



Store Intelligence

Q1 2016 Data Digest

Clash Royale
Supercell

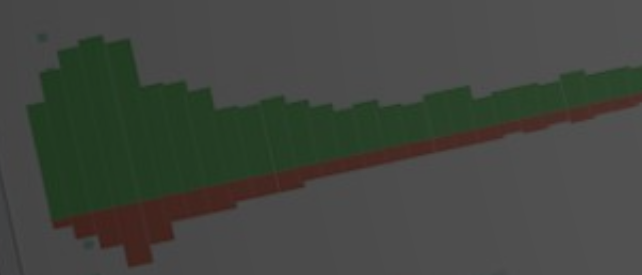
Category
Games
Store
iTunes

Price
Free
Country
US

Downloads
20m
Mar 2016 Worldwide

Revenue
\$91m
Mar 2016 Worldwide

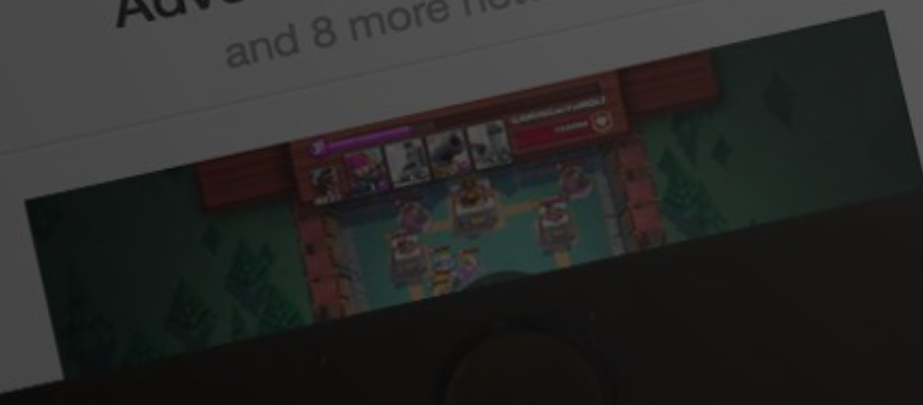
Review Breakdown Per Day



SensorTower

Mar 7 Mar 12 Mar 17 Mar 22 Mar 27 Apr 1 Apr 6 Apr 11

Advertising on Youtube
and 8 more networks



Key Highlights

Click on the page number to jump there



Combined worldwide App Store and Google Play downloads grew 8.2 percent year-over-year compared to Q1 2015. App Store downloads grew the most.

[\(pg. 3\)](#)



Snapchat for iOS overtook Facebook in U.S. downloads for the first time. [\(pg. 12\)](#)

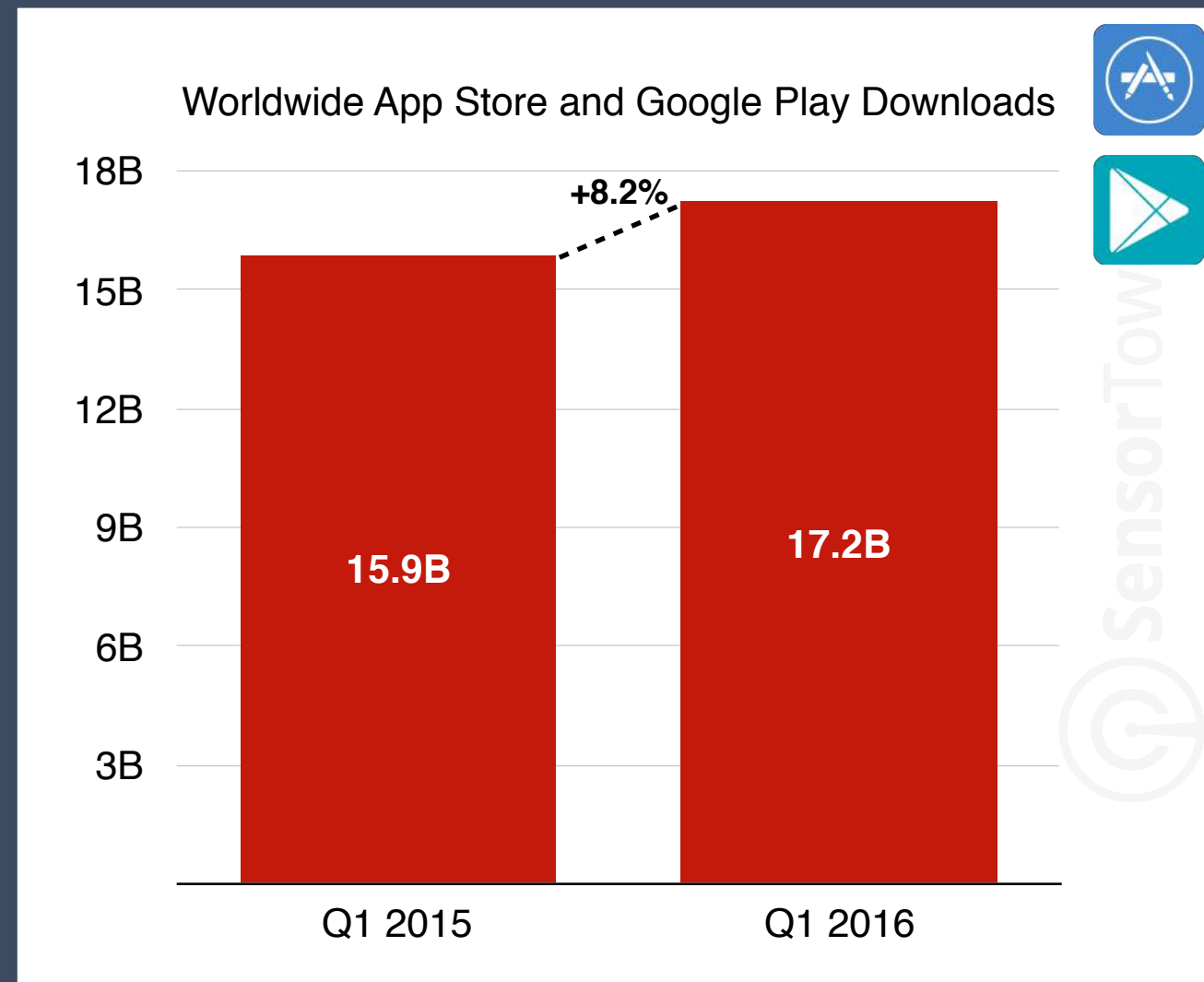


Clash Royale made the worldwide top 10 for downloads despite launching two months into the quarter, and was the fastest ever to No. 1 in revenue. [\(pg. 8\)](#)



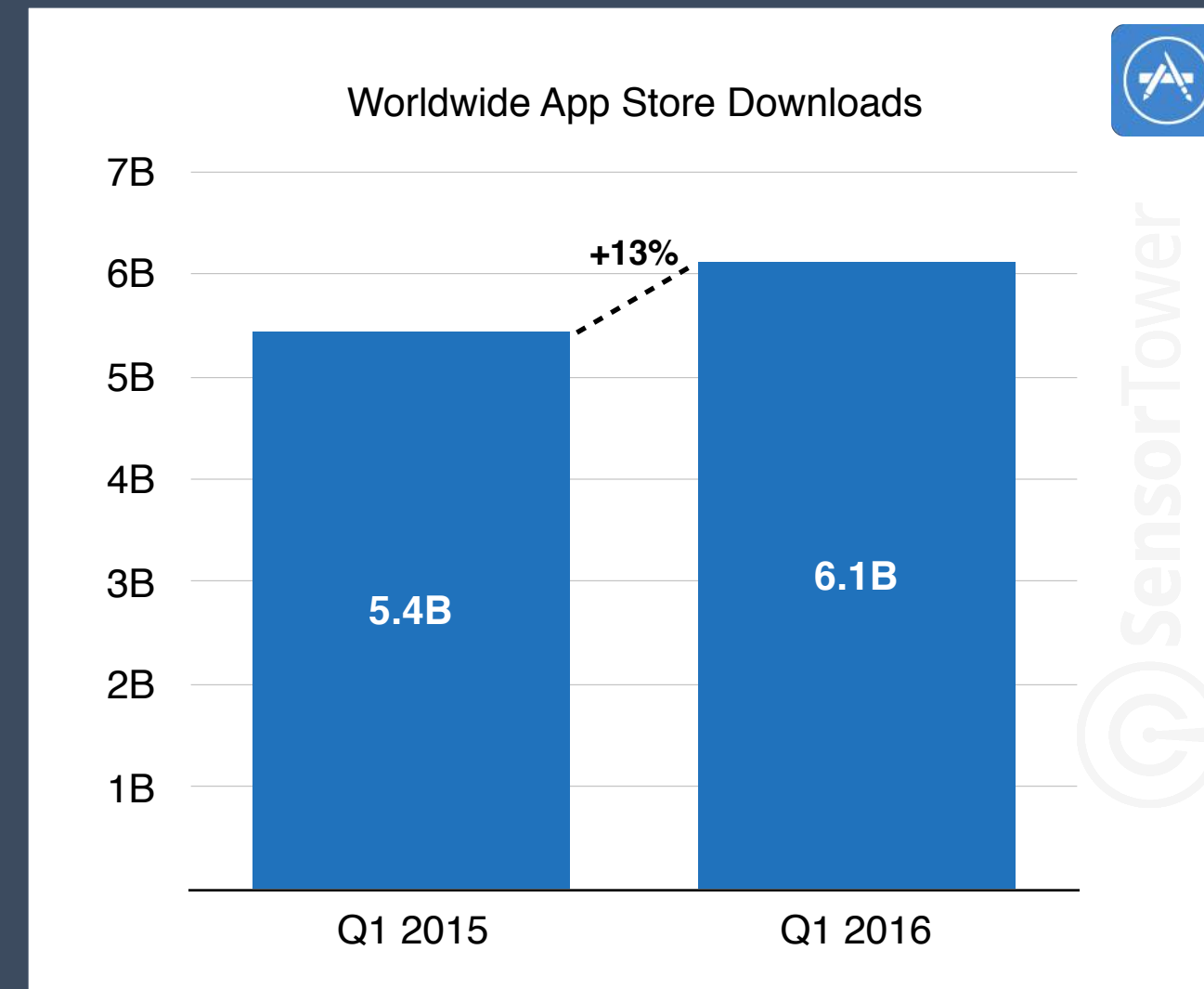
King successfully iterated on its Candy Crush IP to deliver another hit. [\(pg. 8\)](#)

