

*App Annie*



# APP ANNIE INDEX: 2013 RETROSPECTIVE

The Top Trends of 2013



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# EXECUTIVE SUMMARY

2013 was a milestone year for mobile apps and app stores alike, setting the stage for exciting new opportunities in 2014. Over the last year we saw many new trends including significant growth in emerging markets, a dramatic shift in game spending on mobile and the global expansion of social messaging platforms. In this App Annie Annual Index, we will uncover a variety of trends and insights to guide you in making smart business decisions.

Some of the findings include:

- US, South Korea and Japan are leaders in app store revenue, however BRIC countries and 5 other regions outpaced these superpowers in download and revenue growth.
- Gamers worldwide are increasingly favoring their iPhones and Androids over 3DS's and Vitas. Both iOS App Store and Google Play experienced a surge in app store game revenue, vaulting them ahead of handhelds in 2013 for the first time ever.
- Freemium as a business model continued to be massively successful for a range of app categories in 2013, with games seeing the most money. Developers were able to find creative ways to incentivize in-app purchases by consumers.
- Messaging apps transitioned into social messaging platforms, diversifying not only their product offerings, but also their revenue streams. Moving beyond their home countries, they added e-commerce, books and music capabilities.

Utilize these findings and more, in addition to listings of the top headline trends of 2013, with insights to the top-growing countries, categories, and app stores.

Thanks for downloading the App Annie Index: 2013 Retrospective.

# **TOP APP TRENDS OF 2013**



## TREND 1: GOOGLE PLAY SURPASSED IOS IN WORLDWIDE APP DOWNLOADS

In 2013, Google Play led the iOS App Store in annual app downloads by over 15%. During this same period, iOS maintained a strong monetization lead, generating over two times the yearly app revenue of Google Play.

Figure 1: App Downloads

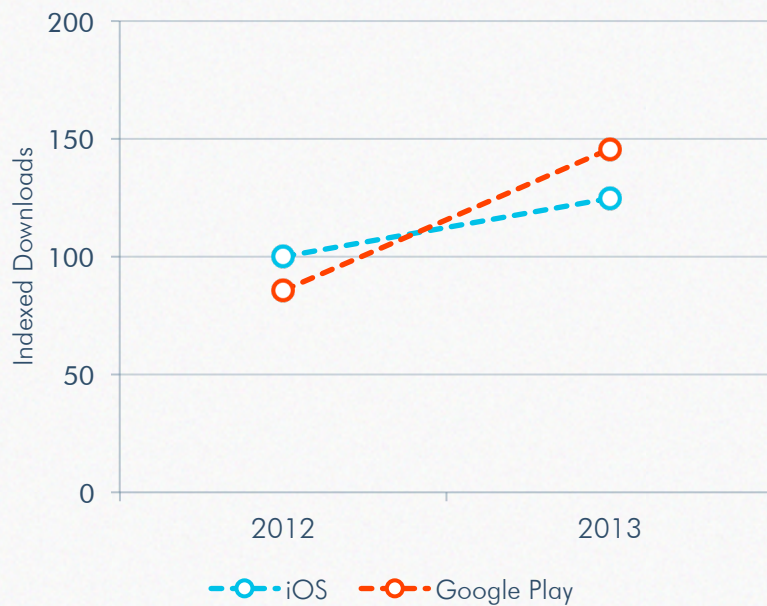
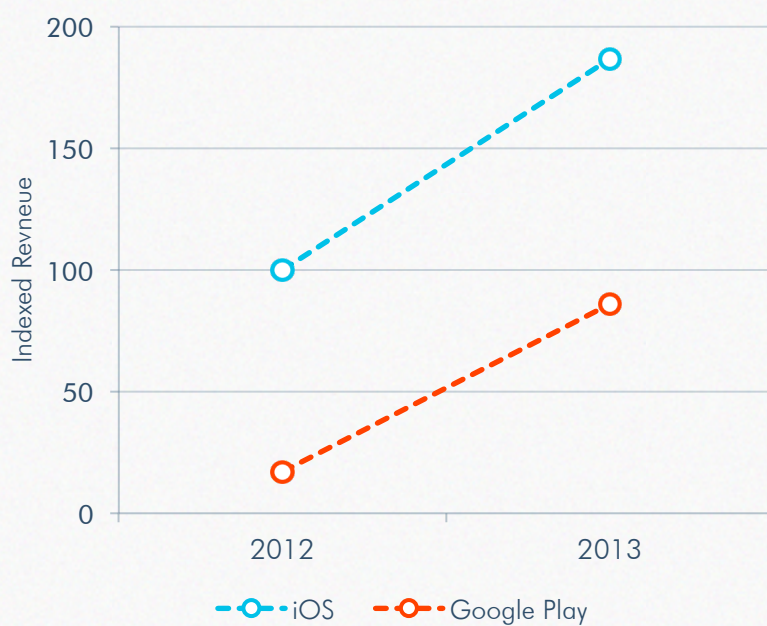


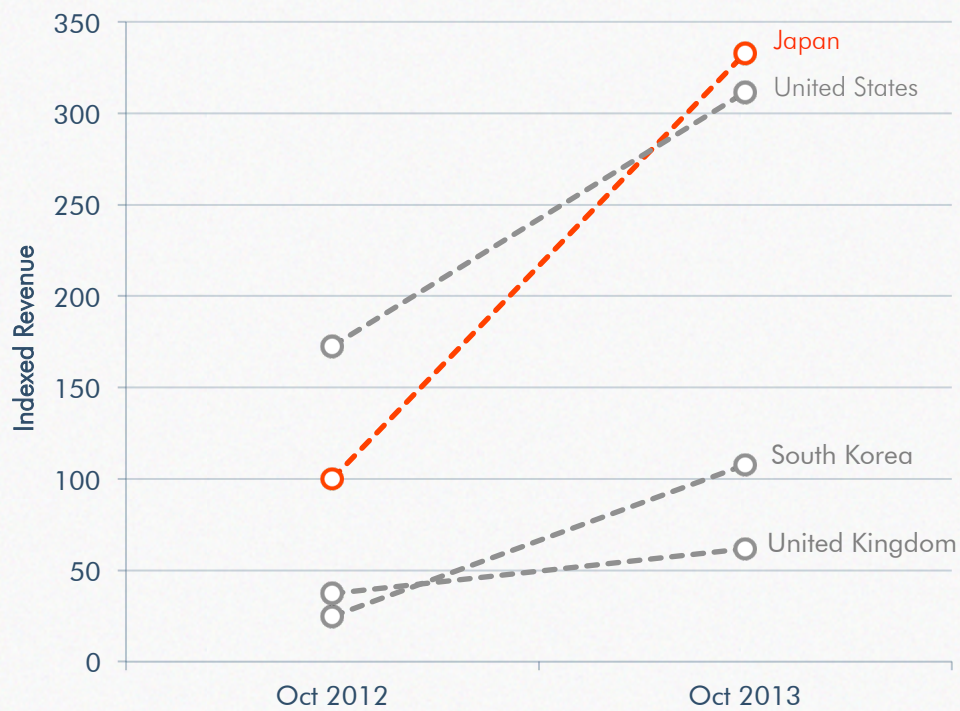
Figure 2: App Revenue



## TREND 2: JAPAN BECAME THE #1 COUNTRY IN APP REVENUE, SURPASSING THE US

Japan's 3.3X revenue growth in 2013 was driven largely by games, with Google Play as the primary driver. As a result, the gap between iOS App Store and Google Play also shrank.

