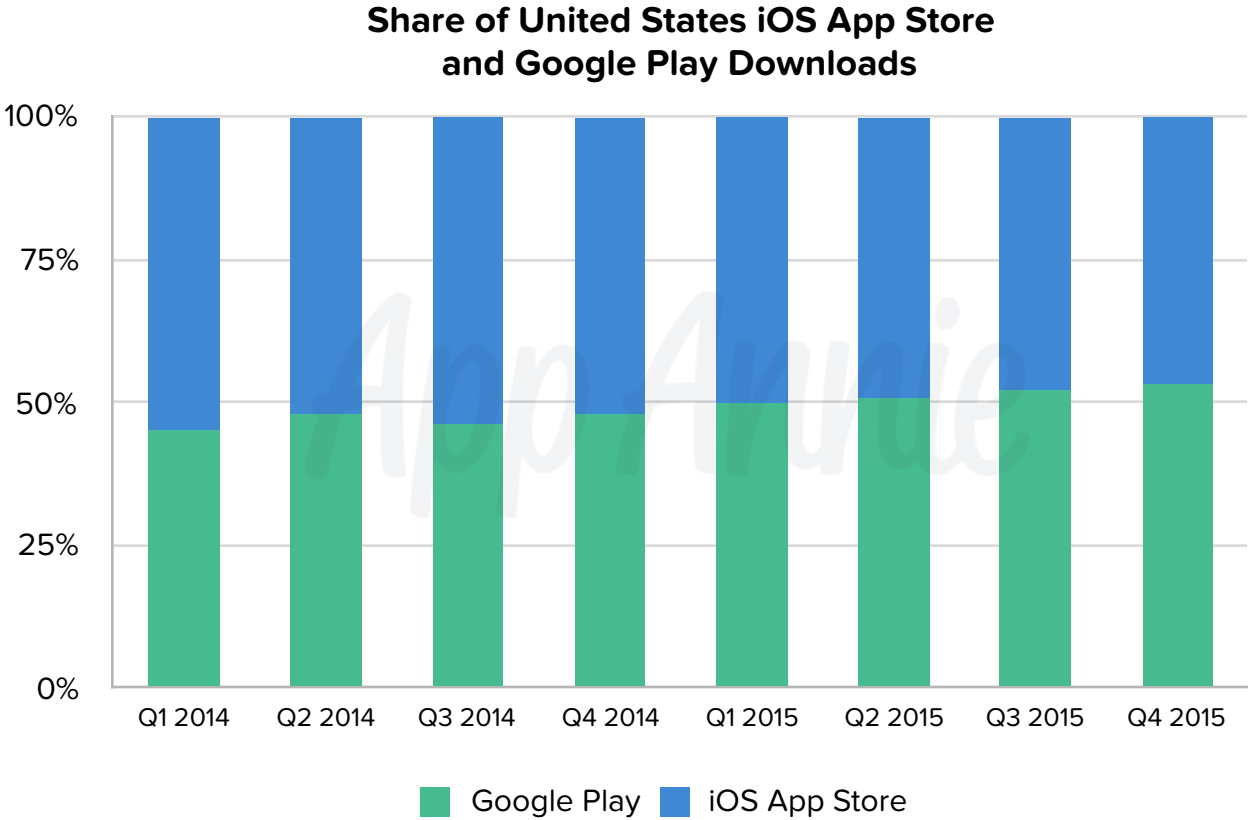
The US's standing in the mobile app economy cannot be understated. It is home to Apple and Google and is [one of the largest smartphone markets](#). Additionally, it is the only country to rank in the top 3 for downloads and revenue on both the iOS App Store and Google Play. (Germany is the only other country to make it into the top 10 in all cases.) Therefore, any significant shifts in the US ripple throughout the entire app market. One such shift occurred in 2015, as annual downloads on Google Play surpassed those on the iOS App Store for the first time.

In the US, Google Play's share of combined iOS and Google Play downloads grew from about 45% in 2014 to 55% in 2015. Game downloads drove a significant portion of this shift with Google Play game downloads

at 1.5x iOS game downloads in 2015, up from nearly equivalent values the year before.

While Google Play has been strong in emerging markets as highlighted earlier, the growth of Google Play's share of combined iOS and Google Play downloads in mature markets is not an isolated trend. The UK, another iOS dominant market, has seen Google Play's share increase from 40% to 45% year over year. Generally, games tend to be a leading indicator of overall download performance and the UK has already shown signs of an impending shift, with Google Play game downloads narrowly overtaking those on iOS in 2015.

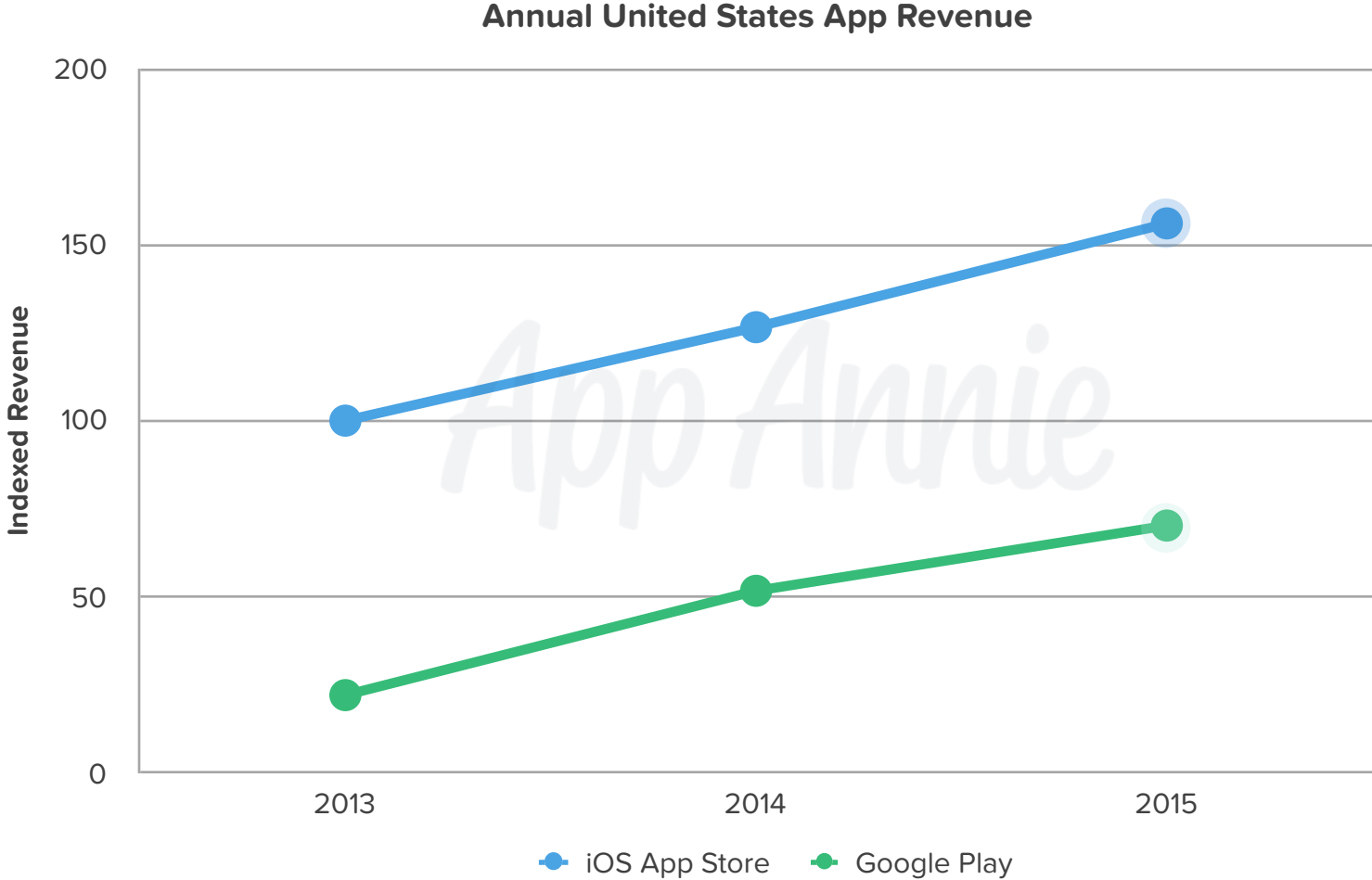




Google Play took the lead in the US in the first quarter of the year, eventually reaching a 55% share of combined iOS App Store and Google Play downloads.

However, on the revenue side, the pattern mirrors a trend seen globally, with iOS holding a commanding lead. While Android is making inroads on Apple's US market share, its revenue lags. Google must continue to evolve its strategy to help drive more revenue for its developers; that said, Android market share needs to grow at the high end of the smartphone market to meaningfully drive more revenue share.

Although there is still room for new smartphone subscribers in the US market, it is saturated — especially among the demographics whose members are likely to convert to paid users. Given this, competition among Apple and Google (and Microsoft and Android OEMs) for existing users will intensify across all fronts. From smartphones and tablets to watches and TV accessories to AR and VR and device categories yet to be released, one thing we can definitely count on is that the US will remain a massive and growing opportunity for app developers.

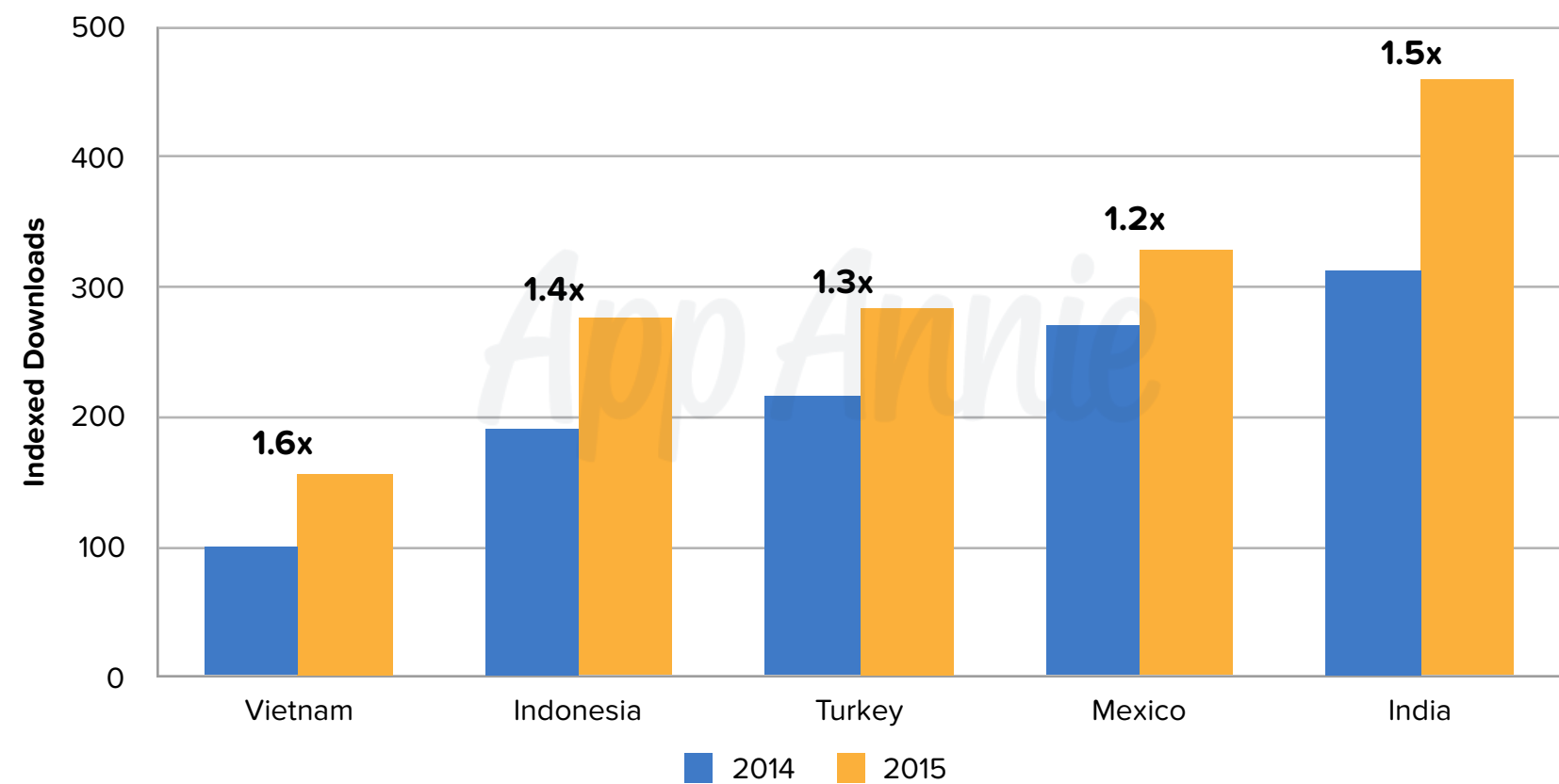


Emerging Markets Continue to Climb

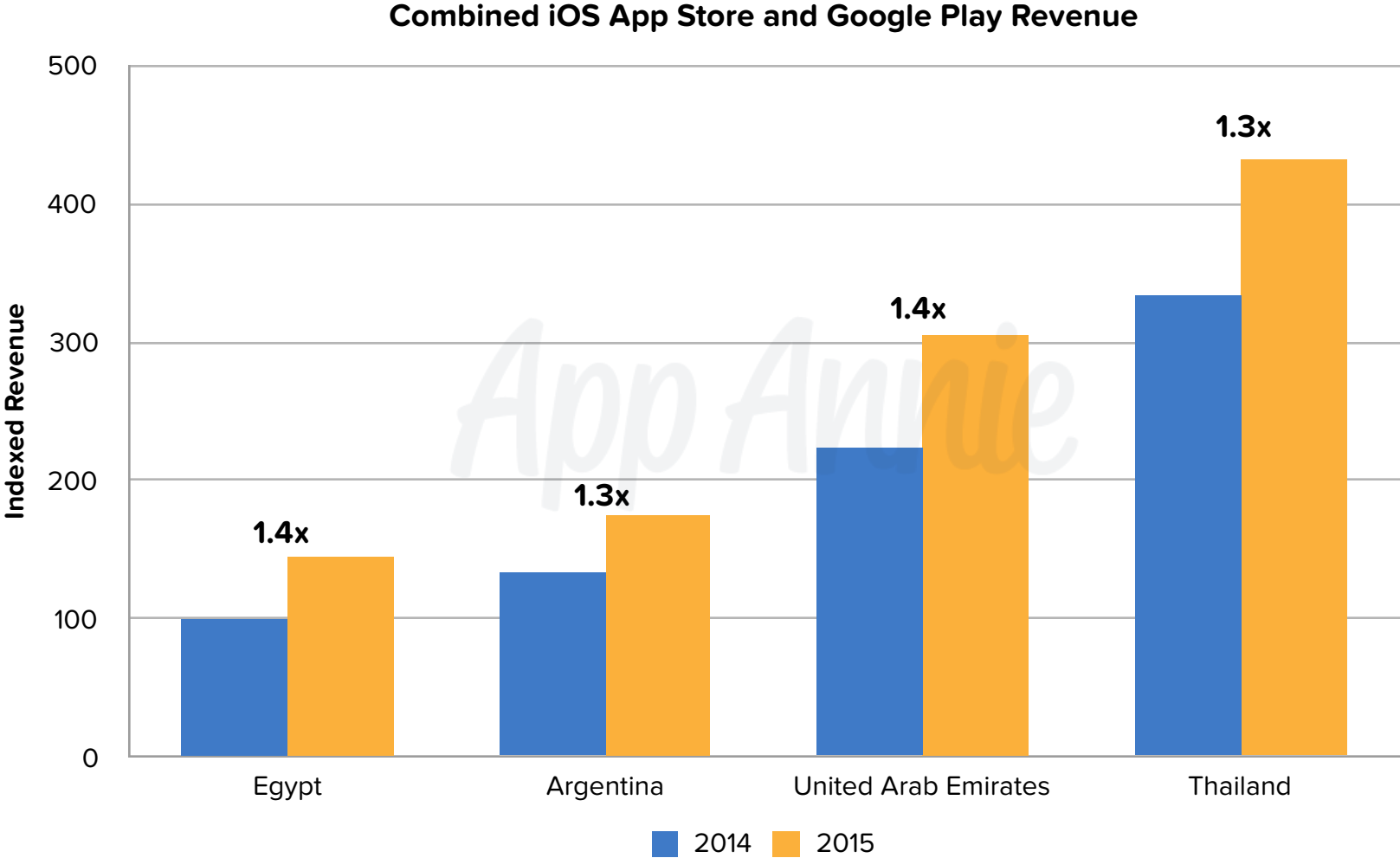
2015 saw several emerging markets rocket up Google Play’s download charts. This has significantly changed the structure of the market and, consequently, the efficacy of existing revenue models. What works in the US may not necessarily work in India, which opens up the possibility of localized market leadership or region-specific revenue models.

In [last year’s Retrospective](#), we predicted strong 2015 performances from four emerging markets: Indonesia, Mexico, Turkey and Vietnam. Thanks to Google Play’s outstanding performance, this prediction was borne out, especially in the case of Vietnam and Indonesia, which each achieved download growth of roughly 50%. This growth was equally driven by games and applications in Vietnam, whereas in Indonesia applications contributed to the majority of growth. 2015 also highlighted [strong annual device and app growth in India](#), foreshadowing the enormous growth potential for apps as smartphone sales soar.