Key Metrics



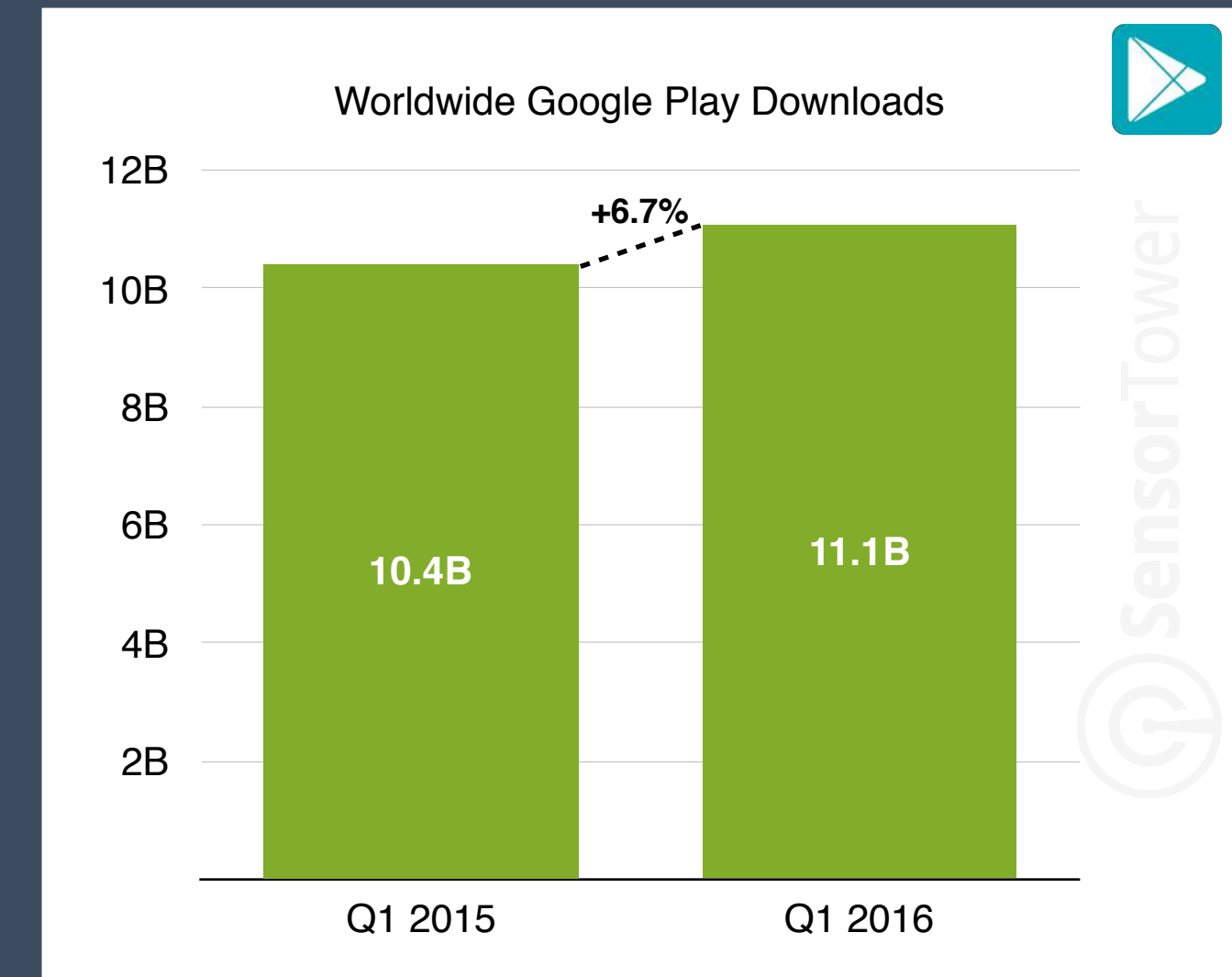
17.2 Billion

App Store + Google Play Downloads



6.1 Billion

App Store Downloads



11.1 Billion

Google Play Downloads

Contents

What's inside our Q1 2016 Data Digest

Click on an icon to jump to the section:



Top Apps

Discover which apps made it into the top 20 for worldwide and U.S. downloads, along with our analysis.



Top Publishers

How do the world's top publishers stack up? Read the insights we've uncovered about who's on top.

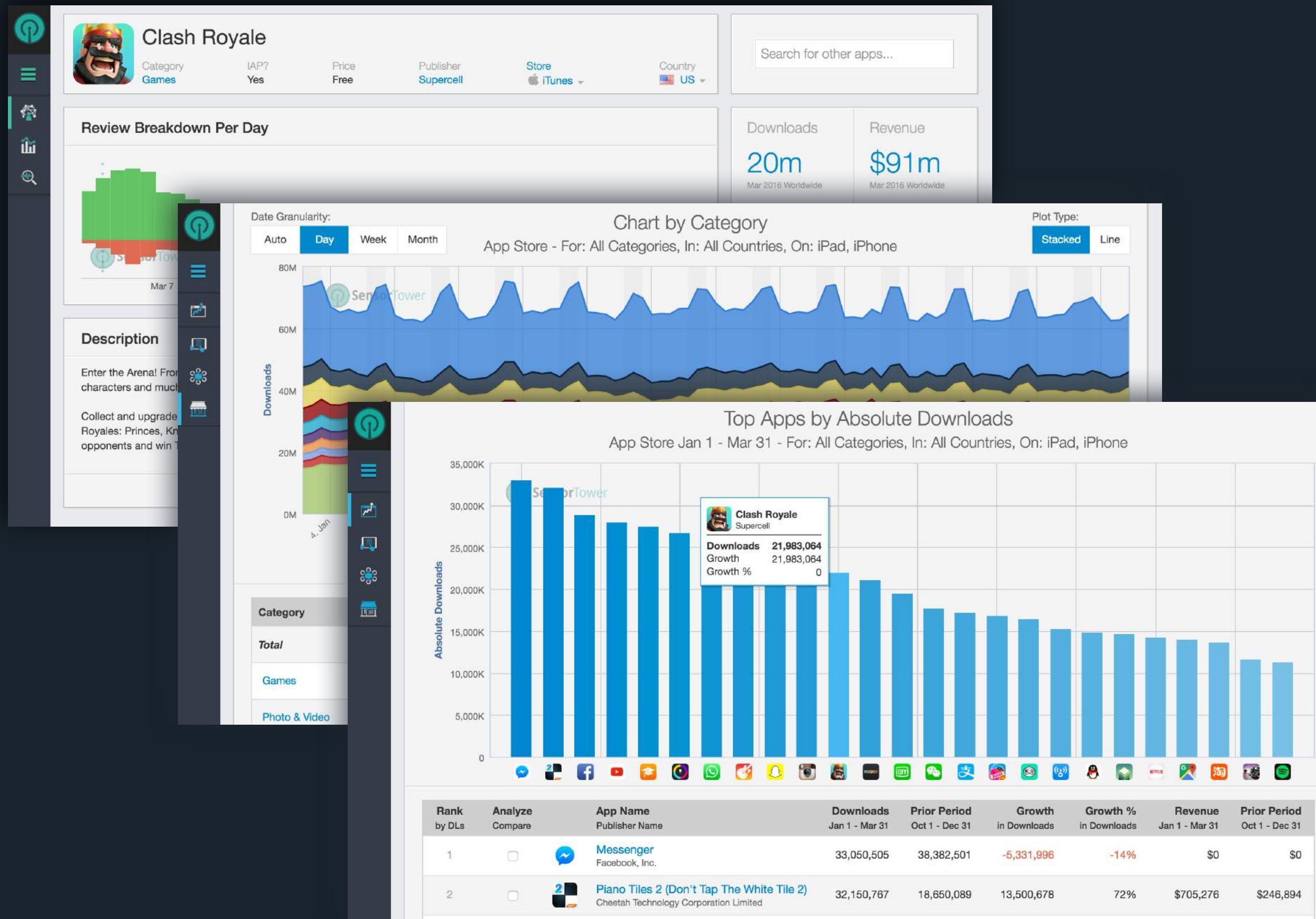


Top Categories

Get a better understanding of how to position your product in the market with these Q1 data points.

Welcome to the Q1 2016 Data Digest

Brought to you by Sensor Tower



In the fourth edition of **Sensor Tower's Quarterly Data Digest**, you'll discover key insights into the mobile marketplace for both the App Store and Google Play in Q1 2016. For this edition, we've focused on worldwide and U.S. download trends on both stores. You'll find the quarter's top apps, publishers, and categories by downloads along with our analysis.

Our Data Science team produced this digest using analytics from **Sensor Tower's Store Intelligence platform**. It features the industry's most accurate global App Store and Google Play download estimates for the months of January through March 2016.

By utilizing these insights you'll be able to develop the best possible understanding of the ever-changing mobile landscape, enabling you to position your app business for optimal growth in 2016 and beyond.

Thanks for reading!

The Sensor Tower Team

About This Data in This Report

The Sensor Tower Data Science Team compiled the download estimates provided in this report using the [Sensor Tower Store Intelligence](#) platform.