Figure 3: Combined iOS App Store & Google Play Monthly App Revenue

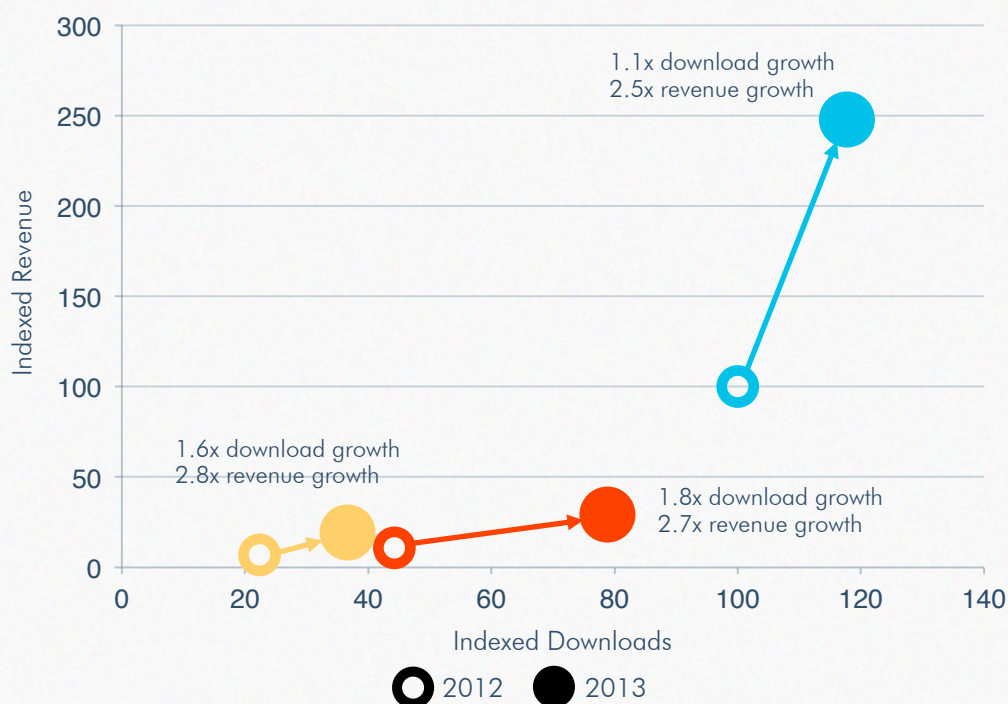




## TREND 3: BRIC COUNTRIES EMERGE IN 2013, WHILE NEW MARKETS ARE POISED TO BREAK OUT IN 2014

Internationally, Brazil, Russia, India, and China (BRIC) made noticeable gains on app store superpowers in downloads, setting the stage for potentially strong future revenue growth. In 2014, we expect strong performance from Hong Kong, Taiwan, Thailand, Mexico, and Indonesia.

Figure 4: Performance Compared Across 3 Market Groups Based on Combined iOS & Google Play Data



### APP STORE SUPERPOWERS

- Japan
- South Korea
- United States

### BRIC EMERGING POWERS

- Brazil
- China
- India
- Russia

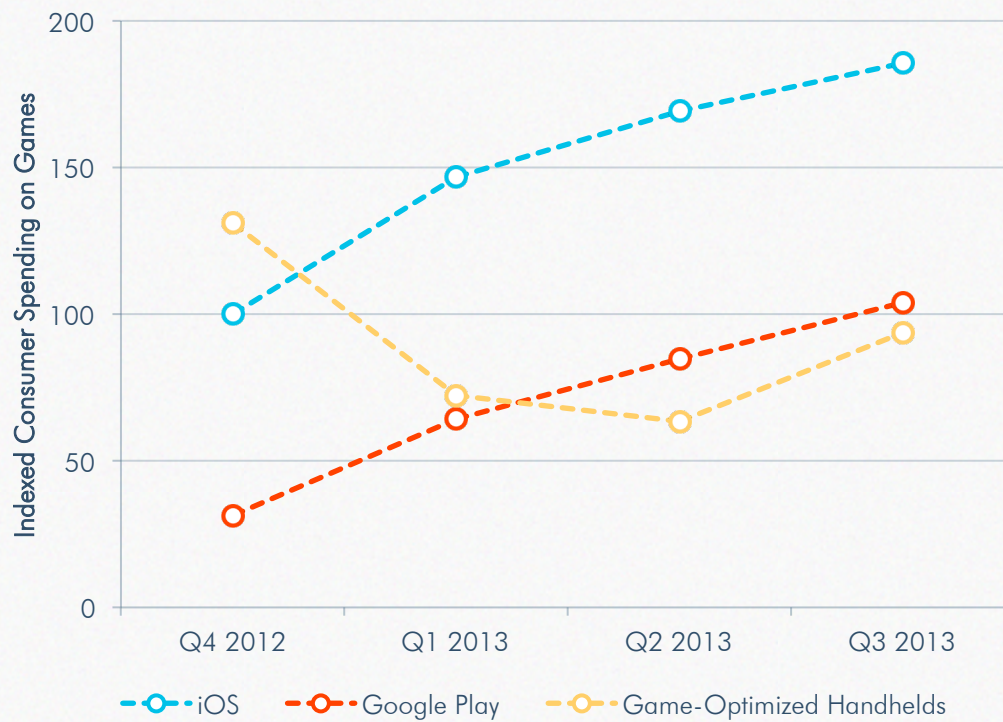
### MARKETS TO WATCH

- Hong Kong
- Indonesia
- Mexico
- Taiwan
- Thailand

## TREND 4: APP STORE GAMES SPEND EXPLODED, SURPASSING GAME-OPTIMIZED HANDHELDS

iOS App Store games spend passed game-optimized handheld spend in Q1 2013, with Google Play doing the same in Q2 2013. Combined, iOS and Google Play consumer spend on games was three times the size of the game-optimized handheld market in Q3 2013.

Figure 5: Worldwide Portable Game Consumer Spending



Source: App Annie & IDC. Portable gaming spend includes packaged & digital. All ad revenue is excluded.



## TREND 5: FREEMIUM PROVES ITS WORTH

Apps with freemium business models grew from 86% of game revenue in 2012 to 93% in 2013. Not only has it been successful in gaming, but the freemium model has also expanded, becoming prevalent among non-gaming categories such as messaging, music, news, and dating.

