



# Mobile Market Report Quarter I -2014



Appota is the first and dominant mobile content distribution platform in Vietnam for developers and game publishers to effectively distribute its content to the largest Smartphone communities in Vietnam.

Every quarter, Appota releases mobile market research as a guide to Vietnamese market for developers and publishers.

- Data in this report is collected and quoted from various sources.
- Comments are from editors' assessment and are on terms of reference.
- Feedbacks and comments are highly appreciated.

Best Regards,  
**Appota editors team**

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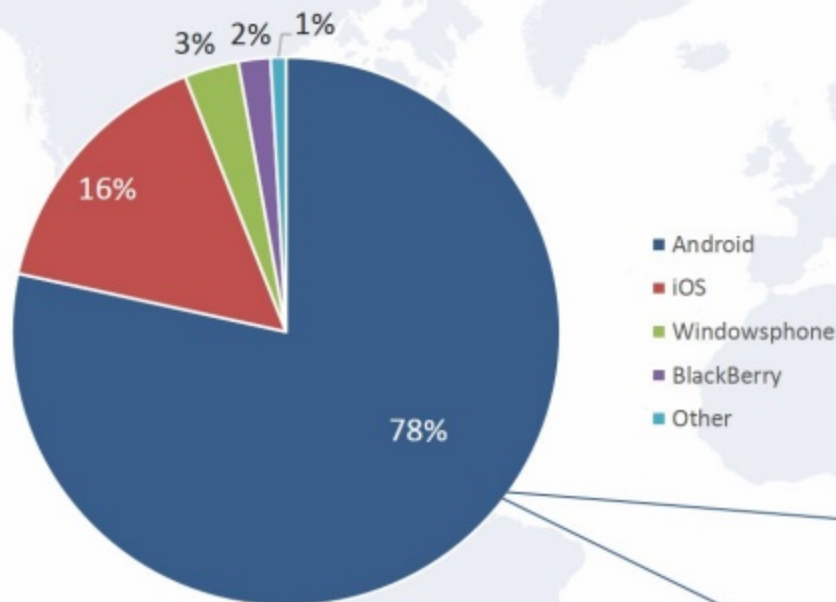
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# Global Mobile Market Overview

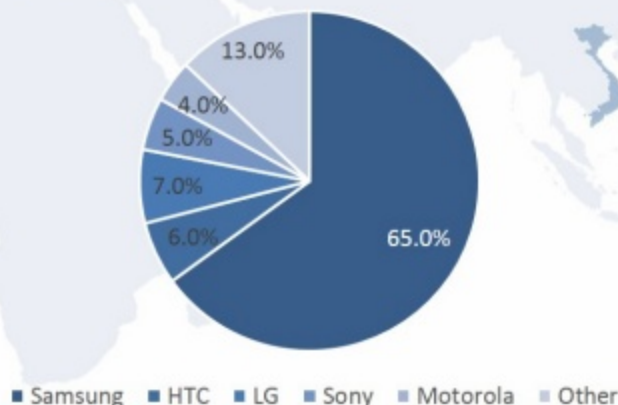
Worldwide smartphone sales  
to end users by OS



