

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](#).

Confidently Navigate the Entire App Lifecycle with App Annie Intelligence



The industry's trusted global app market data. Cutting edge insights. One Integrated platform.

App Annie Is the Most Trusted Partner in the App Economy



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

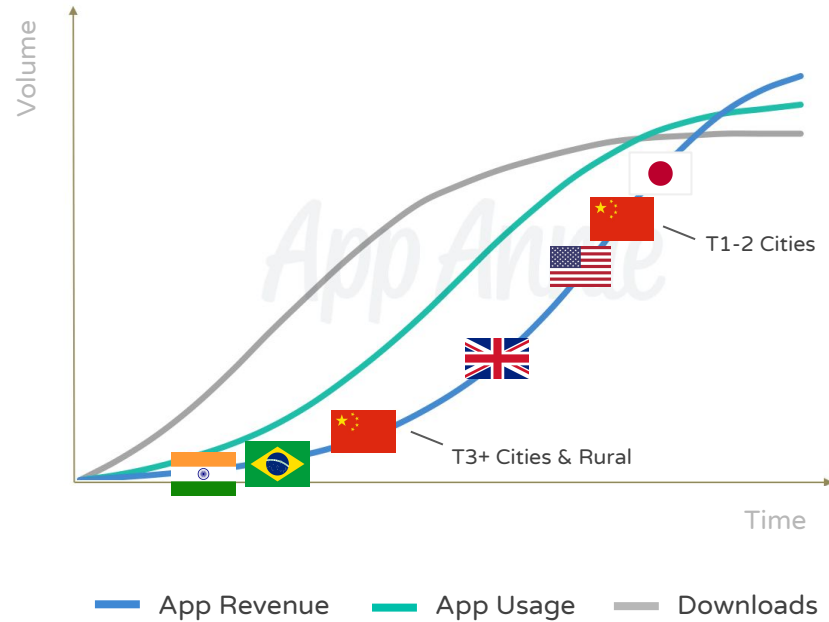
The App Economy Pushed New Boundaries in 2017

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.

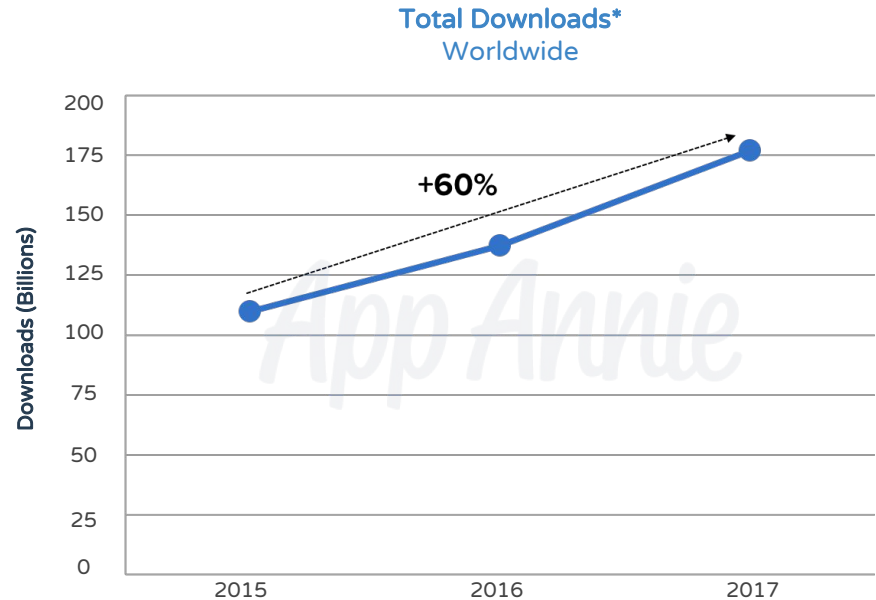


Global App Downloads Surpassed 175 Billion in 2017

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

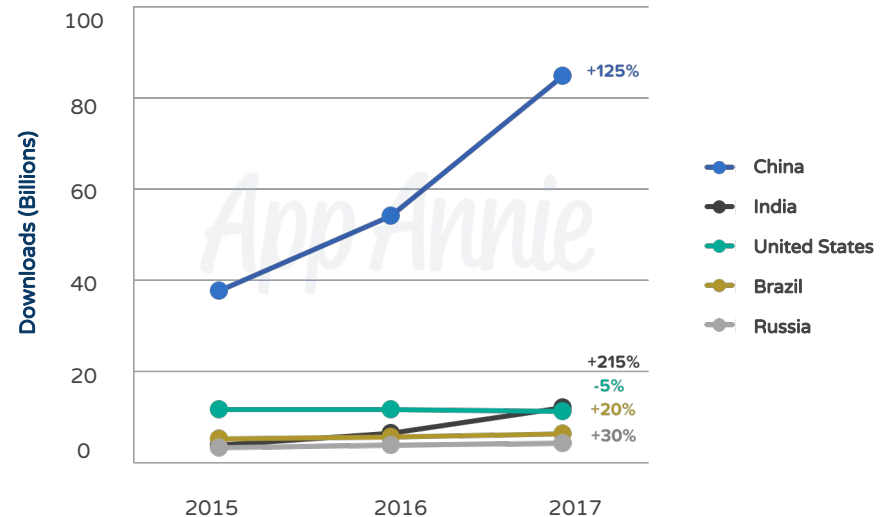
India Overtook the United States to Become the Number 2 Country by Downloads in 2017

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.

Top Countries by 2017 Downloads*



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

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

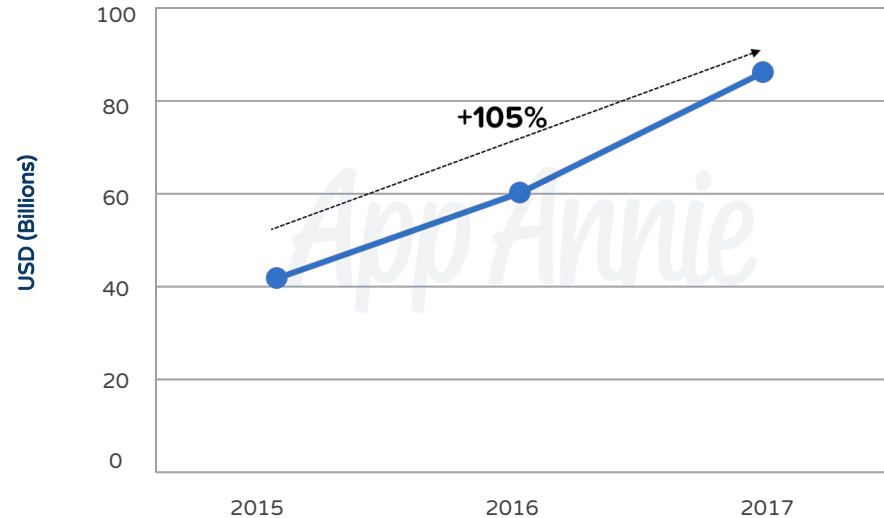
Total consumer spend through Google Play, the iOS App Store and third-party Android stores has more than doubled over the past two years to over \$86B.

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%

Total App Store Gross Consumer Spend*
Worldwide



*iOS App Store, Google Play and third-party Android consumer spend combined; inclusive of app stores' cut of consumer spend. Does not include advertising or eCommerce revenue

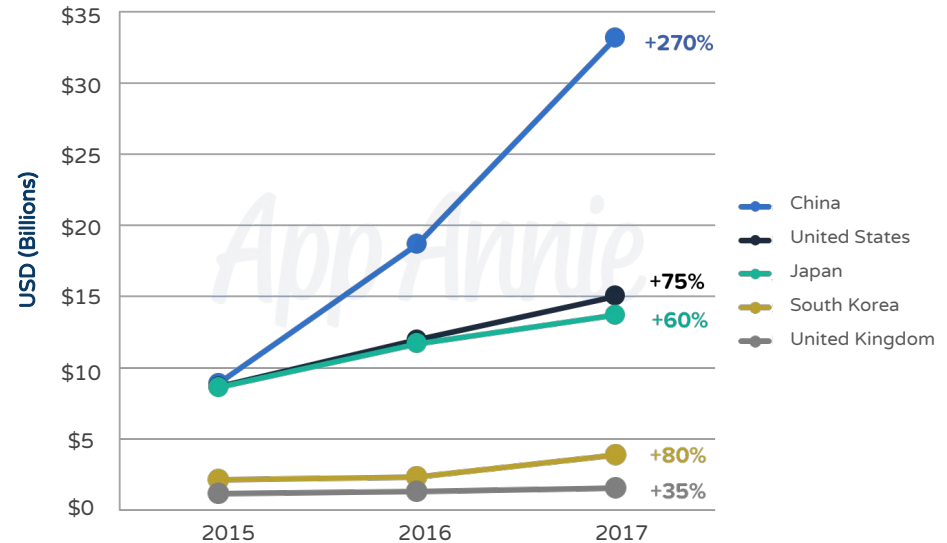
Monetization in Top Markets Maintained Its Steep Growth