Figure 6: Success in Freemium – Growth in In-App Purchase Revenues

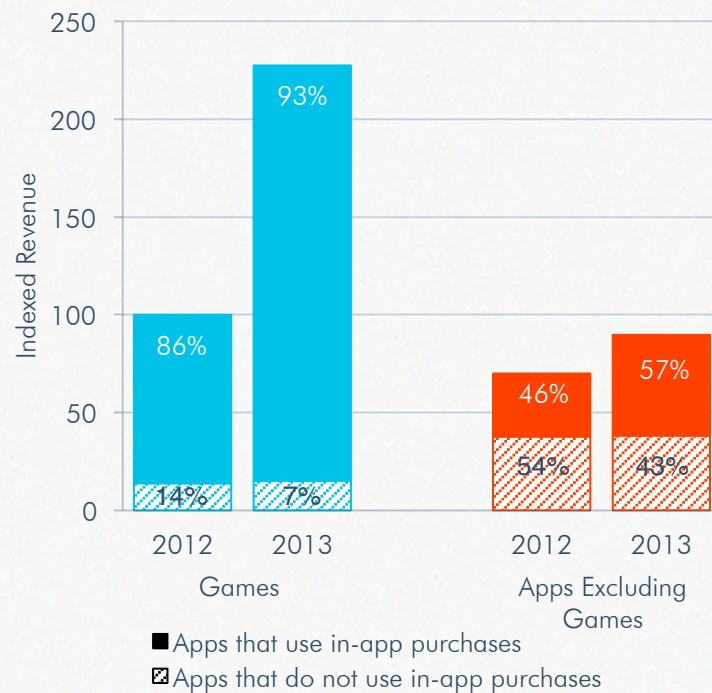


Table 1: Top Apps that Use In-App Purchases by Combined iOS and Google Play 2013 Revenue

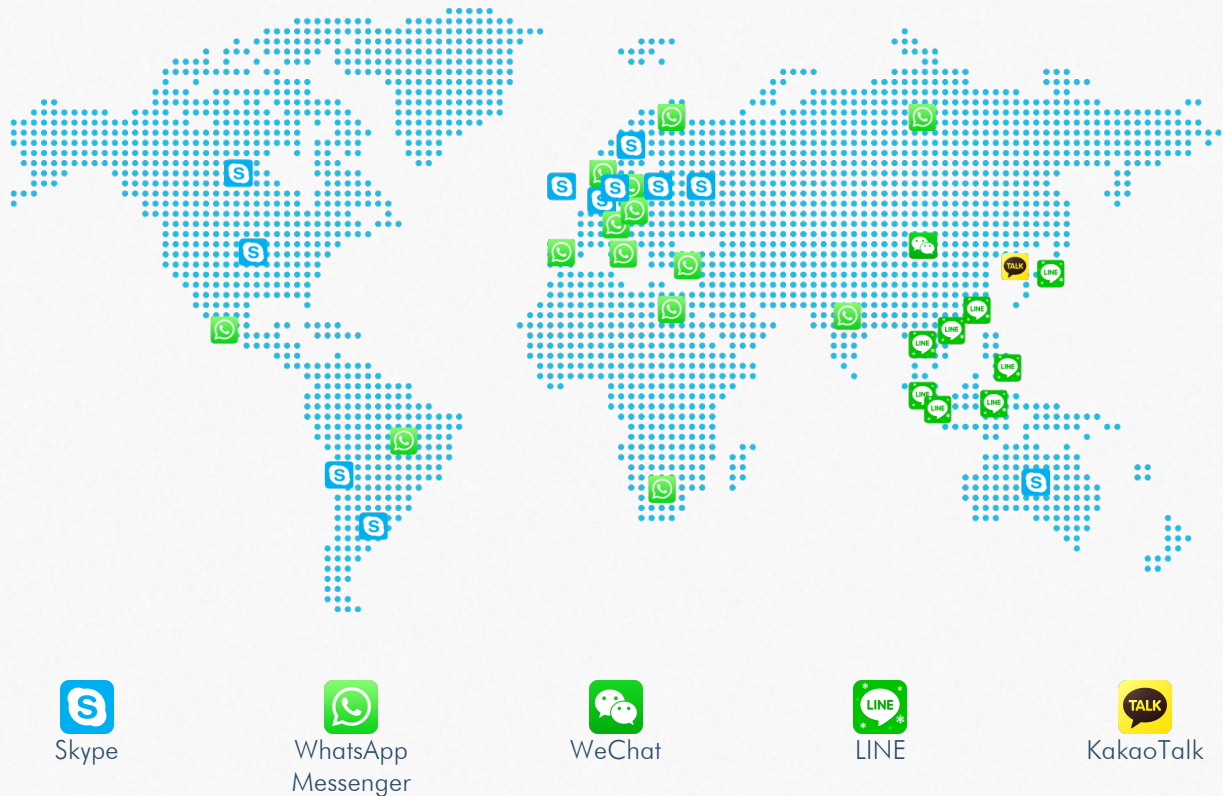
App Category	Rank	
	#1 App	#2 App
Games	<a href="#">Puzzle and Dragons</a>	<a href="#">Candy Crush Saga</a>
Messaging	<a href="#">Line</a>	<a href="#">Skype</a>
Music Streaming	<a href="#">Pandora Radio</a>	<a href="#">Rdio</a>
News	<a href="#">NYTimes</a>	<a href="#">The Economist</a>
Dating	<a href="#">Zoosk</a>	<a href="#">Badoo</a>

Find out more about the apps by clicking on their names.

## TREND 6: MESSAGING APPS EVOLVING INTO MEDIA PLATFORMS

Social messaging apps created solid revenue streams in 2013, with many adding gaming to their platforms and using freemium models and emoticon stickers to incentivize in-app purchases. These platforms are still expanding, with some now incorporating music, books, and e-commerce functionalities.

Figure 7: Top Messaging\* App by Country Based on Combined 2013 iOS App Store & Google Play Revenue



\*Identified by App Annie from the iOS Social Networking and Google Play Communication and Social app categories. Dating apps were excluded.



## TREND 7: MUSIC APP REVENUE ROCKED OUT IN 2013

Music app revenues shot up by over 75% from 2012 to 2013, led in part by the enormous success of Pandora in the United States. Most of the top 10 apps listed below have music streaming or music creation features.

Figure 8: Combined iOS Music and Google Play Music & Audio Revenue

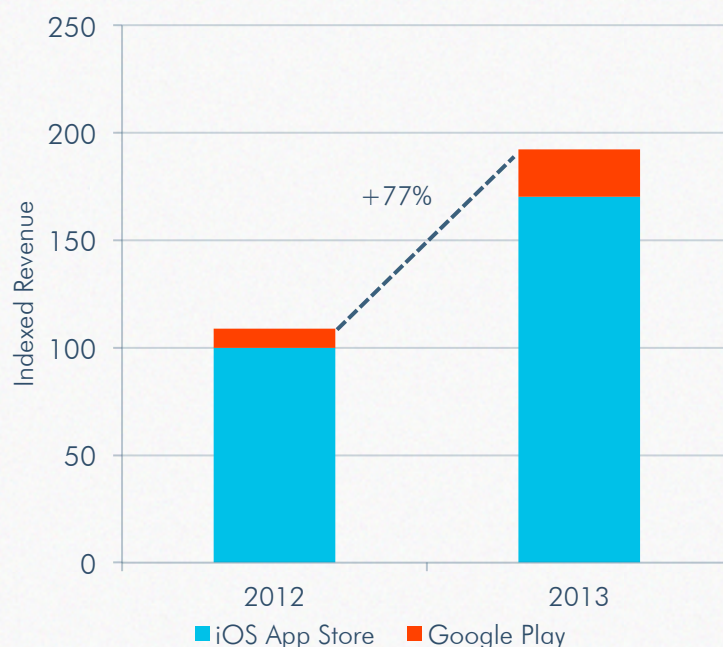


Table 2: Top 10 iOS Music and Google Play Music & Audio Apps by Combined 2013 iOS App Store and Google Play Revenue

Rank	App	Publisher
1	<a href="#">Pandora Radio</a>	<a href="#">Pandora</a>
2	<a href="#">Magic Piano by Smule</a>	<a href="#">Smule</a>
3	<a href="#">GarageBand</a>	<a href="#">Apple</a>
4	<a href="#">Rdio</a>	<a href="#">Rdio</a>
5	<a href="#">Ultimate Guitar Tabs</a>	<a href="#">Ultimate Guitar</a>
6	<a href="#">Sing! Karaoke</a>	<a href="#">Smule</a>
7	<a href="#">Deezer</a>	<a href="#">Deezer</a>
8	<a href="#">Slacker Radio</a>	<a href="#">Slacker</a>
9	<a href="#">Free Music Download</a>	<a href="#">ASPS Apps</a>
10	<a href="#">AmpliTube</a>	<a href="#">IK Multimedia</a>

Find out more about the apps and publishers by clicking on their names.