Combined iOS App Store and Google Play Downloads



Other emerging markets such as Thailand and the United Arab Emirates constituted some of the year's leaders in revenue growth. Naturally, not all emerging markets had as strong a year. As we noted in our 2015 report, [Monetizing the Next 2 Billion](#), innovative monetization models will be required to convert the ever-increasing numbers of users in emerging markets to paying users. Lower purchasing power, limited access to credit cards, and slower mobile networks limit the viability of the freemium model in these regions, so the ideal method of monetization would likely need to focus on the volume of engagement. Additionally, applications that target unmet needs of local consumers have the potential to make emerging markets' app economies noticeably different from those in the world's leading markets.





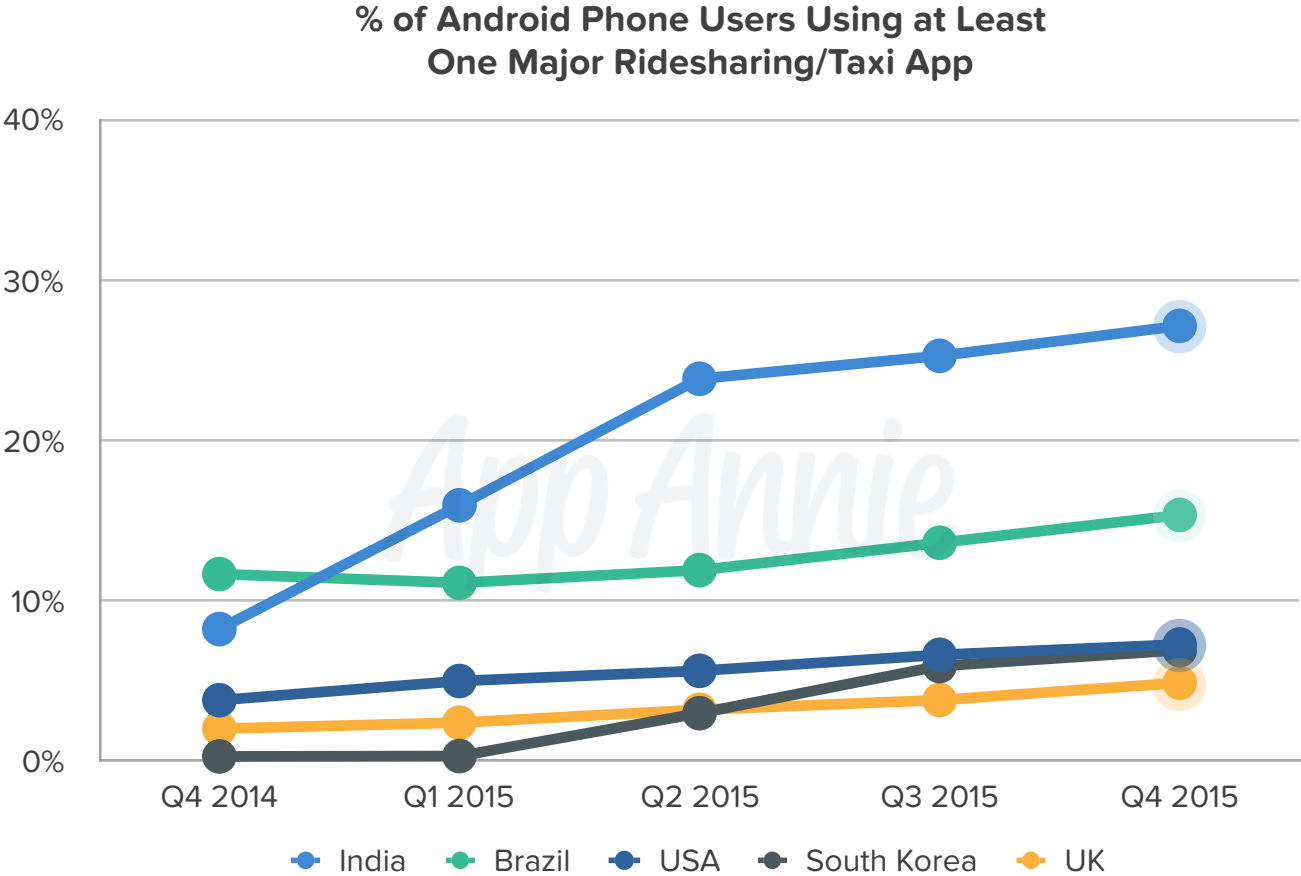
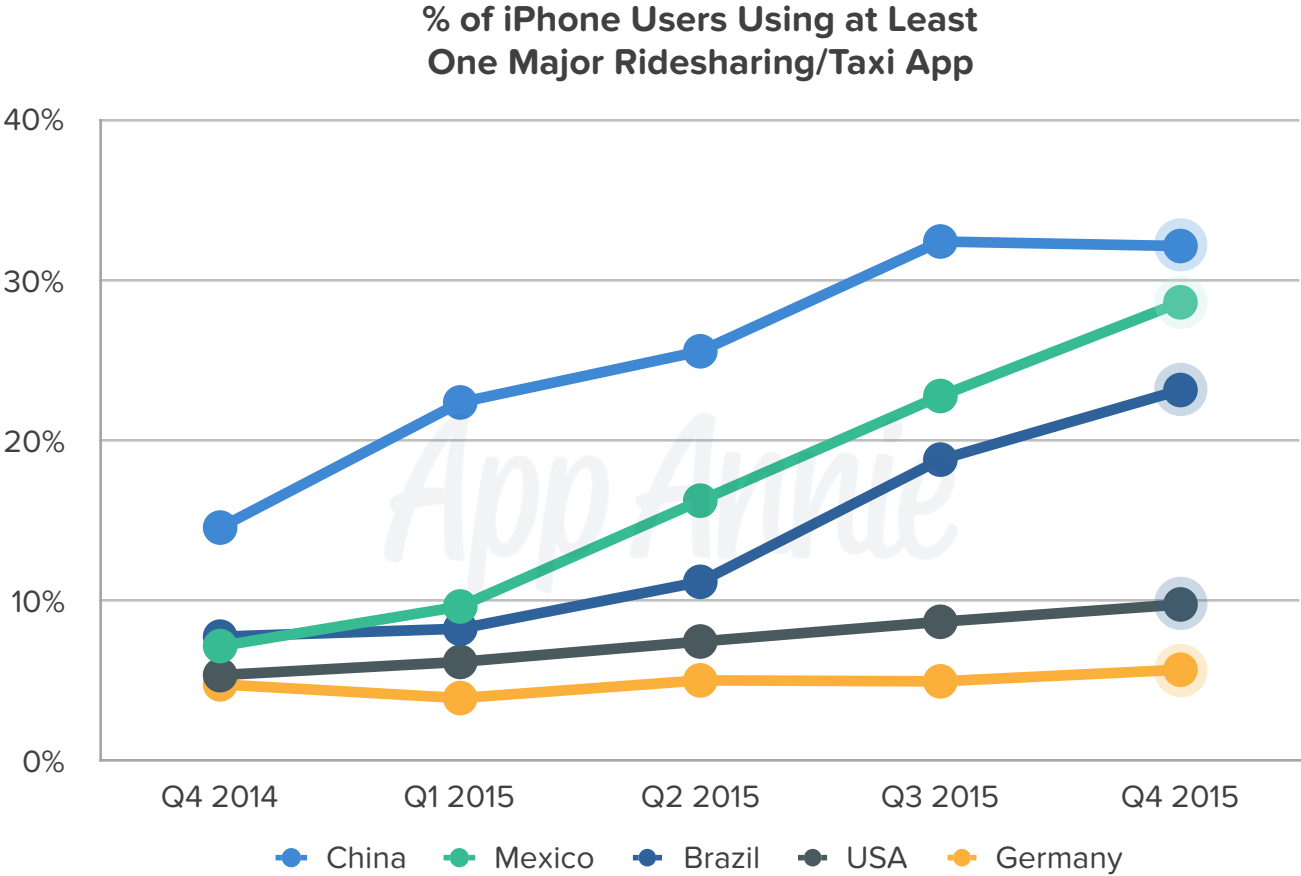
Expanding App Monetization and Market Sectors

Ridesharing and Taxi Apps: Usage Explodes Around the World

2015 was a tremendous year for ridesharing and taxi apps, as the valuations of the companies behind [Uber](#), [Lyft](#), [Ola Cabs](#), [GrabTaxi](#) and [Didi Dache](#) continued to climb. The success of these companies is a striking example of the power apps have to change the way we live in a manner unimagined just a few years ago — as the classic ritual of hailing a taxi is becoming increasingly rare for millions of people around the world.

In terms of active users, the ridesharing and taxi space grew phenomenally in 2015. This was especially true in emerging markets, some of which outpaced the world's leading app markets. China, Mexico and Brazil were major standouts on iPhone, while India led the way on Android phone. In all four of these cases, over 20% of smartphone users actively used at least one major taxi or ridesharing app in Q4 2015. Compare this to more developed markets such as the US and South Korea, where the figure was less than 10%.

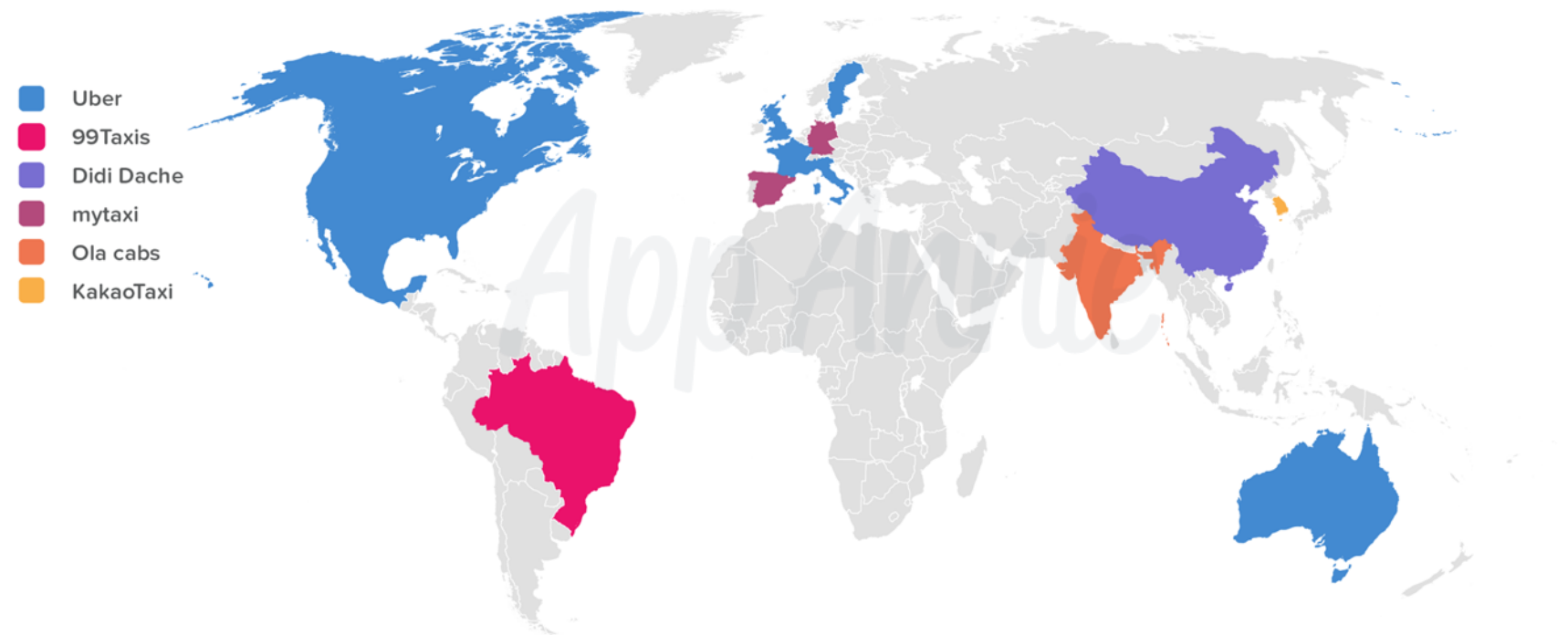
As demand for ridesharing services has grown, we have seen increasing competition and a market that has become fragmented geographically. This market structure was an outcome of the significant investments required to build a critical mass of drivers in each region before expanding to the next. *Uber* appears to be the only global player, as it holds the #1 or #2 spot in many markets. In order to counter *Uber*'s growing ambitions, regional juggernauts *Lyft*, *Ola*, *GrabTaxi* and *Didi Kuaidi* signed an unprecedented “[roaming agreement](#)” in December, which will allow users traveling internationally to use their local app to order a ride (for instance, an American user in India will be able to order a ride from an *Ola* driver using the *Lyft* app). This could mark 2016 as a year for major consolidation in this vertical, as we suggested in our [Top App Predictions of 2016](#) report.



China topped the charts for ridesharing and taxi apps on iPhone, with over 30% of iPhone users using at least one ridesharing or taxi app in the last quarter of 2015.

User growth will undoubtedly continue, but consolidation is expected to increase as competition grows. We expect to see even more innovation in the space over the next few years. Users in India already have an [app to order rickshaws](#), and *Uber* continues to expand into the delivery space (something [we predicted](#) in February). And of course, the prospect of ordering a ride in a self-driving car is starting to sound more realistic every day.

**Top Taxi/Ridesharing App by Active Users,
iPhone and Android Phone, 2015***



* Excludes pre-installed apps. China data is iPhone only.

Dating App Monetization: The Year of Tinder

As consumers spend more and more time on their smartphones, apps are becoming a critical part of their personal lives. Dating apps are the quintessential example as [Tinder](#)'s popularity has made its navigation model (swipe right or left) a key part of the cultural lexicon. Given their popularity, it should be no surprise that revenue for the world's top dating apps exploded in 2015.

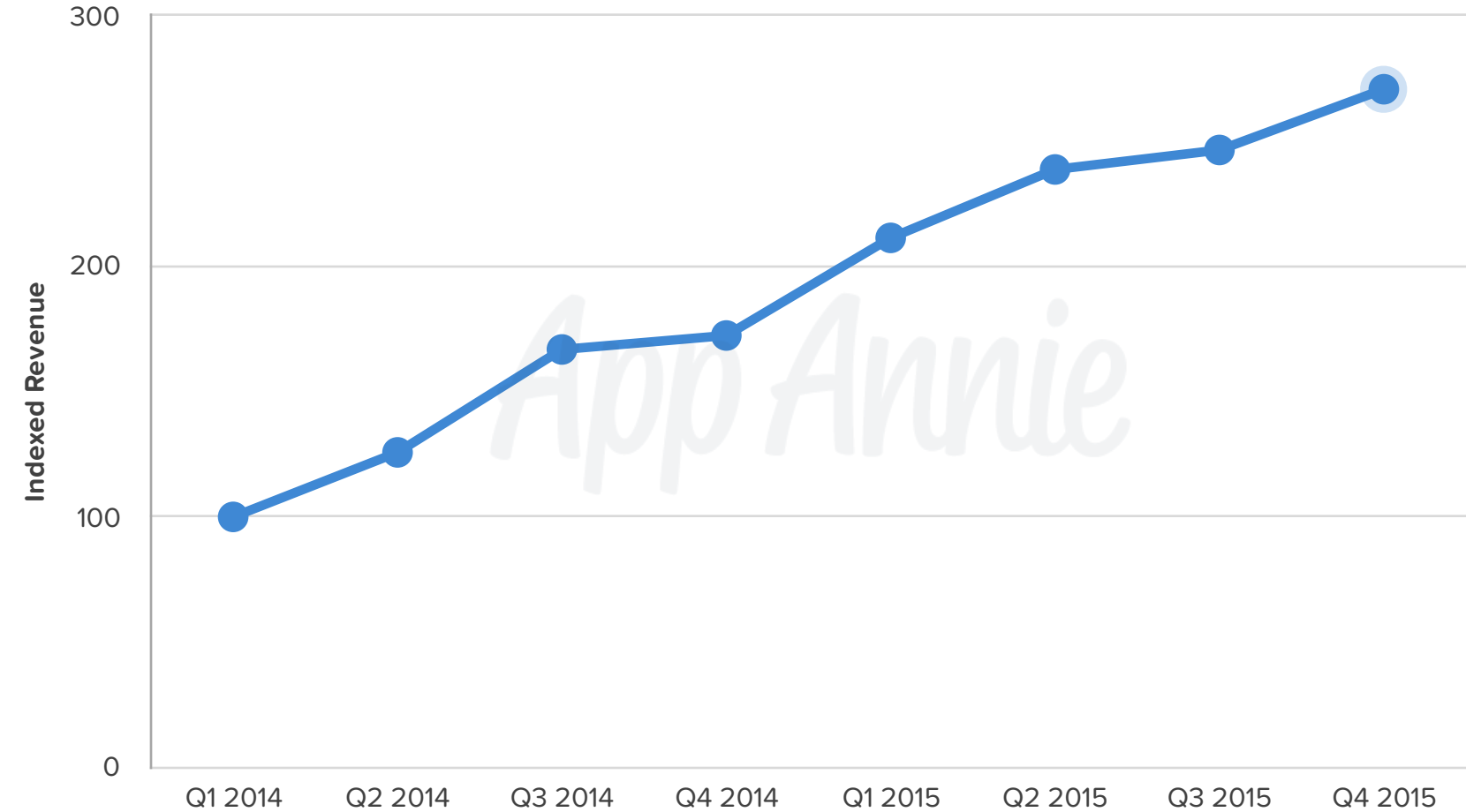
2015 was a banner year for dating apps largely thanks to *Tinder*. While the app steadily amassed a large user base since its launch in September 2012, it finally made its leap into monetization in 2015. As with the leaders of other major categories such as music and video streaming, *Tinder* found success with Tinder Plus, a monthly subscription option which improves upon the free experience. Its successful transition to a

freemium model should serve as an example for other popular free apps looking to monetize.