Android takes  
of smartphone  
device share  
globally **78%**

**68%** Of Android device usage  
belongs to  
Samsung's contribution

Android device manufacturer  
market share

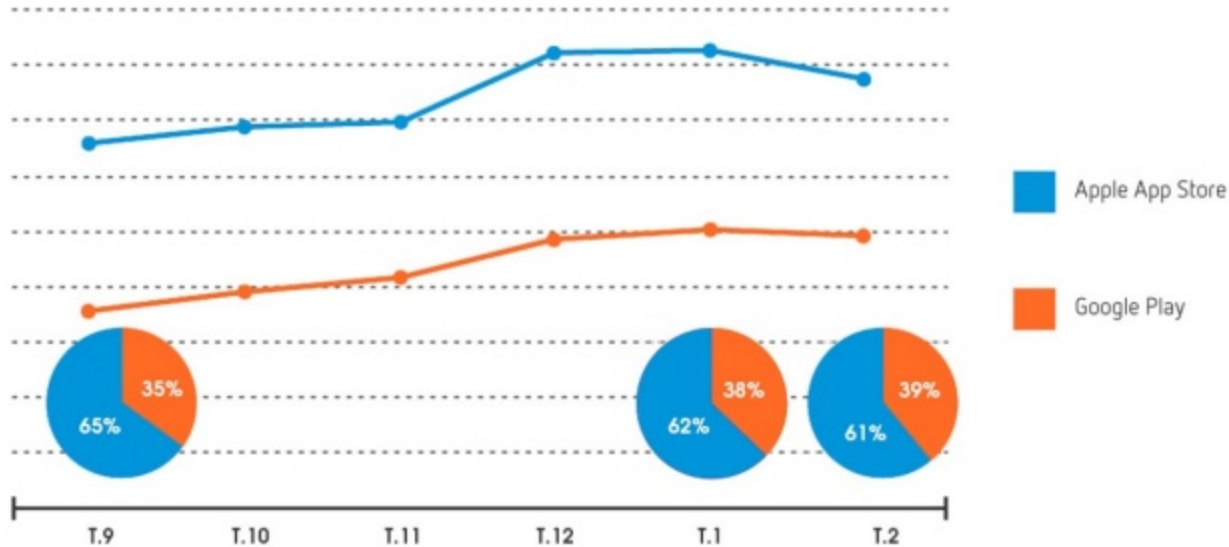


Source: Localytics, Gartner



# Global Mobile Market Overview

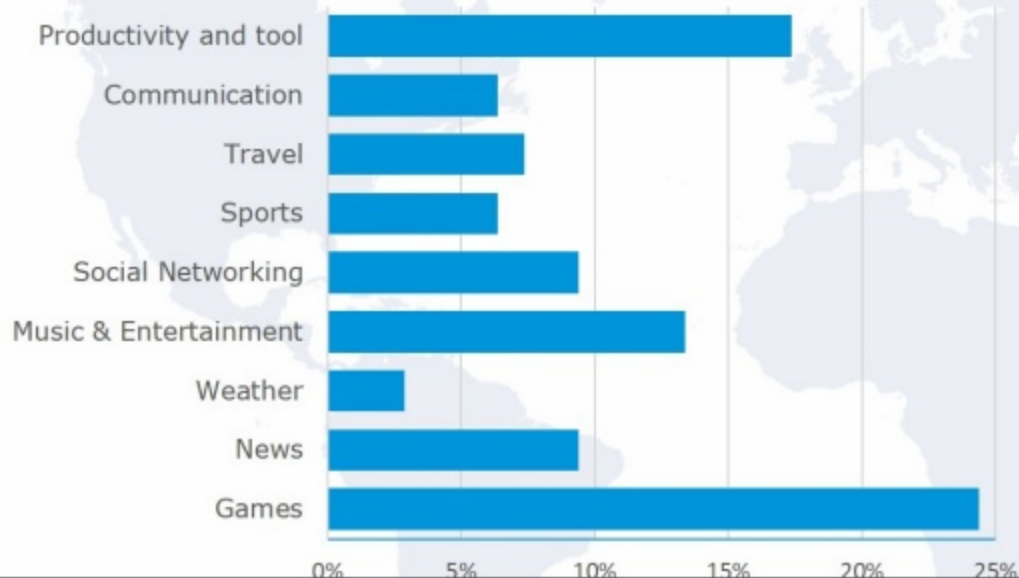
Apple App Store and  
Google Play market share  
by Global Revenue and  
Download



End of 1<sup>st</sup> quarter 2014, Apple App Store lost 1% of market share to Google Play.

In terms of revenue, Apple App Store was decreased by 4%, meanwhile Google Play increased by 1%.