## TREND 8: SOCIAL-FOCUSED PHOTO & VIDEO APPS WENT VIRAL

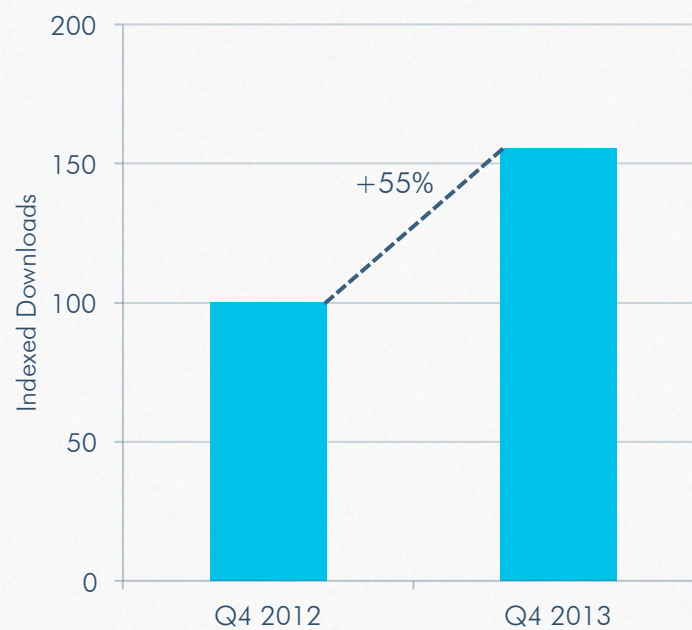
Photo and Video apps have developed into popular social networks, going so far as to compete with traditional social networks. Vine and Snapchat were standouts in 2013 for using time-restricted media to foster user creativity, increase engagement, and encourage content sharing.

Table 3: Top 10 Photo & Video Apps by iOS & Google Play 2013 Downloads

Social Platform	Editing
<a href="#">Instagram</a>	<a href="#">PicsArt Photo Studio</a>
<a href="#">YouTube</a>	<a href="#">Camera360 Ultimate</a>
<a href="#">Snapchat</a>	<a href="#">Photo Editor by Aviary</a>
<a href="#">Vine</a>	<a href="#">Photo Grid - Collage Maker</a>
<a href="#">LINE Camera</a>	<a href="#">Pic Collage</a>

Find out more about the apps by clicking on their names.

Figure 9: Downloads of Top 10 Photo & Video Apps



Quarterly downloads from these 10 apps increased 55% from Q4 2012 to Q4 2013.



## TREND 9: MOBILE BANKING, PAYMENT, AND FINANCIAL MANAGEMENT APPS ON THE RISE

Finance applications saw a large increase in downloads from 2012 to 2013, and are poised for a strong 2014. Increasingly, apps are being downloaded to access bank information, conduct mobile payments, and even exchange digital currencies like Bitcoin.

Figure 10: Combined iOS & Google Play Finance App Category Downloads

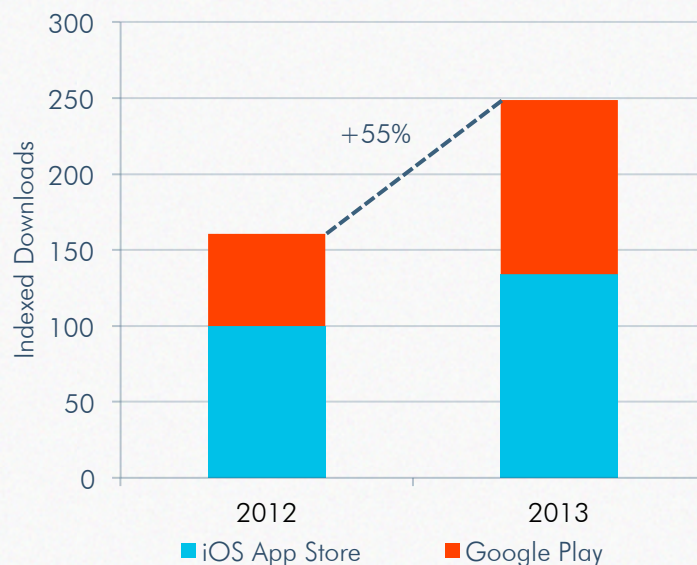


Table 4: Top Finance Apps by Combined iOS and Google Play 2013 Downloads

App Type	Rank	
	#1 App	#2 App
Banking	Chase	Wells Fargo
Payments	Paypal	Alipay
Personal Financial Management	51 Credit Card Butler	Mint.com

# **TOP APPS AND PUBLISHERS BY COUNTRY**



## WORLDWIDE

### BY DOWNLOADS

Table 5: Top Games of 2013: Worldwide  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Subway Surfers	Kiloo
3	Temple Run 2	Imangi
4	Despicable Me	Gameloft
5	Fruit Ninja	Halfbrick
6	Angry Birds	Rovio
7	Hill Climb Racing	Fingersoft
8	Pou	Zakeh
9	4 Pics 1 Word	LOTUM
10	Real Racing 3	Electronic Arts

Table 7: Top Apps of 2013: Worldwide  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	Facebook	Facebook
2	WhatsApp Messenger	WhatsApp
3	Skype	Microsoft
4	Facebook Messenger	Facebook
5	Instagram	Facebook
6	LINE	LINE
7	Twitter	Twitter
8	YouTube	Google
9	Viber	Viber Media
10	WeChat	Tencent

Table 6: Top Publishers of 2013: Worldwide  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Electronic Arts	United States
2	Gameloft	France
3	Rovio	Finland
4	King	United Kingdom
5	Tiny Piece	China
6	Disney	United States
7	Storm8	United States
8	Imangi	United States
9	LINE	Japan
10	Glu	United States

Table 8: Top Publishers of 2013: Worldwide  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Google	United States
2	Facebook	United States
3	Sungy Mobile	China
4	Outfit 7	Cyprus
5	Microsoft	United States
6	WhatsApp	United States
7	Apple	United States
8	Tencent	China
9	LINE	Japan
10	Baidu	China

## BY REVENUE

Table 9: Top Games of 2013: Worldwide  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Puzzle & Dragons	GungHo Online
2	Candy Crush Saga	King
3	Clash of Clans	Supercell
4	Hay Day	Supercell
5	The Simpsons™ : Tapped Out	Electronic Arts
6	The Hobbit: Kingdoms	Kabam
7	Slotomania	Caesars Entertainment
8	Megapolis	Social Quantum
9	Pokopang	LINE
10	Kingdoms of Camelot: Battle	Kabam

