



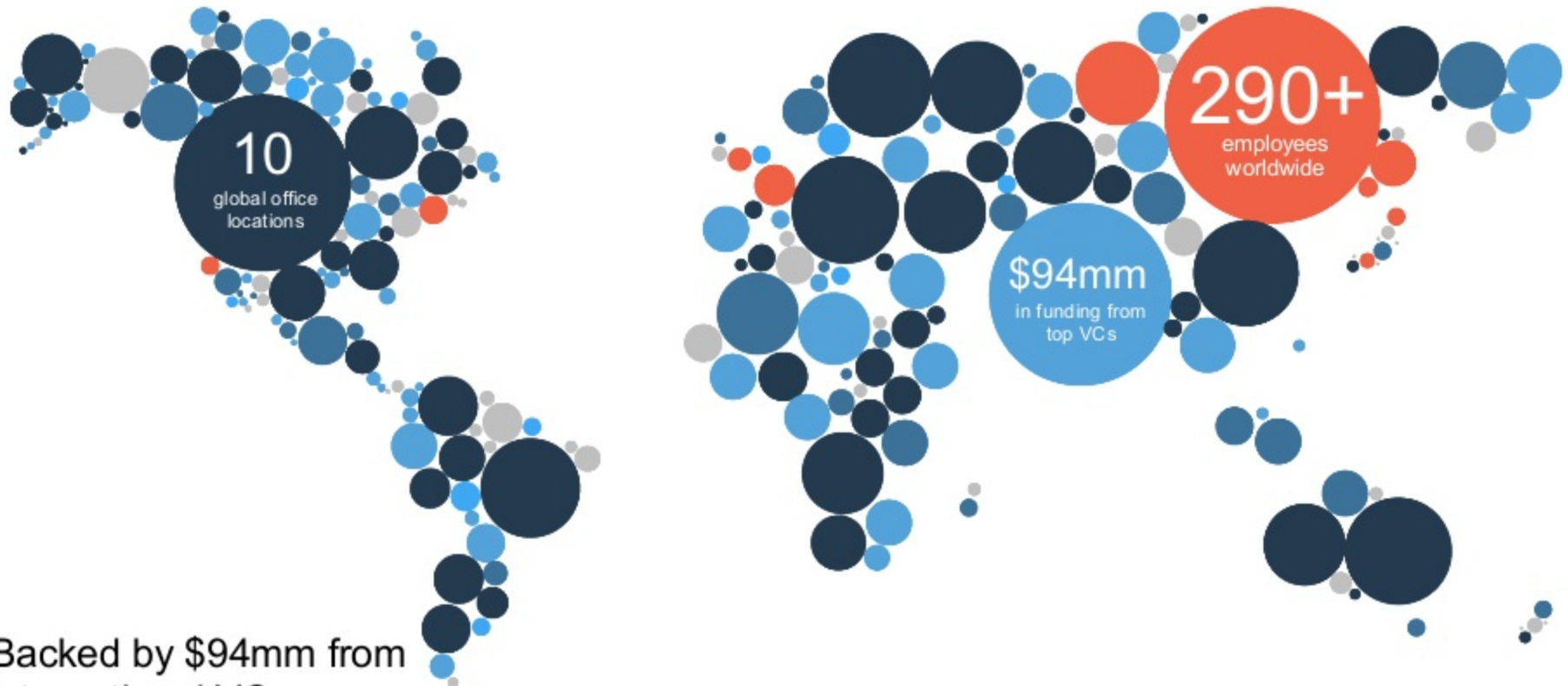
# App Economy in Taiwan and Worldwide

App01 Award Ceremony 2015  
Taipei - Jan. 26, 2015

**Bin Dai**  
**Director, Greater China**

# About Us

With offices in San Francisco, New York, Utrecht, London, Moscow, Shanghai, Seoul, Beijing, Hong Kong, and Tokyo, App Annie is the world's biggest mobile analytics company



Backed by \$94mm from international VCs

United States

SEQUOIA CAPITAL

China

IDG Capital Partners

Japan

Infinity Venture Partners

Global

e.ventures



GREYCROFT

App Annie

# The best and brightest choose App Annie

Games	       
Social	       
Investors	       
Platforms / Mobile	      
Media / Entertainment	       
Advertising	      

90% of the top 100 publishers use App Annie

# App Annie products – the industry standard



## Analytics

Track your own apps sales, downloads, and reviews.

Used by over 700,000 apps.



## Advertising

Combine data from all your ad platforms, automatically and track your own ad revenue and ad spend.



## Store Stats

Track the rank, pricing and placement of any app and e-book.

Following 6,400,000+ apps.