Games continue to be the most favorite content for developers. Rank second is productivity and tools app.

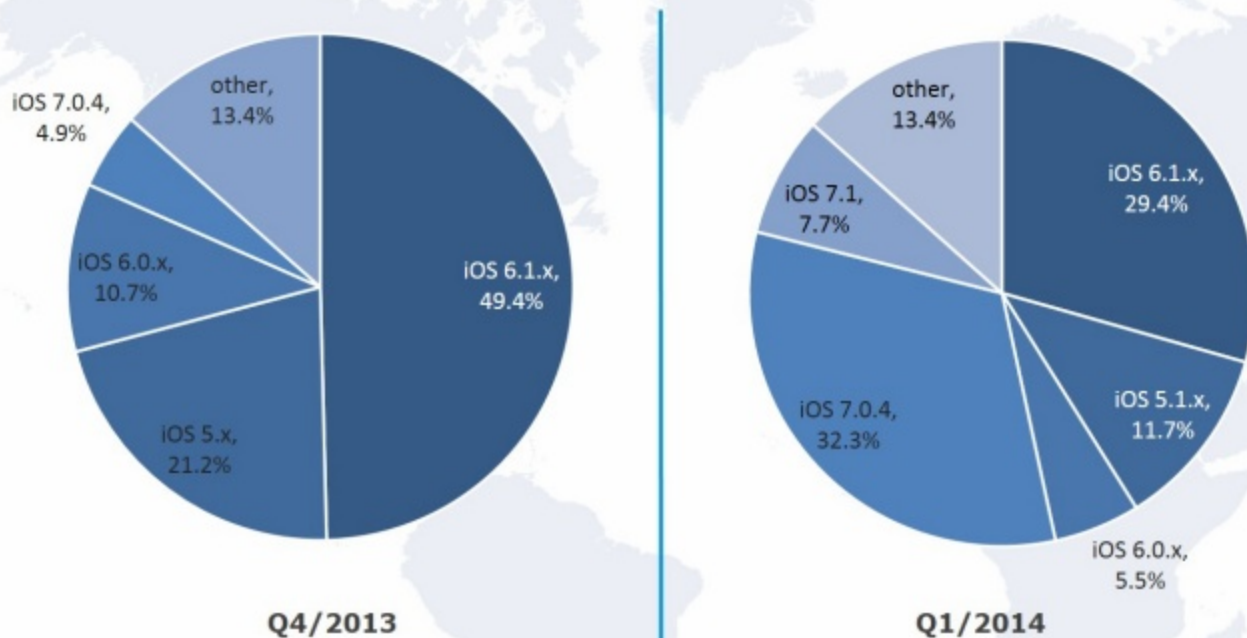


Source: Millennialmedia

# 74%

Of developers build universal app that can run on both smartphones and tablets. The remainder build for smartphone or tablet only.

iOS usage market share in Vietnam

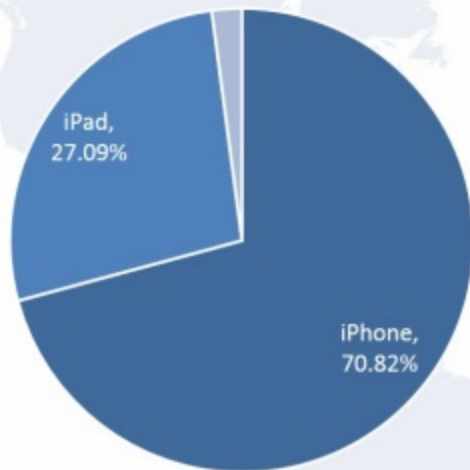


End of 1<sup>st</sup> quarter, iOS 7.0.4 takes 32% of iOS market share, becomes the most popular iOS.