Table 11: Top Apps of 2013: Worldwide  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	LINE	LINE
2	Pandora Radio	Pandora Media
3	Zoosk	Zoosk
4	Badoo	Badoo
5	Comics	comiXology
6	Skype	Microsoft
7	Pages	Apple
8	MLB.com At Bat	MLB
9	WhatsApp Messenger	WhatsApp
10	Grindr	Grindr

Table 10: Top Publishers of 2013: Worldwide  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	GungHo Online	Japan
2	Supercell	Finland
3	King	United Kingdom
4	Electronic Arts	United States
5	LINE	Japan
6	GREE	Japan
7	CJ Group	South Korea
8	DeNA	Japan
9	Kabam	United States
10	Gameloft	France

Table 12: Top Publishers of 2013: Worldwide  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	LINE	Japan
2	Pandora Media	United States
3	Apple	United States
4	Disney	United States
5	comiXology	United States
6	TomTom	Netherlands
7	Zoosk	United States
8	Time Warner	United States
9	Badoo	United Kingdom
10	Garmin	United States



## CHINA

### BY DOWNLOADS

Table 13: Top Games of 2013: China  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	节奏大师	Tencent
2	欢乐斗地主	Tencent
3	天天酷跑	Tencent
4	Find Something	Funship
5	Temple Run 2	Imangi
6	Craz3 Match	Tencent
7	I am MT Online	LocoJoy
8	Plants vs. Zombies™ 2	Electronic Arts
9	Hardest Game Ever 2	Orangenose
10	CarrotFantasy	Luobo

Table 15: Top Apps of 2013: China  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	QQ	Tencent
2	百度视频	Baidu
3	Taobao	Alibaba
4	Alipay	Alibaba
5	WeChat	Tencent
6	Youku	Youku Tudou
7	Baidu	Baidu
8	爱奇艺视频	Baidu
9	PPS	Baidu
10	QQ Music	Tencent

Table 14: Top Publishers of 2013: China  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Tencent	China
2	Electronic Arts	United States
3	Gameloft	France
4	Yodo1	China
5	Glu	United States
6	Chukong	China
7	Luobo	China
8	Imangi	United States
9	Disney	United States
10	Rovio	Finland

Table 16: Top Publishers of 2013: China  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Tencent	China
2	Baidu	China
3	Alibaba Group	China
4	Meitu	China
5	Sohu	China
6	Apple	United States
7	BabyBus	China
8	NetEase	China
9	Sina	China
10	Youku Tudou	China

## BY REVENUE

Table 17: Top Games of 2013: China  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	I am MT Online	LocoJoy
2	Clash of Clans	Supercell
3	大掌门	OurPalm
4	龙之力量	Digital Cloud
5	天天酷跑	Tencent
6	神仙道	PinIdea
7	GunZ Dash	Tencent
8	神雕侠侣	Perfect World
9	魔卡幻想	Muhe Network Technology
10	SanguoNOW!	RedAtoms

Table 19: Top Apps of 2013: China  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	JiaYuan	Jiayuan
2	Momo	Momo Technology
3	唱吧 - 你的 KTV	Zuitao
4	凯立德导航	Careland
5	Autonavi Navigation	AutoNavi
6	WeChat	Tencent
7	百合网婚恋交友	百合网
8	Magikid Chinese	Magikid
9	钢琴谱大全	趣乐科技
10	爱奇艺视频	Baidu

Table 18: Top Publishers of 2013: China  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	Tencent	China
2	LocoJoy	China
3	Supercell	Finland
4	Digital Cloud	China
5	Chukong	China
6	OurPalm	China
7	PinIdea	China
8	Muhe Network Technology	China
9	Gameloft	France
10	Electronic Arts	United States

Table 20: Top Publishers of 2013: China  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	Jiayuan	China
2	Momo Technology	China
3	Apple	United States
4	Tencent	China
5	Careland	China
6	Zuitao	China
7	Magikid	China
8	2kids	China
9	AutoNavi	China
10	百合网	China



## FRANCE

## BY DOWNLOADS

Table 21: Top Games of 2013: France  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	4 Pics 1 Word	LOTUM
3	Subway Surfers	Kiloo
4	Temple Run 2	Imangi
5	Despicable Me	Gameloft
6	Fruit Ninja	Halfbrick
7	Pet Rescue Saga	King
8	The Simpsons™ : Tapped Out	Electronic Arts
9	Angry Birds	Rovio
10	Doodle Jump	Lima Sky

Table 22: Top Publishers of 2013: France  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Electronic Arts	United States
2	Gameloft	France
3	King	United Kingdom
4	Rovio	Finland
5	Tiny Piece	China
6	LOTUM	Germany
7	Storm8	United States
8	Halfbrick	Australia
9	Imangi	United States
10	Disney	United States

Table 23: Top Apps of 2013: France  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	Facebook	Facebook
2	Skype	Microsoft
3	Shazam	Shazam Entertainment
4	Facebook Messenger	Facebook
5	Deezer	Deezer
6	YouTube	Google
7	Instagram	Facebook
8	Snapchat	Snapchat
9	Adobe Reader	Adobe
10	WhatsApp Messenger	WhatsApp

Table 24: Top Publishers of 2013: France  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Google	United States
2	Facebook	United States
3	Microsoft	United States
4	Sungy Mobile	China
5	Outfit 7	Cyprus
6	Apple	United States
7	Lagardère Group	France
8	Shazam Entertainment	United Kingdom
9	SFR	France
10	Adobe	United States

## BY REVENUE

Table 25: Top Games of 2013: France  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Clash of Clans	Supercell
3	The Simpsons™ : Tapped Out	Electronic Arts
4	Top Eleven	Nordeus
5	Hay Day	Supercell
6	The Hobbit: Kingdoms	Kabam
7	Pet Rescue Saga	King
8	Megapolis	Social Quantum
9	Kingdoms of Camelot: Battle	Kabam
10	Real Racing 3	Electronic Arts

Table 26: Top Publishers of 2013: France  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	King	United Kingdom
2	Supercell	Finland
3	Electronic Arts	United States
4	Kabam	United States
5	Gameloft	France
6	Nordeus	Serbia
7	Tap4Fun	China
8	Social Quantum	Russia
9	DeNA	Japan
10	Aeria	United States

Table 27: Top Apps of 2013: France  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	AdoptAGuy	GEB AdoptAGuy
2	iCoyote	Coyote System
3	Badoo	Badoo
4	Meetic	Meetic
5	LeKiosk	LeKiosque
6	Deezer	Deezer
7	Zoosk	Zoosk
8	Skype	Microsoft
9	Grindr	Grindr
10	TomTom France	TomTom

Table 28: Top Publishers of 2013: France  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	GEB AdoptAGuy	France
2	Coyote System	France
3	Badoo	United Kingdom
4	TomTom	Netherlands
5	Apple	United States
6	Meetic	France
7	LeKiosque	France
8	Deezer	France
9	Lagardère Group	France
10	Zoosk	United States



## GERMANY

### BY DOWNLOADS

Table 29: Top Games of 2013: Germany  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	4 Pics 1 Word	LOTUM
2	Candy Crush Saga	King
3	Pou	Zakeh
4	Subway Surfers	Kiloo
5	Temple Run 2	Imangi
6	Despicable Me	Gameloft
7	Hill Climb Racing	Fingersoft
8	The Simpsons™: Tapped Out	Electronic Arts
9	Angry Birds	Rovio
10	Doodle Jump	Lima Sky