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*



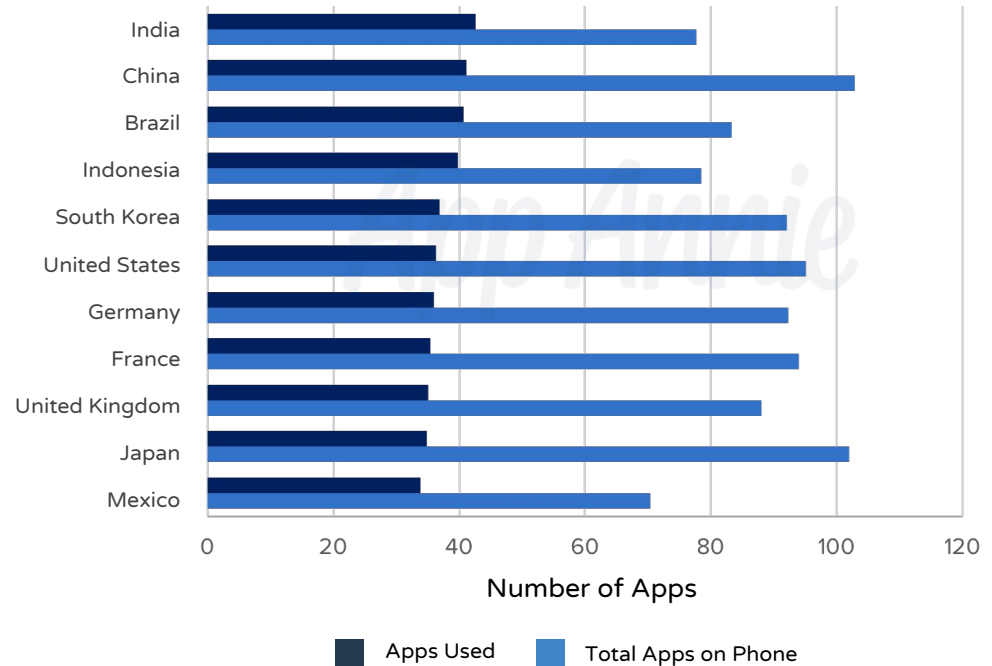
*iOS App Store, Google Play and third-party Android Stores combined; inclusive of app stores' cut of revenue

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

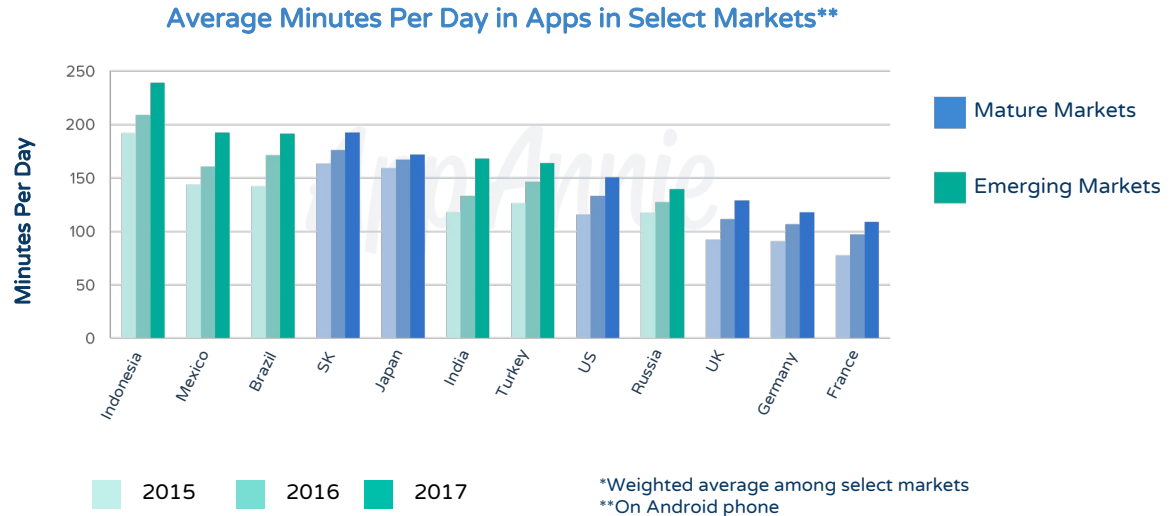


*iPhone and Android phone combined

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.

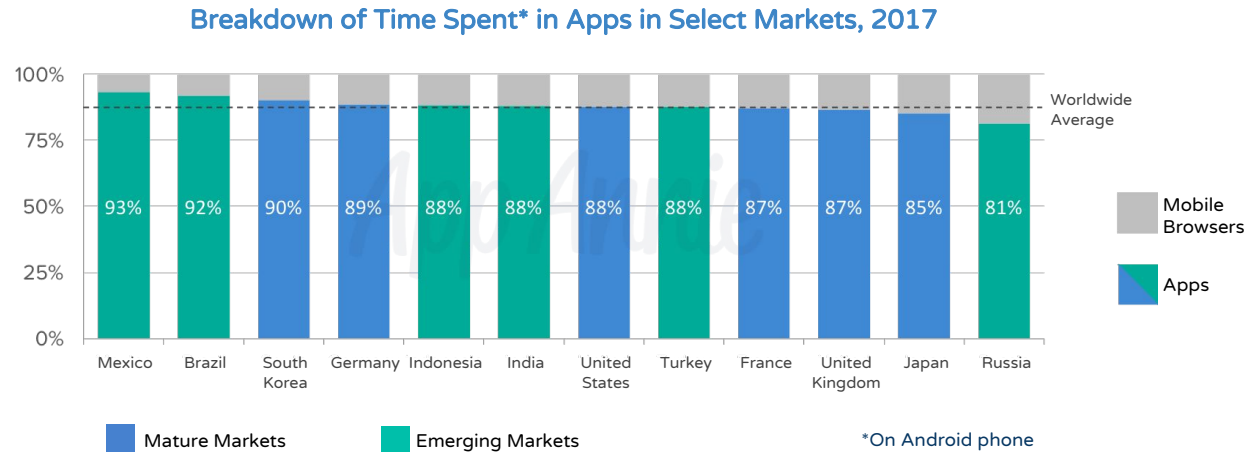


Worldwide App Engagement Is Well Above Mobile Web

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.



The Naver logo is displayed in a bold, green, sans-serif font. It is centered within a white rounded square, which is itself centered on a light gray background.

"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

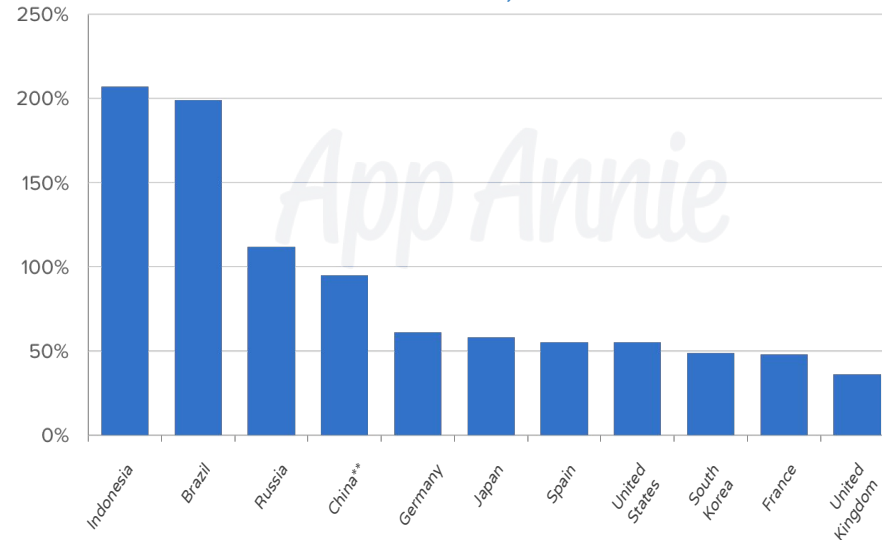
Finance App Adoption Is Gaining Momentum

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.