## Intelligence

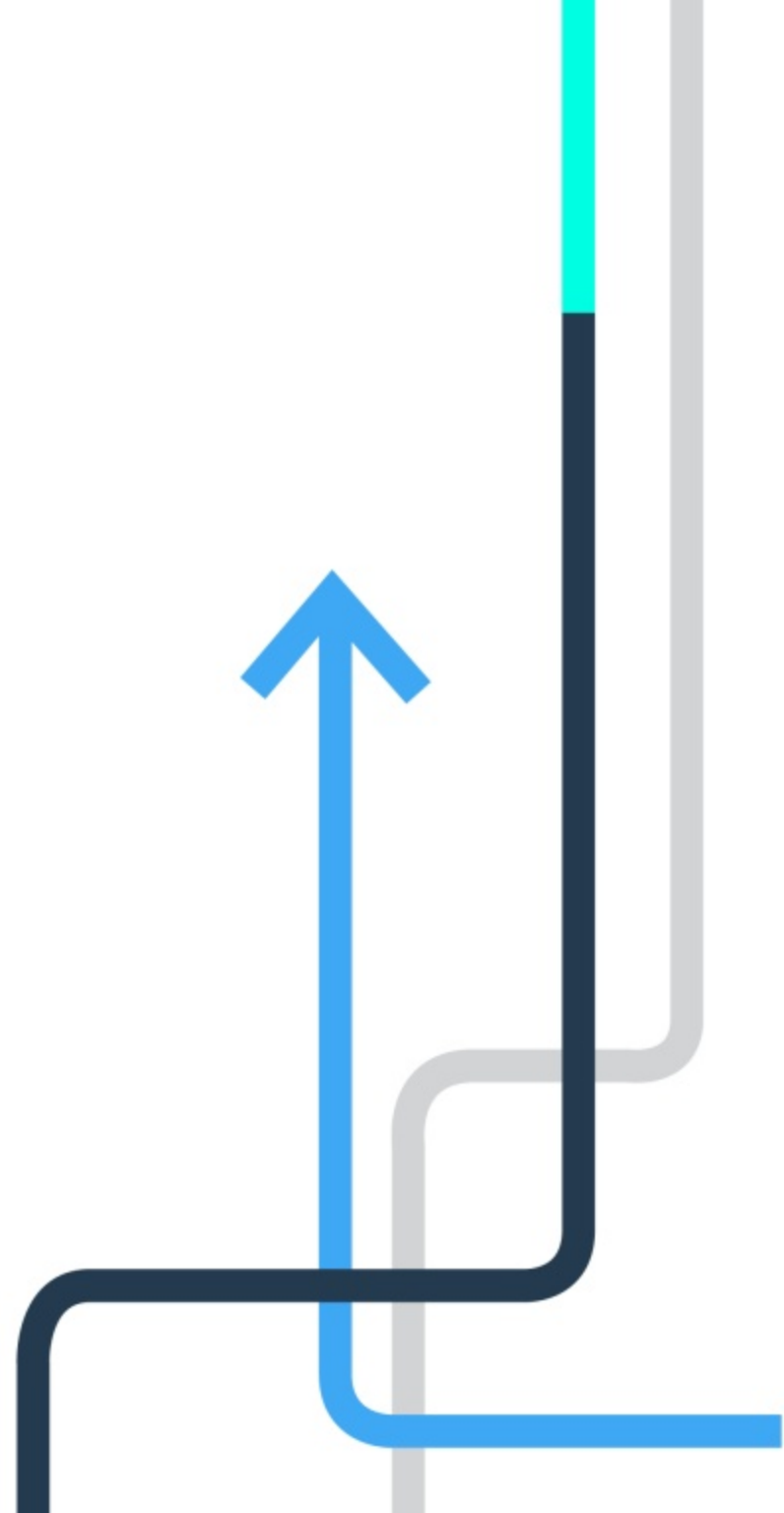
Obtain the most accurate estimates of revenues and downloads for any app.

Purchased by 9 of the top 10 publishers.

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1. App Store Trends
2. Country Trends
3. Device Trends
4. Category Trends
5. App Annie Index
6. Top Taiwanese Publishers

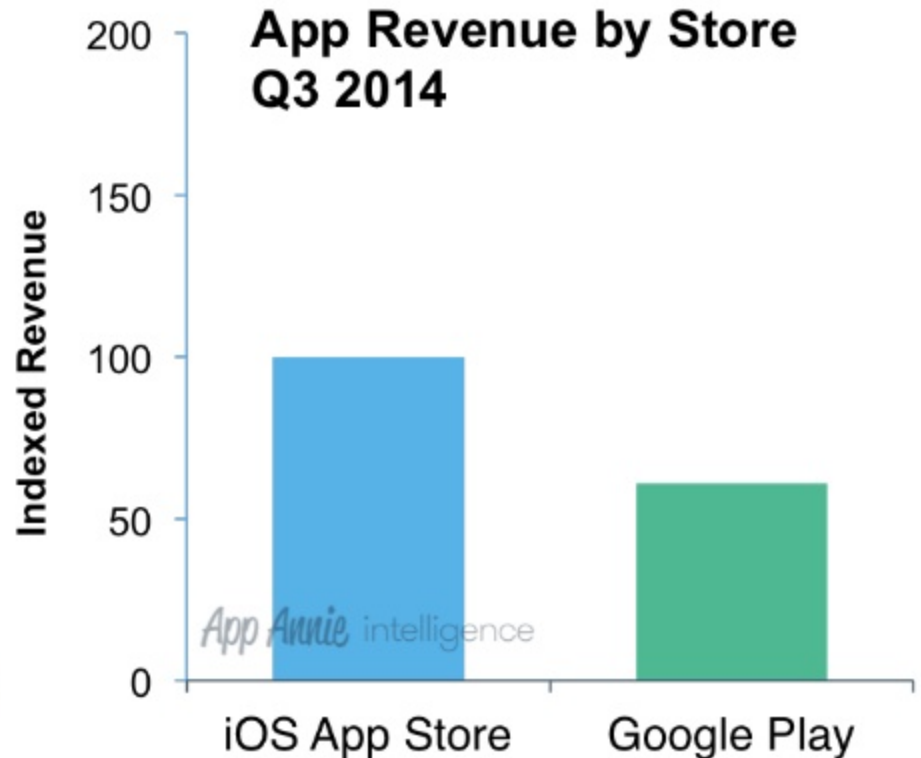
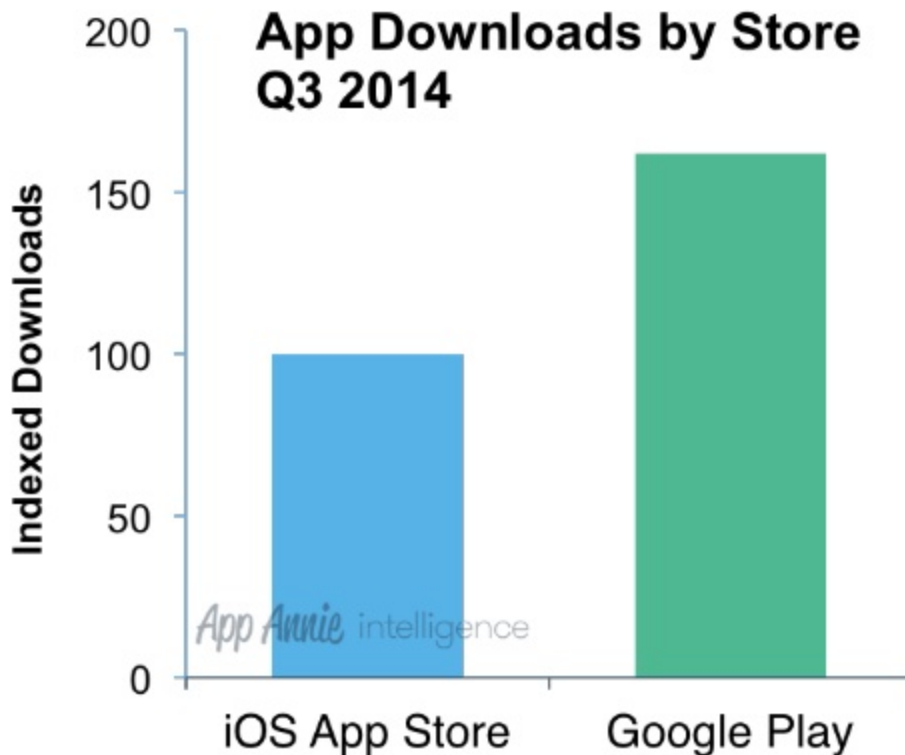
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# App Download and Revenue Trends

