App Annie’s State of Mobile 2021

Report Methodology

- The company and app rankings reported in the App Annie 2021 State of Mobile are based on the download, consumer spend and usage estimates available through App Annie Intelligence.
  - App Annie 2021 State of Mobile consumer spend rankings are based on consumer spend that the iOS App Store and Google Play earned from paid downloads and in-app purchases. They do not include consumer spend earned from in-app advertising.
- Top companies in Games are ranked by downloads and consumer spend in the Games category only, while top companies in Apps are ranked by downloads and consumer spend in non-gaming categories.
- In the iOS App Store, an app can be categorized under a Primary Category as well as an optional Secondary Category. If an app has a Primary Category of Games and a Secondary Category of Entertainment, it is a candidate to be included only in the Games tables of the App Annie 2021 State of Mobile. If the app’s Primary Category is Entertainment and its Secondary Category is Games, it is a candidate to be included only in the Apps tables within this report.
- Download rankings are based on individually downloaded apps and exclude app downloads when included in bundles. Consumer spend rankings are based on consumer spend from individually downloaded paid apps as well as in-app purchase consumer spend from both individually downloaded apps and app bundles.
- Consumer spend is gross spend — the sum of payments made before Apple or Google takes a fee. iOS App Store and Google Play share of consumer spend varies by app, but is generally 30%.
- For companies acquired by another parent company during 2020, downloads and consumer spend are attributed to the new parent company from the start of the calendar day after the acquisition occurred.
- Occasionally, a company may decide to shift an existing app from one category to another category. In these cases, the App Annie 2021 State of Mobile ranks that app based on its app store categorization at the time of writing.
- Monthly Active Users (MAU), download and consumer spend rankings in this report are based on unified apps made possible by App Annie’s exclusive DNA. In unified apps, similar versions of the same app with different names and on different platforms are unified. For example, Call of Duty: Mobile and Call of Duty: Mobile VN on iOS, and Call of Duty: Mobile and Call of Duty: Mobile VN on Google Play are all aggregated and ranked as a single Call of Duty: Mobile unified app.
  - Company and app rankings are based on the current and historical App Annie DNA relationships as of the time of writing. App Annie DNA relationships are subject to change over time.
  - In the event that a unified app in the top downloads and consumer spend app rankings is connected to multiple companies, we selected one company to be represented in the ranking. For top company rankings, each app directly connected to a company contributed to that company’s rank. For instance, Tencent’s version of Call of Duty: Mobile contributed to Tencent’s ranking.
- Top apps and games usage rankings exclude pre-installed apps as well as apps published by platform owners and downloaded to devices running their OS (such as Google Translate on...
Android phone and GarageBand on iPhone). However, downloads from apps published by platform owners are included in the calculations of company rankings.

- App Annie Intelligence is currently available for the iOS App Store, Google Play and third-party Android app stores in China. It does not currently provide estimates for other app stores, such as the Amazon Appstore.
- App Annie engagement estimates for iPhone and Android phone were generated by leveraging our global consumer panel of millions of active users with data from our internal and commercially available data collection techniques in a suite of machine learning algorithms. Our data collection methods comply with App Store guidelines and applicable data protection and privacy laws.
- Smartphones are defined as mobile devices with screen sizes below seven inches. Tablets are defined as mobile devices with screen sizes seven inches and above.
- For the purposes of this report, an active user is defined as a device having one or more sessions with an app in the time period. A single person may be active on multiple devices in any time period, and, therefore be counted as one user per device in the total active users.
- A session as defined in this report is the period for which a user has a given app open in the foreground with the screen on. Background data usage does not contribute to session length.
- Push notifications are not considered active use and, as a result, do not count towards estimates of users, sessions, or session time.
- For Android total time spent calculations, some apps (such as system apps and others which do not appear on Google Play) may not be included.
- Certain trademarks and/or images used in this report may belong to third parties and are the property of their respective owners. App Annie claims no rights in such trademarks or images.
- Crunchbase tags companies with their requisite industries. These are clustered into industry group tags. For this report we sourced companies in “mobile” and “apps.” We also include companies with the words mobile, app and streaming in their descriptions. Funding data includes seed, venture, corporate and private equity to venture-backed companies. For leading mobile industries companies may be associated with more than one industry.

**Category and Top App Definitions**

- Game rankings and estimates are fueled by Game IQ — App Annie’s comprehensive taxonomy covering over 100 gaming subgenres and nearly 300 game modifier tags, enabling publishers to have more granular insights into gamer preferences.
- Video Streaming apps were identified by App Annie from the Entertainment, News, Photo & Video and Sports categories on the iOS App Store, and the Entertainment, Video Editors & Players, News & Magazines, and Sports categories on Google Play. Video streaming apps were defined as those that include at least some long-form video in the form of TV series, movies, news programs and full sports events (including eSports) where the content provider retains ownership and control of the content. Apps exclusively showing short-form video, music videos, user-generated content and highlights and clips were excluded.
- Finance apps were identified from the Finance categories in iOS and Google Play. Investment apps were determined by an app offering information, news, monitoring, active trading or passive trading, including buying and selling of crypto currencies.
- Social apps were identified from the Social Networking category on iOS and the Social and Communication categories on Google Play. Our analysis is limited to apps whose primary purpose is communication, whether one-to-one or one-to-many. Excluding Browsers and utilities.
Travel apps were identified from the Travel and Navigation categories on iOS and the Travel & Local and Maps & Navigation categories on Google Play.

Food and Drink apps were identified from the Food and Drink category on iOS and Google Play.

Education apps were identified from the Education category on iOS and Google Play.

Business apps were identified from the Business category on iOS and Google Play.

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