Last quarter, iOS 6.1.x dominated 50% of market share. In this quarter, half of its users has upgraded to iOS 7. However, there is still a large portion of 29% of users stay with this old iOS 6.1.x

Although iOS 7.1 has recent released in less than a month, it has already adopted 7% of iOS users.

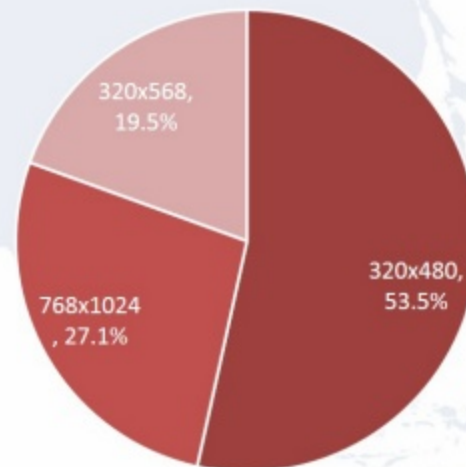
Top used iOS devices



More than 70% of iOS devices in Vietnam market are iPhones.

Among that portion, 19.5% are iPhone 5 which increased by 4,5% in comparison to that of last quarter of 2013.

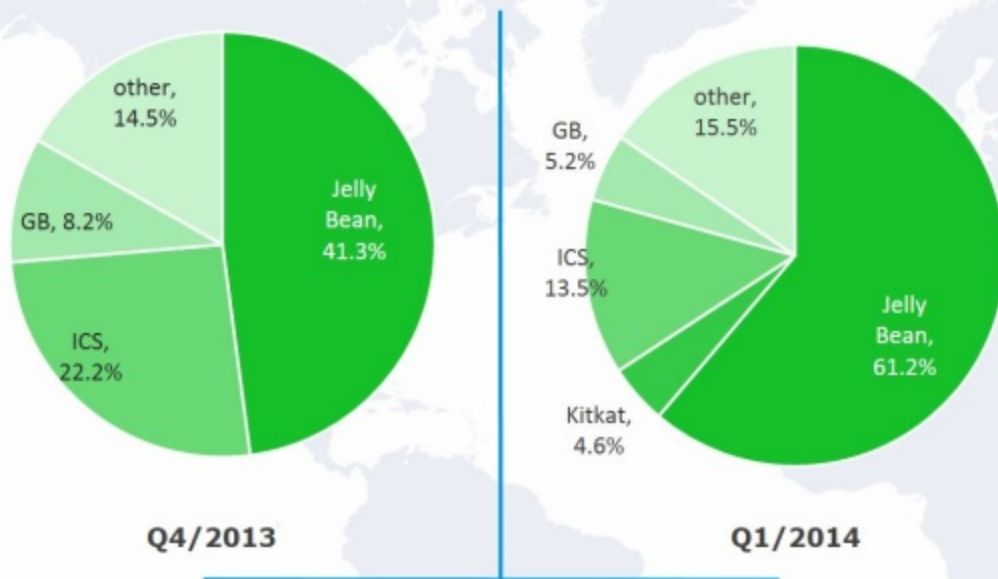
Top screen size used for web browsing





# Vietnam Mobile Market Overview

Android usage market share in Vietnam

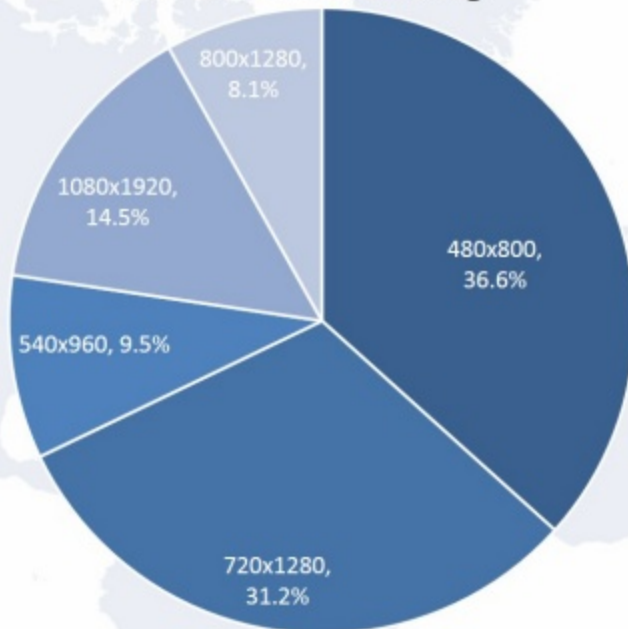


Version	Codename	Market share
2.3.x	Gingerbread	5.2%
4.0.4	Ice Cream Sandwich	13.5%
4.1.x	Jelly Bean	32.7%
4.2.x	Jelly Bean	16.3%
4.3	Jelly Bean	12.2%
4.4	Kitkat	4.6%

In Vietnam market, while iOS 7.1 reaches 7% adoption, Android's KitKat only reaches 4.6% of Android OS share since its release in Sep 2013. This is due to the large defragmentation of Android OS.

A large portion of users has upgraded from ICS and GB to Jelly Bean, making it the most popular Android version, taking 60% of the Android OS share.

Most used Android's screen size for web browsing

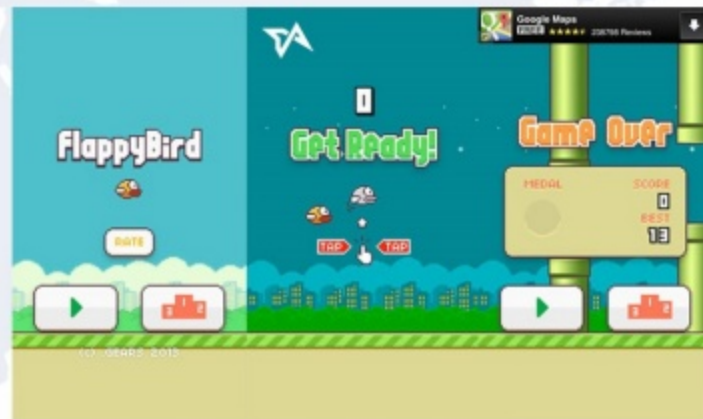


Top used Android devices by ad impression