Percentage Growth in Finance App Downloads*
in Select Markets, 2017 vs 2015

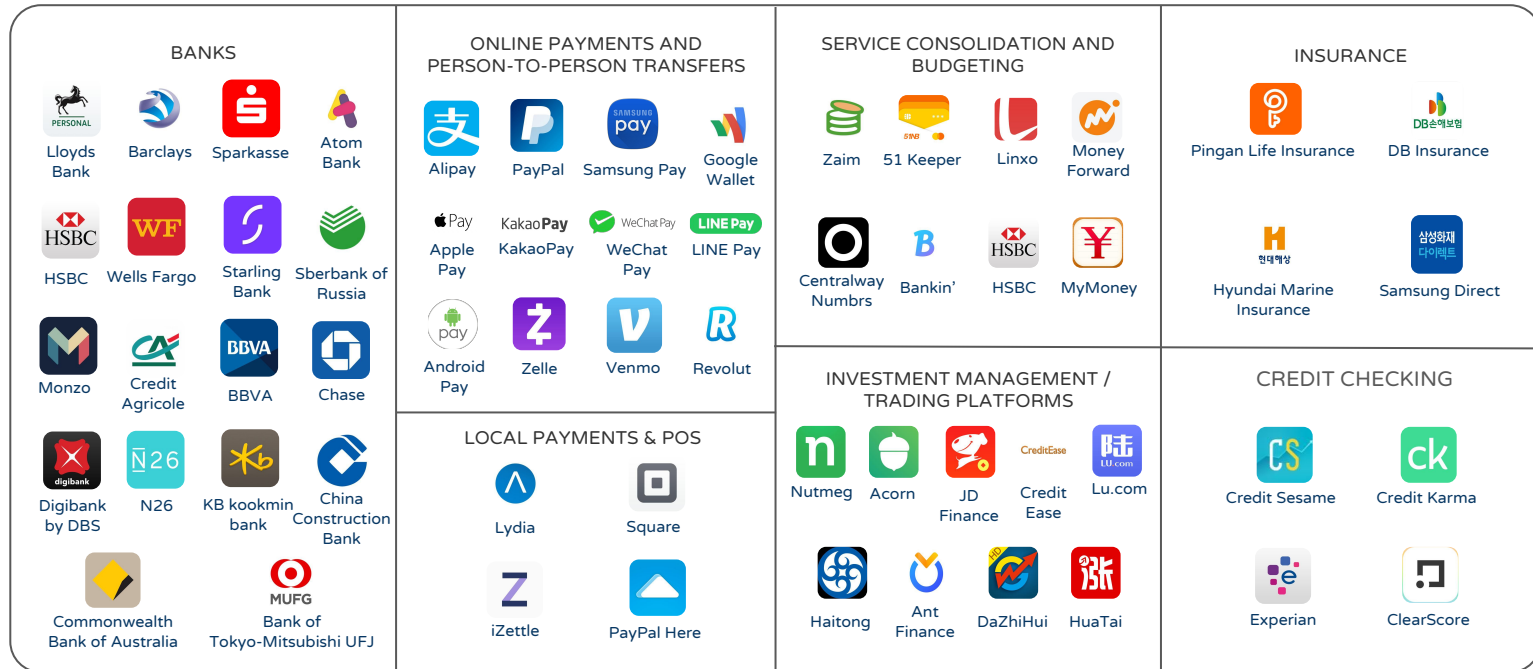


*iOS App Store and Google Play combined

**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





“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

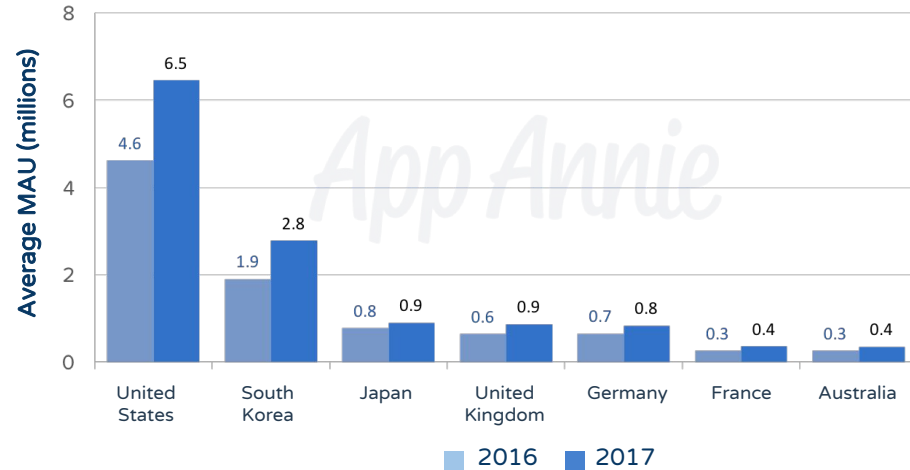
Across Markets, 2017 Saw an Uptick in Number of Users of Fintech Apps

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.

Average Monthly Active Users*
Top 5 Fintech Apps in Select Markets



*iPhone and Android phone combined

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

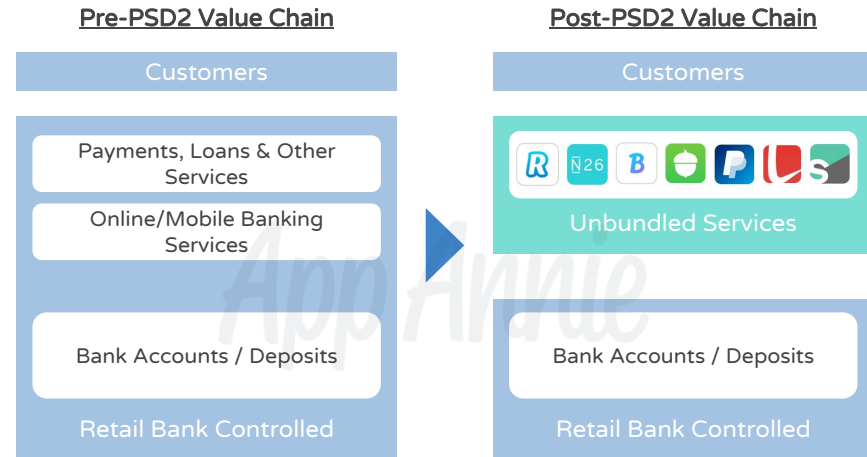
EU PSD2 Legislation Will Further Open the Door to Fintech

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.



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.

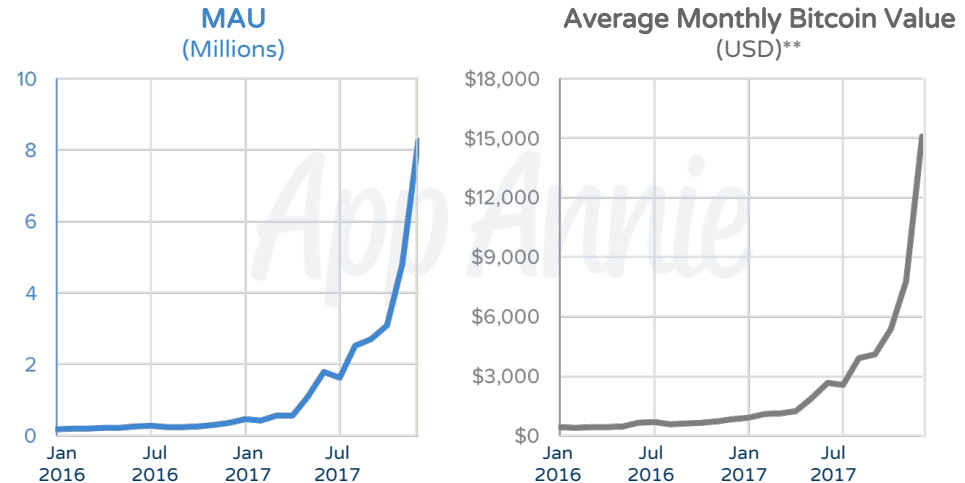
4. Booming Cryptocurrency Prices Have Created a New Category of Cryptocurrency Management Apps

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](#)

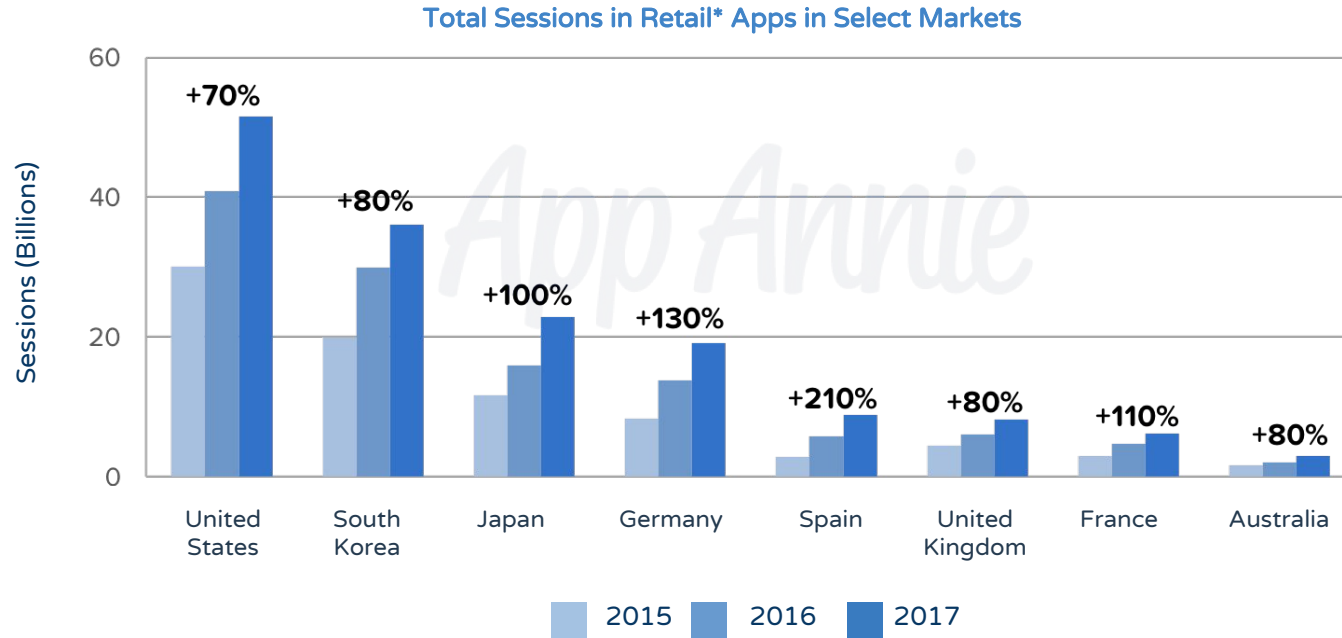
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Retail Apps

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

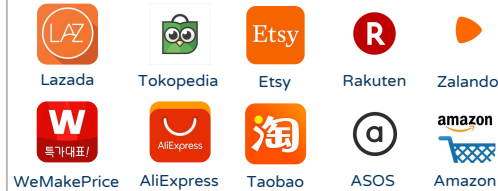
The Retail Landscape in 2017

Bricks-and-Clicks



Digital-First

Online Marketplaces

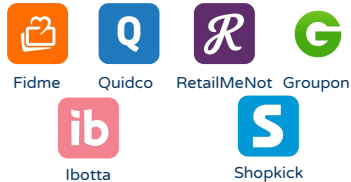


Universal Shopping Baskets & Social Shopping



Retail Complements & Shopping Alternatives

Coupons and Third-Party Loyalty



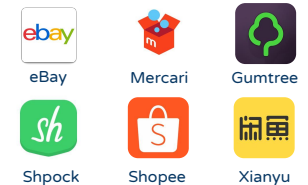
Discount Discovery



Payment Apps



C2C Marketplaces & Classifieds





“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](#)

The Just Eat logo is displayed in a white rounded square. The text "JUST EAT" is written in a bold, red, italicized sans-serif font, with "JUST" on the top line and "EAT" on the bottom line.

