



App Annie

The Most Popular iPhone and iPad Apps of All Time

Introduction

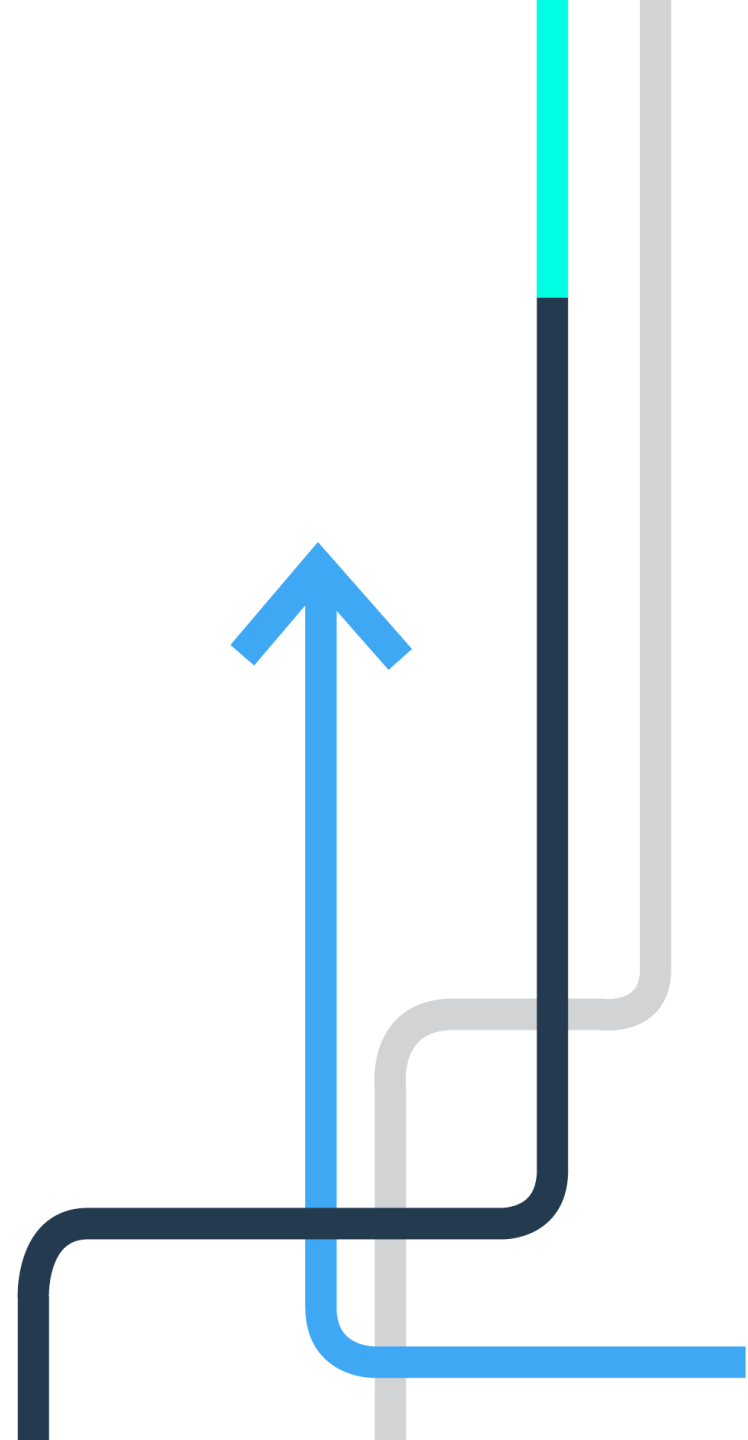
- **Why This Report? (And Why Now?)**
 - With Apple's hotly anticipated September 9 keynote next week, we felt it was the perfect time to take a look back at the iOS App Store's history to highlight its most popular apps
- **What's Inside**
 - We calculated iOS' top-downloaded and top-grossing apps (split by games and apps excluding games) since we activated our trackers in July 2010
 - We also examined recent usage data to gauge which of these top apps are still widely used today