## iOS App Store and Google Play

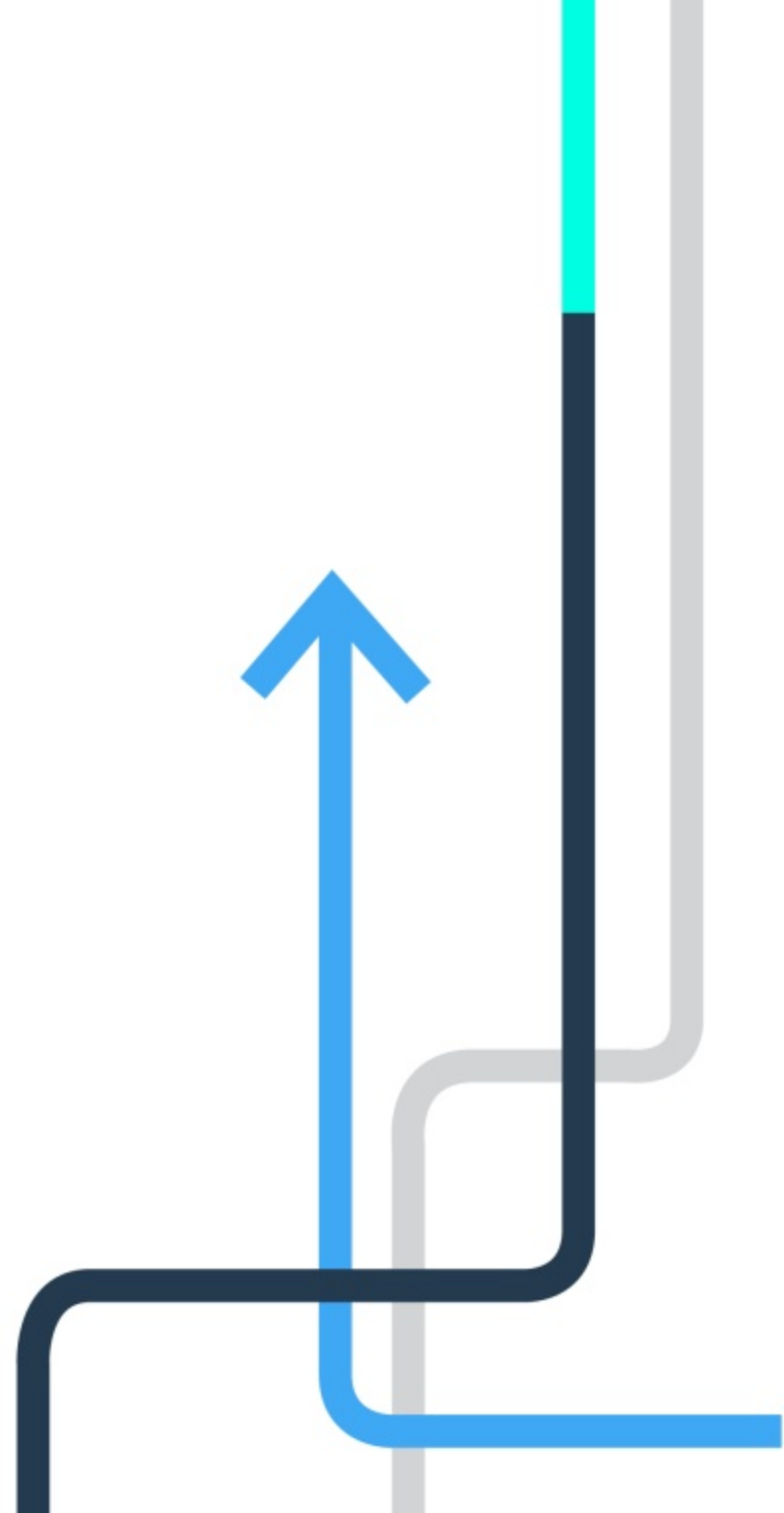


- In Q3 2014, Google Play led the iOS App Store in app downloads by around 60%
- iOS maintained a strong monetization lead, generating about 60% more revenue than Google Play in Q3 2014