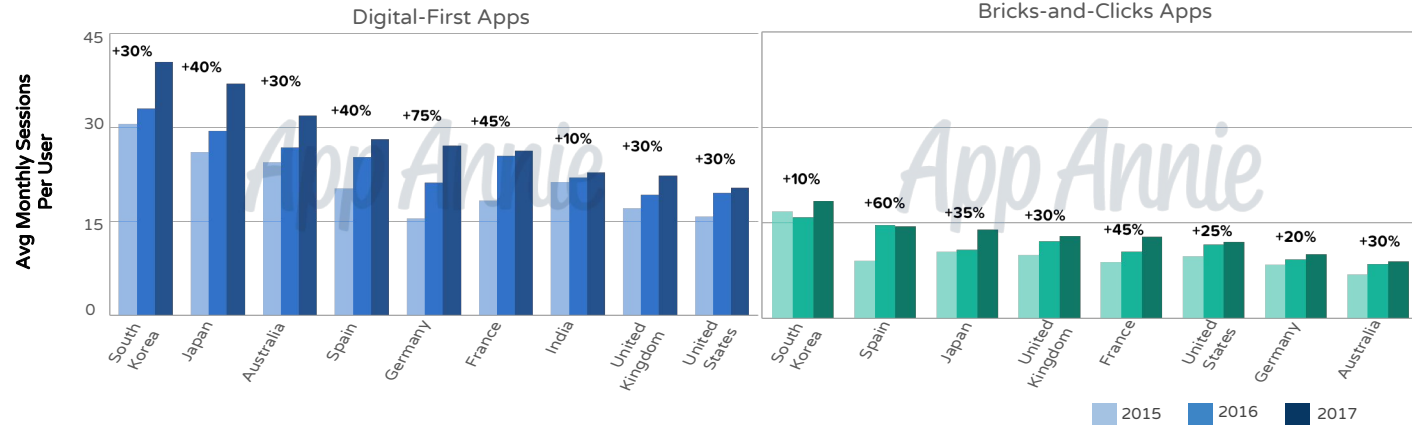
“Through a better understanding of our customer base we realised the value of mobile and specifically the app platform. We discovered that **when customers move from desktop to app they significantly increase the frequency of spending.**”

Quote provided to App Annie by

Rufus Weston
Head of Insight
Just Eat

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

Average Monthly Sessions Per User in 2017*
in Select Markets, Growth from 2015 to 2017



*Top 5 apps by time spent on Android phone

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.

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

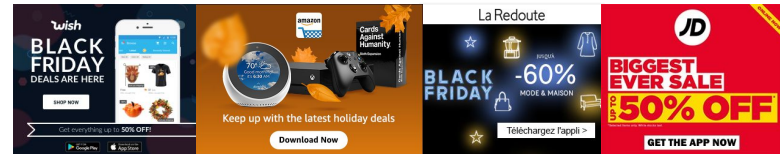
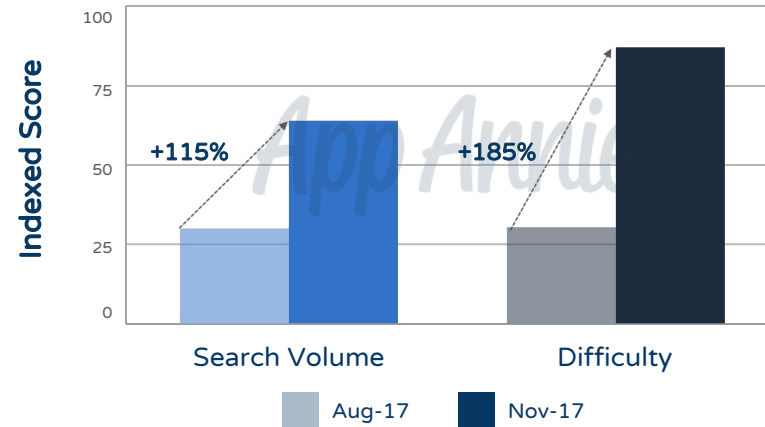
3. Mobile Marketing Is More Important Than Ever During the Holidays

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

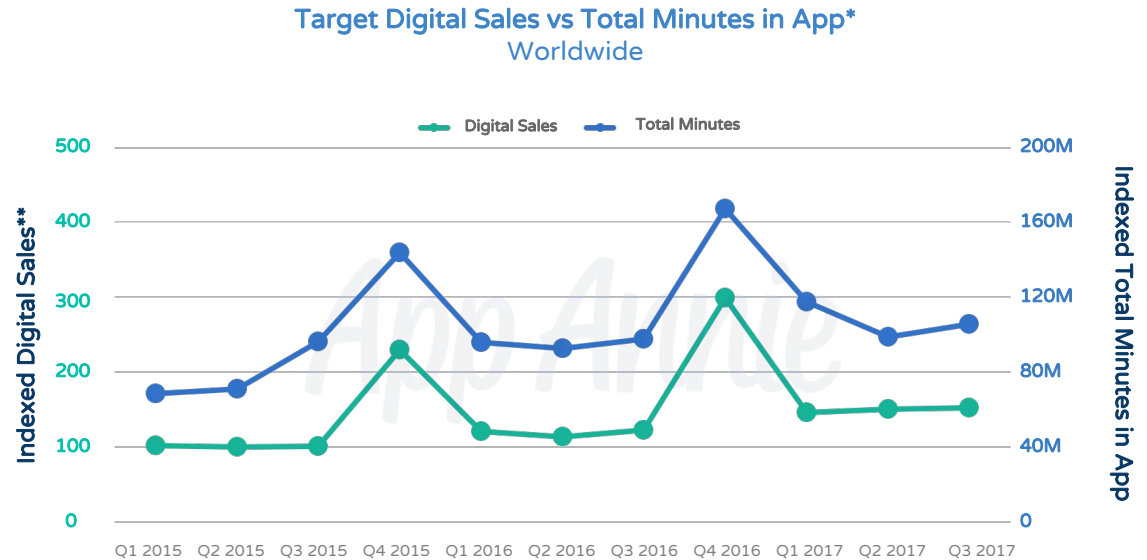


Interstitial ads displayed in two weeks prior to Black Friday.
Sourced from [App Annie's Creative Gallery tool](#)

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.



*On Android phone

**Chart shows indexed absolute digital sales derived from percentage digital sales reported in Target's earnings statements

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

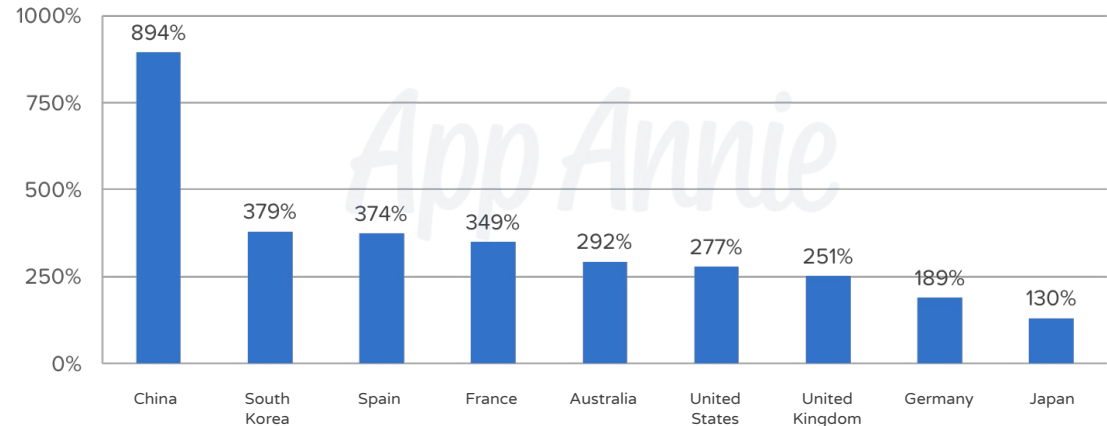
Mobile Is the First Screen

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.

Percentage App Store Revenue Growth in Entertainment Apps*
in Select Markets, 2017 vs. 2015

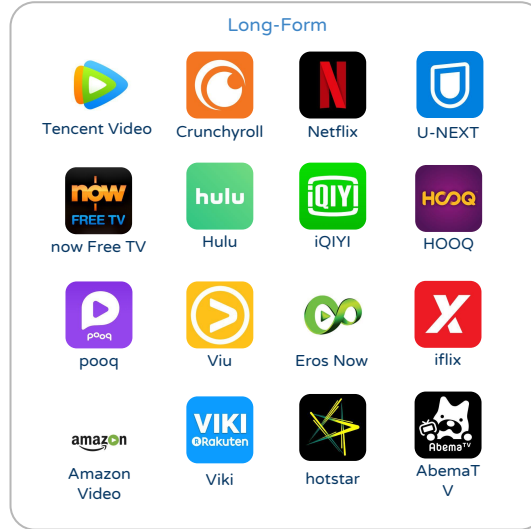
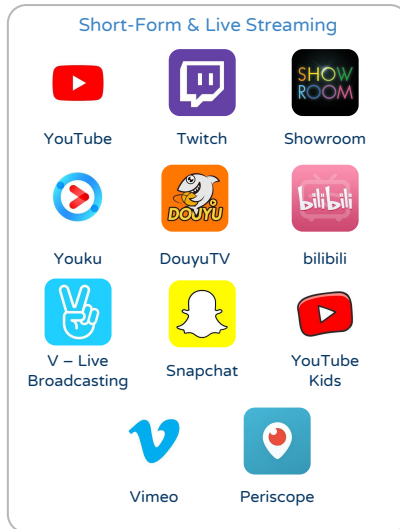