Table 31: Top Apps of 2013: Germany  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	WhatsApp Messenger	WhatsApp
2	Facebook	Facebook
3	Skype	Microsoft
4	Facebook Messenger	Facebook
5	eBay	eBay
6	Shazam	Shazam Entertainment
7	DB Navigator	Deutsche Bahn
8	wetter.com	wetter.com
9	Amazon	Amazon
10	Adobe Reader	Adobe

Table 30: Top Publishers of 2013: Germany  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Electronic Arts	United States
2	Gameloft	France
3	LOTUM	Germany
4	Rovio	Finland
5	Tiny Piece	China
6	King	United Kingdom
7	Storm8	United States
8	Imangi	United States
9	Fingersoft	Finland
10	Disney	United States

Table 32: Top Publishers of 2013: Germany  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Google	United States
2	Facebook	United States
3	WhatsApp	United States
4	eBay	United States
5	Microsoft	United States
6	Outfit 7	Cyprus
7	Amazon	United States
8	Apple	United States
9	Sungy Mobile	China
10	Deutsche Bahn	Germany

## BY REVENUE

Table 33: Top Games of 2013: Germany  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Clash of Clans	Supercell
2	Candy Crush Saga	King
3	The Simpsons™ : Tapped Out	Electronic Arts
4	Hay Day	Supercell
5	Top Eleven	Nordeus
6	The Hobbit: Kingdoms	Kabam
7	Megapolis	Social Quantum
8	Empire: Four Kingdoms	Goodgame Studios
9	Kingdoms of Camelot: Battle	Kabam
10	Real Racing 3	Electronic Arts

Table 35: Top Apps of 2013: Germany  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	BILD	Axel Springer
2	NAVIGON Europe	Garmin
3	WhatsApp Messenger	WhatsApp
4	LOVOO	K2G
5	NAVIGON select	Garmin
6	WeatherPro	MeteoGroup
7	Die Welt	Axel Springer
8	Badoo	Badoo
9	Blitzer.de	Eifrig
10	Pages	Apple

Table 34: Top Publishers of 2013: Germany  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	Supercell	Finland
2	Electronic Arts	United States
3	King	United Kingdom
4	Kabam	United States
5	Gameloft	France
6	Nordeus	Serbia
7	Social Quantum	Russia
8	DeNA	Japan
9	Goodgame Studios	Germany
10	Tap4Fun	China

Table 36: Top Publishers of 2013: Germany  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	Garmin	United States
2	Axel Springer	Germany
3	Apple	United States
4	WhatsApp	United States
5	K2G	Germany
6	TomTom	Netherlands
7	MeteoGroup	United Kingdom
8	Runtastic	Austria
9	Eifrig	Germany
10	Badoo	United Kingdom



## JAPAN

### BY DOWNLOADS

Table 37: Top Games of 2013: Japan  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Puzzle & Dragons	GungHo Online
2	LINE Bubble!	LINE
3	Pokopang	LINE
4	LINE POP	LINE
5	LINE WIND runner	LINE
6	LINE HIDDEN CATCH	LINE
7	LINE JELLY	LINE
8	Princess Punt Sweets	GungHo Online
9	LINE PLAY	LINE
10	Temple Run 2	Imangi

Table 39: Top Apps of 2013: Japan  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	LINE	LINE
2	LINE camera	LINE
3	Facebook	Facebook
4	マクドナルド	McDonald's
5	Twitter	Twitter
6	Yahoo! JAPAN	Yahoo! Japan
7	YouTube	Google
8	Google Maps	Google
9	Skype	Microsoft
10	COOKPAD	COOKPAD

Table 38: Top Publishers of 2013: Japan  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	LINE	Japan
2	GungHo Online	Japan
3	COLOPL	Japan
4	SEGA	Japan
5	DeNA	Japan
6	BANDAI NAMCO	Japan
7	CyberAgent	Japan
8	Gameloft	France
9	Goodia	Japan
10	GREE	Japan

Table 40: Top Publishers of 2013: Japan  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	LINE	Japan
2	Yahoo! Japan	Japan
3	Google	United States
4	Recruit Holdings	Japan
5	Facebook	United States
6	CyberAgent	Japan
7	Apple	United States
8	DeNA	Japan
9	Rakuten	Japan
10	Twitter	United States

## BY REVENUE

Table 41: Top Games of 2013: Japan  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Puzzle & Dragons	GungHo Online
2	Pokopang	LINE
3	プロ野球 PRIDE	COLOPL
4	Quiz The World of Mystic Wiz	COLOPL
5	LINE POP	LINE
6	LINE WIND runner	LINE
7	LINE Bubble!	LINE
8	暴走列伝 単車の虎	Donuts
9	Princess Punt Sweets	GungHo Online
10	秘宝探偵	COLOPL

Table 43: Top Apps of 2013: Japan  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	LINE	LINE
2	LINE Manga	LINE
3	LINE PLAY	LINE
4	GREE	GREE
5	ジャンプ BOOKストア!	SHUEISHA
6	YYC	LINE
7	LINE Fortune-telling	LINE
8	紀伊國屋書店 Kinoppy	Kinokuniya
9	コロプラ	COLOPL
10	COOKPAD	COOKPAD

Table 42: Top Publishers of 2013: Japan  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	GungHo Online	Japan
2	LINE	Japan
3	COLOPL	Japan
4	GREE	Japan
5	BANDAI NAMCO	Japan
6	SEGA	Japan
7	CyberAgent	Japan
8	KLab	Japan
9	SQUARE ENIX	Japan
10	NTT DOCOMO	Japan

Table 44: Top Publishers of 2013: Japan  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	LINE	Japan
2	GREE	Japan
3	Voltage	Japan
4	SHUEISHA	Japan
5	Kinokuniya	Japan
6	COLOPL	Japan
7	DENTSU	Japan
8	DWANGO	Japan
9	COOKPAD	Japan
10	SoftBank	Japan



## RUSSIA

### BY DOWNLOADS

Table 45: Top Games of 2013: Russia  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Subway Surfers	Kiloo
2	Despicable Me	Gameloft
3	Hill Climb Racing	Fingersoft
4	Angry Birds	Rovio
5	Fruit Ninja	Halfbrick
6	Real Racing 3	Electronic Arts
7	Angry Birds Rio	Rovio
8	Temple Run 2	Imangi
9	Angry Birds Star Wars	Rovio
10	Pou	Zakeh

Table 47: Top Apps of 2013: Russia  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	VK	Vkontakte
2	Skype	Microsoft
3	Dr.Web Anti-virus	Doctor Web
4	WhatsApp Messenger	WhatsApp
5	Odnoklassniki	Mail.Ru
6	Viber	Viber Media
7	Instagram	Facebook
8	2GIS Listings	2GIS
9	Opera Mini	Opera Software
10	ivi.ru	ivi.ru

Table 46: Top Publishers of 2013: Russia  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Gameloft	France
2	Rovio	Finland
3	Electronic Arts	United States
4	Disney	United States
5	Tiny Piece	China
6	Kiloo	Denmark
7	Glu	United States
8	Halfbrick	Australia
9	Doodle Mobile	China
10	ZeptoLab	United Kingdom

Table 48: Top Publishers of 2013: Russia  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Yandex	Russia
2	Google	United States
3	Outfit 7	Cyprus
4	Mail.Ru	Russia
5	Vkontakte	Russia
6	Sungy Mobile	China
7	Microsoft	United States
8	Facebook	United States
9	Doctor Web	Russia
10	Opera Software	Norway