- Figures cited in this report reflect App Store and Google Play download estimates for January 1, 2016 through March 31, 2016.
- Download estimates presented are on a per-user basis, meaning that only one download per Apple or Google account is counted towards the total.
- Downloads of the same app by the same user to multiple devices, or re-installs of the same app by the same user are not counted towards the total.
- Android app install estimates represent downloads from the Google Play Store only. Sensor Tower does not provide download estimates for third-party Android stores.

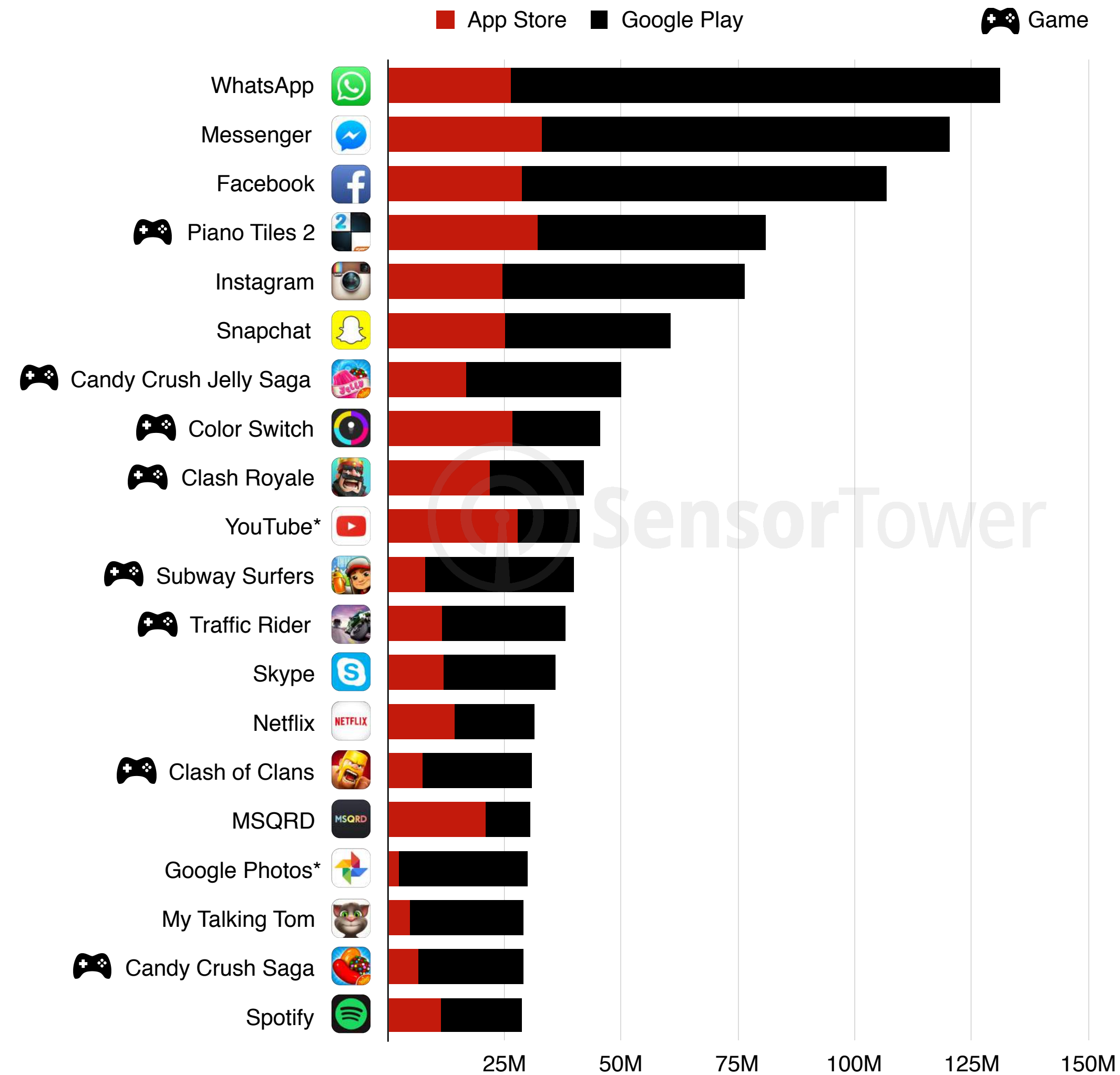
Would your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report? See the fastest growing apps and publishers by downloads or revenue. Email sales@sensortower.com for more information.

Top Apps



Top 20 iOS and Google Play Apps by Worldwide Downloads

Q1 2016 Worldwide iOS and Google Play App Downloads



*Excludes pre-installations on Android devices.

Source: Sensor Tower Store Intelligence



Facebook Remained Dominant

The publisher had four of the top five apps worldwide in Q1, plus newly acquired MSQRD at No. 16.



Games Were Biggest Worldwide

There were eight gaming apps in the worldwide iOS and Google Play top 20 versus just five in the U.S.



Clash Royale Had a Huge Launch

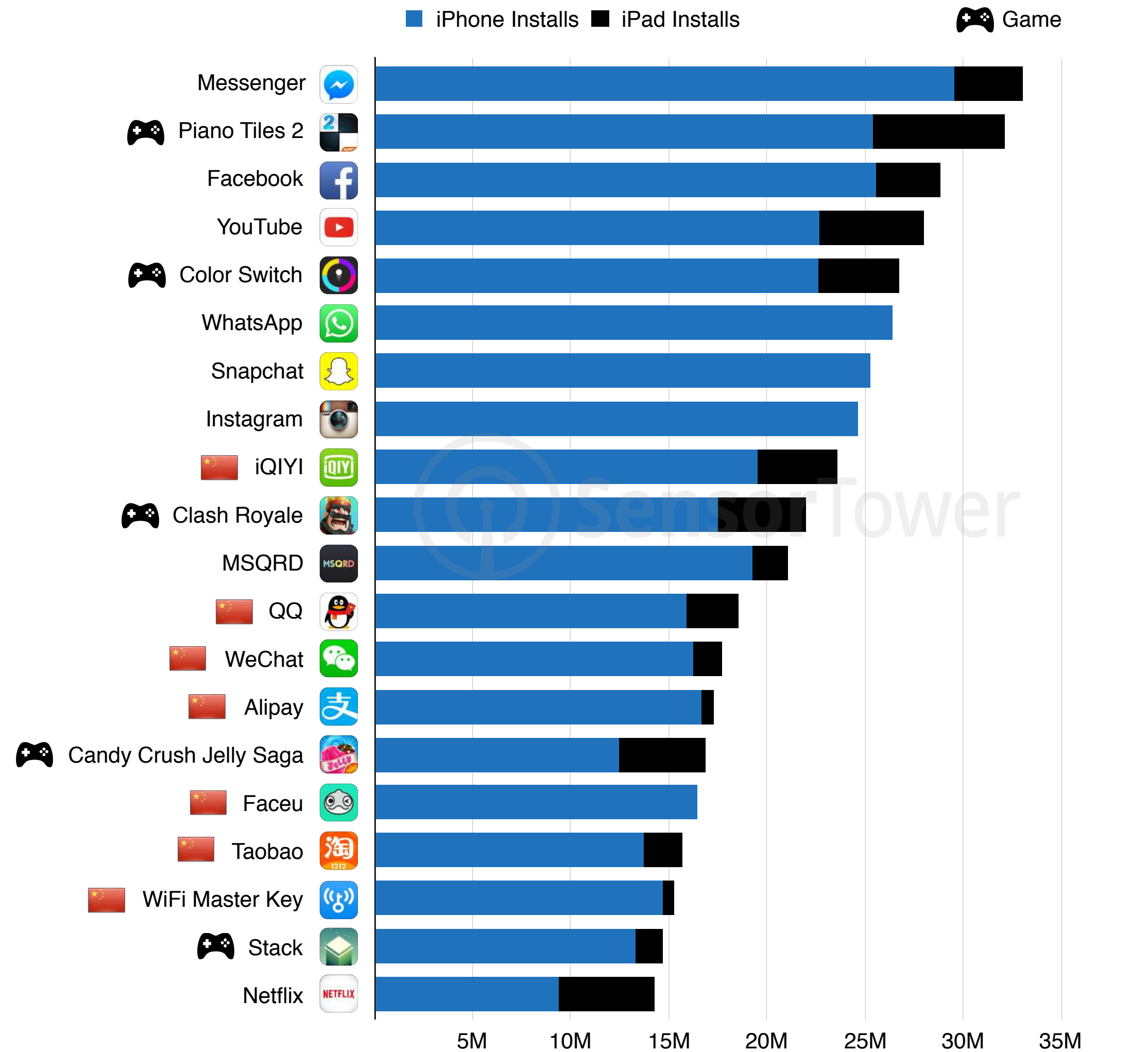
Despite releasing worldwide less than a month before the end of Q1, Supercell's latest ranked No. 9 globally.

Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jan. 1 through Mar. 31, 2016. Apple apps are excluded. We report unique installs only. Android estimates do not include third-party stores.

Top 20 iOS Apps by Worldwide Downloads

Q1 2016 Worldwide iOS App Downloads



Source: Sensor Tower Store Intelligence



China's Presence Grew

iOS apps from China (🇨🇳) increased from six of the top 20 in Q4 2015 to seven in Q1 2016.



Facebook and Instagram Slipped

Two games, Piano Tiles 2 and Color Switch, took over their Q4 spots at No. 2 and No. 5, respectively.