*Google Play & iOS App Store Entertainment categories combined

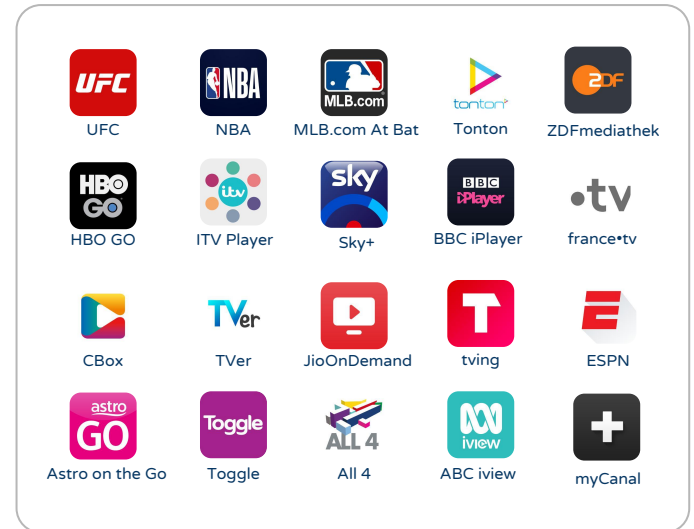
The Video Streaming Landscape in 2017

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

DIGITAL-FIRST



TV-FIRST

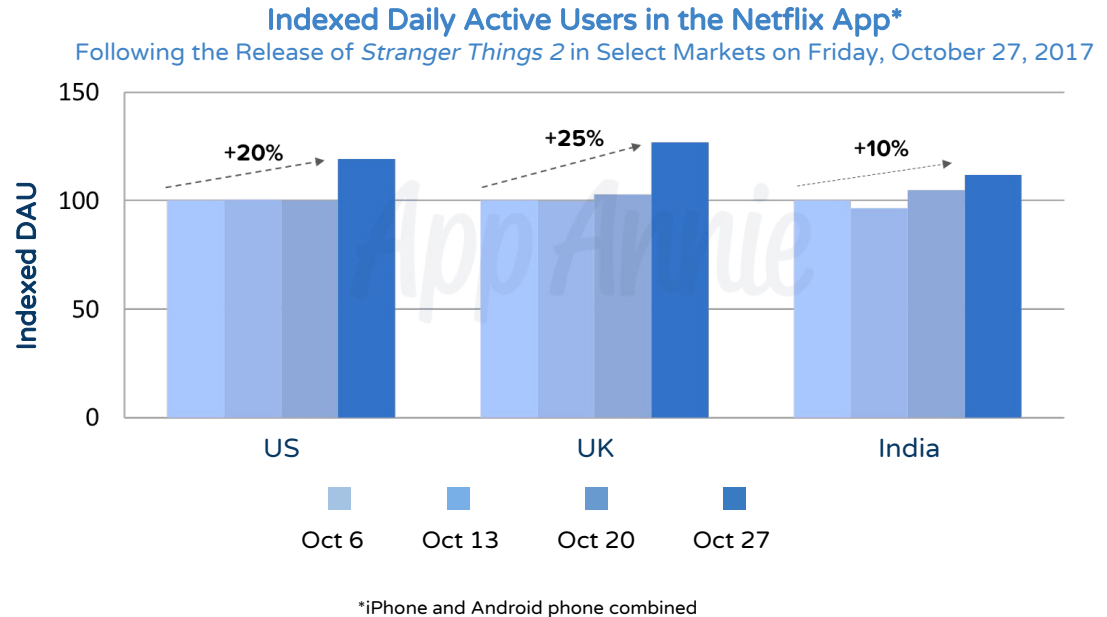


1. Increased Investment in Original Content Drove App Usage

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	oksusu	Sky Sports	Hulu

TV-First Digital-First

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

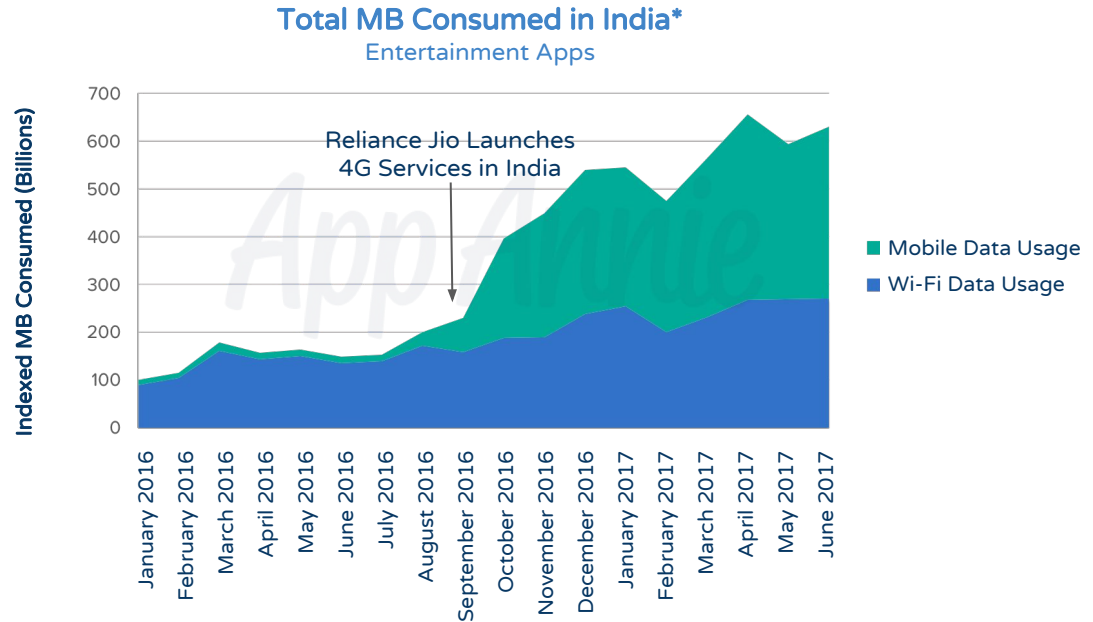
**China data is for Q4 2017 only

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

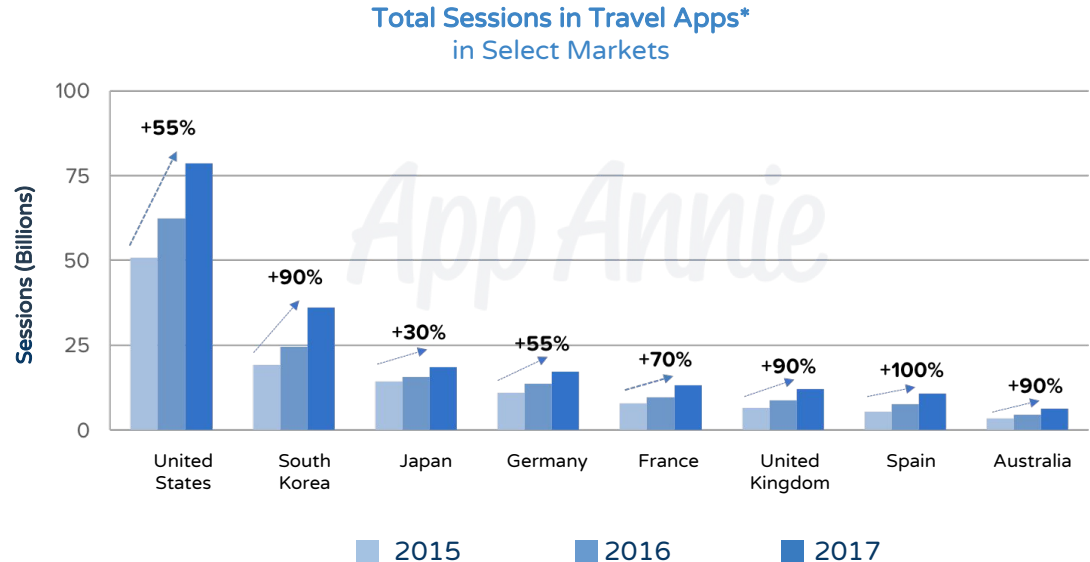
The Ultimate Trip Companion

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

ONLINE TRAVEL AGENCIES & META-SEARCH



Jalan



skyscanner



KAYAK



Expedia



HolidayPirates



opodo



Voyages-sncf



Booking.com



trivago



traveloka



Hotels.com



ORBITZ



tripadvisor



Fliggy



trainline



Rakuten Travel



Ctrip



TUI

DIRECT DISTRIBUTION



Lufthansa



AirAsia



AirFrance



United



Marriott



JEJUair



easyJet



Southwest



Virgin Trains



Hertz



Ryanair



Holiday Inn



Japan Airlines



Air China



Disney



Korail

PEER-TO-PEER MARKETPLACES



CouchSurfing



trip



HomeAway



Didi Chuxing



Withlocals



BlaBlaCar



UBER



Grab



Wimdu



airbnb



“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



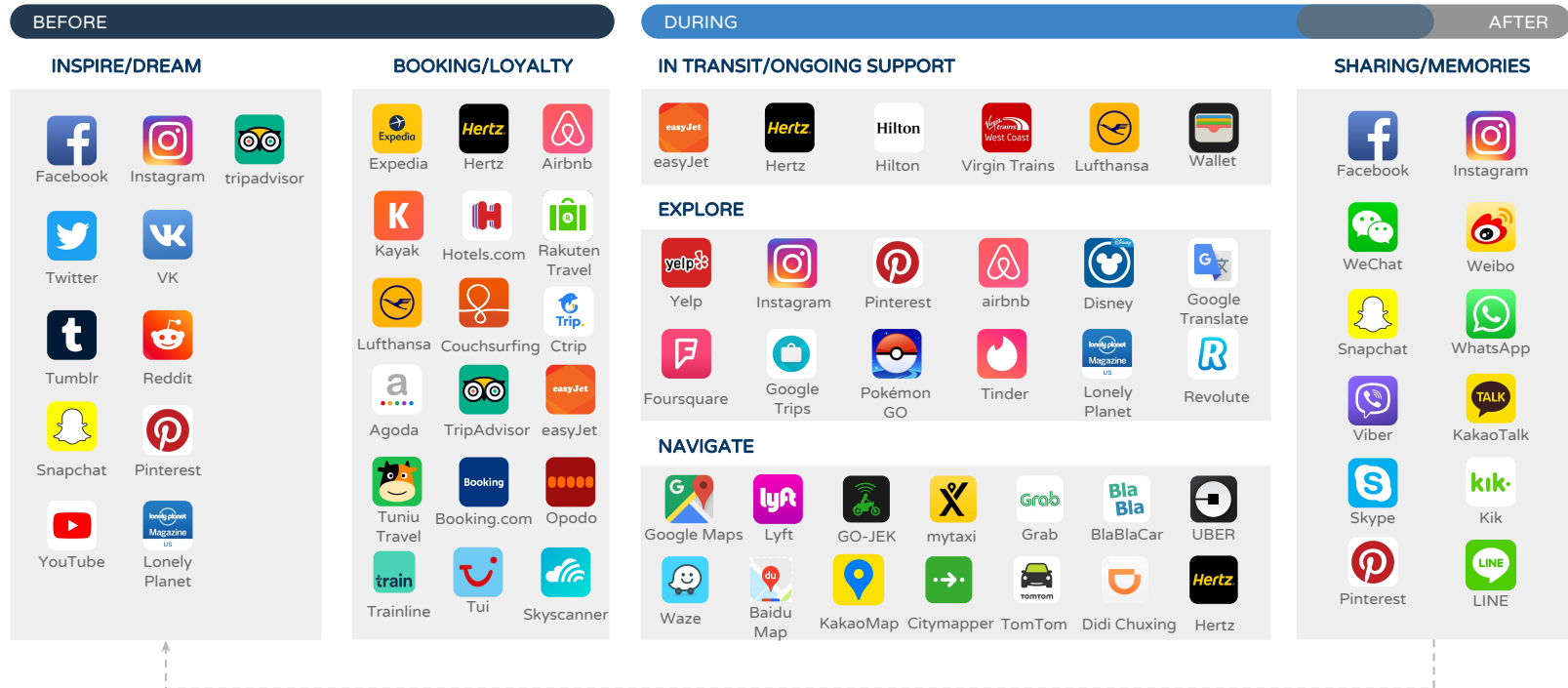
“Our apps have achieved a wide reach in Japan, with three ranking in the top 20 most downloaded apps in Japan in 2017. Our portfolio of apps allow consumers to directly access the information they need – such as news, weather and transit information – at their fingertips, which has a material impact 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