The Most Popular iPhone and iPad Apps of All Time

1. Games
2. Apps

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Top Games by All-Time* Worldwide Downloads

iOS App Store

Rank		Game	Company	Release Date
1		Candy Crush Saga	King	Nov. 2012
2		Fruit Ninja	Halfbrick Studios	Apr. 2010
3		Angry Birds	Rovio	Dec. 2009
4		Subway Surfers	Kiloo	May 2012
5		Despicable Me	Gameloft	Jun. 2013
6		Clash of Clans	Supercell	Jun. 2012
7		Temple Run	Imangi	Aug. 2011
8		Angry Birds Rio	Rovio	Mar. 2011
9		Temple Run 2	Imangi	Jan. 2013
10		Words With Friends	Zynga	Jul. 2009

* Download and revenue data spans July 2010 to July 2015

Top All-Time Downloads - Games



- King's *Candy Crush Saga* tops the all-time iOS game downloads ranking
 - In its nearly 3-year history, the casual puzzle game has reached the #1 daily top iPhone game ranking in over 100 countries
 - Despite existing alongside the newer *Candy Crush Soda Saga*, *Candy Crush Saga* still attracts millions of downloads every month
- Casual games dominate, comprising 9 of the 10 ranks
- The Angry Birds and Temple Run franchises each boast 2 games in the Top 10. In each case, the original game ranks higher.
- 7 of the 10 games are based on a swipe mechanic, a testament to how revolutionary Apple's introduction of Multi-Touch input has been for mobile gaming
- All 10 games were released more than 2 years ago
 - *Despicable Me*, released in June 2013, is the newest game on the list



Top Games by All-Time Worldwide Revenue

iOS App Store

Rank		Game	Company	Release Date
1		Clash of Clans	Supercell	Jun. 2012
2		Candy Crush Saga	King	Nov. 2012
3		Puzzle & Dragons	GungHo Online	Feb. 2012
4		Game of War – Fire Age	Machine Zone	Jul. 2013
5		Monster Strike	Mixi	Sept. 2013
6		Hay Day	Supercell	Jun. 2012
7		Boom Beach	Supercell	Mar. 2014
8		Slotomania	Caesars Entertainment	Nov. 2011
9		Big Fish Casino	Churchill Downs	Aug. 2012
10		The Simpsons™: Tapped Out	Electronic Arts	Feb. 2012

* Download and revenue data spans July 2010 to July 2015





















































Top All-Time Revenue - Games



- *Clash of Clans* and *Candy Crush Saga* top the list at #1 and #2
 - These are the only games that rank by both revenue and downloads
- Japan is well-represented with *Puzzle & Dragons* and *Monster Strike* coming in at #3 and #5, respectively. For each of these games, users in Japan contributed the vast majority of revenue.
- Supercell holds 3 of the top spots with *Clash of Clans*, *Hay Day* and *Boom Beach*. Remarkably, these 3 games make up Supercell's entire active portfolio.
- Casino games *Big Fish Casino* and *Slotomania* earned most of their revenue in the United States

Top Games by Usage

- We compared the games in the previous 2 tables to all iOS games by monthly active users (MAU). Many of the top-downloaded and top-grossing iOS games of all time still rank among the most-used games.
- Game usage rankings are remarkably similar between countries
 - In all 4 countries listed below, *Candy Crush Saga*, *Despicable Me* and all 3 of Supercell's active games were in the Top 50
- Japan stands out from the other countries, with its top 2 games not appearing in any other country's Top 50

	Ranked Top 10 by July 2015 MAU*	Ranked 11-50 by July 2015 MAU*
US	    	       
UK	    	       
Japan	    	       
China	    	       

*Games in the download and revenue tables were looked up in a list of all iOS games by MAU for July 2015 and put into the corresponding category. Each row presents the games in descending order of their MAU.