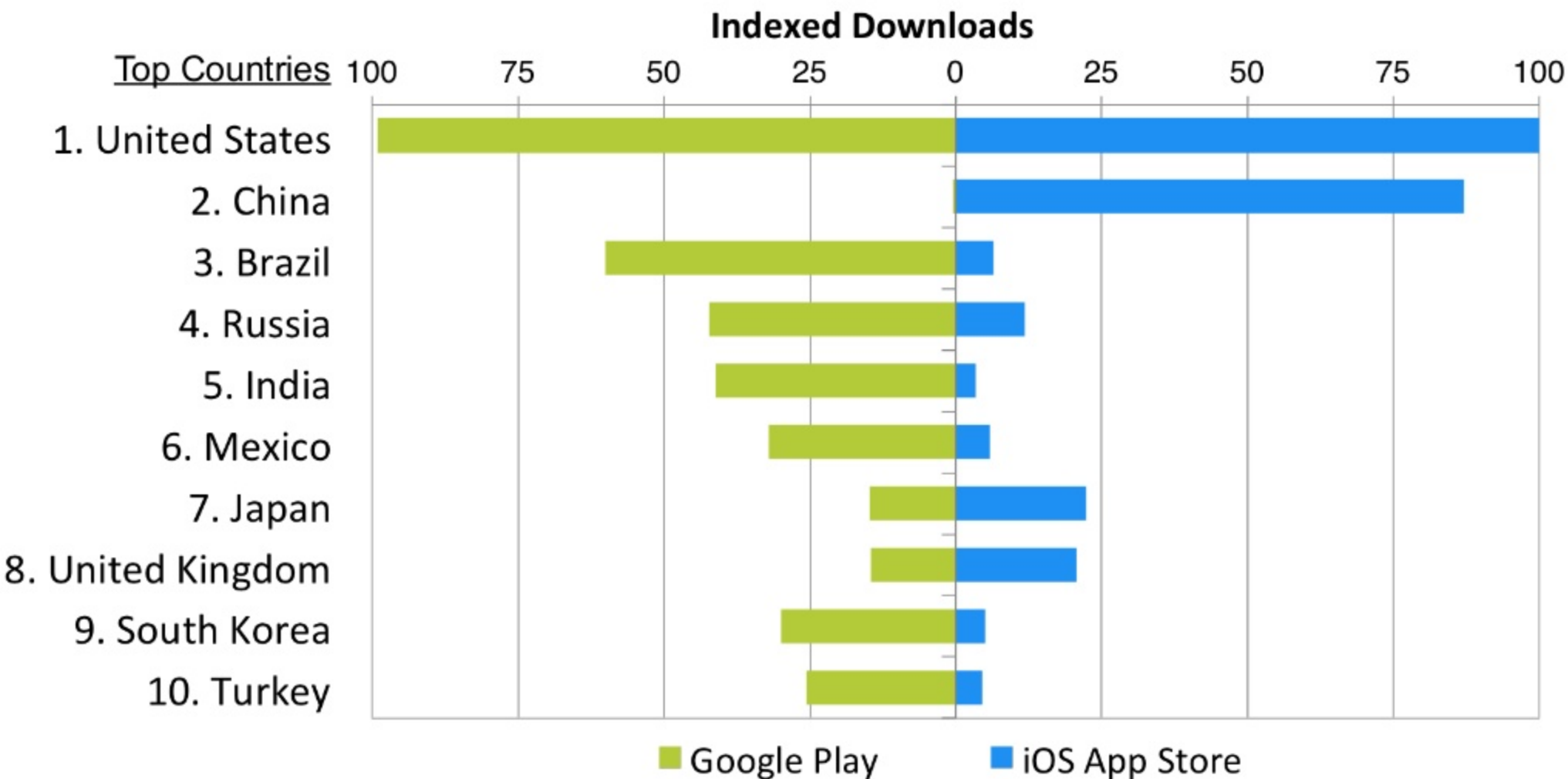
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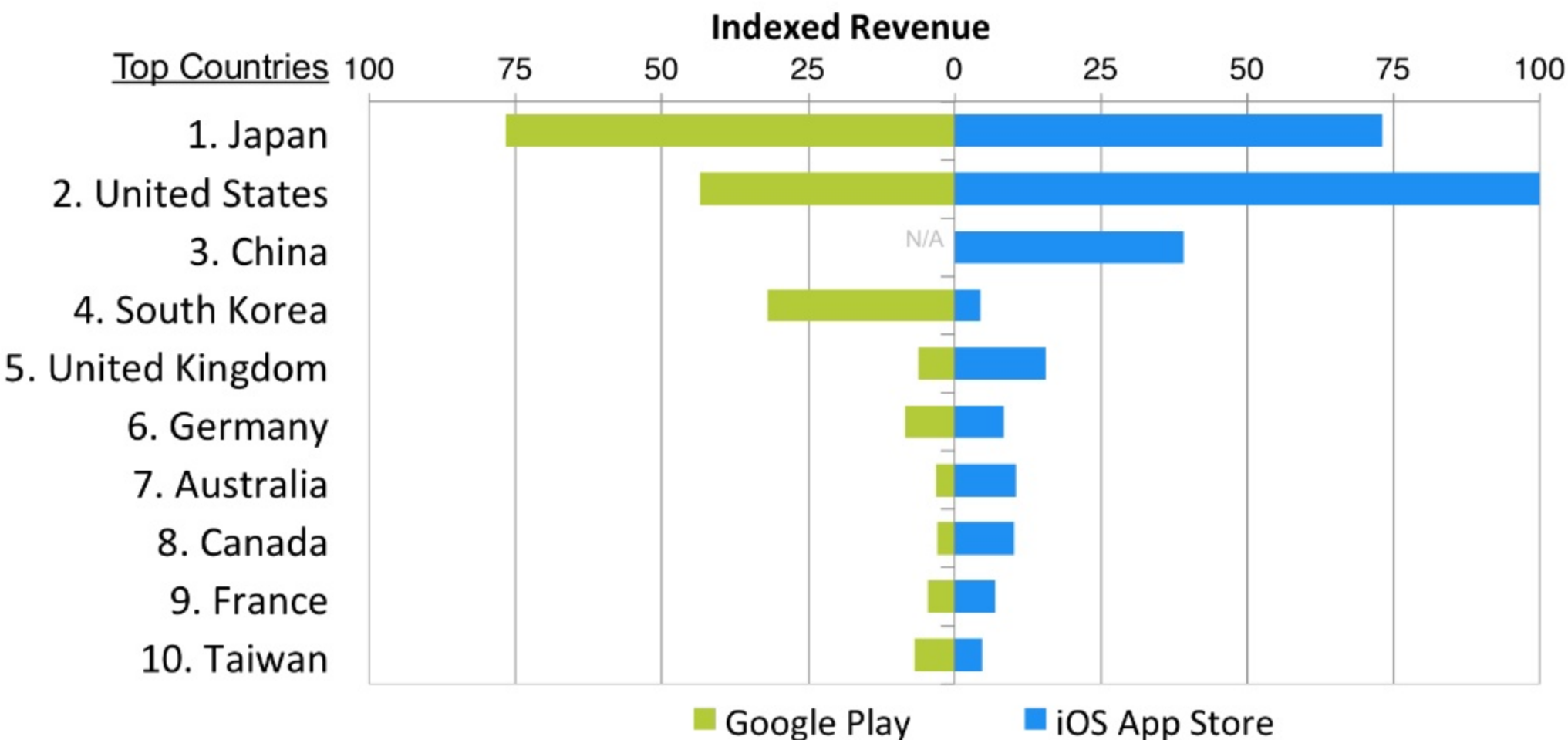