Dating apps are yet another example of the increasing popularity of subscription as a monetization opportunity. As consumers and developers continue to embrace this revenue model, we expect it to become an even more significant contributor to global app market growth.



Top 10 Dating Apps, United States
Combined iOS App Store and Google Play Revenue



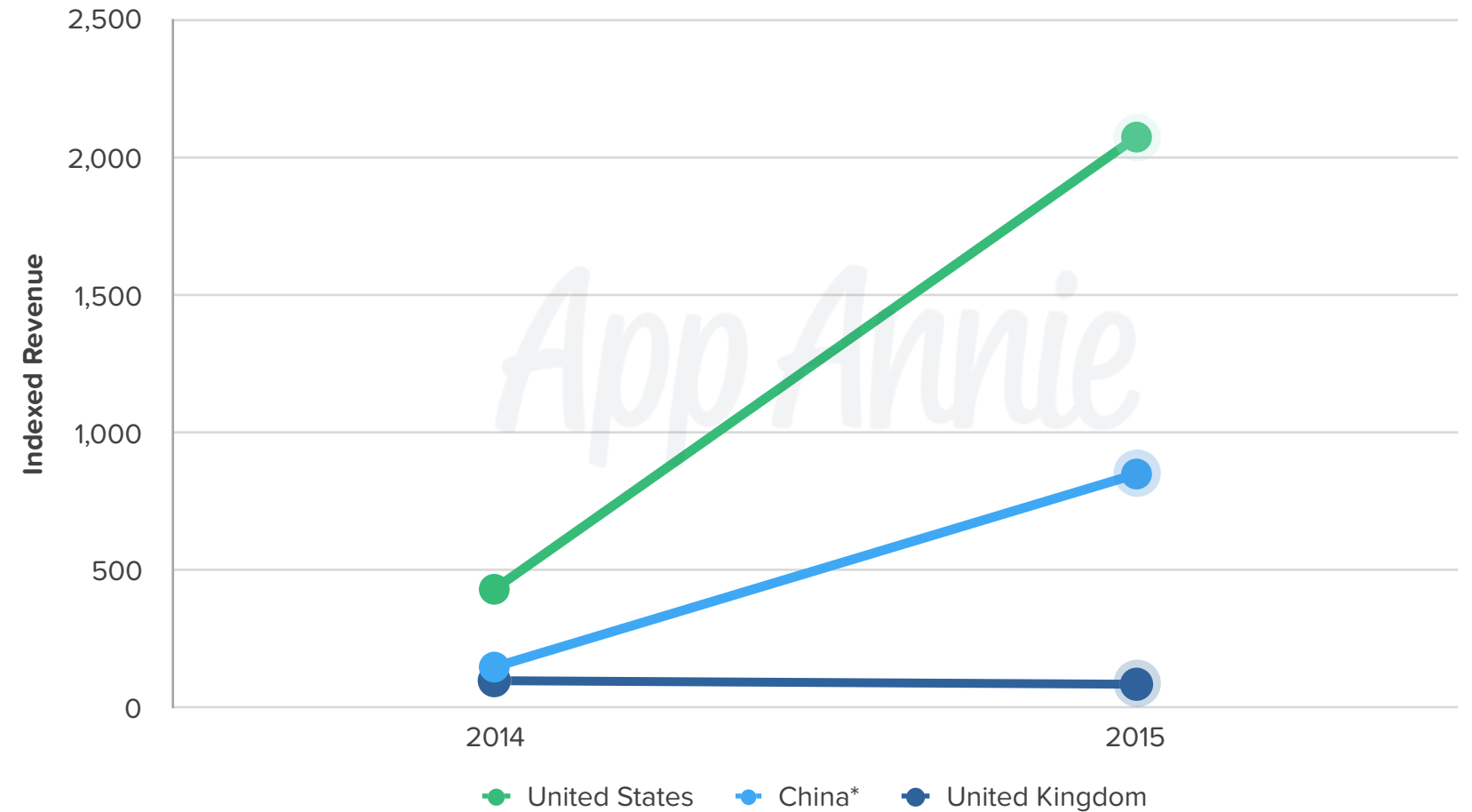
The success of dating apps hasn't been limited to the US. [Pairs](#) (a dating app) and [Couples](#) (an app that helps couples capture moments, share a calendar and message their partner), published by Eureka, have enjoyed strong MAU growth in Japan and Taiwan throughout 2015. The apps' success led to Eureka's acquisition by [Tinder's](#) parent company, [IAC](#).

Video Streaming: Battle Lines Are Drawn

2015 was a pivotal year for video streaming on mobile devices thanks to the combination of improving hardware, expanding services and cheaper data plans. In response to this trend, developers have launched new subscription services and opened up the option of in-app subscriptions leading to explosive revenue growth.

In last year's Retrospective, we predicted an increase in cord-cutting from traditional pay-TV providers as consumer demand for streaming video via the Internet and apps soared. In the US, this came to fruition in a huge way with the launch of [HBO NOW](#), which shot to the top of the worldwide iOS revenue chart following its April launch. This trend continued throughout the year with *HBO NOW* launching on Google Play and rival [SHOWTIME](#) releasing on both platforms. Additionally, [Netflix](#) introduced in-app subscription purchases in late September, while [YouTube](#) launched its YouTube Red subscription service in October. These events accelerated the cord-cutting and cord-shaving trend in the US.

Top 10 Video Streaming Apps by Country
Combined iOS App Store and Google Play Revenue



*China data only includes iOS App Store.

Other markets experienced massive growth as well. For example, China's video streaming powerhouses [Youku](#), [iQIYI](#) and [Tencent Video](#) gained significant traction with a broad range of domestic and international content.

As mobile devices — and connected entertainment devices like Apple TV and Chromecast — attract a growing share of time spent on screens, cord cutting, or at least cord shaving, will continue to challenge traditional broadcast TV. During this transition to mobile — and more specifically to apps — subscription models are proving to be a viable revenue model and will continue to drive video streaming revenues in the coming years.

HBO NOW paved the way for strong revenue gains from video streaming subscriptions in 2015. However, competition in 2016 looks fierce as other heavy hitters expand their offerings.

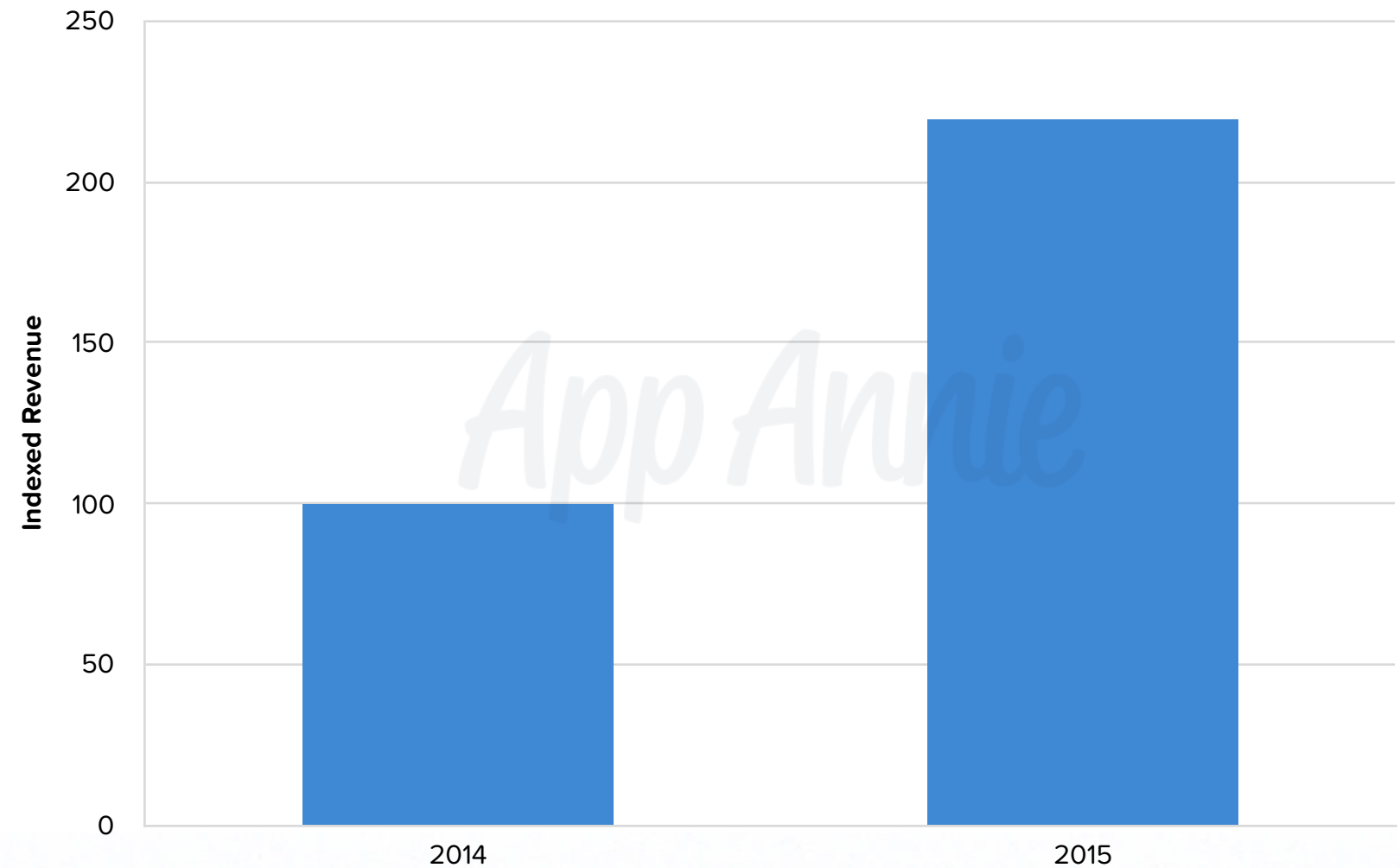


Music Streaming: Revenue Soars for Global and Local Players

Music streaming had an eventful year, with high-profile announcements such as the launch of Apple Music, Jay Z's acquisition of [TIDAL](#) and Google broadening the music capabilities of YouTube. Meanwhile, global leaders such as [Spotify](#) saw big gains, and regional challengers like [LINE MUSIC](#), [Saavn](#) and [QQMusic](#) built strong local positions.

Worldwide revenue for the top 10 music-streaming apps in 2015 was around 2.2x what it was in 2014. As in the case of dating and video-streaming apps, this increase represents a major victory for subscription-based revenue models. Indeed, [sales of digital songs hit record lows in 2015](#) as mobile-centric streaming services became the new normal.

Top 10 Music-Streaming Apps Worldwide
Combined iOS and Google Play Revenue

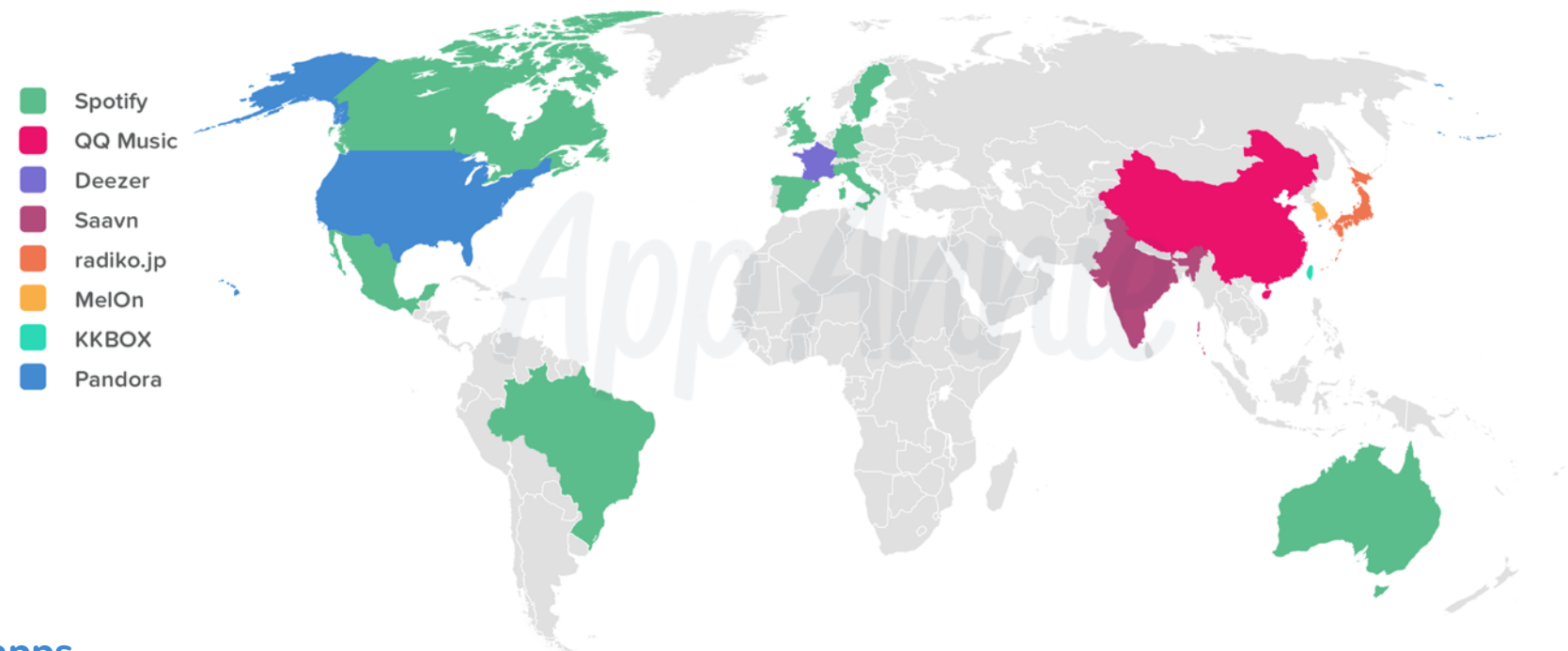


Region-specific licensing rights and consumer preferences have led to a market structure that differs greatly by market. *Spotify* was the clear worldwide leader in revenue and users, and was the market leader in many — but not all — major regions. It was also a key contender in the US but trailed homegrown [Pandora Radio](#). Meanwhile, local players such as *QQ Music* (China), *Deezer* (France) and *MelOn* (South Korea) led their respective markets.

The decline in digital music sales (i.e., paid music downloads) is a trend that will most likely continue in 2016 as more and more users transition to streaming services. In addition, music streaming is likely to receive another boost as underpenetrated markets such as Japan finally reach a tipping point.

Worldwide revenue for the top 10 music-streaming apps more than doubled from 2014 to 2015. For a closer look at the global market see our report on [Mobile Music Streaming: Driving the Next Digital Revolution](#).

Top Music Streaming App by Active Users, iPhone and Android Phone, 2015*



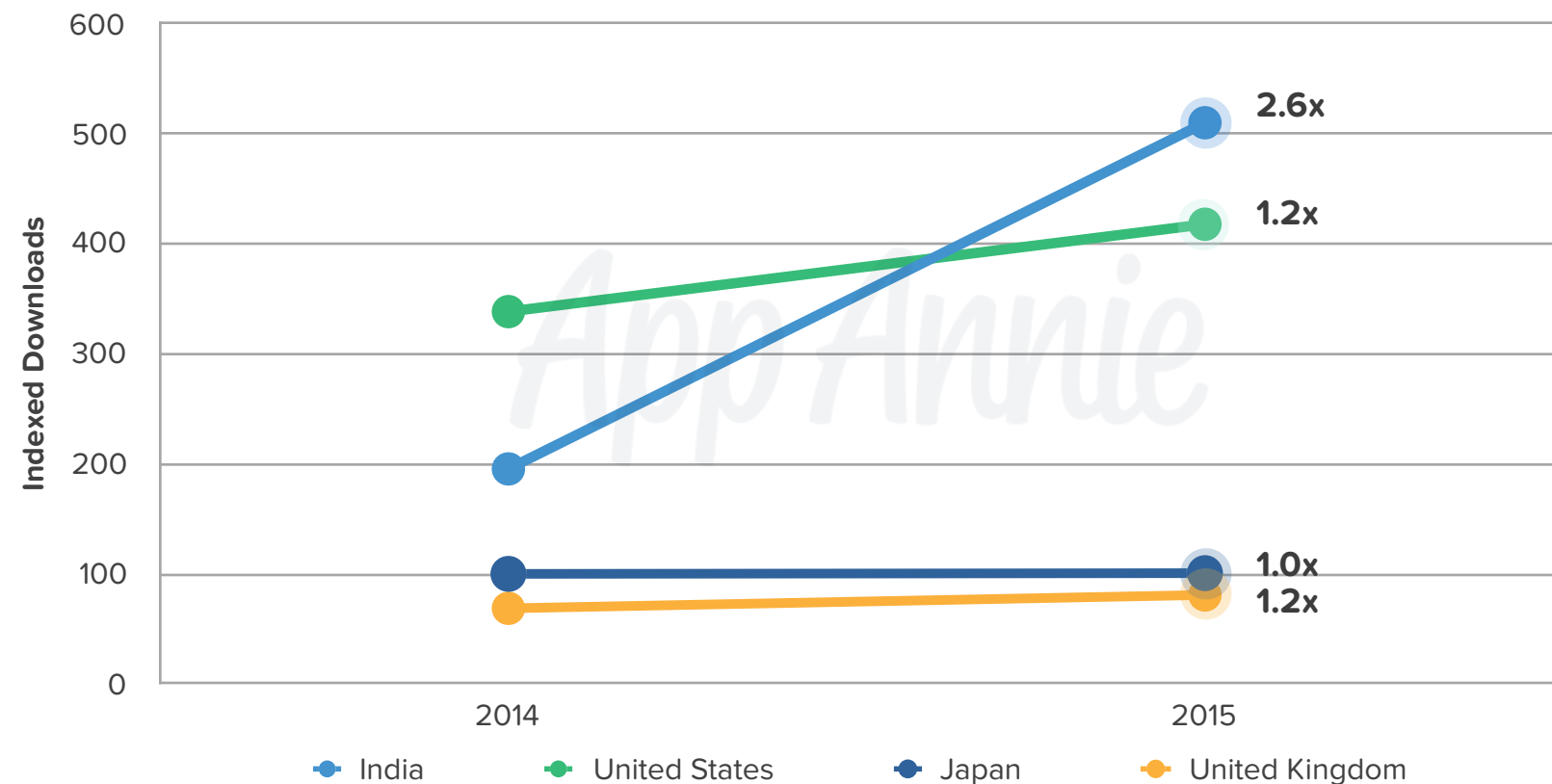
* Excludes pre-installed apps. China data is iPhone only.