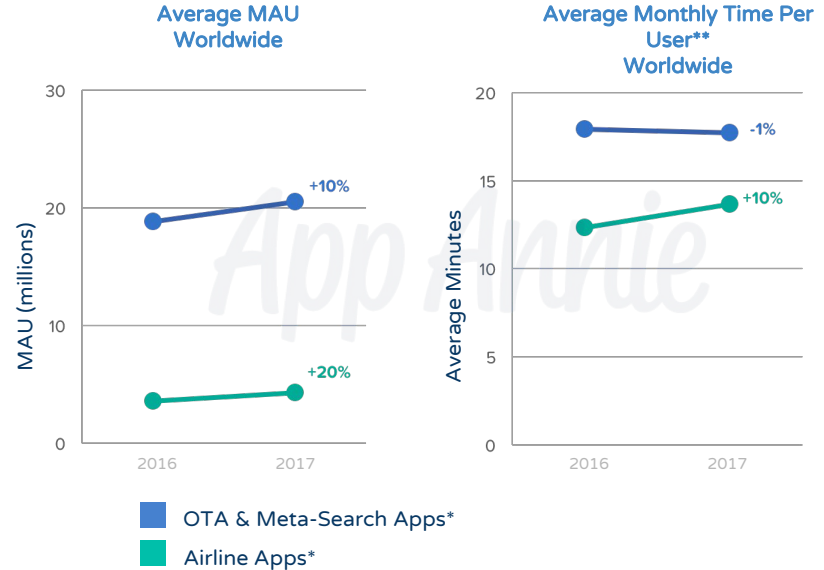


2. Airlines Change Strategy to Push Back Against OTA and Meta-Search Apps

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*

	China**	France	Germany	Indonesia	Rest of SEA	Japan	Russia	South Korea	Spain	United Kingdom	United States
	Didi Chuxing	Uber	BlaBlaCar	GO-JEK	Grab	Japan Taxi	Yandex Taxi	KakaoTaxi	Cabify	Uber	Uber
1											
2	Mobike	BlaBlaCar	mytaxi	Grab	Uber	Uber	Uber	SOCAR	BlaBlaCar	GetTaxi	Lyft
											

*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](#)

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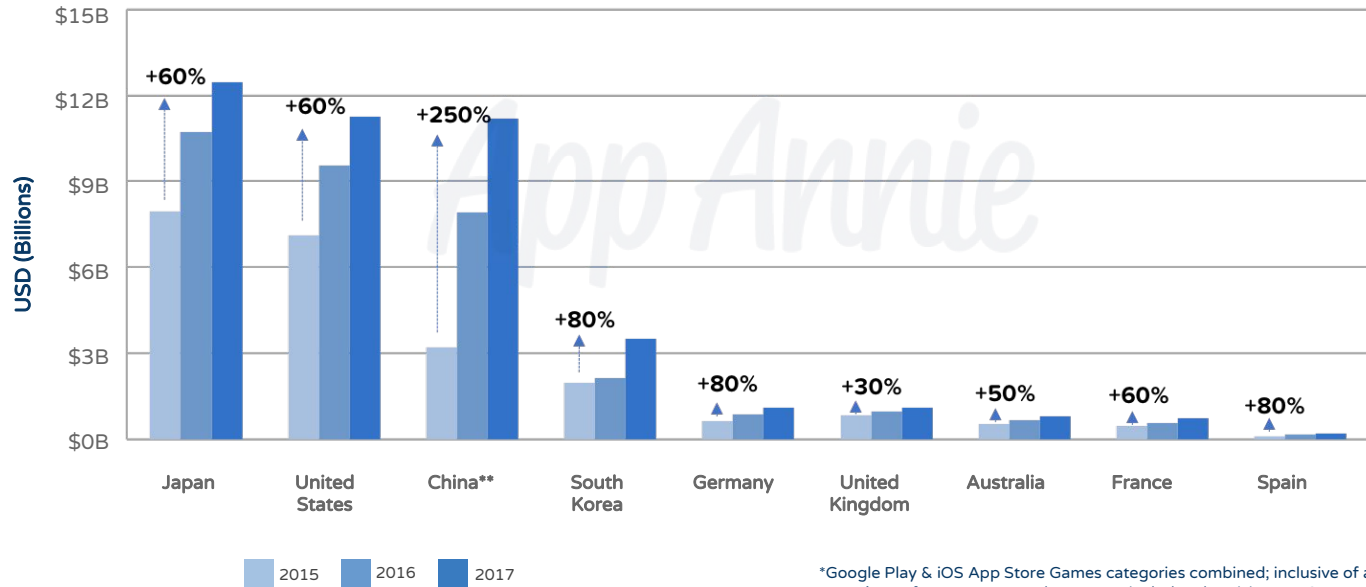
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Gaming

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



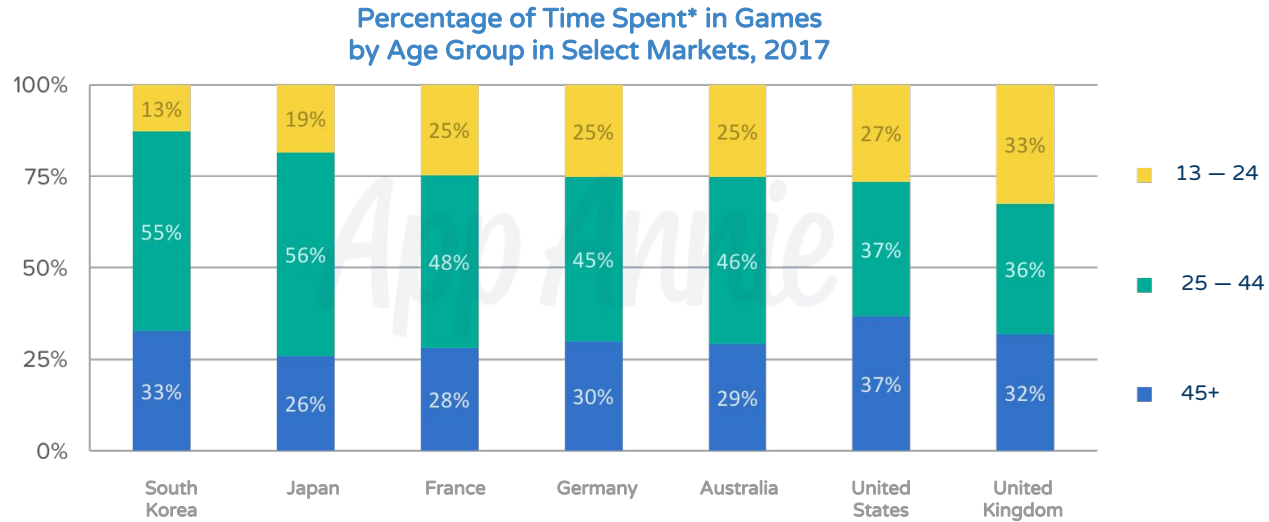
“When we first started out, it was just a case of launching a game and the downloads and revenue would follow, but now there is a lot more that needs to be done to stay at the top. **We chose App Annie as we truly believe it has one of the most comprehensive and accurate data sets on the app market today.**”

Quote provided to App Annie by

Jernej Česen
VP of Data Analytics
Outfit7

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*

iOS			Google Play	
	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

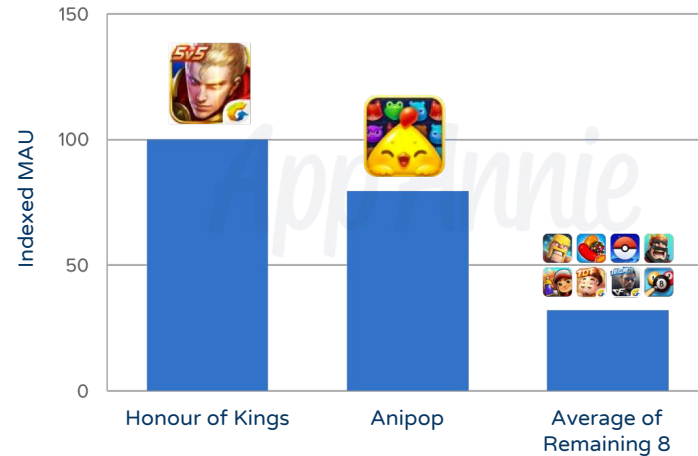
[Honour of Kings](#) is a hugely popular game from Tencent. It was the most used game globally in Q4 2017.