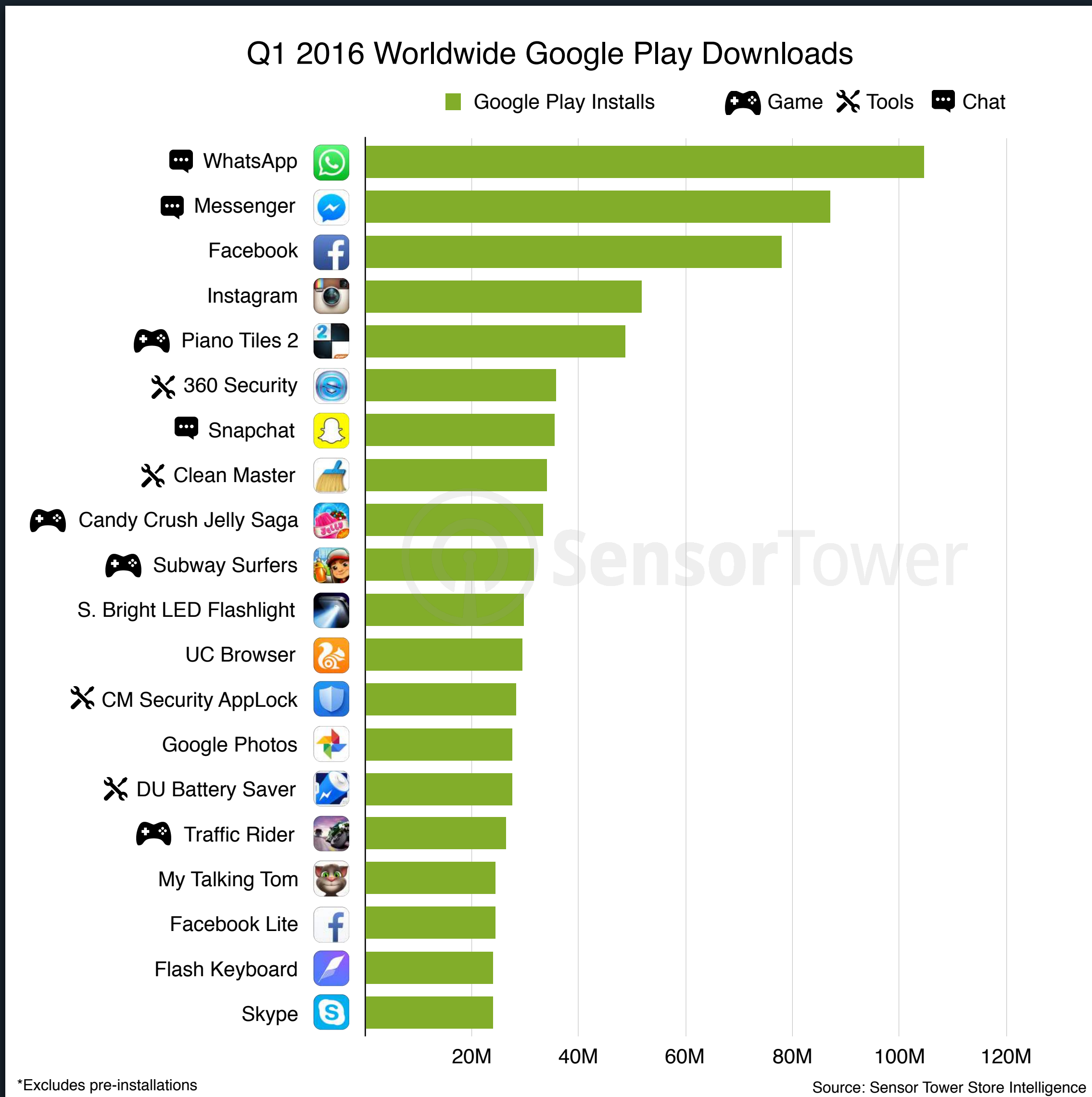
Video Streaming Apps Declined

While six streaming apps made this top 20 in Q4 2015, only two (iQIYI and Netflix) did in Q1 2016.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Jan. 1 through Mar. 31, 2016. Apple apps are excluded. We report unique installs only (one download per user).

Top 20 Google Play Apps by Worldwide Downloads



Utilities Were Prominent on Google Play

Four of the top 20 Google Play apps worldwide were tools/utilities (✂) compared to only one on iOS.



Streaming Apps Were Absent

No video or music streaming apps made the worldwide Google Play top 20 for Q1 2016.



Messaging Apps: Fewer But Bigger

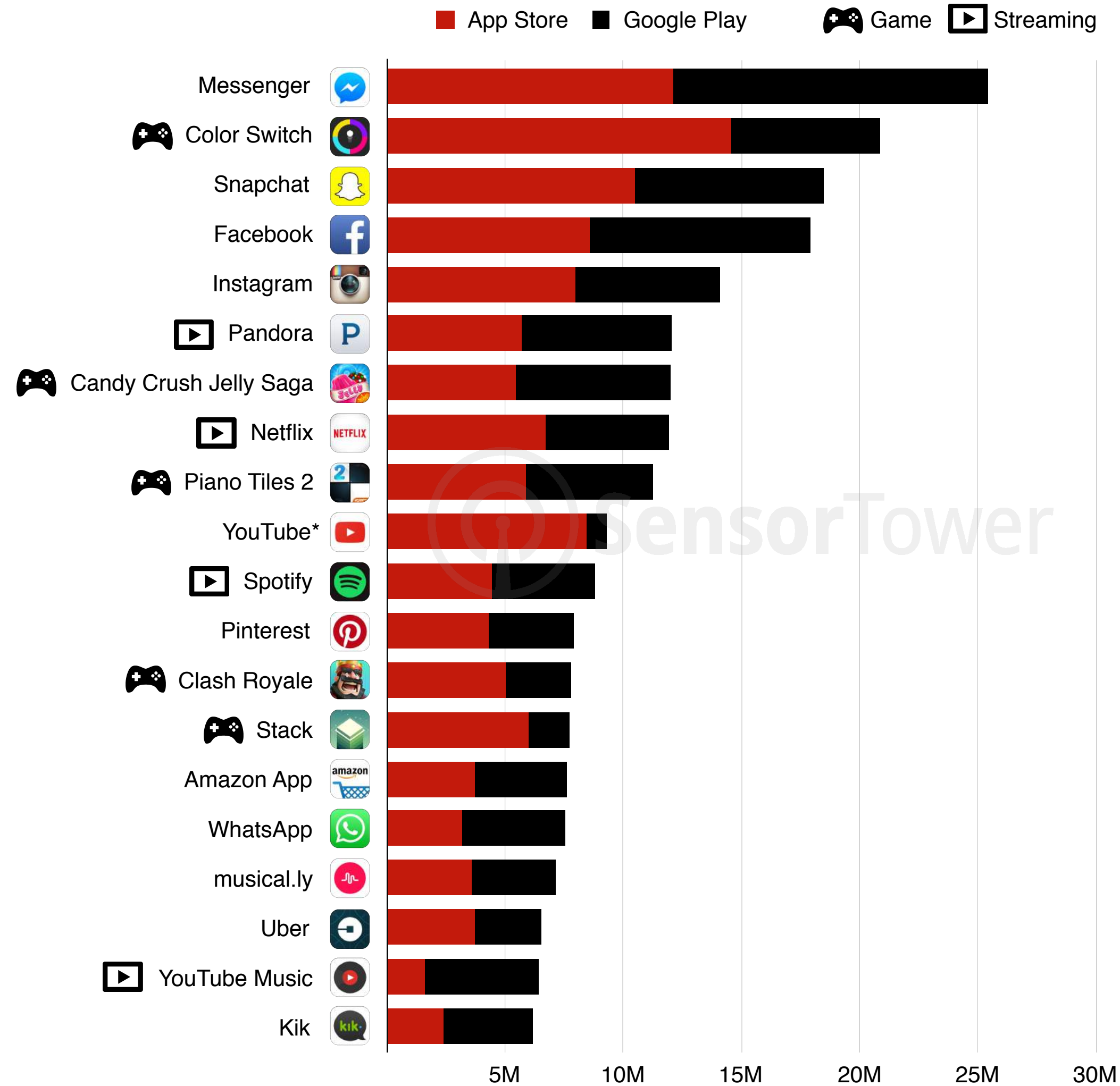
Google Play's top 20 included three chat apps (💬) versus five on iOS, but two of them topped the ranking.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jan. 1 through Mar. 31, 2016. We report unique installs only (one download per user). Android download estimates do not include third-party stores.

Top 20 iOS and Google Play Apps by U.S. Downloads

Q1 2016 U.S. iOS and Google Play App Downloads



*Excludes pre-installations on Android devices.

Source: Sensor Tower Store Intelligence



Streaming Was Bigger in the U.S.

More streaming apps (▶) made the U.S. top 20 compared to worldwide (four versus two).



YouTube Music Climbed the Charts

Google's audio app debuted last quarter and already hit the top 20, with most of its installs on Google Play.