M-Commerce: Shoppers Choose the Small Screen

Mobile devices are an increasingly essential tool for shopping, making this a particularly hot space in the app economy. As we discussed in our [2015 Retail Apps report](#), top retail apps from around the globe are pushing the boundaries to enhance users' experiences across all phases of the customer journey, including research, product discovery, price comparisons, purchase and overall engagement. These apps came from companies across a broad spectrum of sales channels and product categories, helping to make 2015 a huge year for m-commerce, with November being an especially strong month.

On 11/11, [Single's Day set records](#) in China with key e-commerce giants, like Alibaba's [Taobao](#) and [Tmall](#), releasing app updates specifically designed for the festival. Later that month, mobile shopping [set Black Friday records](#) in the US. Over the full year, download growth for the top 10 retail apps outpaced overall app growth in the US, UK and Japan.

Top 10 Retail Apps by Country
Combined iOS App Store and Google Play Downloads



Among retail apps, [Amazon](#) topped downloads and monthly active users (MAU) in all three countries. ContextLogic's mobile-first apps [Wish](#) and [Geek](#) both made a major global impact, ranking in the top 10 retail apps by 2015 downloads in both the US and the UK.

As we noted in December, [mobile-first apps were even more prominent in India](#), accounting for 6 of the top 10 spots by combined iOS App Store and Google Play downloads. Furthermore, the download growth for India's top 10 retail apps was significantly higher than those in Japan and the US. These downloads have resulted in major mobile traffic for retailers in India. For instance, 75% of [Flipkart](#)'s traffic [was driven by its mobile apps](#). And [Myntra](#) generated 90% of its traffic from its mobile apps prior to switching to an app-only approach and shutting off its desktop site. Jeff Bezos's contention that India will become a [trillion-dollar market](#) underscores the potential for retail apps in this country.

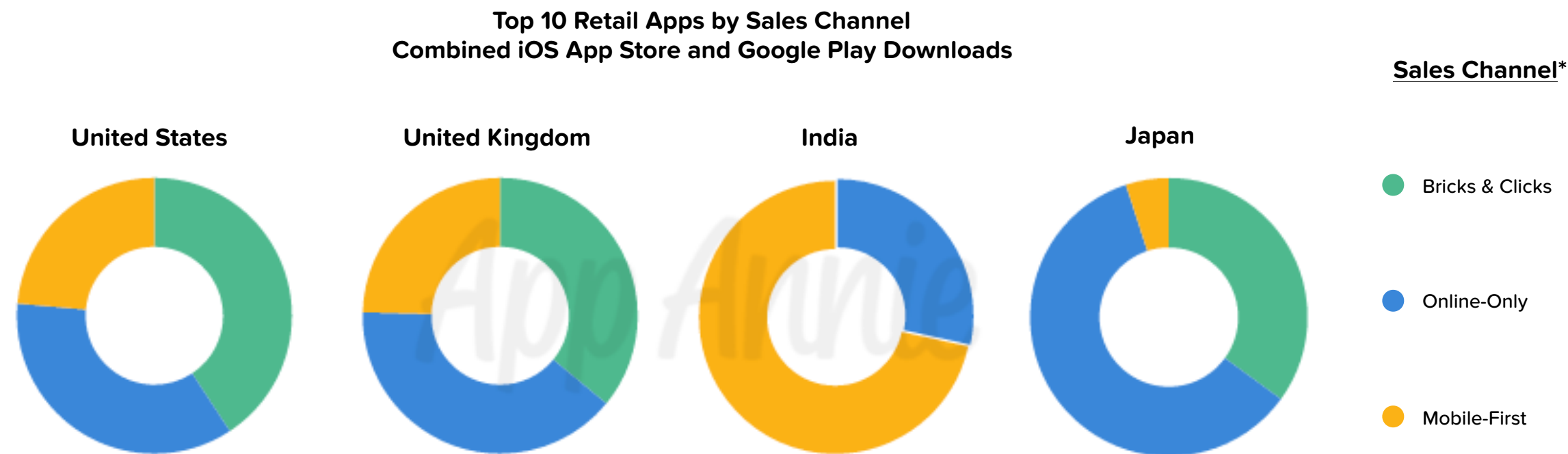
We heard from multiple Western retailers this year that customers that use a retailer's app have higher basket spend than those buying via the web. So while the web can be a

place to onboard a customer, getting them to download and use the app pays dividends. For Bricks & Clicks retailers, their omnichannel advantage of both physical stores and online merchandising allow them to engage with customers, cross-promote products and reinforce their brand across multiple touchpoints in an increasingly successful manner.

Looking ahead, all companies participating in the retail space will need to continue to invest in their mobile app strategy in order to stay competitive and keep up with shoppers' evolving demands. We expect to see continued innovation and activity in this space as retailers seek to drive more transactions, higher spend and increased loyalty through apps.

As identified in our [Retail Report](#), download growth for the top 10 retail apps eclipsed overall app growth in the US, the UK and Japan.

Retail apps is a category where we see highly unique differences from market to market. What is particularly striking is how “mobile-first” India’s retail app market is versus mature markets.



*Companies classified by sales channel as of December 31, 2015.

*Bricks & Clicks retailers sell goods in brick-and-mortar stores and online channels. Online-Only businesses exclusively sell goods through e-commerce and m-commerce. Mobile-First companies are Online-Only businesses that are predominantly focused on m-commerce.



The Evolution of Mobile Gaming

Competition Increases in Games and Maturity Cycles Accelerate

Although the individual apps leading the revenue charts remained relatively steady in 2015, beneath the surface there have been massive shifts in the mobile gaming market. Games are maturing at a faster rate, while mobile gaming revenue has become less concentrated. This presents opportunities for publishers who can effectively navigate this changing landscape, but also presents challenges for those that cannot.

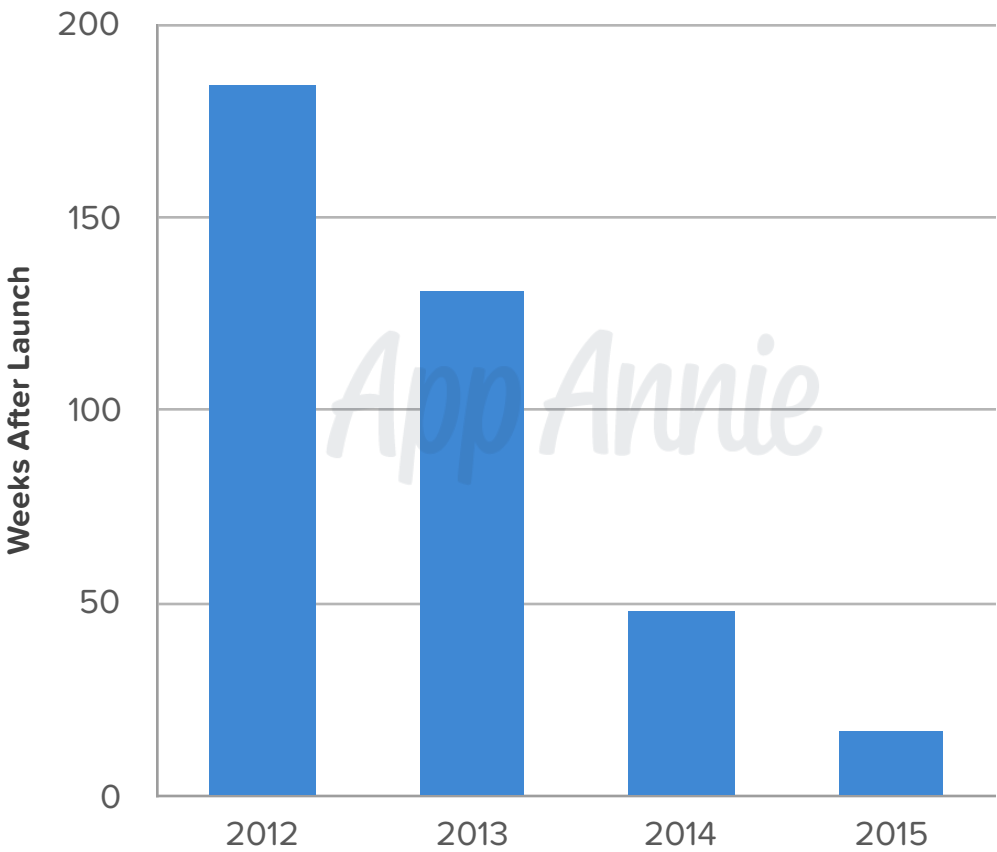
In our [App Adoption Cycle report](#), we analyzed the average estimated time to maturity for new games, which dropped 60% from 2014 to 2015 — from almost 50 weeks to just over 17. Compared to just three years prior, this is a remarkably slim window in which to generate downloads. For games released in 2012, average time to maturity was over 10 times longer than it was for those released in 2015.

This naturally impacts marketing and monetization strategies as publishers seek high visibility and engagement upon release. It also has significant

ramifications for portfolio management, with most publishers requiring more frequent releases to maintain the momentum that may have been sustained by a single title in previous years.

Meanwhile, as game revenue grows, it is also becoming less concentrated among the top publishers. Even as the biggest names in mobile gaming draw attention with multi-million-dollar ad campaigns and high-profile releases, the concentration of revenue in the mobile gaming market has been trending toward less concentration at the top. In our [Rise of the Indies](#) report, we used a common measure of industry concentration, the [Herfindahl-Hirschman Index](#) (HHI), to show that revenue became more evenly dispersed among publishers from Q1 2014 to Q1 2015. The HHI continued to fall throughout 2015, opening up more opportunity for long-tail publishers.

Average Estimated Time to Maturity* by Year of Release
Combined iOS App Store and Google Play
Worldwide Downloads

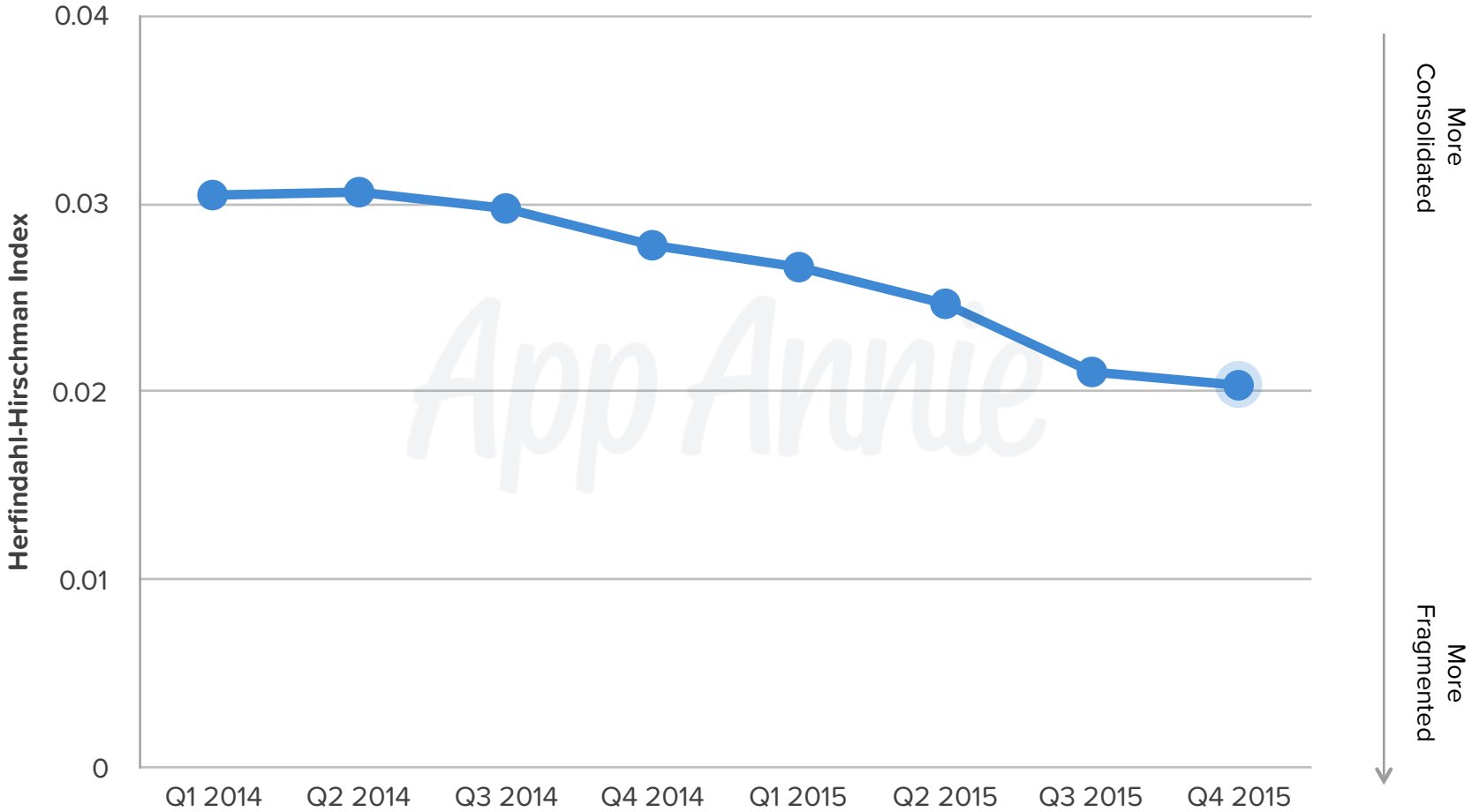


*Defined as the point at which a game reaches 90% of estimated market potential (based on cumulative downloads).

Taken together, these trends paint an interesting picture of the mobile gaming market. On the one hand, smaller publishers have taken up a greater slice of the market. On the other, the prospect of long-term success with just one or two games continued to become less realistic for most publishers. With a timeframe of roughly four months after launch until downloads start to dry up, fast development cycles and continued innovation are necessary to see success in an increasingly less concentrated and higher tempoed space. Increased marketing spend, press and public interest are likely to drive shorter maturity cycles still, while rising competition is likely to further fragment the revenue concentration in mobile games.

On average, games released in 2015 received the vast majority of their download potential within four months of their release.

Games Market Concentration, Worldwide
Combined iOS App Store and Google Play Revenue



Core Games in Asia: Immersive Games Draw Players' Time and Money

Rapid improvements in mobile processors and GPUs have catalyzed development of games with detailed 3D graphics and immersive gameplay, providing a significant boost to the core gaming category. This was led by APAC markets, and particularly South Korea, where hardcore genres continue to enjoy immense popularity. It also reflects the changing nature of the mobile gaming market. With shorter maturity cycles, it is more important for publishers to entice users into games with high levels of engagement as they cannot rely on sustaining downloads for long periods.