*The US, the UK, Japan and China are the top 4 countries as measured by both all-time downloads and all-time revenue

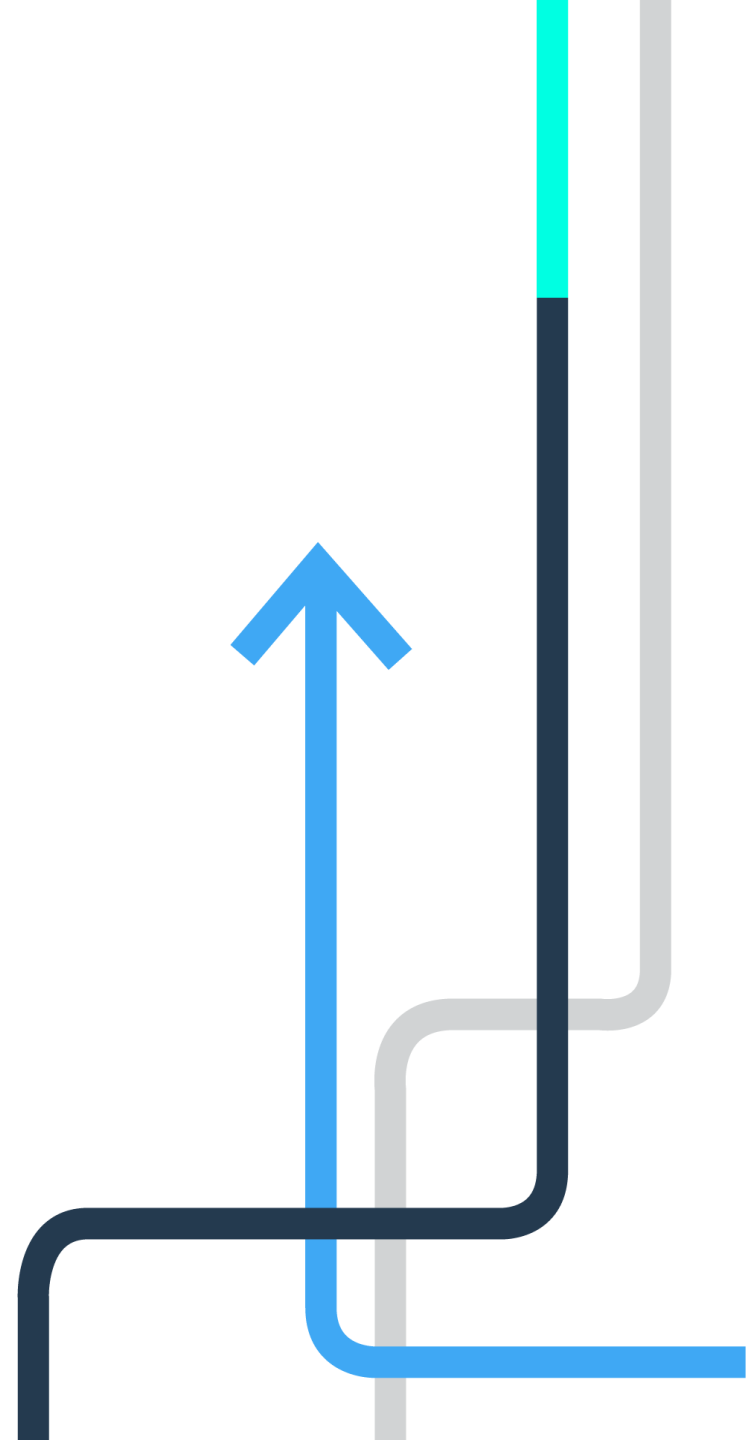
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Top Apps by All-Time Worldwide Downloads

iOS App Store

Rank		App	Company	Release Date
1		Facebook	Facebook	Jul. 2008
2		Facebook Messenger	Facebook	Aug. 2011
3		YouTube	Google	Sept. 2012
4		Instagram	Facebook	Oct. 2010
5		Skype	Microsoft	Mar. 2009
6		WhatsApp Messenger	Facebook	May 2009
7		Find My iPhone	Apple	Jun. 2010
8		Google Maps	Google	Dec. 2012
9		Twitter	Twitter	Oct. 2009
10		iTunes U	Apple	Jan. 2012