WhatsApp Lost Ground

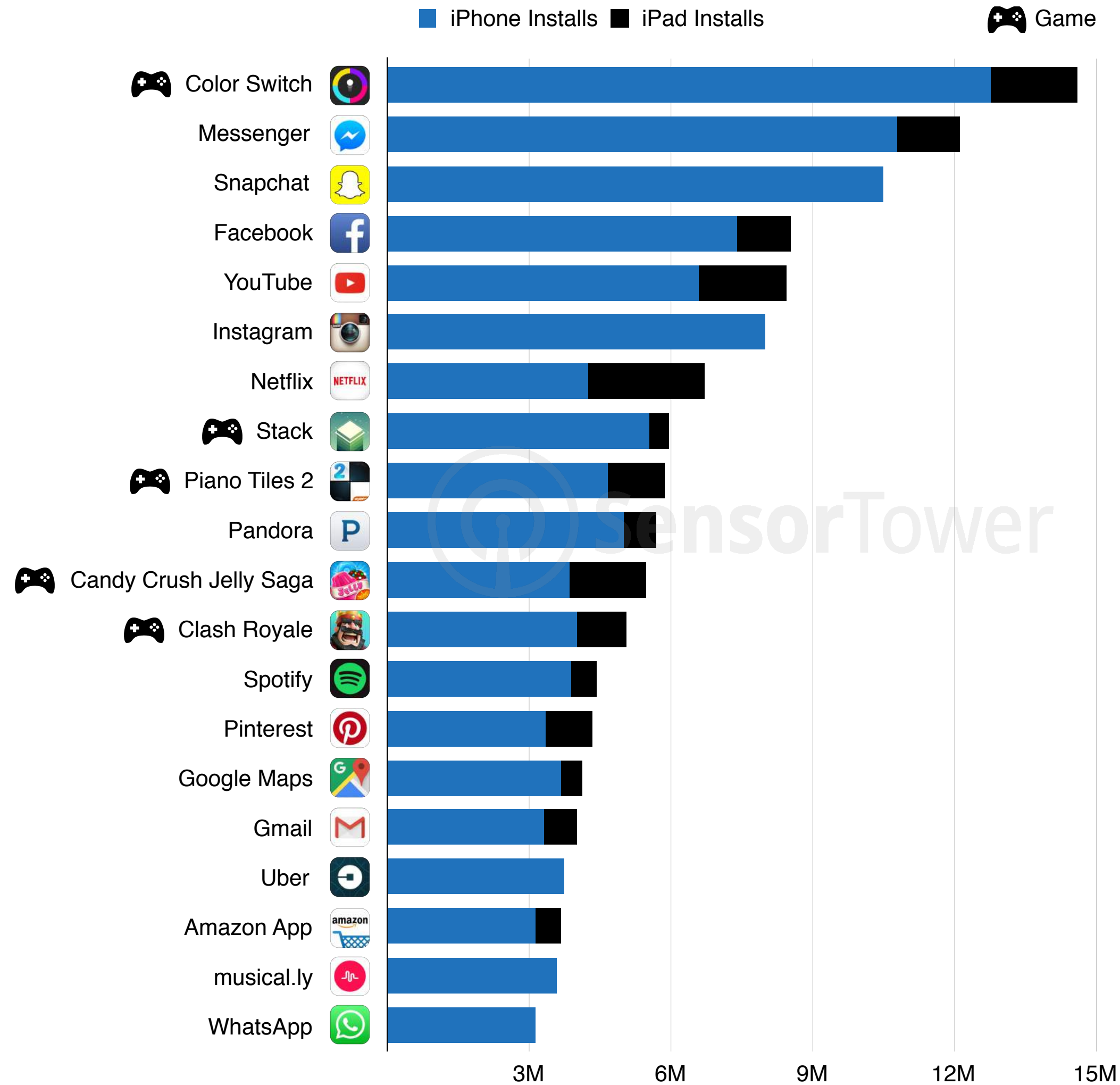
It may be the world's No. 1 app overall, but WhatsApp dropped one spot in the U.S. from Q4 2015.

Note Regarding Download Estimates

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Top 20 iOS Apps by U.S. Downloads

Q1 2016 U.S. iOS App Downloads



Source: Sensor Tower Store Intelligence



Color Shift Was An Indie Success

Created by one person in two weeks, Color Shift was the most installed iOS app in the U.S. for Q1 2016.



SnapChat Overtook Facebook

For the first quarter ever, Snapchat placed ahead of Facebook in terms of U.S. iOS downloads.



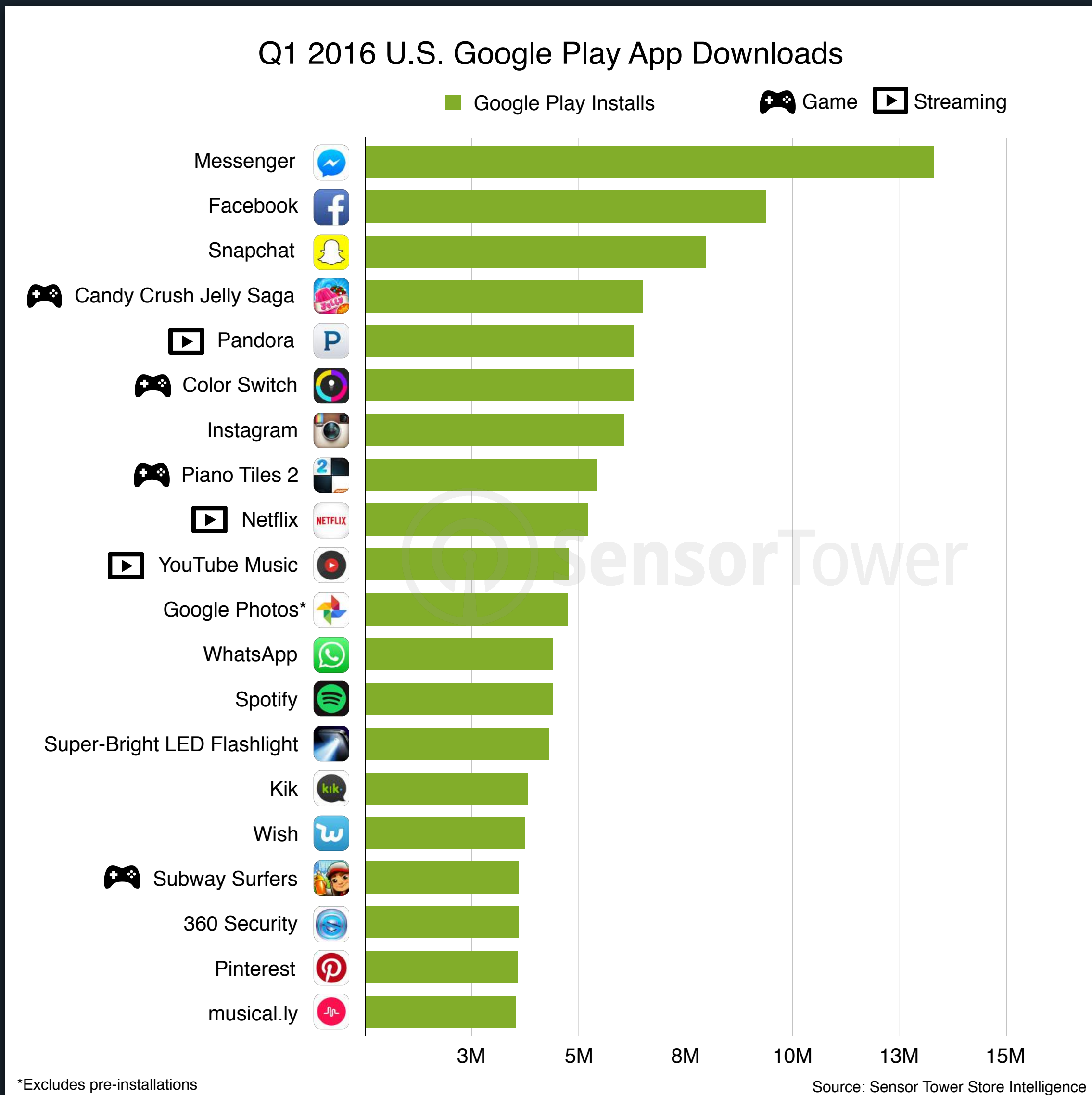
More Games Made the List in Q1

The U.S. top 20 for iOS in Q4 2015 featured three games; five made the list for Q1 2016.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Jan. 1 through Mar. 31, 2016. Apple apps are excluded. We report unique installs only (one download per user).

Top 20 Google Play Apps by U.S. Downloads



Streaming Apps Were a Hit in the U.S.

The worldwide top 20 contained no streaming apps, but the U.S. had three (▶).



Google Play Shoppers Chose Wish

While Amazon App made the top 20 for iOS, Wish was the only shopping app in the Google Play top 20.



Pandora Was More Popular on Google

The music streaming app was No. 10 on iOS in the U.S. but was No. 5 in Google Play downloads.