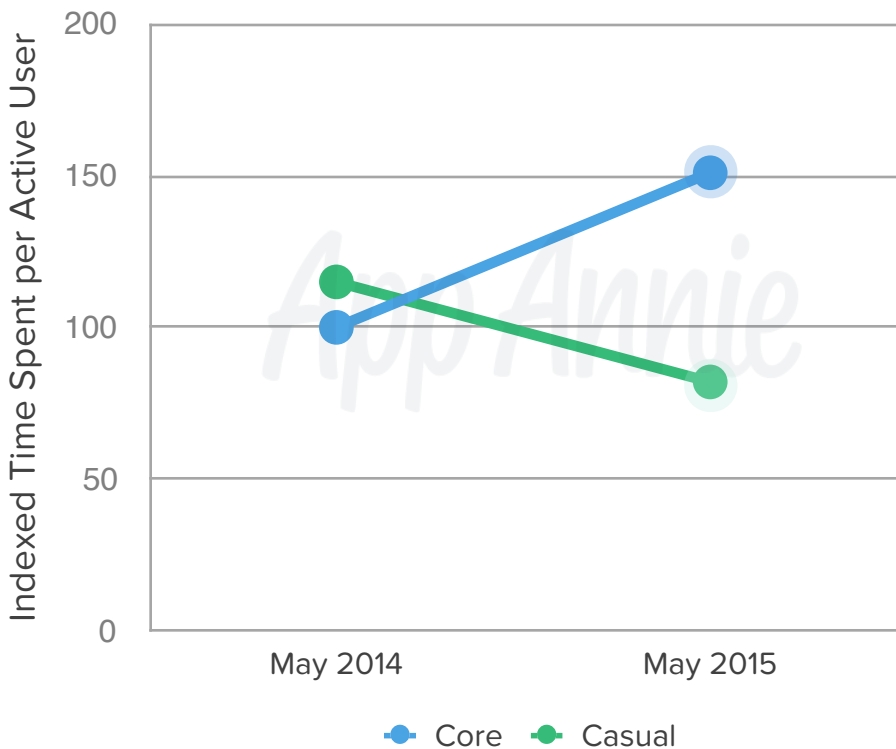
From May 2014 to May 2015, time spent per active user in core games increased 50% while time spent in casual games declined.

China also saw an explosion in core games as [Fantasy Westward Journey](#), 2015's breakaway Chinese massively multiplayer online role-playing game (MMORPG) hit, remained in the top 10 worldwide revenue-generating iOS

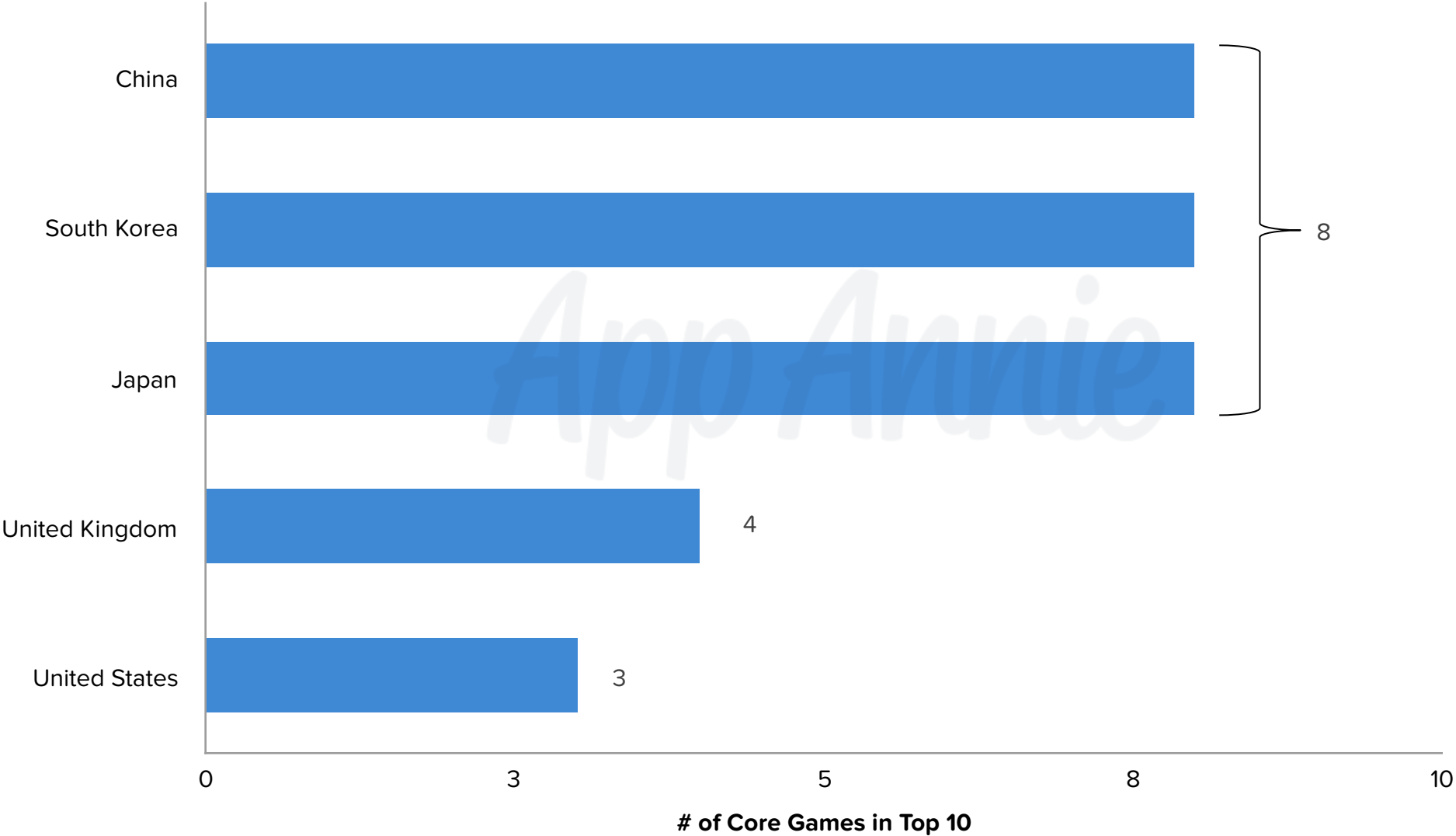
apps every month since its release in April. In China, the game has yet to be unseated as the highest-grossing iOS app. But the success of MMORPGs in China was not limited to *Fantasy Westward Journey* — half of the top 10 grossing iOS games in China in 2015 were MMORPGs. We are excited to see whether other hardcore genres, including multiplayer online battle arenas (MOBAs) like Tencent's [Hero Moba](#), will see similar success in Asia, and whether Western countries will follow suit in using mobile phones for more immersive gaming.

The success of core games in Asia proves that mobile has potential to become the dominant platform for core gaming as it gains traction across the region and, in some countries, even at the expense of traditional gaming platforms like the PC and consoles.

Time Spent per Active User, Top 100 Games by MAU, Android Phones, South Korea



Core Games in the Top 10 (Games),
Combined iOS App Store and Google Play Revenue, 2015



In 2015, half of the top 10 highest-grossing games in South Korea were action RPGs, while half of the top 10 highest-grossing games in China were MMORPGs.



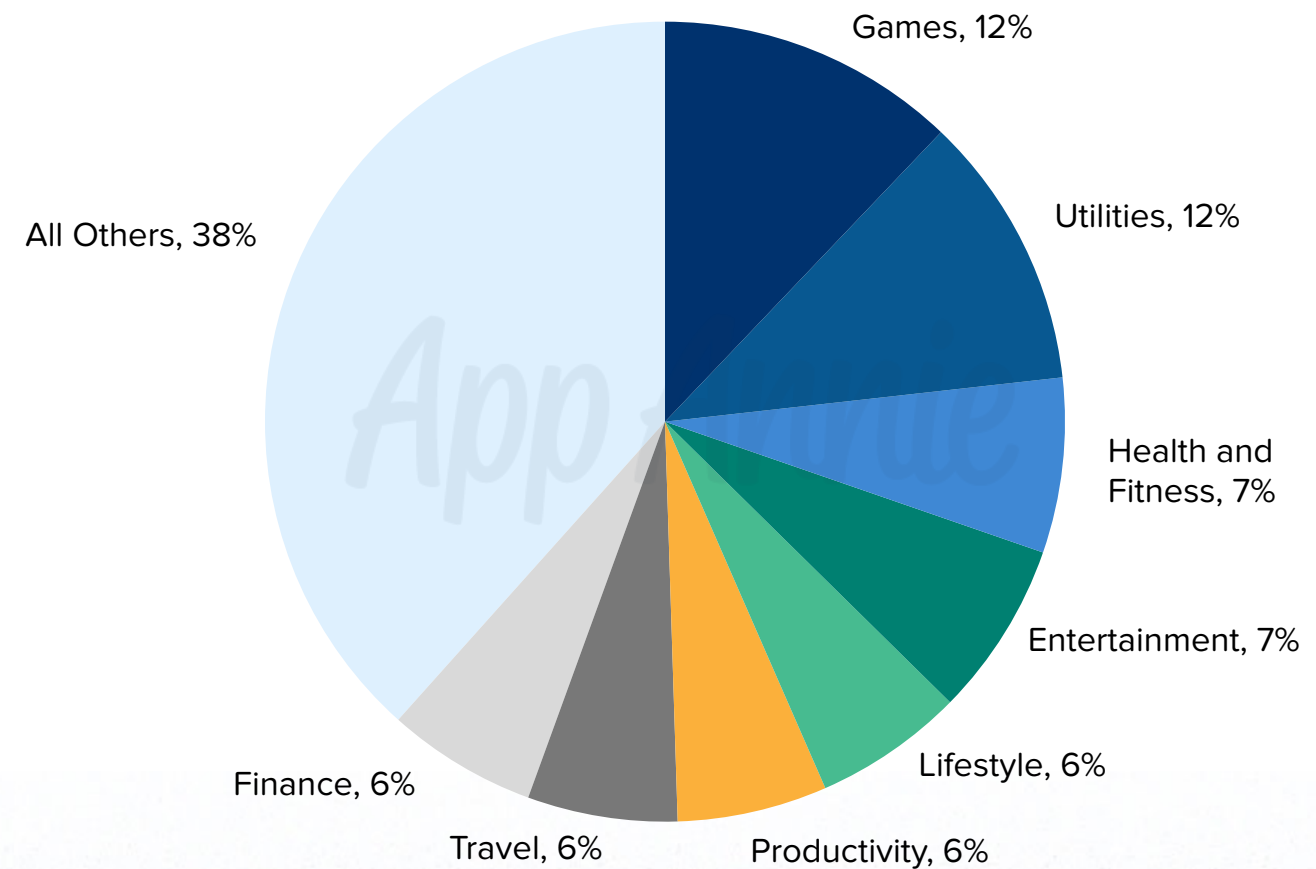
The Next Frontier for Apps

Wearables and TV Take Off

2015 was unique in that we saw not one, but two new platform releases from Apple — watchOS and tvOS. In combination with Google’s previous efforts with Android Wear and Android TV, we can clearly see that platform owners are making investments to expand apps beyond mobile devices.

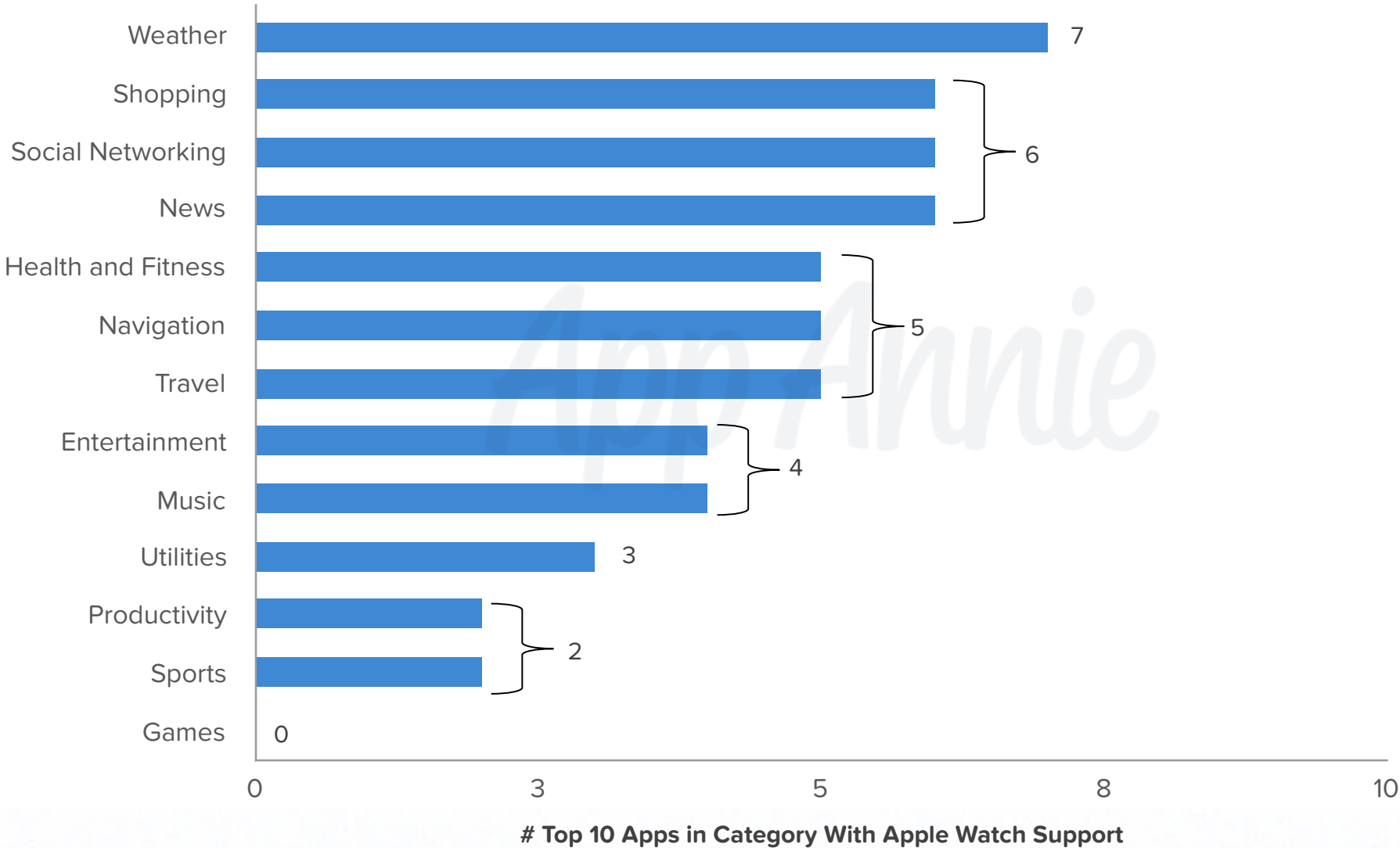
In the wearables market, the device form factor that has the lion’s share of sales and attention is the watch (versus glasses, clothing, shoes, jewelry, etc.). Looking closer at this space, industry buzz reached a crescendo in April with the unveiling of the [Apple Watch](#). While Android Wear devices have been available since 2014, Apple’s entrance into the space dramatically increased interest in wearable apps, which we believe is highly related to iOS developers’ enthusiasm for monetizing Apple’s lucrative install base. As a result, the number of Apple Watch apps grew from 3,000 in April to [over 14,000 in December](#).

Category Distribution of Apple Watch Apps
December 2015

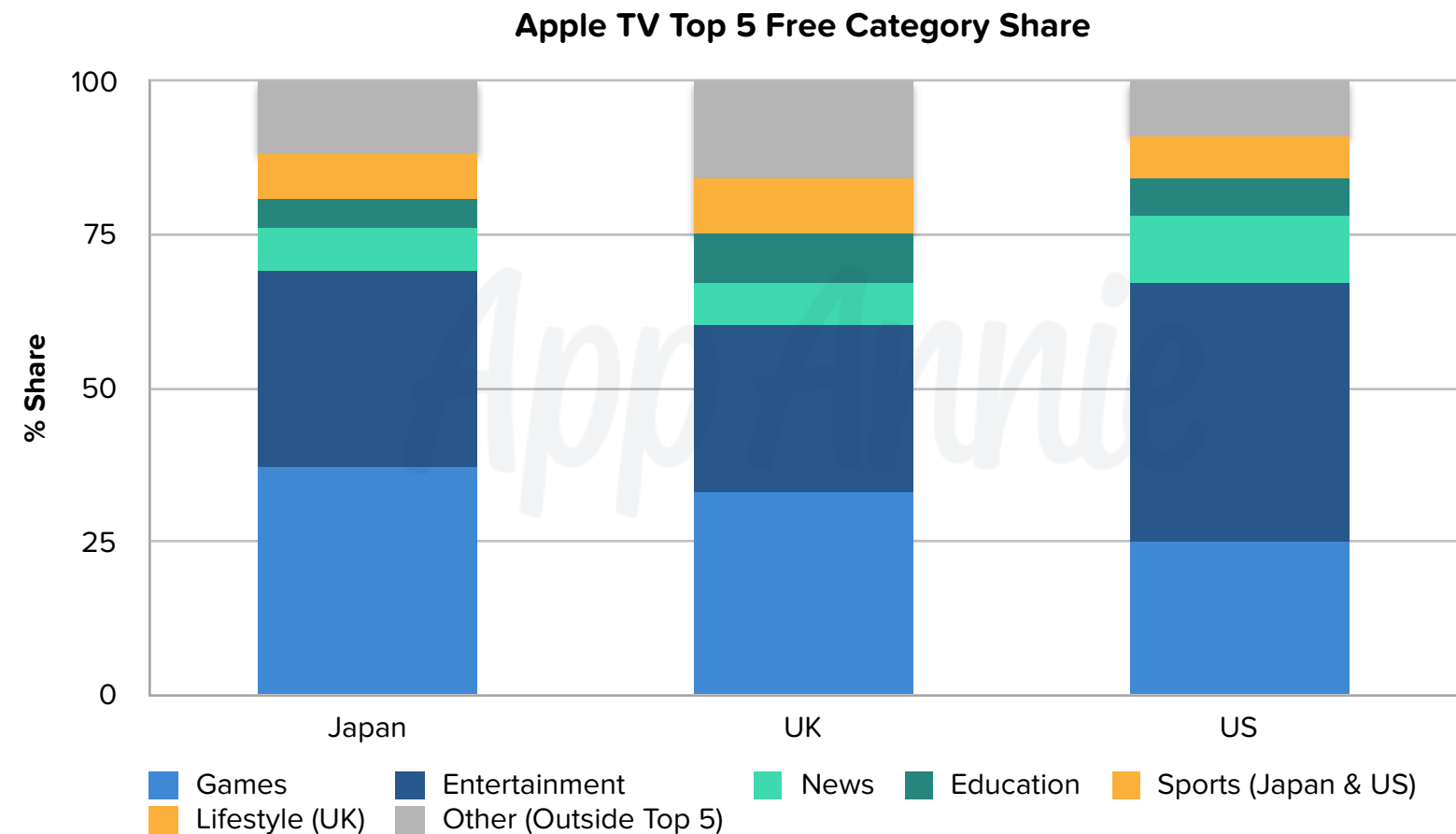


Weather led the pack with 7 out of the top 10 Weather apps being Apple Watch-compatible. **In some categories, like Games, none of the top 10 iOS apps supported Apple Watch extensions.** However, Games remain one of the largest categories on the Apple Watch as many outside of the top 10 are largely dedicated to the device. For Apple Watch to achieve long-term and mass market success, developers across categories need to find innovative ways to leverage wearable form factors and deliver benefits that today’s smartphones cannot provide on their own. This may include vertical-specific use cases — such as monitoring operations of staff or equipment — to augmenting the physical world with relevant information.