# App Store Downloads by Country, December 2014





# App Store Revenue by Country, December 2014



- United States, Japan, and South Korea drove nearly 70% of Google Play revenue
- Asia-Pacific is well-represented in the Top 10 countries by revenue

# How are the markets shifting in the iOS App Store?

Rank by Downloads			Rank by Revenue	
<u>Rank</u> <u>Dec 2014</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Country</u>	<u>Chg vs.</u> <u>Dec 2013</u>
1	United States	-	United States	-
2	China	-	Japan	-
3	Japan	↑1	China	-
4	United Kingdom	↓1	United Kingdom	-
5	Russia	-	Australia	-
6	France	-	Canada	-
7	Canada	-	Germany	-
8	Germany	-	France	-
9	Australia	-	Russia	-
10	Brazil	↑3	Taiwan	↑2

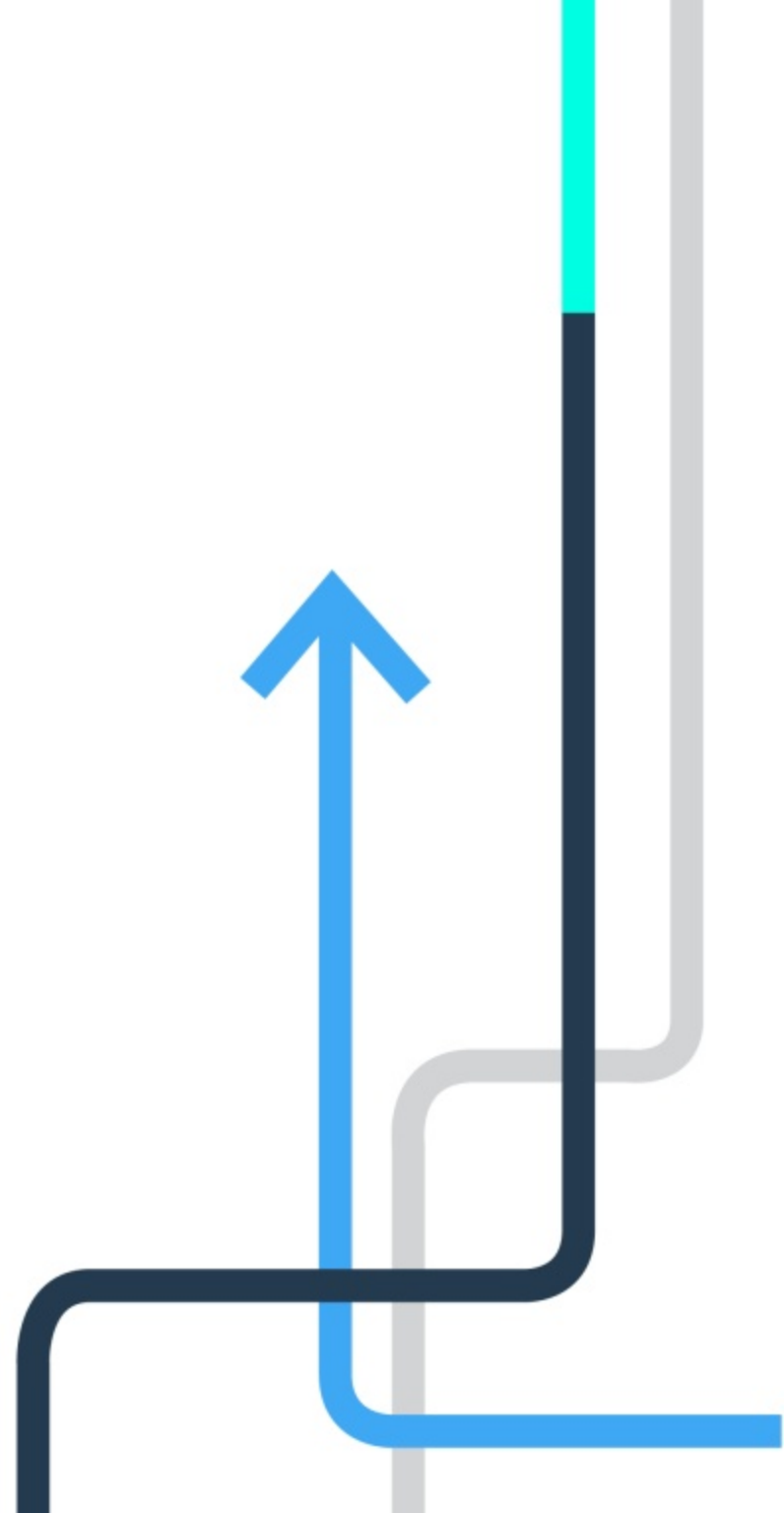
# How are the markets shifting in Google Play?

Rank by Downloads			Rank by Revenue	
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1	United States	-	Japan	-
2	Brazil	↑1	United States	-
3	Russia	↑1	South Korea	-
4	India	↑1	Germany	-
5	Mexico	↑1	Taiwan	↑1
6	South Korea	↓4	United Kingdom	↓1
7	Indonesia	↑2	France	-
8	Turkey	↑2	Hong Kong	↑1
9	Germany	↓2	Australia	↓1
10	Thailand	↑4	Canada	↑1