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	 Pokémon 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

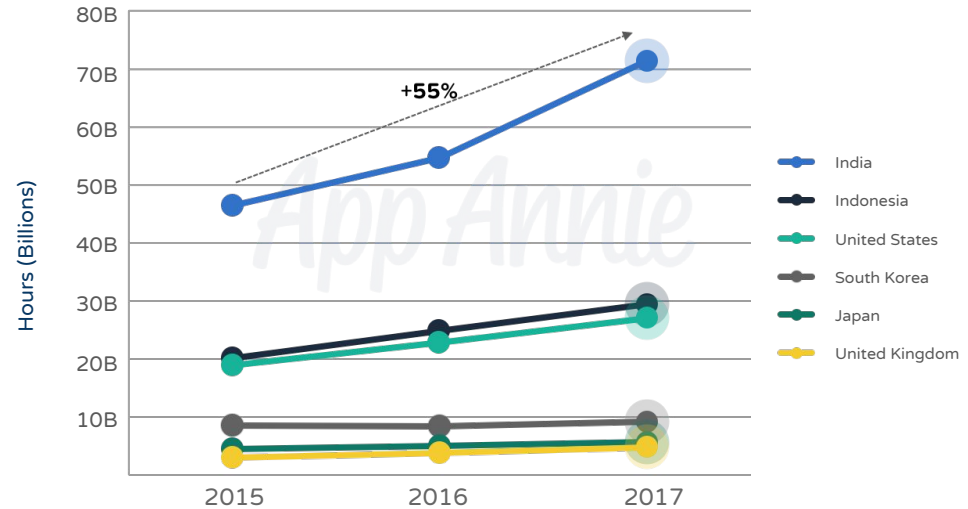
Globally, Over 2 Billion People Use at Least 1 of the Top 5 Social Apps* Each Month on Average

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.

Time Spent in Top 5 Social Apps** in Select Markets



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

**Top 5 apps by time spent

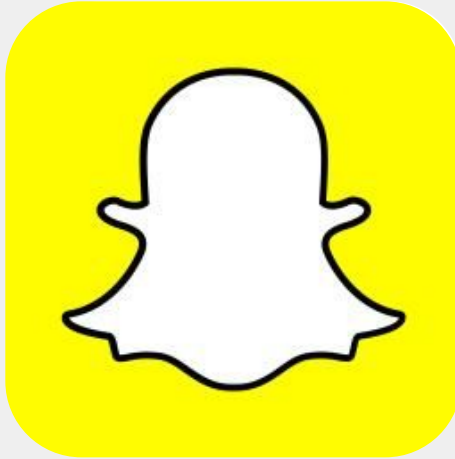
Social Is Massive Globally – With Facebook's Apps Dominating for Many Markets

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.

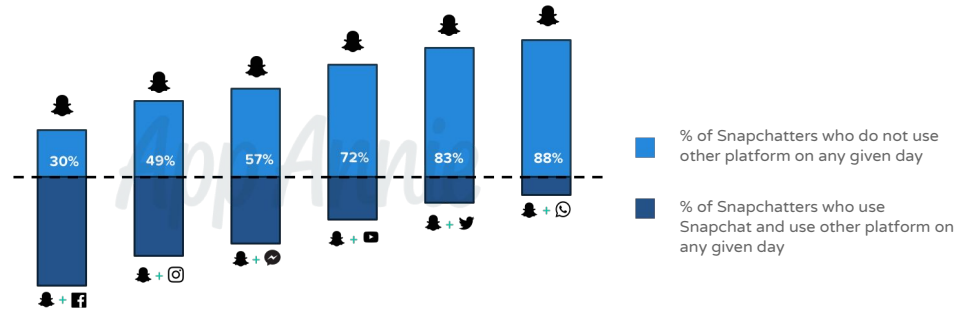
1. Snapchat Debunked Myth with Exclusive Audience Outside of Millennials

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

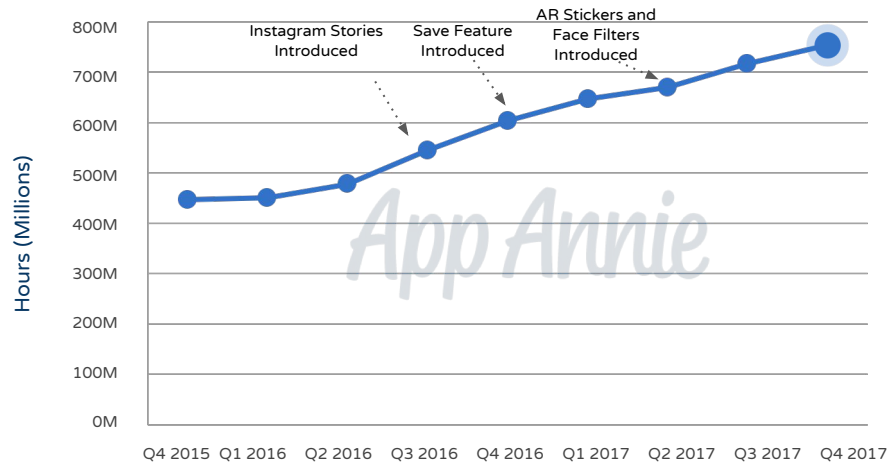
2. Strategic Feature Additions Fueled Instagram's Growth in 2017

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.

 Instagram's Growth in Time Spent in the US*



*On Android phone

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

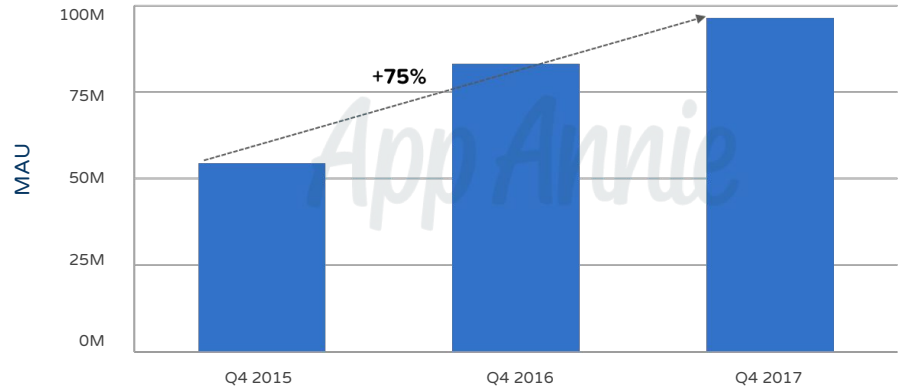
Over the last two years, [Telegram](#)'s global MAU has grown 75%.

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.



Telegram's Global Average Monthly Active User* Growth



*iPhone and Android phone combined

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

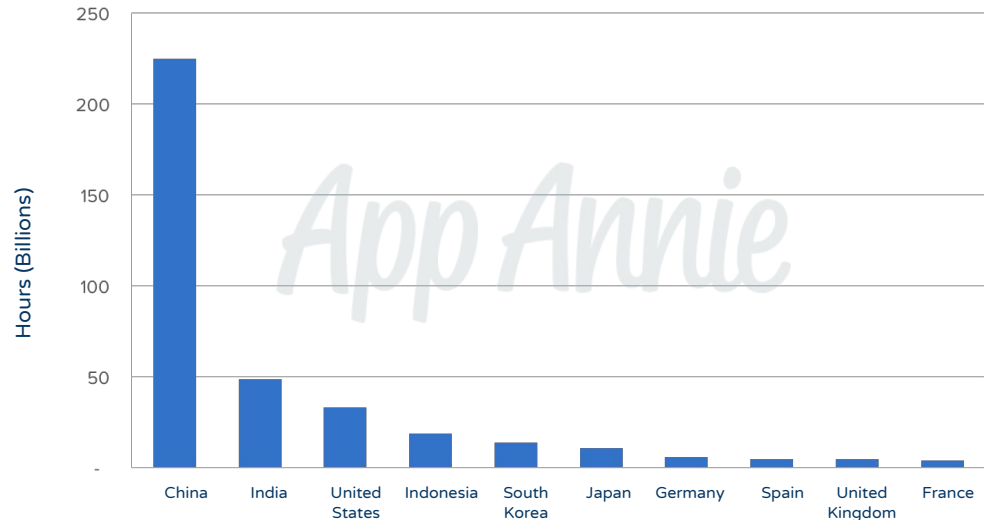
China's mobile market towers over most other markets.