Apps With Apple Watch Support
Top 10 iPhone Apps by Category, Worldwide Downloads
December 2015



Moving on to tvOS, Apple CEO Tim Cook unveiled the new and improved Apple TV by saying, ["We believe the future of TV is apps."](#) This platform creates a [variety of opportunities for app developers](#) who can successfully leverage the television's large screen size to deliver alternative versions and wholly new apps to consumers. Additionally, given the communal nature of the living room, apps on the TV open up a new dimension for multi-user experiences, from entertainment to education. We expect apps delivered to the TV to allow for more monetization through both increases in store revenue (through both higher à la carte pricing and strong subscription) and better CPMs via advertising (the latter is not just about ads via the app on the TV, but the targeting of secondary screens viewers have with them when sitting in front of the TV).



Measured as a percentage of the top 100 most downloaded free apps on December 25, 2015

Games and Entertainment accounted for a majority of free Apple TV apps available, with the US being the only one of the three where Entertainment apps outnumbered Games.

The move beyond smartphones and tablets to wearables and TV — and even emerging opportunities such as VR, home IoT and automotive — signifies just how embedded apps are in people's daily lives. The evolution of apps will continue as users and developers embrace new ways to unleash the power of apps on other device categories that are already connected as well as those that have yet be networked.



Top Apps and Companies by Country

Worldwide by Downloads

Top Apps of 2015: Worldwide
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Instagram	Facebook
5	Clean Master	Cheetah Mobile
6	360 Mobile Security	Qihoo 360
7	Skype	Microsoft
8	YouTube	Google
9	UC Browser	Alibaba Group
10	Snapchat	Snapchat

Top Games of 2015: Worldwide
Combined iOS and Google Play
Downloads

Rank	Game	Company
1	Subway Surfers	Kiloo
2	Candy Crush Saga	King, Tencent
3	Clash of Clans	Supercell
4	Candy Crush Soda Saga	King
5	Despicable Me	Gameloft
6	My Talking Tom	Outfit7
7	Temple Run 2	Imangi, iDreamSky
8	My Talking Angela	Outfit7
9	Pou	Zakeh
10	8 Ball Pool	Miniclip

Top Companies of 2015: Worldwide
Combined iOS and Google Play
Downloads
Outside of Games

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

Top Companies of 2015: Worldwide
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	Gameloft	France
3	King	United Kingdom
4	Doodle Mobile	China
5	Rovio	Finland
6	Outfit7	Cyprus
7	Ketchapp Studio	France
8	Miniclip	Switzerland
9	TabTale	Israel
10	Supercell	Finland

Worldwide by Revenue

Top Apps of 2015: Worldwide Combined iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	LINE	LINE
3	Pandora Radio	Pandora
4	HBO Now	Time Warner
5	Tinder	InterActiveCorp (IAC)
6	LINE Manga	LINE
7	LINE PLAY	LINE
8	Zoosk	Zoosk
9	Skype	Microsoft
10	PocketColony	Cocone

Top Games of 2015: Worldwide Combined iOS and Google Play Revenue

Rank	Game	Company
1	Clash of Clans	Supercell
2	Monster Strike	Mixi, Tencent
3	Puzzle & Dragons	GungHo Online
4	Game of War – Fire Age	Machine Zone
5	Candy Crush Saga	King, Tencent
6	Fantasy Westward Journey	NetEase, Garena Online
7	Candy Crush Soda Saga	King
8	Colopl Rune Story	COLOPL, Sony, Morningtec
9	Boom Beach	Supercell
10	Disney Tsum Tsum	LINE

Top Companies of 2015: Worldwide Combined iOS and Google Play Revenue Outside of Games

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

Top Companies of 2015: Worldwide Combined iOS and Google Play Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Mixi	Japan
4	GungHo Online	Japan
5	Tencent	China
6	Machine Zone	United States
7	LINE	Japan
8	Netmarble	South Korea
9	NetEase	China
10	Electronic Arts	United States

Worldwide by Monthly Active Users

Top Apps of 2015: Worldwide iPhone Monthly Active Users (Excluding China)			Top Apps of 2015: Worldwide Android Phone Monthly Active Users (Excluding China)			Top Games of 2015: Worldwide iPhone Monthly Active Users (Excluding China)			Top Games of 2015: Worldwide Android Phone Monthly Active Users (Excluding China)		
Rank	App*	Company	Rank	App*	Company	Rank	Game*	Company	Rank	Game*	Company
1	Facebook	Facebook	1	Facebook	Facebook	1	Candy Crush Saga	King	1	Candy Crush Saga	King
2	Facebook Messenger	Facebook	2	WhatsApp Messenger	Facebook	2	Clash of Clans	Supercell	2	Clash of Clans	Supercell
3	YouTube	Google	3	Facebook Messenger	Facebook	3	Candy Crush Soda Saga	King	3	Subway Surfers	Kiloo
4	WhatsApp Messenger	Facebook	4	Instagram	Facebook	4	Trivia Crack	Etermax	4	Candy Crush Soda Saga	King
5	Instagram	Facebook	5	Clean Master	Cheetah Mobile	5	2048	Ketchapp Studio	5	Temple Run 2	Imangi
6	Google Maps	Google	6	Skype	Microsoft	6	Crossy Road	Hipster Whale	6	Hill Climb Racing	Fingersoft
7	Twitter	Twitter	7	Twitter	Twitter	7	Subway Surfers	Kiloo	7	Farm Heroes Saga	King
8	Snapchat	Snapchat	8	Viber	Rakuten	8	Boom Beach	Supercell	8	8 Ball Pool	Miniclip
9	Google	Google	9	Dropbox	Dropbox	9	Words With Friends	Zynga	9	Trivia Crack	Etermax
10	Gmail	Google	10	MX Player	J2 Interactive	10	8 Ball Pool	Miniclip	10	My Talking Tom	Outfit7

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

Brazil by Downloads

Top Apps of 2015: Brazil Combined iOS and Google Play Downloads			Top Games of 2015: Brazil Combined iOS and Google Play Downloads			Top Companies of 2015: Brazil Combined iOS and Google Play Downloads Outside of Games			Top Companies of 2015: Brazil Combined iOS and Google Play Games Downloads		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	WhatsApp Messenger	Facebook	1	Pou	Zakeh	1	Facebook	United States	1	Gameloft	France
2	Facebook	Facebook	2	Subway Surfers	Kiloo	2	Cheetah Mobile	China	2	Doodle Mobile	China
3	Facebook Messenger	Facebook	3	My Talking Angela	Outfit7	3	Google	United States	3	Electronic Arts	United States
4	Instagram	Facebook	4	My Talking Tom	Outfit7	4	Studio Sol	Brazil	4	King	United Kingdom
5	Palco MP3	Studio Sol	5	Despicable Me	Gameloft	5	Sungy Mobile	China	5	Outfit7	Cyprus
6	Antivirus Booster & Cleaner	PSafe	6	Kite Fighting	Maiworm	6	PSafe	Brazil	6	Miniclip	Switzerland
7	imo	imo.im	7	Zombie Tsunami	MobiGame, ZPLAY	7	Outfit7	Cyprus	7	Zakeh	Lebanon
8	Clean Master	Cheetah Mobile	8	8 Ball Pool	Miniclip	8	Microsoft	United States	8	Kiloo	Denmark
9	4shared	New IT Solutions	9	Candy Crush Soda Saga	King	9	Holaverse	China	9	Rovio	Finland
10	Snapchat	Snapchat	10	Exploration	Andrzej Chomiak	10	Baidu	China	10	XPEC	Taiwan

Brazil by Revenue

Top Apps of 2015: Brazil Combined iOS and Google Play Revenue

Rank	App	Company
1	Spotify	Spotify
2	PlayKids	Naspers
3	Deezer	Deezer
4	Tinder	InterActiveCorp (IAC)
5	Rdio	Rdio
6	Sing! Karaoke	Smule
7	Badoo	Badoo
8	LinkedIn	LinkedIn
9	Skype	Microsoft
10	LOVOO	LOVOO

Top Games of 2015: Brazil Combined iOS and Google Play Revenue

Rank	Game	Company
1	Clash of Clans	Supercell
2	Candy Crush Saga	King, Tencent
3	Candy Crush Soda Saga	King
4	Game of War – Fire Age	Machine Zone
5	Summoners War	GAMEVIL
6	Clash of Kings	Elex Technology
7	Marvel Contest of Champions	Kabam
8	Hay Day	Supercell
9	Hearthstone: Heroes of Warcraft	Activision Blizzard
10	Farm Heroes Saga	King

Top Companies of 2015: Brazil Combined iOS and Google Play Revenue Outside of Games

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

Top Companies of 2015: Brazil Combined iOS and Google Play Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Electronic Arts	United States
4	Gameloft	France
5	GAMEVIL	South Korea
6	Kabam	United States
7	Elex Technology	China
8	Machine Zone	United States
9	Activision Blizzard	United States
10	Time Warner	United States

Brazil by Monthly Active Users

Top Apps of 2015: Brazil iPhone Monthly Active Users			Top Apps of 2015: Brazil Android Phone Monthly Active Users			Top Games of 2015: Brazil iPhone Monthly Active Users			Top Games of 2015: Brazil Android Phone Monthly Active Users		
Rank	App*	Company	Rank	App*	Company	Rank	Game*	Company	Rank	Game*	Company
1	WhatsApp Messenger	Facebook	1	WhatsApp Messenger	Facebook	1	Candy Crush Saga	King	1	Candy Crush Saga	King
2	Facebook	Facebook	2	Facebook	Facebook	2	Candy Crush Soda Saga	King	2	Clash of Clans	Supercell
3	Facebook Messenger	Facebook	3	Facebook Messenger	Facebook	3	Clash of Clans	Supercell	3	Candy Crush Soda Saga	King
4	Instagram	Facebook	4	Instagram	Facebook	4	Subway Surfers	Kiloo	4	Subway Surfers	Kiloo
5	YouTube	Google	5	Waze	Google	5	2048	Ketchapp Studio	5	Farm Heroes Saga	King
6	Waze	Google	6	Dropbox	Dropbox	6	SimCity BuildIt	Electronic Arts	6	CartolaFC	Grupo Globo
7	Google Maps	Google	7	Clean Master	Cheetah Mobile	7	Farm Heroes Saga	King	7	Pou	Zakeh
8	Skype	Microsoft	8	Skype	Microsoft	8	Trivia Crack	Etermax	8	Trivia Crack	Etermax
9	Spotify	Spotify	9	Banco do Brasil	Banco de Brasil	9	aa	General Adaptive Apps	9	8 Ball Pool	Miniclip
10	Snapchat	Snapchat	10	Twitter	Twitter	10	8 Ball Pool	Miniclip	10	Real Racing 3	Electronic Arts

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

China by Downloads

Top Apps of 2015: China iOS Downloads			Top Games of 2015: China iOS Downloads			Top Companies of 2015: China iOS Downloads Outside of Games			Top Companies of 2015: China iOS Games Downloads		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	QQ	Tencent	1	Anipop	Happy Elements	1	Tencent	China	1	Tencent	China
2	Taobao	Alibaba Group	2	Landlord Poker	Tencent	2	Baidu	China	2	Gameloft	France
3	Meituan	Sankuai	3	We Fire	Tencent, Garena Online, Netmarble	3	Apple	United States	3	Electronic Arts	United States
4	Alipay	Alibaba Small & Micro Financial Services	4	Asphalt 8: Airborne	Gameloft	4	Alibaba Group	China	4	Happy Elements	China
5	iQIYI	Baidu	5	Craz3 Match	Tencent	5	Meitu	China	5	NetEase	China
6	Tencent Video	Tencent	6	Jelly Blast	MicroFunPlus Cheetah Mobile	6	Sankuai	China	6	Supercell	Finland
7	WeChat	Tencent	7	Plants vs. Zombies 2	Electronic Arts	7	Sohu	China	7	Glu	United States
8	QQ Music	Tencent	8	WeChat Dash	Tencent	8	Alibaba Small & Micro Financial Services	China	8	Rovio	Finland
9	Youku	Youku Tudou	9	QQMahjong	Tencent	9	Youku Tudou	China	9	Outfit7	Cyprus
10	WiFi Master Key	Shanghai Lantern	10	Rhythm Master	Tencent	10	NetEase	China	10	Ubisoft	France

China by Revenue

Top Apps of 2015: China iOS Revenue			Top Games of 2015: China Revenue			Top Companies of 2015: China iOS Revenue Outside of Games			Top Companies of 2015: China iOS Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	iQIYI	Baidu	1	Fantasy Westward Journey	NetEase, Garena Online	1	Baidu	China	1	Tencent	China
2	Momo	Momo Technology	2	We Fire	Tencent, Garena Online, Netmarble	2	Tencent	China	2	NetEase	China
3	Tencent Video	Tencent	3	The Legend of Mir 2	Tencent	3	Momo Technology	China	3	Supercell	Finland
4	Youku	Youku Tudou	4	Westward Journey Online	NetEase	4	Youku Tudou	China	4	Duoyi	China
5	QQ	Tencent	5	We Fly	Tencent	5	YY Inc	China	5	KingNet	China
6	YY	YY Inc	6	Shenwu 2	Duoyi	6	Zuitao	China	6	Perfect World	China
7	PPS	Baidu	7	MU: Origin	KingNet, Kunlun Games, Webzen	7	ZHANGYUE	China	7	Happy Elements	China
8	QQ Reader	Tencent	8	The King of Fighters' 98 Ultimate Match	Tencent, Smart Alec, OurPalm	8	LeTV	China	8	Snail Games	China
9	Changba	Zuitao	9	Top of Tanker	Tencent, FunPlus, NEXON, Firefly Games	9	Jiayuan	China	9	Longtu Game	China
10	iReader	Zhangyue	10	Anipop	Happy Elements	10	Shanda	China	10	Youzu	China

China by Monthly Active Users

Top Apps of 2015: China iPhone Monthly Active Users

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

Top Games of 2015: China iPhone Monthly Active Users

Rank	Game*	Company
1	Anipop	Happy Elements
2	Landlord Poker	Tencent
3	Craz3 Match	Tencent
4	WeChat Dash	Tencent
5	Clash of Clans	Supercell
6	We Fire	Tencent
7	Boom Beach	Supercell
8	We Fly	Tencent
9	2048	Ketchapp Studio
10	Candy Crush Saga	Tencent

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

France by Downloads

Top Apps of 2015: France Combined iOS and Google Play Downloads			Top Games of 2015: France Combined iOS and Google Play Downloads			Top Companies of 2015: France Combined iOS and Google Play Downloads Outside of Games			Top Companies of 2015: France Combined iOS and Google Play Games Downloads		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	Facebook Messenger	Facebook	1	Candy Crush Soda Saga	King	1	Facebook	United States	1	King	United Kingdom
2	Facebook	Facebook	2	Clash of Clans	Supercell	2	Google	United States	2	Electronic Arts	United States
3	Snapchat	Snapchat	3	Subway Surfers	Kiloo	3	Microsoft	United States	3	Gameloft	France
4	WhatsApp Messenger	Facebook	4	Candy Crush Saga	King, Tencent	4	Apple	United States	4	Ketchapp Studio	France
5	Skype	Microsoft	5	Despicable Me	Gameloft	5	Snapchat	United States	5	Supercell	Finland
6	Instagram	Facebook	6	94%	SCIMOB	6	Orange SA	France	6	Miniclip	Switzerland
7	Leboncoin	Schibsted	7	Boom Beach	Supercell	7	Cheetah Mobile	China	7	XPEC	Taiwan
8	Shazam	Shazam Entertainment	8	Agar.io	Miniclip	8	InterActiveCorp (IAC)	United States	8	Rovio	Finland
9	Deezer	Deezer	9	Geometry Dash	RobTop	9	Outfit7	Cyprus	9	Doodle Mobile	China
10	Waze	Google	10	Piano Tiles 2	Cheetah Mobile	10	Schibsted	Norway	10	SCIMOB	France