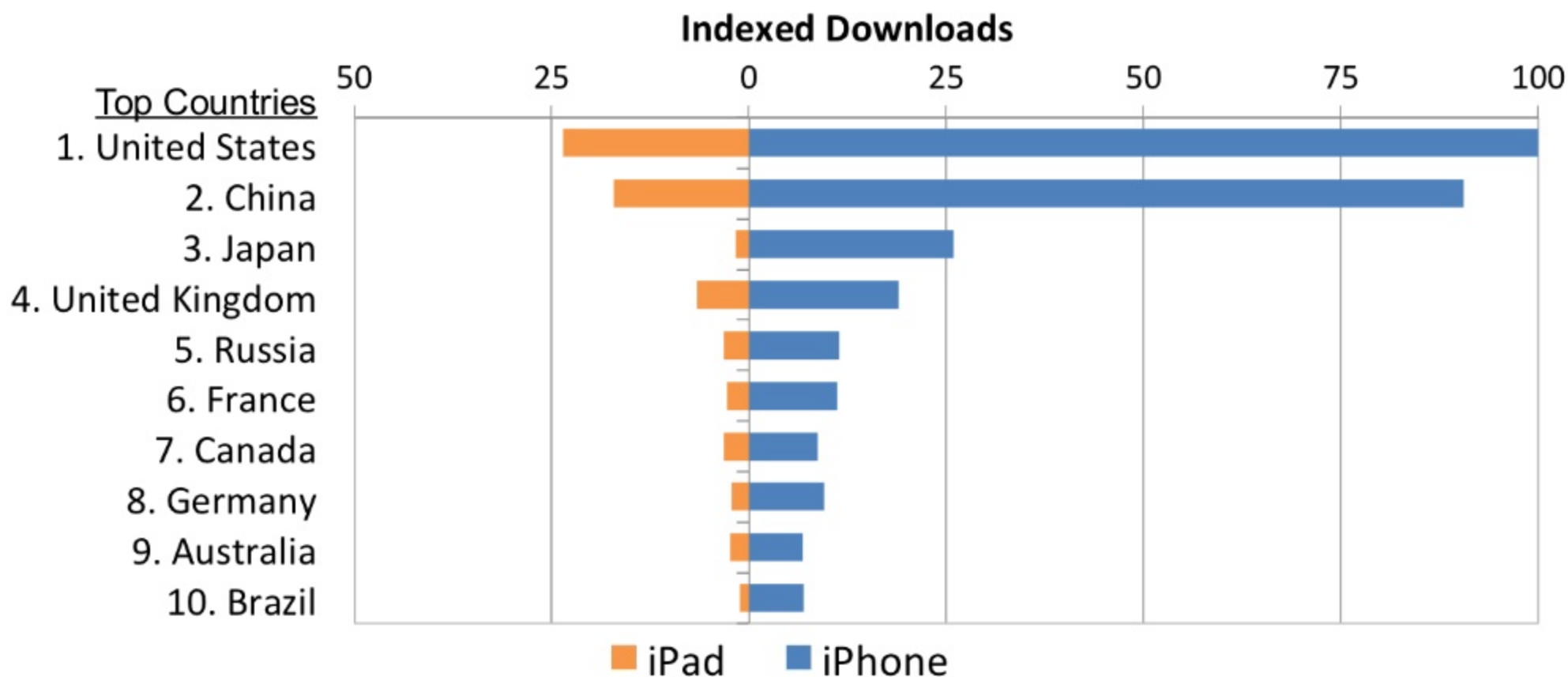
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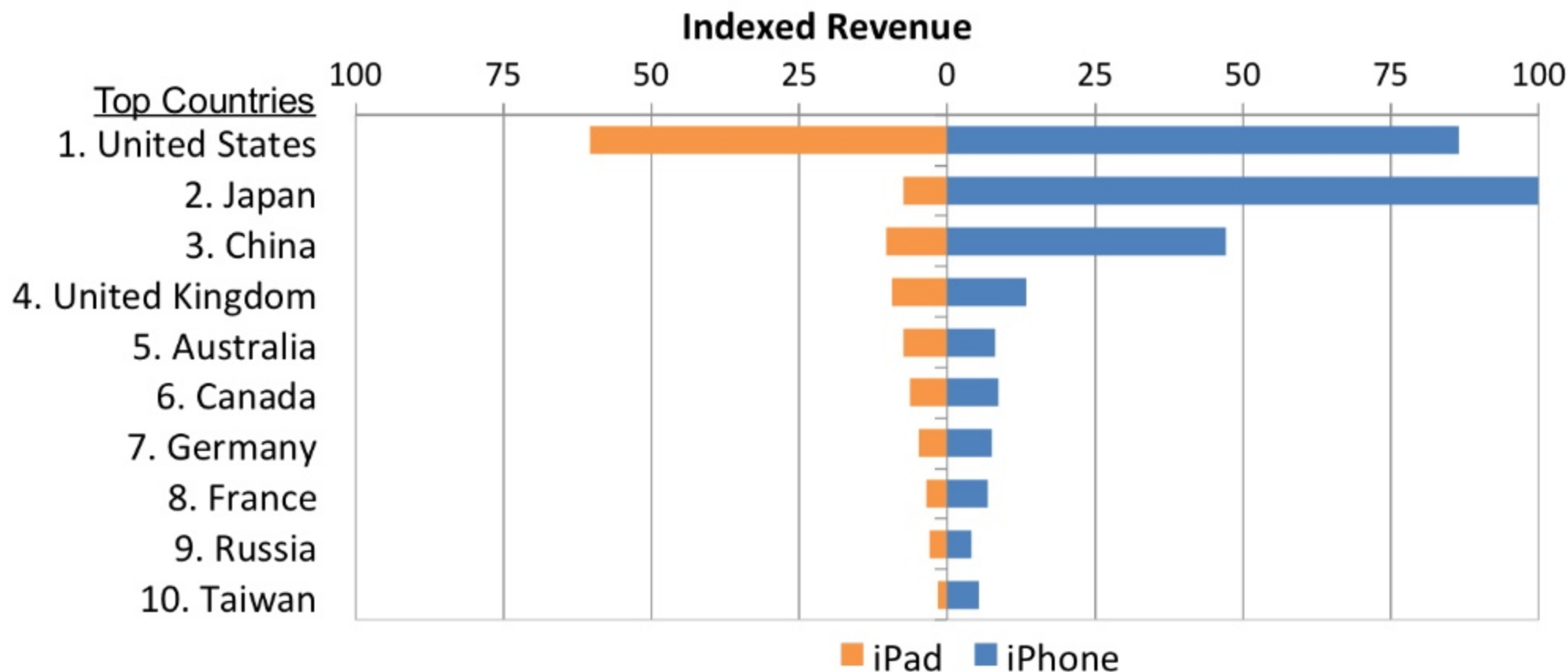
# Downloads by iOS Devices, December 2014