Note Regarding Download Estimates

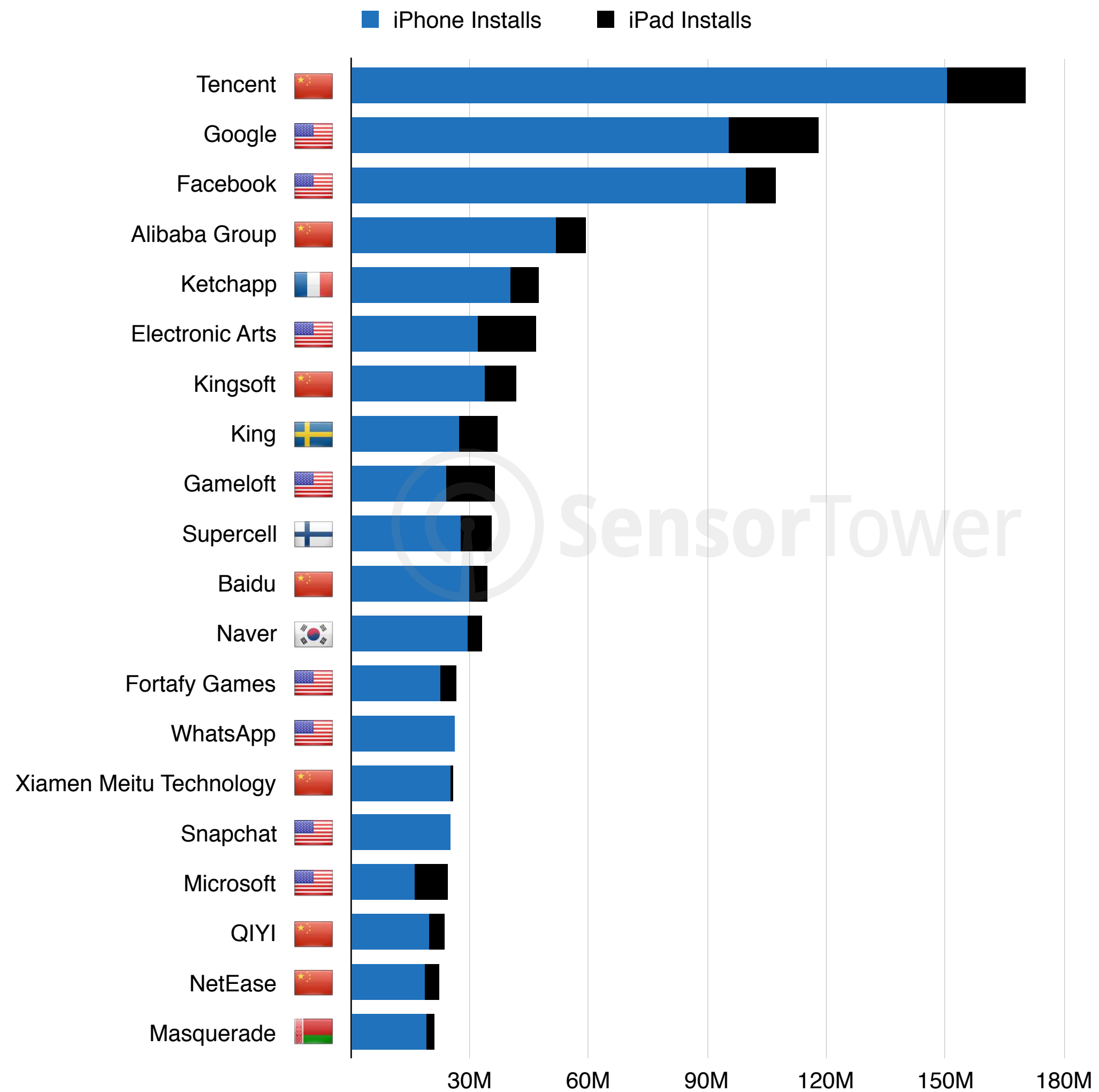
Our estimates include worldwide daily download totals for Google Play for Jan. 1 through Mar. 31, 2016. We report unique installs only (one download per user). Android download estimates do not include third-party stores.

Top Publishers



Top 20 iOS Publishers by Worldwide Downloads

Q1 2016 Worldwide iOS Publishers by Downloads



Source: Sensor Tower Store Intelligence



Supercell Entered the Top 20

Thanks to Clash Royale, Supercell made our top 20 iOS publishers by downloads for the first time.



Electronic Arts Slipped

The U.S. gaming giant was ranked No. 4 in Q4 2015 but dropped two spots in Q1 2016.



U.S. Publishers Were Most Prominent

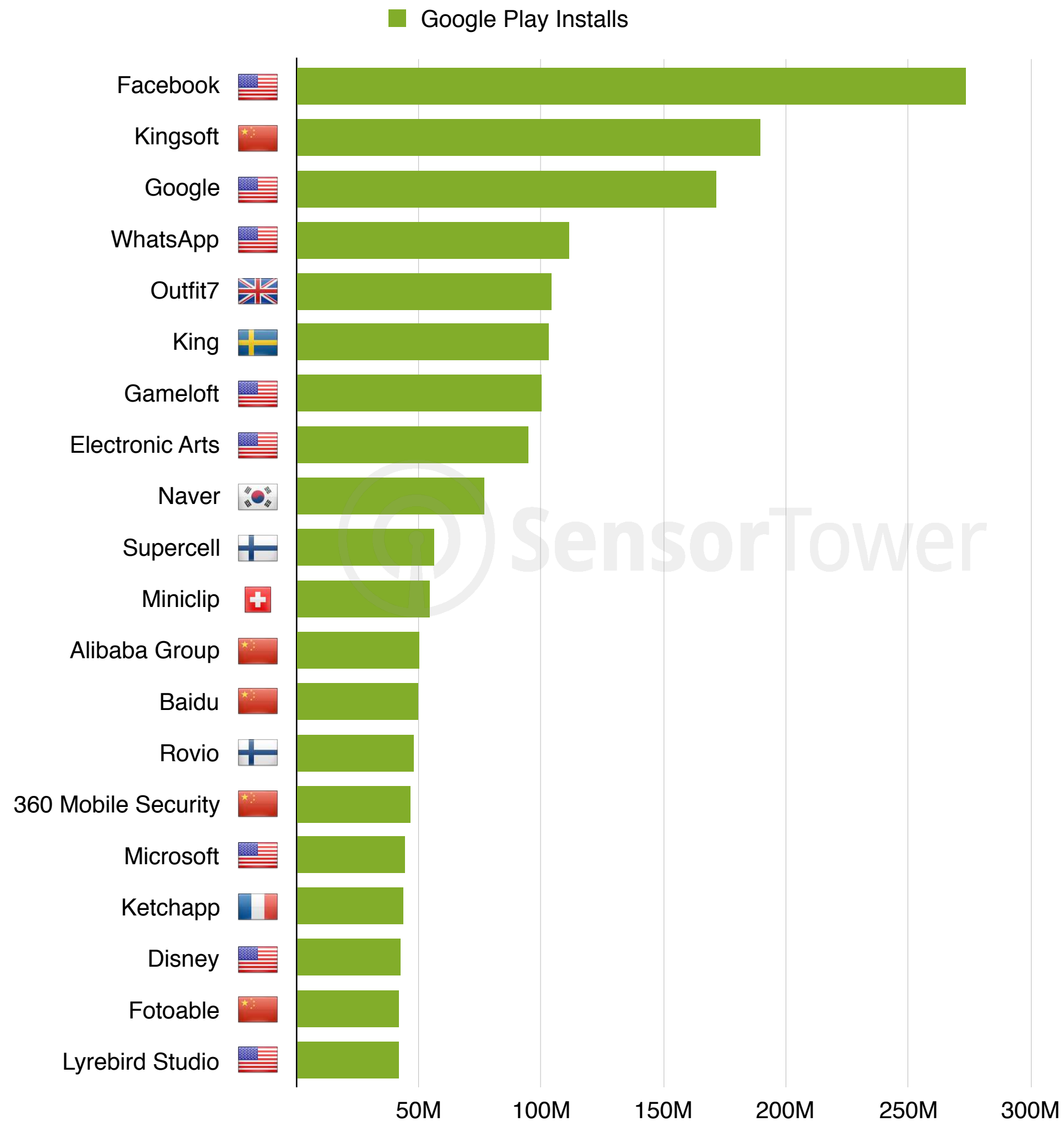
App makers based in the United States claimed eight of the top 20 spots, followed by China with six.

Note Regarding Download Estimates

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Top 20 Google Play Publishers by Worldwide Downloads

Q1 2016 Worldwide Google Play Publishers by Downloads



*Excludes pre-installations



Facebook Was Bigger on Google Play

Ranked No. 3 on iOS worldwide, Facebook was No. 1 on Google Play—two spots above Google itself.



No Google Play In China, No Problem

Kingsoft managed to find great success with its apps outside of China.



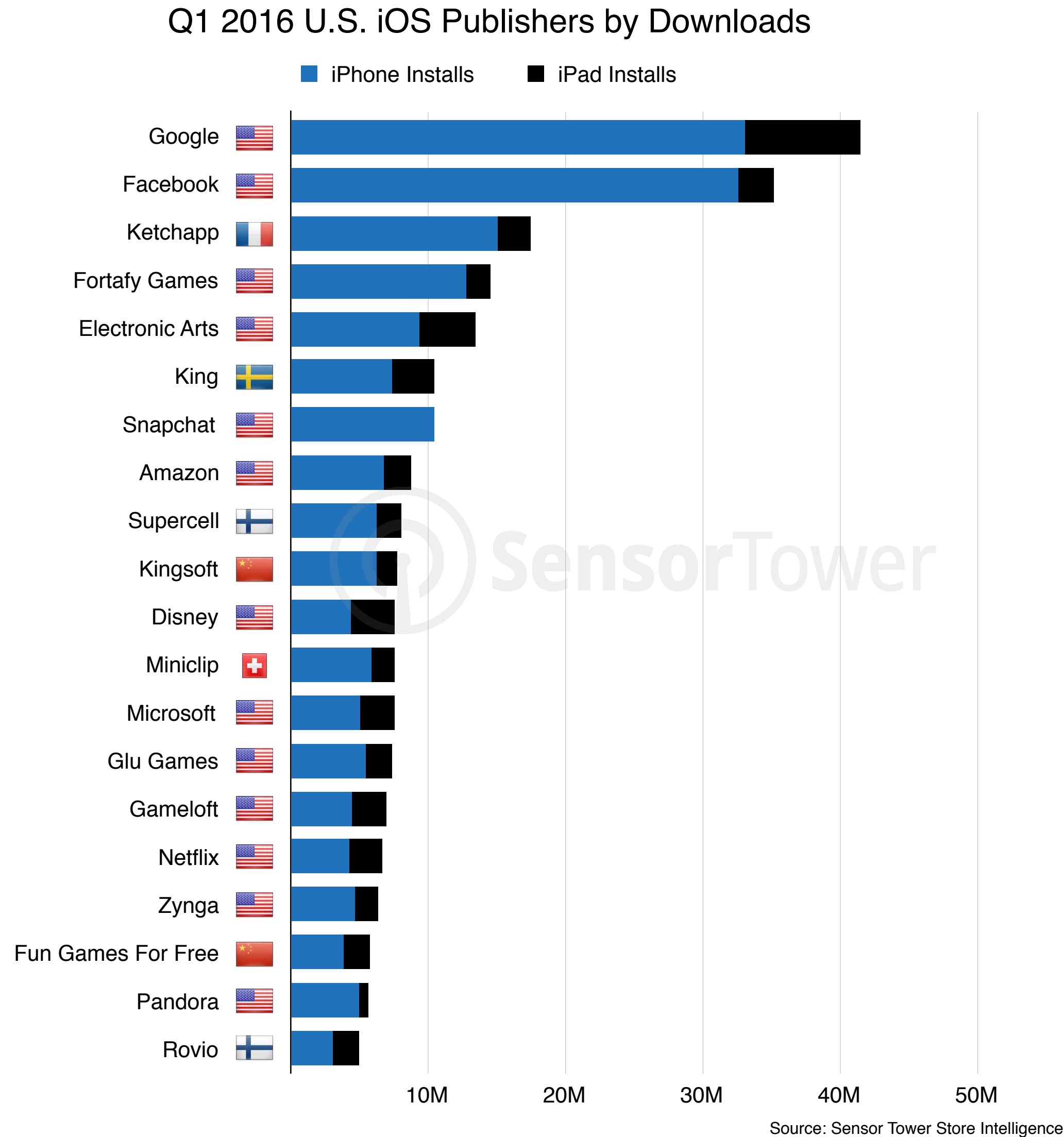
Rovio: Still in the Google Play Top 20

The Angry Birds maker hasn't made the worldwide top 20 on iOS since Q3 2015 but was No. 14 here.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jan. 1 through Mar. 31, 2016. We report unique installs only (one download per user). Android download estimates do not include third-party stores.

