

## Why Japan And South Korea Dominate Google Play And Why App Annie Has Just Opened Up In Seoul

*In Expanding Commitment to the Hyper-Growth APAC Region, App Annie Releases Special Index Reports For Japan and Korea and Opens New Office in Seoul, Korea*

**SAN FRANCISCO AND BEIJING, July 25, 2013** – [App Annie](#) today announced two special indexes covering Japan and South Korea. Leveraging data from App Annie's premium market data product, [App Annie Intelligence](#), the two App Annie Indexes will be available on the [App Annie Blog](#). In related news, in order to support expansion into the ever-growing APAC market, App Annie is also announcing the opening of its latest office in Seoul, Korea.

“Japan and South Korea have already dominated Google Play in terms of revenues for Q1 2013, which we reported in our joint IDC - App Annie report entitled, ‘The Future of Portable and Mobile Gaming,’” said Bertrand Schmitt, CEO, App Annie. “It was clear that further analysis was needed, so we’re releasing these special indexes for Japan and South Korea. Both regional stores are dominated by domestic publishers, and there’s a huge market for companies in that region who want to expand regionally and globally. These companies need data, so it makes sense for us to open a Seoul office in addition to our Tokyo office in order to help us serve that local market.”

The indexes are available immediately. A few interesting takeaways from each report include:

- **Japan is dominated by locals:** Few foreign publishers have succeeded in breaking into what has long been regarded as one of the most lucrative games markets in the world. Of the 24 unique games covered in this Japan report, only 3 of them are published by foreign companies.
- **US publishers haven't cracked the top 10 in Japan:** Social Quantum (Russia), Gameloft (France), and Koramgame (China) were the only foreign publishers to break into the top 10 by iOS downloads.

- **South Korea too is dominated by locals:** Of the 27 unique games covered in this report, only 7 of them were published by companies based outside of South Korea.
- **Games in South Korea move fast:** Of the fourteen unique games featured in the top-downloaded game charts for the iOS App Store and Google Play in May, all but one were released between April and May.

## **App Annie Seoul**

In a related move, App Annie has responded to the huge demand in the South Korean market by opening its first Korean office, based in Seoul. Those interested in working with our new office can contact country manager David Son at [korea@appannie.com](mailto:korea@appannie.com). “It’s been a truly exciting time for the APAC region, and the opening of our office in Seoul shows that Korea has already been impacting our bottom line. We expect to see great things from this important market,” said Junde Yu, VP APAC, App Annie.

## **About App Annie**

App Annie is reinventing business intelligence products for the apps and digital goods economy. App Annie data and products are the industry standard, used by over 90 percent of the Top 100 grossing iOS publishers. More than 275,000 apps rely daily on App Annie Analytics to track their downloads, revenues, rankings and reviews. The company is tracking the most downloads and revenues of any app store market data company to date, with over 20 billion downloads, more than US\$5.3 billion in app store revenues. App Annie is a privately held global company of more than 100 employees with offices in Beijing, San Francisco, Tokyo, London, Hong Kong and Seoul. For more information, please visit <http://www.appannie.com/>, check out our [blog](#), and follow [@AppAnnie](#) on Twitter.

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