France by Revenue

Top Apps of 2015: France Combined iOS and Google Play Revenue			Top Games of 2015: France Combined iOS and Google Play Revenue			Top Companies of 2015: France Combined iOS and Google Play Revenue Outside of Games			Top Companies of 2015: France Combined iOS and Google Play Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	AdoptAGuy	GEB AdoptAGuy	1	Clash of Clans	Supercell	1	GEB AdoptAGuy	France	1	Supercell	Finland
2	Deezer	Deezer	2	Boom Beach	Supercell	2	Deezer	France	2	King	United Kingdom
3	iCoyote	Coyote System	3	Candy Crush Saga	King, Tencent	3	InterActiveCorp (IAC)	United States	3	Electronic Arts	United States
4	Badoo	Badoo	4	Candy Crush Soda Saga	King	4	Coyote System	France	4	Machine Zone	United States
5	LOVOO	LOVOO	5	Game of War – Fire Age	Machine Zone	5	Badoo	United Kingdom	5	Kabam	United States
6	Spotify	Spotify	6	Farm Heroes Saga	King	6	LOVOO	Germany	6	GAMEVIL	South Korea
7	Meetic	InterActiveCorp (IAC)	7	Summoners War	GAMEVIL	7	Spotify	Sweden	7	IGG	China
8	Canalplay	Vivendi	8	Hay Day	Supercell	8	Vivendi	France	8	Gameloft	France
9	Tinder	InterActiveCorp (IAC)	9	Marvel Contest of Champions	Kabam	9	Babbel	Germany	9	Activision Blizzard	United States
10	Freeletics	Freeletics	10	Hearthstone: Heroes of Warcraft	Activision Blizzard	10	Microsoft	United States	10	Zynga	United States

France by Monthly Active Users

Top Apps of 2015: France iPhone Monthly Active Users			Top Apps of 2015: France Android Phone Monthly Active Users			Top Games of 2015: France iPhone Monthly Active Users			Top Games of 2015: France Android Phone Monthly Active Users		
Rank	App*	Company	Rank	App*	Company	Rank	Game*	Company	Rank	Game*	Company
1	Facebook	Facebook	1	Facebook	Facebook	1	Clash of Clans	Supercell	1	Clash of Clans	Supercell
2	Facebook Messenger	Facebook	2	Facebook Messenger	Facebook	2	Candy Crush Saga	King	2	Candy Crush Saga	King
3	YouTube	Google	3	WhatsApp Messenger	Facebook	3	Candy Crush Soda Saga	King	3	Candy Crush Soda Saga	King
4	Google Maps	Google	4	Shazam	Shazam Entertainment	4	Boom Beach	Supercell	4	Boom Beach	Supercell
5	WhatsApp Messenger	Facebook	5	Clean Master	Cheetah Mobile	5	2048	Ketchapp Studio	5	94%	SCIMOB
6	Waze	Google	6	Skype	Microsoft	6	QuizClash	FEO Media	6	Subway Surfers	Kiloo
7	Shazam	Shazam Entertainment	7	Snapchat	Snapchat	7	94%	SCIMOB	7	Farm Heroes Saga	King
8	Snapchat	Snapchat	8	Waze	Google	8	Subway Surfers	Kiloo	8	QuizClash	FEO Media
9	Instagram	Facebook	9	Adobe Acrobat DC	Adobe	9	1010!	GramGames	9	Crossy Road	Yodo1
10	Twitter	Twitter	10	Dropbox	Dropbox	10	Farm Heroes Saga	King	10	MobilityWare Solitaire	MobilityWare

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

Germany by Downloads

Top Apps of 2015: Germany
Combined iOS and Google Play
Downloads

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

Top Games of 2015: Germany
Combined iOS and Google Play
Downloads

Rank	Game	Company
1	Candy Crush Soda Saga	King
2	Clash of Clans	Supercell
3	Subway Surfers	Kiloo
4	QuizClash	FEO Media
5	aa	General Adaptive Apps
6	Crossy Road	Hipster Whale, Yodo1
7	Candy Crush Saga	King, Tencent
8	Despicable Me	Gameloft
9	94%	SCIMOB
10	Piano Tiles 2	Cheetah Mobile

Top Companies of 2015: Germany Combined
iOS and Google Play Downloads
Outside of Games

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

Top Companies of 2015: Germany
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	King	United Kingdom
3	Gameloft	France
4	Supercell	Finland
5	Rovio	Finland
6	General Adaptive Apps	Australia
7	Miniclip	Switzerland
8	XPEC	Taiwan
9	Ketchapp Studio	France
10	Doodle Mobile	China

Germany by Revenue

Top Apps of 2015: Germany Combined iOS and Google Play Revenue			Top Games of 2015: Germany Combined iOS and Google Play Revenue			Top Companies of 2015: Germany Combined iOS and Google Play Revenue Outside of Games			Top Companies of 2015: Germany Combined iOS and Google Play Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	LOVOO	LOVOO	1	Clash of Clans	Supercell	1	LOVOO	Germany	1	Supercell	Finland
2	Spotify	Spotify	2	Hay Day	Supercell	2	Axel Springer	Germany	2	King	United Kingdom
3	BILD	Axel Springer	3	Candy Crush Soda Saga	King	3	Spotify	Sweden	3	Electronic Arts	United States
4	Freeletics	Freeletics	4	Candy Crush Saga	King, Tencent	4	Garmin	United States	4	GAMEVIL	South Korea
5	NAVIGON Europe	Garmin	5	Game of War – Fire Age	Machine Zone	5	Babbel	Germany	5	Machine Zone	United States
6	FriendScout24	FriendScout24	6	Empire: Four Kingdoms	Goodgame Studios	6	Bertelsmann	Germany	6	Elex Technology	China
7	Babbel	Babbel	7	Summoners War	GAMEVIL	7	Freeletics	Germany	7	Goodgame Studios	Germany
8	Blitzer.de	Eifrig	8	Castle Clash	IGG, Tencent	8	InterActiveCorp (IAC)	United States	8	IGG	China
9	RTL NOW	Bertelsmann	9	Farm Heroes Saga	King	9	TomTom	Netherlands	9	Kabam	United States
10	Die Welt	Axel Springer	10	Clash of Kings	Elex Technology	10	FriendScout24	Germany	10	Gameloft	France

Germany by Monthly Active Users

Top Apps of 2015: Germany iPhone Monthly Active Users

Rank	App*	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	YouTube	Google
4	Facebook Messenger	Facebook
5	Google Maps	Google
6	Amazon	Amazon
7	eBay	eBay
8	Google	Google
9	DB Navigator	Deutsche Bahn
10	Shazam	Shazam Entertainment

Top Apps of 2015: Germany Android Phone Monthly Active Users

Rank	App*	Company
1	WhatsApp Messenger	Facebook
2	Facebook	Facebook
3	Facebook Messenger	Facebook
4	Clean Master	Cheetah Mobile
5	Dropbox	Dropbox
6	eBay	eBay
7	wetter.com	Wetter.com
8	Adobe Acrobat DC	Adobe
9	Skype	Microsoft
10	DB Navigator	Deutsche Bahn

Top Games of 2015: Germany iPhone Monthly Active Users

Rank	Game*	Company
1	QuizClash	FEO Media
2	Candy Crush Saga	King
3	Clash of Clans	Supercell
4	Candy Crush Soda Saga	King
5	2048	Ketchapp Studio
6	The Simpsons: Tapped Out	Electronic Arts
7	Subway Surfers	Kiloo
8	Hay Day	Supercell
9	Boom Beach	Supercell
10	Farm Heroes Saga	King

Top Games of 2015: Germany Android Phone Monthly Active Users

Rank	Game*	Company
1	QuizClash	FEO Media
2	Candy Crush Saga	King
3	Clash of Clans	Supercell
4	Candy Crush Soda Saga	King
5	QuizClash Premium	FEO Media
6	Hill Climb Racing	Fingersoft
7	Subway Surfers	Kiloo
8	Farm Heroes Saga	King
9	4 Pics 1 Word	LOTUM
10	Crossy Road	Yodo1

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

Japan by Downloads

Top Apps of 2015: Japan Combined iOS and Google Play Downloads

Rank	App	Company
1	LINE	LINE
2	Pages	Apple
3	Apple iMovie	Apple
4	Twitter	Twitter
5	Apple Numbers	Apple
6	Yahoo! JAPAN	Yahoo Japan
7	YouTube	Google
8	Apple Keynote	Apple
9	iTunes U	Apple
10	GarageBand	Apple

Top Games of 2015: Japan Combined iOS and Google Play Downloads

Rank	Game	Company
1	Disney Tsum Tsum	LINE
2	Monster Strike	Mixi, Tencent
3	Q	Iiica
4	Puzzle & Dragons	GungHo Online
5	Candy Crush Soda Saga	King
6	Nekoatsume	Hit-Point
7	LINE Bubble 2	LINE
8	Jikkyō Powerful Pro Yakyū	Konami
9	LINE POP2	LINE
10	PokoPoko	LINE, NHN Entertainment

Top Companies of 2015: Japan Combined iOS and Google Play Downloads Outside of Games

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

Top Companies of 2015: Japan Combined iOS and Google Play Games Downloads

Rank	Company	Headquarters
1	LINE	Japan
2	SQUARE ENIX	Japan
3	BANDAI NAMCO	Japan
4	Sega Sammy Holdings	Japan
5	CyberAgent	Japan
6	DeNA	Japan
7	GungHo Online	Japan
8	King	United Kingdom
9	COLOPL	Japan
10	Konami	Japan

Japan by Revenue

Top Apps of 2015: Japan Combined iOS and Google Play Revenue

Rank	App	Company
1	LINE	LINE
2	LINE Manga	LINE
3	PocketColony	Cocone
4	LINE PLAY	LINE
5	Dragon Quest X Adventurer's Convenient Outing Tool	SQUARE ENIX
6	Pairs	InterActiveCorp (IAC), eureka Inc
7	YYC	Mixi
8	LINE Fortune-Telling	LINE
9	Shonen Jump Plus	SHUEISHA
10	Taple Tanjo	CyberAgent

Top Games of 2015: Japan Combined iOS and Google Play Revenue

Rank	Game	Company
1	Monster Strike	Mixi, Tencent
2	Puzzle & Dragons	GungHo Online
3	Colopl Rune Story	COLOPL, Sony, Morningtec
4	Disney Tsum Tsum	LINE
5	Logres of Swords and Sorcery: Goddess of Ancient	Marvelous, Garena Online
6	The World of Mystic Wiz	COLOPL, Sony
7	PokoPoko	LINE, NHN Entertainment
8	FINAL FANTASY Record Keeper	DeNA
9	Jikkyō Powerful Pro Yakyū	Konami
10	Clash of Clans	Supercell

Top Companies of 2015: Japan Combined iOS and Google Play Revenue Outside of Games

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

Top Companies of 2015: Japan Combined iOS and Google Play Games Revenue

Rank	Company	Headquarters
1	Mixi	Japan
2	GungHo Online	Japan
3	LINE	Japan
4	COLOPL	Japan
5	BANDAI NAMCO	Japan
6	SQUARE ENIX	Japan
7	CyberAgent	Japan
8	DeNA	Japan
9	Sega Sammy Holdings	Japan
10	Konami	Japan

Japan by Monthly Active Users

Top Apps of 2015: Japan iPhone Monthly Active Users			Top Apps of 2015: Japan Android Phone Monthly Active Users			Top Games of 2015: Japan iPhone Monthly Active Users			Top Games of 2015: Japan Android Phone Monthly Active Users		
Rank	App*	Company	Rank	App*	Company	Rank	Game*	Company	Rank	Game*	Company
1	LINE	LINE	1	LINE	LINE	1	Disney Tsum Tsum	LINE	1	Disney Tsum Tsum	LINE
2	Google Maps	Google	2	Facebook	Facebook	2	Puzzle & Dragons	GungHo Online	2	Puzzle & Dragons	GungHo Online
3	YouTube	Google	3	Twitter	Twitter	3	Monster Strike	Mixi	3	Monster Strike	Mixi
4	Facebook	Facebook	4	Yahoo! JAPAN	Yahoo Japan	4	Clash of Clans	Supercell	4	Pokopang	LINE
5	Twitter	Twitter	5	Jorte Calendar and Organizer	Jorte	5	Nekoatsume	Hit-Point	5	PokoPoko	LINE
6	Facebook Messenger	Facebook	6	Yahoo! Japan Transit	Yahoo Japan	6	PokoPoko	LINE	6	Nekoatsume	Hit-Point
7	Google	Google	7	Yahoo! Japan Weather	Yahoo Japan	7	Colopl Rune Story	COLOPL	7	Colopl Rune Story	COLOPL
8	Gmail	Google	8	McDonald's Japan	McDonald's	8	Candy Crush Saga	King	8	The World of Mystic Wiz	COLOPL
9	Amazon	Amazon	9	SmartNews	SmartNews	9	Candy Crush Soda Saga	King	9	Clash of Clans	Supercell
10	Yahoo! Japan Transit	Yahoo Japan	10	Clean Master	Cheetah Mobile	10	Jikkyō Powerful Pro Yakyū	Konami	10	Candy Crush Saga	King

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

Russia by Downloads

Top Apps of 2015: Russia Combined iOS & Google Play Downloads			Top Games of 2015: Russia Combined iOS & Google Play Downloads			Top Companies of 2015: Russia Combined iOS & Google Play Downloads Outside of Games			Top Companies of 2015: Russia Combined iOS & Google Play Games Downloads		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	VK	Mail.Ru Group	1	My Talking Tom	Outfit7	1	Mail.Ru Group	Russia	1	Gameloft	France
2	WhatsApp Messenger	Facebook	2	Subway Surfers	Kiloo	2	Facebook	United States	2	Electronic Arts	United States
3	Viber	Rakuten	3	My Talking Angela	Outfit7	3	Yandex	Russia	3	Outfit7	Cyprus
4	Odnoklassniki	Mail.Ru Group	4	Despicable Me	Gameloft	4	Google	United States	4	Rovio	Finland
5	Skype	Microsoft	5	Hill Climb Racing	Fingersoft	5	Cheetah Mobile	China	5	Doodle Mobile	China
6	AliExpress	Alibaba Group	6	Shadow Fight 2	Nekki	6	Alibaba Group	China	6	TabTale	Israel
7	UC Browser	Alibaba Group	7	World of Tanks Blitz	Wargaming.net	7	Microsoft	United States	7	Disney	United States
8	Instagram	Facebook	8	Clash of Clans	Supercell	8	Rakuten	Japan	8	Ketchapp Studio	France
9	Clean Master	Cheetah Mobile	9	QuizClash	FEO Media	9	Outfit7	Cyprus	9	Glu	United States
10	Sberbank Online	Sberbank of Russia	10	Fillwords	MerigoTech	10	Sungy Mobile	China	10	LEGO	Denmark

Russia by Revenue

Top Apps of 2015: Russia Combined iOS & Google Play Revenue			Top Games of 2015: Russia Combined iOS & Google Play Revenue			Top Companies of 2015: Russia Combined iOS & Google Play Revenue Outside of Games			Top Companies of 2015: Russia Combined iOS & Google Play Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	Odnoklassniki	Mail.Ru Group	1	Game of War - Fire Age	Machine Zone	1	LitRes	Russia	1	Supercell	Finland
2	Read!	LitRes	2	Clash of Clans	Supercell	2	Mail.Ru Group	Russia	2	Machine Zone	United States
3	Badoo	Badoo	3	Clash of Kings	Elex Technology	3	Navitel	Russia	3	Elex Technology	China
4	Viber	Rakuten	4	World of Tanks Blitz	Wargaming.net	4	Ivi.ru	Russia	4	Tap4Fun	China
5	ivi.ru	Ivi.ru	5	Galaxy Legend	Tap4Fun	5	Badoo	United Kingdom	5	Wargaming.net	Cyprus
6	LovePlanet	Media Mir	6	Castle Clash	IGG, Tencent	6	Rakuten	Japan	6	IGG	China
7	Frim	MoCo Media	7	Boom Beach	Supercell	7	Media Mir	Russia	7	Electronic Arts	United States
8	Navitel Navigator	Navitel	8	Hay Day	Supercell	8	Mamba Dating	Russia	8	Plarium	Israel
9	easy ten	Vlastor	9	Heroes Charge	uCool	9	MoCo Media	Russia	9	Gameloft	France
10	Mamba Dating	Mamba Dating	10	Stormfall: Rise of Balur	Plarium	10	Vlastor	Russia	10	Kabam	United States

South Korea by Downloads

Top Apps of 2015: South Korea
Combined iOS and Google Play
Downloads

Rank	App	Company
1	KakaoTalk	Daum Kakao
2	Naver	NAVER
3	Facebook	Facebook
4	BAND	NAVER
5	V3 Mobile 2.0	AhnLab
6	KakaoStory	Daum Kakao
7	Facebook Messenger	Facebook
8	360 Mobile Security	Qihoo 360
9	KakaoTaxi	Daum Kakao
10	B612	LINE

Top Games of 2015: South Korea
Combined iOS and Google Play
Downloads

Rank	Game	Company
1	Crossy Road	Hipster Whale, Yodo1
2	Piano Tiles 2	Cheetah Mobile
3	Raven	Netmarble
4	Pop Friends	NHN Entertainment
5	Infinite Stairs	NFLY STUDIO, Cheetah Mobile
6	Candy Crush Soda Saga	King
7	Everybody's Marble	Netmarble, Tencent, LINE,
8	Disney Hidden Catch	Lunosoft
9	Clash of Clans	Supercell
10	MU: Origin	KingNet, Kunlun Games, Webzen