Top 20 iOS Publishers by U.S. Downloads



Games Publishers Dominated

Seven of the top 10—and 13 out of the top 20—iOS publishers in the U.S. for Q1 were in Games.



Ketchapp Topped Them All

The French publisher moved up two positions from Q4 2015 to replace Electronic Arts as No. 1 in Games.



Rovio Returned to the U.S. Top 20

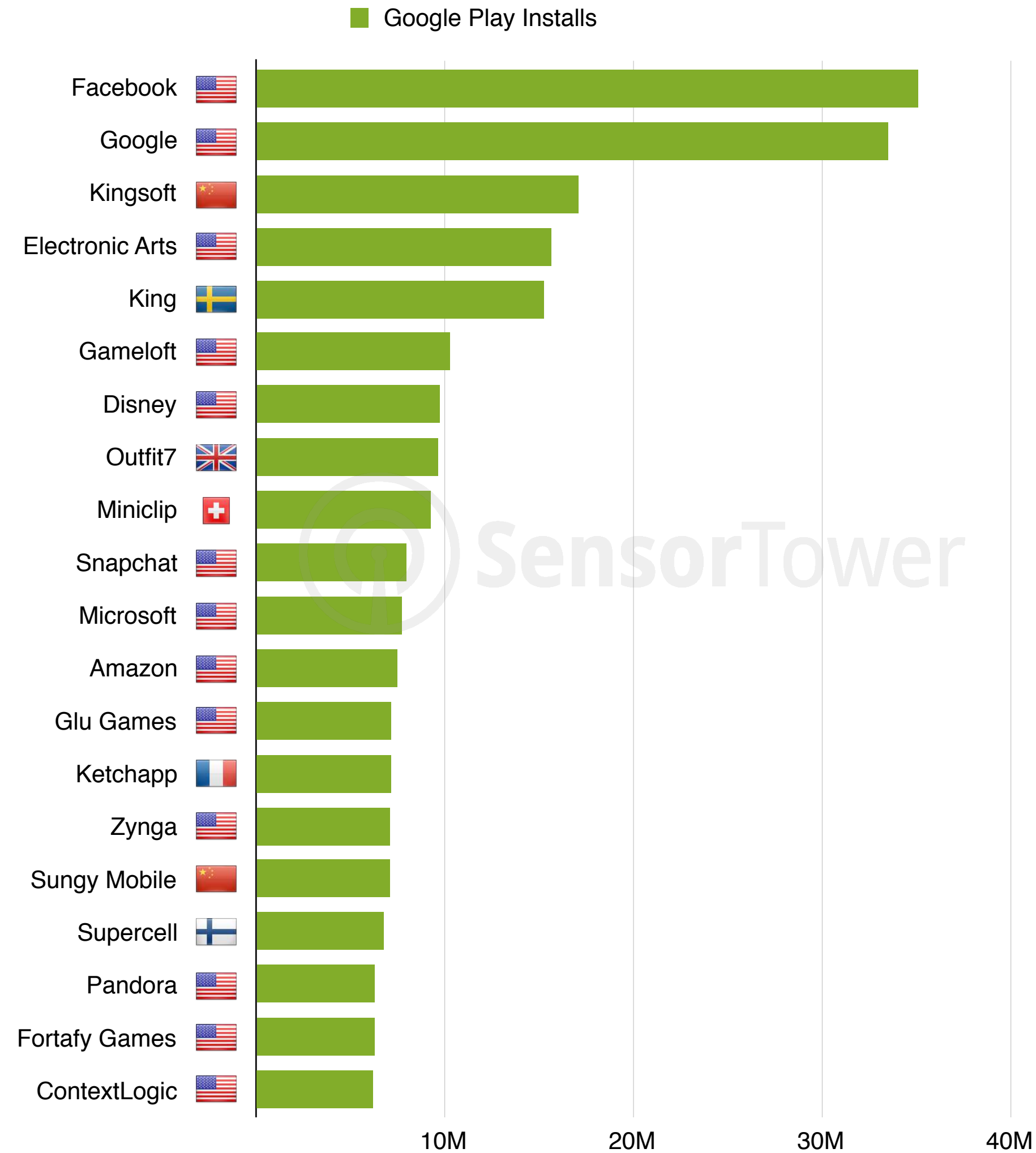
No. 9 for U.S. iOS publishers in Q3 2015, but absent in Q4, the Angry Birds studio was back at No. 20.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Jan. 1 through Mar. 31, 2016. Apple apps are excluded. We report unique installs only (one download per user).

Top 20 Google Play Publishers by U.S. Downloads

Q1 2016 U.S. Google Play Publishers by Downloads



*Excludes pre-installations

Source: Sensor Tower Store Intelligence



Google Had Its Own Gaming Leaders

Game publishers also dominated on Google Play, but Disney, Gameloft, and others were bigger here.



Netflix Wasn't Top 20 on Google Play

The streaming service was among the biggest iOS publishers in the U.S.; not so on Google Play.



Supercell Saw More Success on iOS

Mobile gaming giant Supercell ranked No. 10 among U.S. iOS publishers but was No. 17 on Google Play.

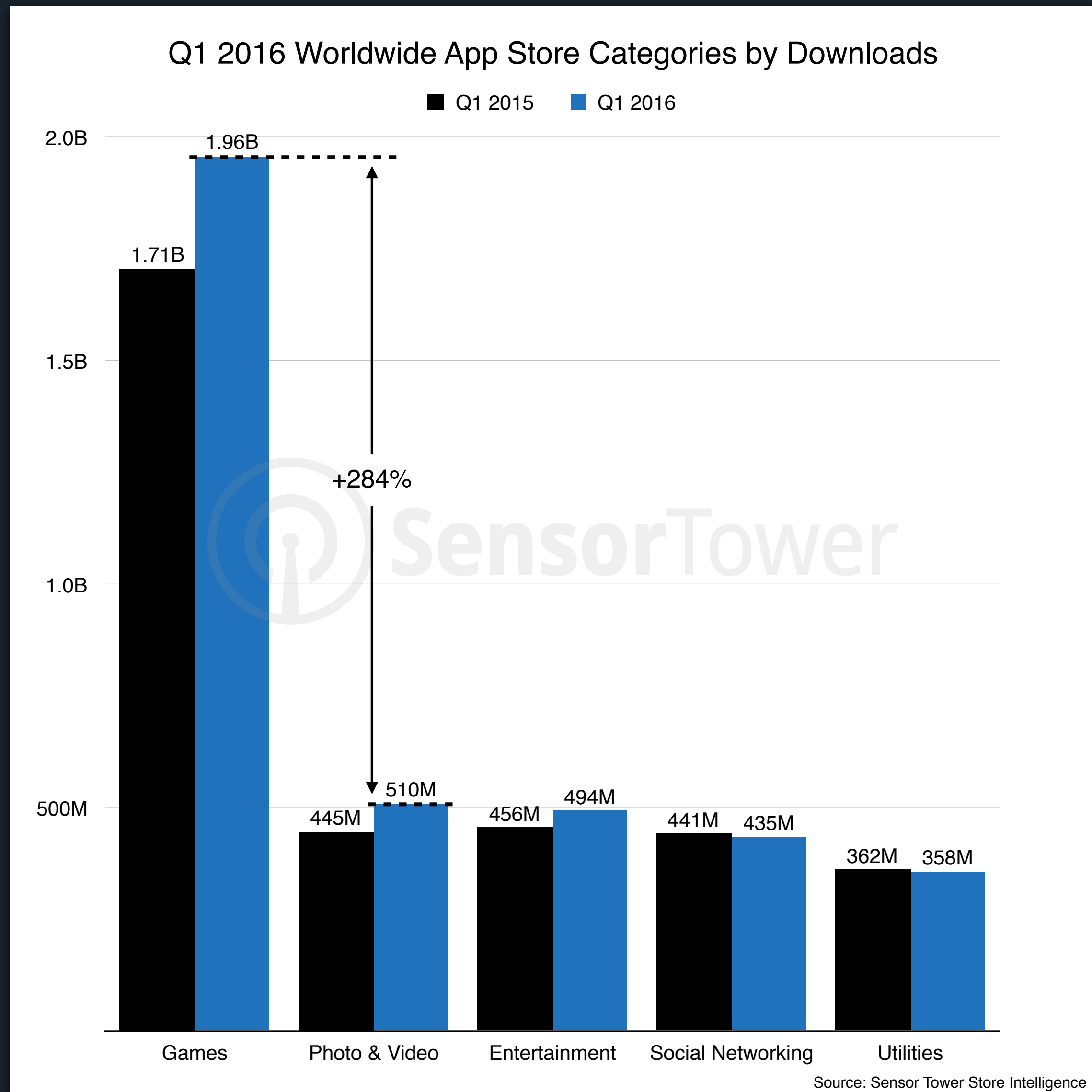
Note Regarding Download Estimates

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Top Categories



Top 5 App Store Categories by Worldwide Downloads



Games Continued to Lead and Grow

The iOS Games category grew 14.6% in Q1 2016 compared to Q1 2015.