* Download and revenue data spans July 2010 to July 2015

Top All-Time Downloads - Apps













- Google, Facebook and Apple dominate the rankings with 8 out of the Top 10 spots
 - Facebook alone claims 4 of the spots
 - *Twitter* and *Skype* are the only apps from other companies
- For all 10 apps, the US leads in downloads
 - In the case of Apple's education app *iTunes U*, China comes in a close second to the US
- Although most of the apps are over 4 years old, all 10 continue to attract millions of downloads per month
- Apps with strong social and sharing features take up over half the Top 10



Top Apps by All-Time Worldwide Revenue

iOS App Store

Rank		App	Company	Release Date
1		Pandora Radio	Pandora	Jul. 2008
2		LINE	LINE	Jun. 2011
3		Zoosk	Zoosk	Jan. 2010
4		Pages	Apple	Apr. 2010
5		Spotify	Spotify	Jul. 2011
6		Badoo	Badoo	Nov. 2010
7		Skype	Microsoft	Mar. 2009
8		MLB.com At Bat	MLB	Oct. 2008
9		Grindr	Grindr	Mar. 2009
10		LINE PLAY	LINE	Nov. 2012

* Download and revenue data spans July 2010 to July 2015

Top All-Time Revenue - Apps



- Most of the top-grossing apps of all time are entertainment (music and sports) and dating apps
- Compared to the top-downloaded apps of all time, the top-grossing apps are represented by a much wider selection of companies
- *Pandora Radio's* position at the top was driven by the US, which contributed practically all its revenue
- At \$9.99, Apple's word processor *Pages* is the only app that generated revenue entirely from paid downloads*. All other apps on the list use some sort of [freemium business model](#).
- *Skype* is the only app to appear on both the download and revenue all-time rankings






























*Since October 2013, Pages has been included for free on all new iOS devices

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Top Apps by Usage

- We compared the apps in the previous 2 tables to all iOS apps by monthly active users (MAU). As is the case with games, many of the top-downloaded and top-grossing iOS apps of all time still rank among the most-used apps.
- Remarkably, none of the 19 apps in the download and revenue rankings are among the Top 50 apps by MAU in China
 - Users in China have a strong preference for local apps

	Ranked Top 10 by July 2015 MAU	Ranked 11-50 by July 2015 MAU
US	      	   
UK	       	 
Japan	     	 
China		

*Apps in the download and revenue tables were looked up in a list of all iOS apps excluding games by MAU for July 2015 and put into the corresponding category. Each row presents the games in descending order of their MAU.

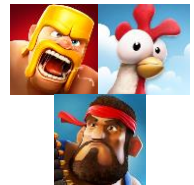
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Key Takeaways

- Casual games make up 9 of the 10 top-downloaded iOS games
- By revenue, the breakaway performer in iOS has been Supercell. All 3 of the company's active games rank in the Top 10 highest-grossing iOS games.
- Facebook, Google and Apple dominate the download rankings for apps excluding games
- The top-grossing iOS apps are mostly entertainment and dating



About App Annie

App Annie is the largest mobile app intelligence platform, providing developers and publishers with a 360-degree view of what they need to know to build, market and invest in their apps. App Annie is used by more than 800,000 apps to track their performance, and over 400,000 mobile app professionals — including 94 percent of the top 100 publishers — rely on App Annie to inform their business decisions, including Electronic Arts, Google, LinkedIn, LINE, Microsoft, Nexon, Nestle, Samsung, Tencent, Bandai Namco, Universal Studios and Dow Jones. App Annie is a privately held company headquartered in San Francisco with 12 global offices in cities including Amsterdam, Beijing, London, New York, Seoul, Tokyo and Vancouver. The company has raised \$94 million in funding from e.Ventures, Greycroft Partners, IDG Capital Partners, Institutional Venture Partners and Sequoia Capital. For more information, please visit: www.appannie.com or follow [@AppAnnie](https://twitter.com/AppAnnie) on Twitter.

Report methodology and updates are available [here](#).

Thank You!

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