Top Companies of 2015: South Korea
Combined iOS and Google Play
Downloads
Outside of Games

Rank	Company	Headquarters
1	NAVER	South Korea
2	Daum Kakao	South Korea
3	SK Group	South Korea
4	Facebook	United States
5	Cheetah Mobile	China
6	CJ Group	South Korea
7	Google	United States
8	Lotte	South Korea
9	LINE	Japan
10	KT Corporation	South Korea

Top Companies of 2015: South Korea
Combined iOS and Google Play
Games Downloads

Rank	Company	Headquarters
1	Netmarble	South Korea
2	GAMEVIL	South Korea
3	NEXON	Japan
4	NHN Entertainment	South Korea
5	ENISTUDIO	South Korea
6	King	United Kingdom
7	Gameloft	France
8	Electronic Arts	United States
9	SundayToz	South Korea
10	Four Thirty Three	South Korea

South Korea by Revenue

Top Apps of 2015: South Korea Combined iOS and Google Play Revenue			Top Games of 2015: South Korea Combined iOS and Google Play Revenue			Top Companies of 2015: South Korea Combined iOS and Google Play Revenue Outside of Games			Top Companies of 2015: South Korea Combined iOS and Google Play Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	KakaoTalk	Daum Kakao	1	Raven	Netmarble	1	Daum Kakao	South Korea	1	Netmarble	South Korea
2	Lezhin Comics	Lezhin	2	Seven Knights	Netmarble, Tencent	2	Lezhin	South Korea	2	Supercell	Finland
3	KakaoPage	Daum Kakao	3	Clash of Clans	Supercell	3	LOEN	South Korea	3	NEXON	Japan
4	MelOn	LOEN	4	Everybody's Marble	Netmarble, LINE, Tencent	4	Samsung Publishing	South Korea	4	GAMEVIL	South Korea
5	NoonDate	Mozzet	5	MU: Origin	KingNet, Kunlun Games, Webzen	5	Neowiz	South Korea	5	Webzen	South Korea
6	I-UM	I-UM SOCIUS	6	Monster Taming	Netmarble, Tencent	6	Mozzet	South Korea	6	SundayToz	South Korea
7	Bugs	Neowiz	7	Anipang 2	SundayToz	7	I-UM SOCIUS	South Korea	7	Four Thirty Three	South Korea
8	Amanda	Dorsia	8	Hero	Four Thirty Three, Garena Online,	8	NAVER	South Korea	8	NHN Entertainment	South Korea
9	LINE PLAY	LINE	9	FIFA ONLINE 3 M	NEXON, Garena Online	9	LINE	Japan	9	King	United Kingdom
10	pooq	pooq	10	Summoners War	GAMEVIL	10	UANGEL	South Korea	10	WeMade	South Korea

South Korea by Monthly Active Users

Top Apps of 2015: South Korea
iPhone Monthly Active Users

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

Top Apps of 2015: South Korea
Android Phone Monthly Active Users

Rank	App*	Company
1	KakaoTalk	Daum Kakao
2	NAVER	NAVER
3	KakaoStory	Daum Kakao
4	BAND	NAVER
5	Facebook	Facebook
6	NAVER Map	NAVER
7	MelOn	LOEN
8	Coupang	Coupang
9	Daum	Daum Kakao
10	Clean Master	Cheetah Mobile

Top Games of 2015: South Korea
iPhone Monthly Active Users

Rank	Game*	Company
1	Clash of Clans	Supercell
2	Everybody's Marble	Netmarble
3	Pop Friends	NHN Entertainment
4	Candy Crush Soda Saga	King
5	Cookie Run	Devsisters
6	Seven Knights	Netmarble
7	Anipang 2	SundayToz
8	Raven	Netmarble
9	SimCity BuildIt	Electronic Arts
10	Crossy Road	Hipster Whale

Top Games of 2015: South Korea
Android Phone Monthly Active Users

Rank	Game*	Company
1	Everybody's Marble	Netmarble
2	Anipang 2	SundayToz
3	Cookie Run	Devsisters
4	Clash of Clans	Supercell
5	Seven Knights	Netmarble
6	Minecraft – Pocket Edition	Microsoft
7	Pop Friends	NHN Entertainment
8	Anipang	SundayToz
9	FIFA ONLINE 3 M	NEXON
10	Crossy Road	Yodo1

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

United Kingdom by Downloads

Top Apps of 2015: United Kingdom
Combined iOS and Google Play
Downloads

Rank	App	Company
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	YouTube	Google
5	Instagram	Facebook
6	Snapchat	Snapchat
7	Skype	Microsoft
8	Spotify	Spotify
9	eBay	eBay
10	BBC iPlayer	BBC

Top Games of 2015: United Kingdom
Combined iOS and Google Play
Downloads

Rank	Game	Company
1	Crossy Road	Hipster Whale, Yodo1
2	Candy Crush Soda Saga	King
3	Candy Crush Saga	King, Tencent
4	8 Ball Pool	Miniclip
5	Subway Surfers	Kiloo
6	Clash of Clans	Supercell
7	Despicable Me	Gameloft
8	Temple Run 2	Imangi, iDreamSky
9	Agar.io	Miniclip
10	Cooking Fever	Nordcurrent

Top Companies of 2015: United
Kingdom Combined iOS and Google
Play Downloads
Outside of Games

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

Top Companies of 2015: United
Kingdom Combined iOS and Google
Play Games Downloads

Rank	Company	Headquarters
1	Electronic Arts	United States
2	King	United Kingdom
3	Ketchapp Studio	France
4	Gameloft	France
5	Miniclip	Switzerland
6	Zynga	United States
7	Rovio	Finland
8	Supercell	Finland
9	TabTale	Israel
10	Storm8	United States

United Kingdom by Revenue

Top Apps of 2015: United Kingdom
Combined iOS and Google Play
Revenue

Rank	App	Company
1	Spotify	Spotify
2	Skype	Microsoft
3	Tinder	InterActiveCorp (IAC)
4	Match.com UK	InterActiveCorp (IAC)
5	Zoosk	Zoosk
6	POF Online Dating	InterActiveCorp (IAC), PlentyOfFish
7	Badoo	Badoo
8	Magic Piano by Smule	Smule
9	Sing! Karaoke	Smule
10	The Guardian	The Guardian

Top Games of 2015: United Kingdom
Combined iOS and Google Play
Revenue

Rank	Game	Company
1	Clash of Clans	Supercell
2	Candy Crush Saga	King, Tencent
3	Game of War - Fire Age	Machine Zone
4	Candy Crush Soda Saga	King
5	Boom Beach	Supercell
6	Farm Heroes Saga	King
7	Hay Day	Supercell
8	SimCity BuildIt	Electronic Arts
9	Marvel Contest of Champions	Kabam
10	8 Ball Pool	Miniclip

Top Companies of 2015: United Kingdom
Combined iOS and Google Play
Revenue Outside of Games

Rank	Company	Headquarters
1	Spotify	Sweden
2	InterActiveCorp (IAC)	United States
3	Microsoft	United States
4	Smule	United States
5	Zoosk	United States
6	News Corp	United States
7	MagazineCloner	United Kingdom
8	Badoo	United Kingdom
9	TomTom	Netherlands
10	Sky	United Kingdom

Top Companies of 2015: United Kingdom
Combined iOS and Google Play
Games Revenue

Rank	Company	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Electronic Arts	United States
4	Machine Zone	United States
5	Kabam	United States
6	Zynga	United States
7	Churchill Downs	United States
8	Elex Technology	China
9	Miniclip	Switzerland
10	SGN	United States

United Kingdom by Monthly Active Users

Top Apps of 2015: United Kingdom
iPhone Monthly Active Users

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

Top Apps of 2015: United Kingdom
Android Phone Monthly Active Users

Rank	App*	Company
1	Facebook	Facebook
2	WhatsApp Messenger	Facebook
3	Facebook Messenger	Facebook
4	eBay	eBay
5	Twitter	Twitter
6	Instagram	Facebook
7	Dropbox	Dropbox
8	Snapchat	Snapchat
9	Skype	Microsoft
10	BBC News	BBC

Top Games of 2015: United Kingdom
iPhone Monthly Active Users

Rank	Game*	Company
1	Candy Crush Saga	King
2	Clash of Clans	Supercell
3	Crossy Road	Hipster Whale
4	Candy Crush Soda Saga	King
5	8 Ball Pool	Miniclip
6	2048	Ketchapp Studio
7	Words With Friends	Zynga
8	aa	General Adaptive Apps
9	1010!	GramGames
10	Subway Surfers	Kiloo

Top Games of 2015: United Kingdom
Android Phone Monthly Active Users

Rank	Game*	Company
1	Candy Crush Saga	King
2	Candy Crush Soda Saga	King
3	Clash of Clans	Supercell
4	Crossy Road	Yodo1
5	8 Ball Pool	Miniclip
6	MobilityWare Solitaire	MobilityWare
7	Subway Surfers	Kiloo
8	Farm Heroes Saga	King
9	Words With Friends	Zynga
10	Temple Run 2	Imangi

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

United States by Downloads

Top Apps of 2015: United States Combined iOS and Google Play Downloads			Top Games of 2015: United States Combined iOS and Google Play Downloads			Top Companies of 2015: United States Combined iOS and Google Play Downloads Outside of Games			Top Companies of 2015: United States Combined iOS and Google Play Games Downloads		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	Facebook Messenger	Facebook	1	Trivia Crack	Etermax	1	Facebook	United States	1	Electronic Arts	United States
2	Facebook	Facebook	2	Crossy Road	Hipster Whale, Yodo1	2	Google	United States	2	King	United Kingdom
3	Instagram	Facebook	3	Subway Surfers	Kiloo	3	Apple	United States	3	Gameloft	France
4	Pandora Radio	Pandora	4	Candy Crush Soda Saga	King	4	Microsoft	United States	4	Ketchapp Studio	France
5	Snapchat	Snapchat	5	Clash of Clans	Supercell	5	Amazon	United States	5	Zynga	United States
6	YouTube	Google	6	Candy Crush Saga	King, Tencent	6	Disney	United States	6	Glu	United States
7	Netflix	Netflix	7	8 Ball Pool	Miniclip	7	Pandora	United States	7	Rovio	Finland
8	WhatsApp Messenger	Facebook	8	Despicable Me	Gameloft	8	Cheetah Mobile	China	8	Miniclip	Switzerland
9	Spotify	Spotify	9	Temple Run 2	Imangi, iDreamSky	9	Snapchat	United States	9	TabTale	Israel
10	Apple iMovie	Apple	10	Geometry Dash	RobTop	10	InterActiveCorp (IAC)	United States	10	Supercell	Finland

United States by Revenue

Top Apps of 2015: United States Combined iOS and Google Play Revenue			Top Games of 2015: United States Combined iOS and Google Play Revenue			Top Companies of 2015: United States Combined iOS and Google Play Revenue Outside of Games			Top Companies of 2015: United States Combined iOS and Google Play Games Revenue		
Rank	App	Company	Rank	Game	Company	Rank	Company	Headquarters	Rank	Company	Headquarters
1	Pandora Radio	Pandora	1	Clash of Clans	Supercell	1	Pandora	United States	1	Supercell	Finland
2	Spotify	Spotify	2	Game of War - Fire Age	Machine Zone	2	Spotify	Sweden	2	King	United Kingdom
3	HBO NOW	Time Warner	3	Candy Crush Saga	King, Tencent	3	InterActiveCorp (IAC)	United States	3	Machine Zone	United States
4	Match.com	InterActiveCorp (IAC)	4	Candy Crush Soda Saga	King	4	Time Warner	United States	4	Electronic Arts	United States
5	Hulu	Hulu	5	Boom Beach	Supercell	5	Smule	United States	5	Caesars Entertainment	United States
6	Tinder	InterActiveCorp (IAC)	6	DoubleDown Casino	International Game Technology	6	Hulu	United States	6	Churchill Downs	United States
7	Zoosk	Zoosk	7	Big Fish Casino	Churchill Downs	7	Microsoft	United States	7	Zynga	United States
8	Sing! Karaoke	Smule	8	Slotomania	Caesars Entertainment	8	Zoosk	United States	8	Kabam	United States
9	MLB.com At Bat	MLB	9	Hay Day	Supercell	9	Apple	United States	9	International Game Technology	United States
10	Skype	Microsoft	10	Farm Heroes Saga	King	10	Disney	United States	10	Glu	United States

United States by Monthly Active Users

Top Apps of 2015: United States iPhone Monthly Active Users			Top Apps of 2015: United States Android Phone Monthly Active Users			Top Games of 2015: United States iPhone Monthly Active Users			Top Games of 2015: United States Android Phone Monthly Active Users		
Rank	App*	Company	Rank	App*	Company	Rank	App	Company	Rank	App*	Company
1	Facebook	Facebook	1	Facebook	Facebook	1	Trivia Crack	Etermax	1	Trivia Crack	Etermax
2	Facebook Messenger	Facebook	2	Facebook Messenger	Facebook	2	Clash of Clans	Supercell	2	Candy Crush Saga	King
3	YouTube	Google	3	Instagram	Facebook	3	Candy Crush Saga	King	3	Clash of Clans	Supercell
4	Instagram	Facebook	4	Pandora Radio	Pandora	4	Words With Friends	Zynga	4	Candy Crush Soda Saga	King
5	Snapchat	Snapchat	5	Snapchat	Snapchat	5	Crossy Road	Hipster Whale	5	Words With Friends	Zynga
6	Google Maps	Google	6	Amazon	Amazon	6	Candy Crush Soda Saga	King	6	Solitaire	MobilityWare
7	Pandora Radio	Pandora	7	Flashlight by Surpax	Surpax	7	Subway Surfers	Kiloo	7	Crossy Road	Yodo1
8	Twitter	Twitter	8	Twitter	Twitter	8	2048	Ketchapp Studio	8	Subway Surfers	Kiloo
9	The Weather Channel	The Weather Channel	9	Pinterest	Pinterest	9	1010!	GramGames	9	Boom Beach	Supercell
10	Pinterest	Pinterest	10	Netflix	Netflix	10	Minecraft – Pocket Edition	Microsoft	10	Farm Heroes Saga	King

*Usage tables do not aggregate different versions of apps. For instance, Fruit Ninja and Fruit Ninja Free would be ranked separately.

Top Countries and Categories

Top Countries

iOS 2015 Worldwide Downloads			iOS 2015 Worldwide Revenue			Google Play 2015 Worldwide Downloads			Google Play 2015 Worldwide Revenue		
Rank	Country	Rank Change vs. 2014	Rank	Country	Rank Change vs. 2014	Rank	Country	Rank Change vs. 2014	Rank	Country	Rank Change vs. 2014
1	China	▲ 1	1	United States	-	1	United States	-	1	Japan	-
2	United States	▼ 1	2	Japan	-	2	Brazil	-	2	United States	-
3	Japan	-	3	China	-	3	India	-	3	South Korea	-
4	United Kingdom	-	4	United Kingdom	-	4	Russia	-	4	Taiwan	▲ 1
5	Russia	-	5	Australia	-	5	Mexico	▲ 1	5	Germany	▼ 1
6	France	-	6	Canada	-	6	Indonesia	▲ 2	6	United Kingdom	-
7	Germany	▲ 1	7	Germany	-	7	Turkey	-	7	France	-
8	Canada	▼ 1	8	South Korea	▲ 3	8	South Korea	▼ 3	8	Hong Kong	-
9	Australia	-	9	France	▼ 1	9	Thailand	▲ 1	9	Australia	-
10	Brazil	▲ 1	10	Taiwan	▲ 2	10	Germany	▼ 1	10	Canada	▲ 1

Top Categories

iOS 2015 Worldwide Downloads			iOS 2015 Worldwide Revenue			Google Play 2015 Worldwide Downloads			Google Play 2015 Worldwide Revenue		
Rank	Category	Rank Change vs. 2014	Rank	Category	Rank Change vs. 2014	Rank	Category	Rank Change vs. 2014	Rank	Category	Rank Change vs. 2014
1	Games	-	1	Games	-	1	Games	-	1	Games	-
2	Photo and Video	▲ 1	2	Social Networking	-	2	Tools	▲ 1	2	Communication	-
3	Entertainment	▼ 1	3	Music	-	3	Communication	▼ 1	3	Social	-
4	Social Networking	-	4	Entertainment	▲ 1	4	Photography	▲ 2	4	Tools	-
5	Lifestyle	-	5	Education	▼ 1	5	Entertainment	▼ 1	5	Entertainment	▲ 1
6	Utilities	-	6	Productivity	-	6	Social	▼ 1	6	Education	▲ 1
7	Productivity	▲ 1	7	Books	▲ 1	7	Personalization	-	7	Music & Audio	▲ 1
8	Music	▼ 1	8	Navigation	▲ 1	8	Music & Audio	-	8	Travel & Local	▼ 3
9	Education	-	9	Lifestyle	▲ 2	9	Productivity	-	9	Sports	-
10	Travel	-	10	News	▼ 3	10	Media & Video	-	10	Lifestyle	▲ 9

About App Annie

App Annie delivers the most trusted app data and insights for your business to succeed in the app economy globally. App Annie is used by more than 1 million apps to track their performance, and now has over 500,000 registered members — including 94 of the top 100 publishers. The company is headquartered in San Francisco with 425 employees across 15 global offices. App Annie has raised \$157 million in financing to date from investors such as e.Ventures, Greenspring Associates, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital.

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