Games Were Nearly 4x Second Place

The Games category accounted for 3.8 times as many downloads as Photo & Video during Q1 2016.



Photo & Video vs. Entertainment

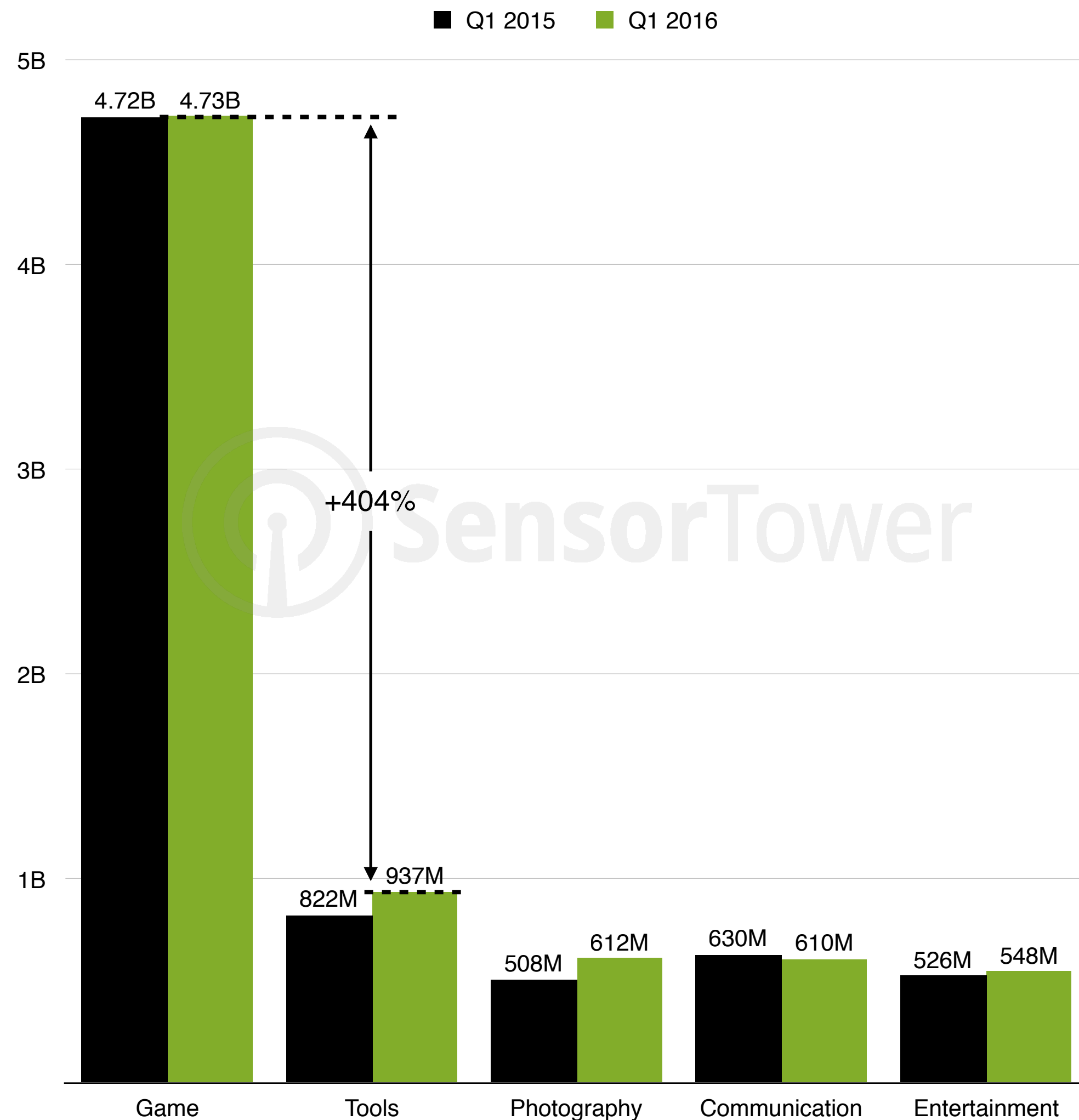
The Photo & Video category moved up from No. 3 in Q1 2015. Entertainment was No. 2 last quarter.

Note Regarding Download Estimates

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Top 5 Google Play Categories by Worldwide Downloads

Q1 2016 Worldwide Google Play Categories by Downloads



*Excludes pre-installations

Source: Sensor Tower Store Intelligence



Games: More Dominant on Google Play

Google Play's Game category was five times larger than second place Tools in Q1 2016.



But Games Showed Little Growth

The Game category grew less than 1% over Q1 2015. Photography, by comparison, grew 20%.



Entertainment: Bigger on iOS

While it was the third largest category on iOS, Entertainment was fifth largest on Google Play.

Note Regarding Download Estimates

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Our Solutions

App Marketing Intelligence Made Simple

Sensor Tower is the leading platform for app store optimization and app industry intelligence.

Click on a solution for more information:



Top Charts & Leaderboards

Monitor app trends throughout the global app economy.



App Intelligence

Drive organic growth with the leading App Store Optimization platform.



Store Intelligence

Make strategic decisions with the industry's most accurate estimates.



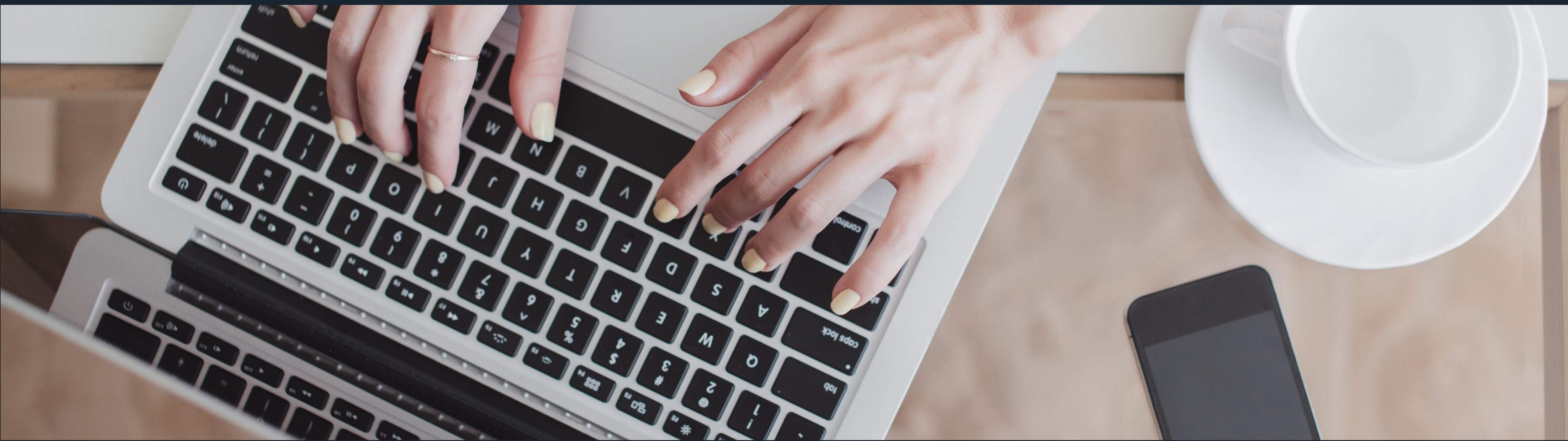
Ad Intelligence

Develop winning user acquisition campaigns with crucial mobile advertising insights.



Contact Us

Let's Talk About Data!



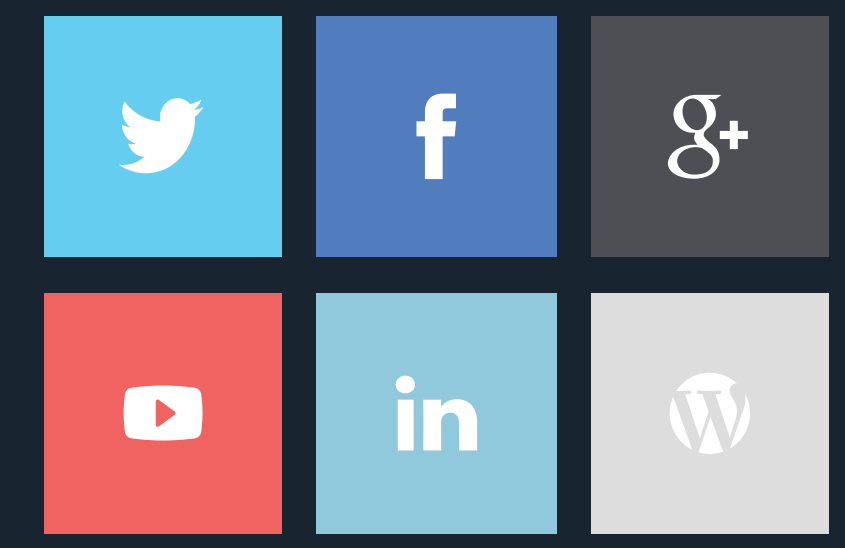
Address

275 Battery Street
Suite 800
San Francisco, CA 94111

Email

sales@sensortower.com
info@sensortower.com

Social Media



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