- Nearly 20% of all iOS App Store downloads were for the iPad
- Japan had minimal iPad usage in comparison with iPhone



# Revenue by iOS Devices, December 2014

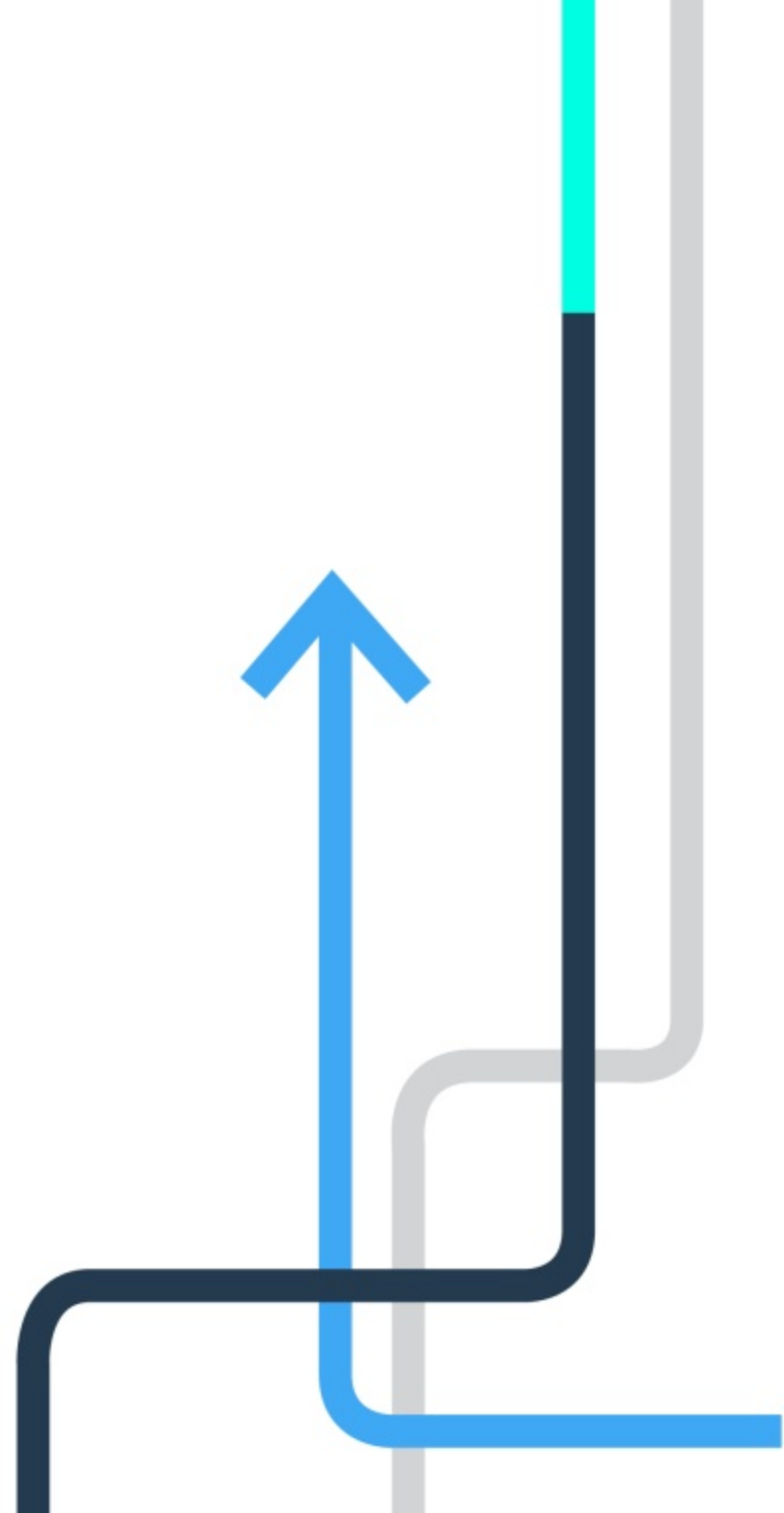


- iPad drove close to 30% of iOS App Store revenue worldwide
- US drove around 40% of worldwide iPad revenue, the leading market by far

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Rank by Downloads			Rank by Revenue	
<u>Rank</u> <u>Dec 2014</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>	<u>Category</u>	<u>Chg vs.</u> <u>Dec 2013</u>
1	Games	-	Games	-
2	Entertainment	-	Social Networking	-
3	Photo and Video	-	Music	-
4	Social Networking	↑1	Education	↑1
5	Lifestyle	↓1	Entertainment	↓1
6	Utilities	-	Productivity	↑1
7	Music	-	News	↓1
8	Productivity	↑1	Photo and Video	↑2
9	Education	↓1	Books	↓1
10	Travel	-	Navigation	↑1

- Messaging apps drove lots of downloads in Social Networking
- Photo and Video got a boost in revenue from photo editing apps