## BY REVENUE

Table 49: Top Games of 2013: Russia  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Clash of Clans	Supercell
2	Spartan Wars: Empire of Honor	Tap4Fun
3	Megapolis	Social Quantum
4	The Tribes	Game Insight
5	King's Empire	Tap4Fun
6	Galaxy Empire	Tap4Fun
7	Real Racing 3	Electronic Arts
8	Slotomania	Caesars Entertainment
9	Game of War - Fire Age	Machine Zone
10	Texas Poker	KamaGames

Table 51: Top Apps of 2013: Russia  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	Read!	LITRES
2	Navitel Russia	Navitel
3	Navitel Navigator	Navitel
4	Badoo	Badoo
5	Masha and The Bear	Apps Ministry
6	Lingvo Dictionaries	ABBY
7	WhatsApp Messenger	WhatsApp
8	CityGuide GPS-navigator	MIT GEOMATICS
9	Topface - meeting is easy	Topface
10	EPLAYWORKS AVPlayer	EPLAYWORKS

Table 50: Top Publishers of 2013: Russia  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	Supercell	Finland
2	Gameloft	France
3	Game Insight	Russia
4	Electronic Arts	United States
5	Tap4Fun	China
6	Social Quantum	Russia
7	Kabam	United States
8	Glu	United States
9	Caesars Entertainment	United States
10	Storm8	United States

Table 52: Top Publishers of 2013: Russia  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	LitRes	Russia
2	Navitel	Russia
3	Apps Ministry	Russia
4	Apple	United States
5	ABBY	Russia
6	Sanoma	Finland
7	Badoo	United Kingdom
8	Sygic	Slovak Republic
9	NNG	Hungary
10	Action Media	Russia



## SOUTH KOREA

### BY DOWNLOADS

Table 53: Top Games of 2013: South Korea  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Cookie Run for Kakao	Devsisters
2	Everybody's Marble for Kakao	CJ Group
3	원드러너 for Kakao	WeMade
4	Race Cha Cha Cha	CJ Group
5	다함께 풍풍풍	CJ Group
6	애니팡 사천성	SundayToz
7	Anipang	SundayToz
8	터치파이터	WeMade
9	Arrow	Four Thirty Three
10	Pokopang	LINE

Table 55: Top Apps of 2013: South Korea  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	KakaoTalk	Kakao
2	KakaoStory	Kakao
3	Naver	NAVER
4	V3 Mobile 2.0	AhnLab
5	Facebook	Facebook
6	LINE BAND	NAVER
7	Naver Map	NAVER
8	Daum	Daum
9	PhotoWonder	Baidu
10	Tiny Flashlight + LED	Nikolay Ananiev

Table 54: Top Publishers of 2013: South Korea  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	CJ Group	South Korea
2	GAMEVIL	South Korea
3	WeMade	South Korea
4	Com2uS	South Korea
5	NHN Entertainment	South Korea
6	NEXON	Japan
7	Devsisters	South Korea
8	Tiny Piece	China
9	SundayToz	South Korea
10	Gameloft	France

Table 56: Top Publishers of 2013: South Korea  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	NAVER	South Korea
2	Kakao	South Korea
3	Daum	South Korea
4	Sungy Mobile	China
5	Facebook	United States
6	iconnect	South Korea
7	SK Communications	South Korea
8	Baidu	China
9	CJ Group	South Korea
10	AhnLab	South Korea

## BY REVENUE

Table 57: Top Games of 2013: South Korea  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	몬스터 길들이기	CJ Group
2	Everybody's Marble for Kakao	CJ Group
3	Cookie Run for Kakao	Devsisters
4	원드러너 for Kakao	WeMade
5	Anipang	SundayToz
6	Race Cha Cha Cha	CJ Group
7	全民打棒球 2013	CJ Group
8	Million Arthur	Shanda
9	HELLO HERO	Fincon
10	Fish Island	NHN Entertainment

Table 58: Top Publishers of 2013: South Korea  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	CJ Group	South Korea
2	WeMade	South Korea
3	Devsisters	South Korea
4	NHN Entertainment	South Korea
5	SundayToz	South Korea
6	GAMEVIL	South Korea
7	Com2uS	South Korea
8	Kalends	China
9	Four Thirty Three	South Korea
10	Shanda	China

Table 59: Top Apps of 2013: South Korea  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	KakaoTalk	Kakao
2	I-UM	I-UM SOCIUS
3	Melon by LOEN	LOEN
4	Best Kids Songs	Samsung Publishing
5	Lezhin Comics	Lezhin
6	벅스 뮤직	Neowiz
7	세계문학	Open Books
8	Naver Music	NAVER
9	UBIKey	Infovine
10	LINE	LINE

Table 60: Top Publishers of 2013: South Korea  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	Kakao	South Korea
2	Samsung Publishing	South Korea
3	LOEN	South Korea
4	I-UM SOCIUS	South Korea
5	Neowiz	South Korea
6	Lezhin	South Korea
7	NAVER	South Korea
8	Blue Mountain	South Korea
9	Outfit 7	Cyprus
10	Sungy Mobile	China



## UNITED KINGDOM

### BY DOWNLOADS

Table 61: Top Games of 2013: United Kingdom  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Temple Run 2	Imangi
3	Despicable Me	Gameloft
4	4 Pics 1 Word	LOTUM
5	Subway Surfers	Kiloo
6	Angry Birds	Rovio
7	Pet Rescue Saga	King
8	The Simpsons™ : Tapped Out	Electronic Arts
9	Real Racing 3	Electronic Arts
10	Flow Free	Big Duck

Table 63: Top Apps of 2013: United Kingdom  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	Facebook	Facebook
2	Snapchat	Snapchat
3	WhatsApp Messenger	WhatsApp
4	Skype	Microsoft
5	eBay	eBay
6	BBC iPlayer	BBC
7	Instagram	Facebook
8	YouTube	Google
9	Facebook Messenger	Facebook
10	Twitter	Twitter

Table 62: Top Publishers of 2013: United Kingdom  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Electronic Arts	United States
2	King	United Kingdom
3	Gameloft	France
4	Rovio	Finland
5	Tiny Piece	China
6	Storm8	United States
7	Disney	United States
8	Imangi	United States
9	LOTUM	Germany
10	Game Circus	United States

Table 64: Top Publishers of 2013: United Kingdom  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Google	United States
2	Facebook	United States
3	BBC	United Kingdom
4	Apple	United States
5	BSkyB	United Kingdom
6	Microsoft	United States
7	Amazon	United States
8	eBay	United States
9	Outfit 7	Cyprus
10	WhatsApp	United States

## BY REVENUE

Table 65: Top Games of 2013: United Kingdom  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Clash of Clans	Supercell
3	The Simpsons™ : Tapped Out	Electronic Arts
4	Hay Day	Supercell
5	The Hobbit: Kingdoms	Kabam
6	Top Eleven	Nordeus
7	Megapolis	Social Quantum
8	Pet Rescue Saga	King
9	Kingdoms of Camelot: Battle	Kabam
10	Minecraft – Pocket Edition	Mojang

Table 67: Top Apps of 2013: United Kingdom  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	Match.com UK	Match.com
2	Zoosk	Zoosk
3	Skype	Microsoft
4	Comics	comiXology
5	The Guardian and Observer iPad edition	TheGuardian
6	Badoo	Badoo
7	The Times & The Sunday Times	News Corp
8	WhatsApp Messenger	WhatsApp
9	Sky Sports Mobile TV	BSkyB
10	Grindr	Grindr