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

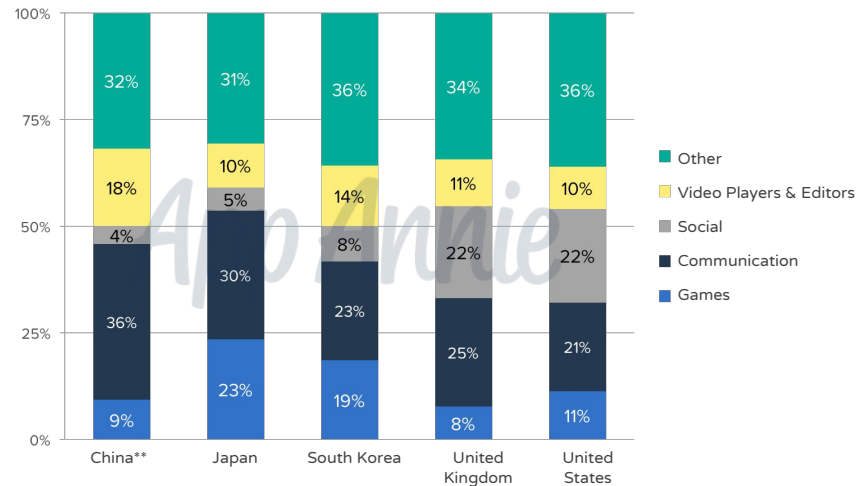
App Users in China Look Beyond Games

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

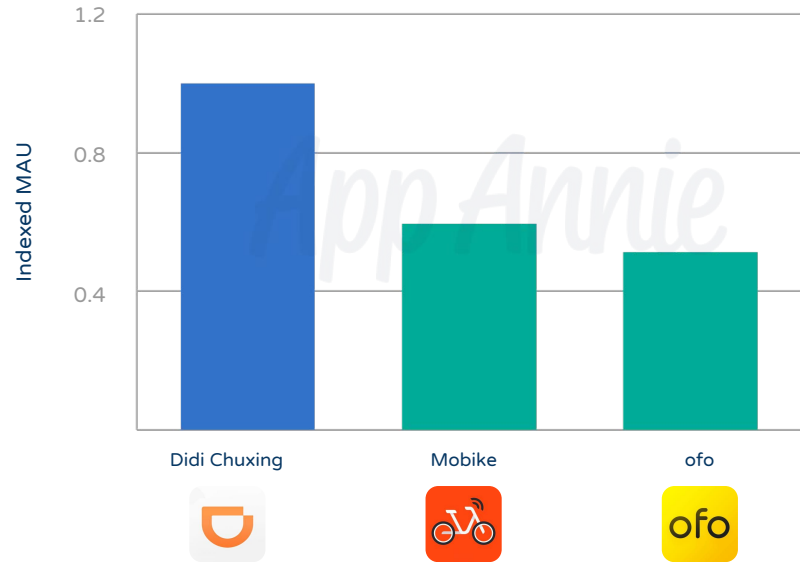
App-based bicycle sharing systems have become exceptionally popular in China.

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



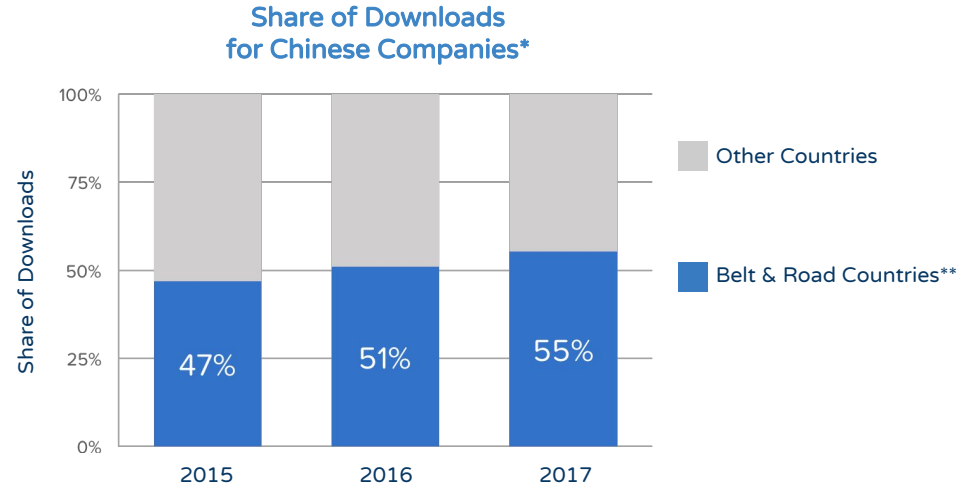
*on iPhone and Android phone combined

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.



*Where parent company operation HQ is in China

**Excluding China

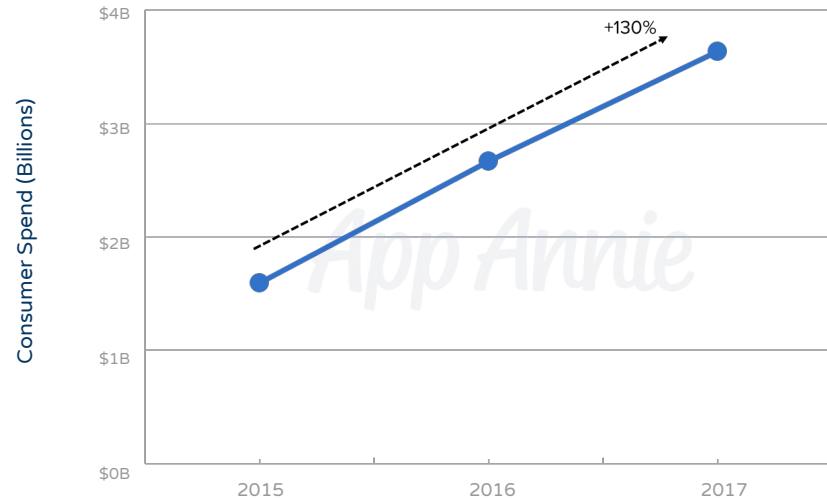
China Headquartered Game Publishers Level Up on the World Stage

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.

Overseas* Consumer Spend on Games from China Headquartered Publishers**



*All markets outside of mainland China

**Only includes publishers headquartered in China whose parent company is also headquartered in China

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	Magzter	United States
7	21st Century Fox	United States
8	Microsoft	United States
9	Times Group	India
10	Together Networks	Malta

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	Grinasy	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 Slowo - 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	AASudio
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

Rank	App	Company
1	KakaoTalk	Kakao Corp
2	KakaoPage	Kakao Corp
3	MelOn	Kakao Corp
4	pooq	pooq
5	Amanda	Nextmatch
6	NoonDate	Mozzet
7	Simkung	Colondee :D
8	Netflix	Netflix
9	Angtalk	Sung Hyun Kim
10	Dangyeonsi	BNK Lab

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

Rank	App	Company
1	Lineage M	NCSOFT
2	Lineage 2 Revolution	Netmarble
3	Everybody's Marble	Netmarble
4	Seven Knights	Netmarble
5	FIFA ONLINE 3 M	NEXON
6	Clash Royale	Supercell
7	Girl's Frontline	Long Cheng
8	Alliance X Empire	NEXON
9	Pokémon GO	Niantic
10	MU: Origin	Webzen

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

Rank	Company	Headquarters
1	Kakao Corp	South Korea
2	pooq	South Korea
3	Nextmatch	South Korea
4	NAVER	South Korea
5	BNK Lab	South Korea
6	Mozzet	South Korea
7	Colondee :D	South Korea
8	Netflix	United States
9	Google	United States
10	Sung Hyun Kim	South Korea

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

Rank	Company	Headquarters
1	Netmarble	South Korea
2	NCSOFT	South Korea
3	NEXON	Japan
4	Kakao Corp	South Korea
5	GAMEVIL	South Korea
6	Supercell	Finland
7	SundayToz	South Korea
8	Neowiz	South Korea
9	NHN Entertainment	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	Microsoft	United States
8	LOVOO	Germany
9	Smule	United States
10	GEB AdoptAGuy	France

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	Elex Technology	China
8	BANDAI NAMCO	Japan
9	Netmarble	South Korea
10	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	Tencent	China
9	MixerBox	Taiwan
10	Garena Online	Singapore

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	Vivendi	France
7	GAMANIA	Taiwan
8	9Splay Entertainment	Taiwan
9	GAME Dreamer	China
10	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	KASIKORNBANK
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	PinGuo	China
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	Outfit7	Cyprus
7	Activision Blizzard	United States
8	Boyaa	China
9	BabyBus	China
10	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	Isbank

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

Rank	Country	Rank Change vs. 2016
1	China	-
2	United States	-
3	Japan	-
4	United Kingdom	-
5	Russia	-
6	France	-
7	Germany	-
8	Canada	-
9	Brazil	-
10	South Korea	▲ 1

iOS 2017
Worldwide Revenue

Rank	Country	Rank Change vs. 2016
1	China	-
2	United States	-
3	Japan	-
4	United Kingdom	-
5	South Korea	▲ 3
6	Taiwan	▲ 1
7	Australia	▼ -2
8	Canada	▼ -2
9	Germany	-
10	France	-

Google Play 2017
Worldwide Downloads

Rank	Country	Rank Change vs. 2016
1	India	-
2	Brazil	▲ 1
3	United States	▼ -1
4	Indonesia	-
5	Russia	-
6	Mexico	-
7	Turkey	-
8	Vietnam	▲ 2
9	South Korea	▼ -1
10	Thailand	▼ -1

Google Play 2017
Worldwide Revenue

Rank	Country	Rank Change vs. 2016
1	Japan	-
2	United States	-
3	South Korea	-
4	Germany	-
5	Taiwan	-
6	United Kingdom	-
7	France	-
8	Australia	-
9	Canada	▲ 1
10	Russia	▲ 1

Top Category Rankings

iOS 2017
Worldwide Downloads

Rank	Category	Rank Change vs. 2016
1	Games	-
2	Entertainment	▲ 1
3	Photo and Video	▼ -1
4	Utilities	▲ 1
5	Social Networking	▼ -1
6	Shopping	▲ 2
7	Finance	▲ 4
8	Lifestyle	▼ -1
9	Travel	▲ 3
10	Education	-

iOS 2017
Worldwide Revenue

Rank	Category	Rank Change vs. 2016
1	Games	-
2	Entertainment	▲ 1
3	Social Networking	▼ -1
4	Music	-
5	Lifestyle	▲ 1
6	Books	▲ 1
7	Photo and Video	▲ 3
8	Health and Fitness	▲ 1
9	Education	▼ -4
10	Productivity	▼ -2

Google Play 2017
Worldwide Downloads

Rank	Category	Rank Change vs. 2016
1	Games	-
2	Tools	-
3	Entertainment	▲ 2
4	Communication	▼ -1
5	Photography	▼ -1
6	Social	-
7	Productivity	-
8	Music & Audio	-
9	Shopping	▲ 1
10	Personalization	▼ -1

Google Play 2017
Worldwide Revenue

Rank	Category	Rank Change vs. 2016
1	Games	-
2	Social	▲ 1
3	Entertainment	▲ 1
4	Communication	▼ -2
5	Lifestyle	▲ 1
6	Productivity	▲ 6
7	Music & Audio	▼ -2
8	Education	▼ -1
9	Health & Fitness	-
10	Dating	▲ 10

About App Annie

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