# How are the markets shifting in Google Play?

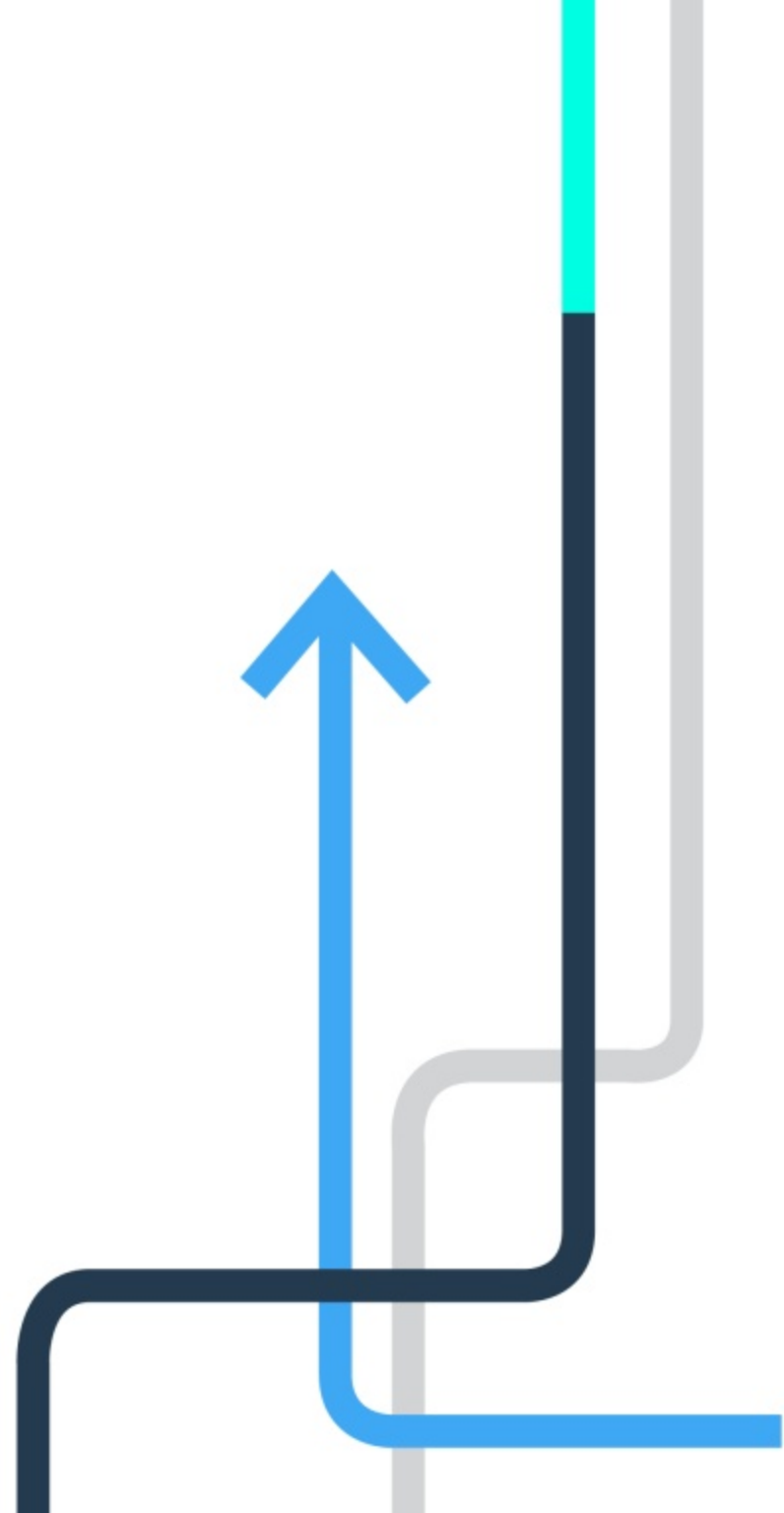
Rank by Downloads			Rank by Revenue	
<u>Rank Dec 2014</u>	<u>Category</u>	<u>Chg vs. Dec 2013</u>	<u>Category</u>	<u>Chg vs. Dec 2013</u>
1	Games	-	Games	-
2	Tools	↑1	Communication	-
3	Communication	↓1	Social	-
4	Entertainment	-	Tools	-
5	Photography	↑2	Entertainment	-
6	Personalization	-	Education	↑4
7	Social	↓2	Music & Audio	↑1
8	Music & Audio	-	Travel & Local	↓2
9	Productivity	-	Productivity	↓2
10	Media & Video	-	Comics	↑6

- Growth in Tools driven in part by rise in antivirus apps
- The release of the official Naruto app helped drive Comic revenues

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# Top Game Worldwide - December 2014

By Downloads				Company
#				
1	 Candy Crush Soda Saga	=		King 
2	 Subway Surfers	▲1		Kiloo 
3	 Trivia Crack	▲38		Etermax 
4	 My Talking Angela	▲		Outfit7 
5	 Candy Crush Saga	▼3		Tencent (腾讯) King 
6	 My Talking Tom	▼1		Outfit7 
7	 Dumb Ways to Die 2	▲15		Metro Trains 
8	 Clash of Clans	▼2		Supercell 
9	 Despicable Me	=		Gameloft 
10	 Stick Hero	▼6		Ketchapp Studio 
By Revenue				Company
#				
1	 Clash of Clans	=		Supercell 
2	 Puzzle & Dragons (パズル&ドラゴンズ)	=		GungHo Online (ガンホー・オンライン) 
3	 Monster Strike (モンスターストライク)	=		Tencent (腾讯) Mixi (ミクシイ) 
4	 Candy Crush Saga	=		Tencent (腾讯) King 
5	 Game of War - Fire Age	=		Machine Zone 
6	 Candy Crush Soda Saga	▲6		King 
7	 Disney Tsum Tsum (ディズニー ツムツム)	▼1		LINE (ライン) 
8	 Hay Day	▼1		Supercell 
9	 Everybody's Marble (모두의마블 for Kakao)	=		Tencent (腾讯) LINE (라인) Netmarble (넷마블) 
10	 Farm Heroes Saga	▼2		King 

- *Dumb Ways to Die 2*: The Games helped **Metro Trains Melbourne** prolong and fund its railway safety campaign

# Top Game Companies Worldwide - December 2014

#	By Downloads		Headquarters	Apps
1	 King	=		29
2	 Gameloft	=		199
3	 Electronic Arts	=		845
4	 Ketchapp Studio	▲1		61
5	 Outfit7	▲10		66
6	 Doodle Mobile (涂鸦移动)	▲2		107
7	 Rovio	▼3		66
8	 Zynga	▲3		112
9	 Glu	▼2		246
10	 Supercell	▼1		7

#	By Revenue		Headquarters	Apps
1	 Supercell	=		7
2	 King	=		29
3	 GungHo Online (ガン ホー・オンライン)	=		96
4	 Mixi (ミクシィ)	▲1		60
5	 LINE (ライン)	▼1		176
6	 Tencent (腾讯)	=		328
7	 Electronic Arts	▲2		845
8	 COLOPL (コロブラ)	▼1		453
9	 Machine Zone	▼1		14
10	 SQUARE ENIX (株式会社 スクウェア・エニックス)	▲8		284

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- **Outfit7** got a boost from the famous kid game *My Talking Angela*
- **SQUARE ENIX**'s new mobile title in the *Dragon Quest* franchise boosted the company into the global top 10