Table 66: Top Publishers of 2013: United Kingdom  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	King	United Kingdom
2	Supercell	Finland
3	Electronic Arts	United States
4	Kabam	United States
5	GREE	Japan
6	DeNA	Japan
7	Storm8	United States
8	Gameloft	France
9	Nordeus	Serbia
10	Pocket Gems	United States

Table 68: Top Publishers of 2013: United Kingdom  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	Apple	United States
2	TomTom	Netherlands
3	Match.com	United States
4	The Guardian	United Kingdom
5	Zoosk	United States
6	comiXology	United States
7	MagazineCloner	United Kingdom
8	Disney	United States
9	BSkyB	United Kingdom
10	Microsoft	United States



## UNITED STATES

### BY DOWNLOADS

Table 69: Top Games of 2013: United States  
iOS & Google Play Downloads

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Subway Surfers	Kiloo
3	Temple Run 2	Imangi
4	Despicable Me	Gameloft
5	4 Pics 1 Word	LOTUM
6	Fruit Ninja	Halfbrick
7	Flow Free	Big Duck
8	Ruzzle	MAG-Interactive
9	Angry Birds	Rovio
10	Hill Climb Racing	Fingersoft

Table 71: Top Apps of 2013: United States  
iOS & Google Play Downloads Outside of Games

Rank 2013	App	Publisher
1	Facebook	Facebook
2	Pandora Radio	Pandora Media
3	Instagram	Facebook
4	Facebook Messenger	Facebook
5	Snapchat	Snapchat
6	Skype	Microsoft
7	Netflix	Netflix
8	Twitter	Twitter
9	YouTube	Google
10	Kik Messenger	Kik

Table 70: Top Publishers of 2013: United States  
iOS & Google Play Game Downloads

Rank 2013	Game Publisher	Headquarters
1	Electronic Arts	United States
2	King	United Kingdom
3	Rovio	Finland
4	Gameloft	France
5	Disney	United States
6	Storm8	United States
7	Tiny Piece	China
8	Zynga	United States
9	Imangi	United States
10	Glu	United States

Table 72: Top Publishers of 2013: United States  
iOS & Google Play Downloads Outside of Games

Rank 2013	App Publisher	Headquarters
1	Google	United States
2	Facebook	United States
3	Disney	United States
4	Apple	United States
5	Amazon	United States
6	Sungy Mobile	China
7	Twitter	United States
8	Microsoft	United States
9	Pandora Media	United States
10	Yahoo!	United States

## BY REVENUE

Table 73: Top Games of 2013: United States  
iOS & Google Play Revenue

Rank 2013	Game	Publisher
1	Candy Crush Saga	King
2	Clash of Clans	Supercell
3	Hay Day	Supercell
4	The Simpsons™: Tapped Out	Electronic Arts
5	MARVEL War of Heroes	DeNA
6	Slotomania	Caesars Entertainment
7	Big Fish Casino	Big Fish Games
8	The Hobbit: Kingdoms	Kabam
9	DoubleDown Casino	International Game Technology
10	Modern War	GREE

Table 75: Top Apps of 2013: United States  
iOS & Google Play Revenue Outside of Games

Rank 2013	App	Publisher
1	Pandora Radio	Pandora Media
2	MLB.com At Bat	MLB
3	Comics	comiXology
4	Zoosk	Zoosk
5	NYTimes	NY Times
6	Skype	Microsoft
7	TurboTax	Intuit
8	Marvel Comics	Disney
9	Pages	Apple
10	ForeFlight Mobile	ForeFlight

Table 74: Top Publishers of 2013: United States  
iOS & Google Play Game Revenue

Rank 2013	Game Publisher	Headquarters
1	King	United Kingdom
2	Supercell	Finland
3	Electronic Arts	United States
4	DeNA	Japan
5	GREE	Japan
6	Kabam	United States
7	Storm8	United States
8	Caesars Entertainment	United States
9	Zynga	United States
10	Big Fish Games	United States

Table 76: Top Publishers of 2013: United States  
iOS & Google Play Revenue Outside of Games

Rank 2013	App Publisher	Headquarters
1	Pandora Media	United States
2	Apple	United States
3	Disney	United States
4	comiXology	United States
5	MLB	United States
6	Time Warner	United States
7	Zoosk	United States
8	NY Times	United States
9	Smule	United States
10	Intuit	United States



# **TOP COUNTRIES AND CATEGORIES FOR IOS APP STORE**

## TOP COUNTRIES

Table 77: iOS Top 10 Countries by Download and Revenue - 2012 vs. 2013

iOS Rank 2013	Downloads		Revenue	
	Country	Rank Change vs. 2012	Country	Rank Change vs. 2012
1	United States	—	United States	—
2	China	—	Japan	—
3	Japan	—	United Kingdom	—
4	United Kingdom	—	China	+4
5	Russia	+5	Australia	-1
6	France	-1	Canada	-1
7	Canada	—	Germany	-1
8	Germany	-2	France	-1
9	Australia	-1	Russia	—
10	Italy	-1	Italy	—

## TOP CATEGORIES

Table 78: iOS Top 10 Categories by Download and Revenue - 2012 vs. 2013

iOS Rank 2013	Downloads		Revenue	
	Category	Rank Change vs. 2012	Category	Rank Change vs. 2012
1	Games	—	Games	—
2	Entertainment	—	Social Networking	+5
3	Photo & Video	+1	Music	+5
4	Lifestyle	+1	Education	—
5	Utilities	-2	Productivity	-3
6	Social Networking	—	Entertainment	-3
7	Music	—	News	+3
8	Education	—	Books	-3
9	Productivity	—	Navigation	-3
10	Travel	+1	Photo & Video	-1



# **TOP COUNTRIES AND CATEGORIES FOR GOOGLE PLAY**

## TOP COUNTRIES

Table 79: Google Play Top 10 Countries by Download and Revenue - 2012 vs. 2013

Google Play Rank 2013	Downloads		Revenue	
	Country	Rank Change vs. 2012	Country	Rank Change vs. 2012
1	United States	—	Japan	+1
2	South Korea	—	South Korea	+1
3	India	+1	United States	-2
4	Russia	+2	Germany	+1
5	Brazil	+2	United Kingdom	-1
6	Germany	-1	Taiwan	*N/A
7	Japan	-4	France	—
8	Mexico	+3	Australia	-2
9	Spain	-1	Hong Kong	+9
10	Thailand	+5	Canada	-1

\*Paid apps returned to Google Play Taiwan in February 2013.

## TOP CATEGORIES

Table 80: Google Play Top 10 Categories by Download and Revenue - 2012 vs. 2013

Google Play Rank 2013	Downloads		Revenue	
	Category	Rank Change vs. 2012	Category	Rank Change vs. 2012
1	Games	—	Games	—
2	Communication	+2	Communication	+3
3	Tools	-1	Social	+1
4	Entertainment	-1	Travel & Local	+4
5	Social	+1	Tools	-3
6	Personalization	-1	Productivity	-3
7	Music & Audio	+1	Personalization	-1
8	Photography	+2	Entertainment	+2
9	Productivity	-2	Music & Audio	—
10	Media & Video	-1	Education	+2



# ABOUT APP ANNIE

## ABOUT US

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