<b>FRUSTRATED</b>	<b>SIMPLE DESIGN</b>
<b>EXTREME DIFFICULT</b>	<b>EASY TO PLAY</b>

A new game trending after the Flappy Bird phenomenon, games to make players hate then turn hate to love. The success has proved that the mobile game industry has a lot of unexplainable mist. And everyone has the same silver chance to recreate the viral as Flappy Bird once did.





After Flappy Bird, many mobile games "Made in Vietnam" was inspired and made its place to top app in Google Play and Apple Store such as: School Cheater, Ninja Revenge, INKredible. Some even made into Editor's Choice list as Fuzel.





Top **free downloaded** app in 1<sup>st</sup> quarter 2014 in Vietnam Market



## Top 5 Free Apps in the Apple App Store

## Publisher

1



Facebook

Facebook

2



Camera360 Ultimate

PinGuo Inc

3



Zalo

VNG

4



Facebook Messenger

Facebook

5



Zing MP3

VNG



## Top 5 Free Apps in the Google Play Store

## Publisher

1



Facebook

Facebook

2



Zalo

VNG

3



Zing MP3

VNG

4



Viber

Viber

5



Camera360 Ultimate

PinGuo Inc

Top **grossing** app in 1<sup>st</sup> quarter in Vietnam Market



Top 5 Grossing Apps in the Apple App Store

Publisher

1



Clash of Clans

Supercell

2



Empire Fleet: Naval Warfare

gNetop

3



Mộng Hiệp Khách

Koram

4



Top Eleven – Be a soccer manager

Nordeus

5



Hay Day

Supercell



Top 5 Grossing Apps in the Google Play Store

Publisher

1



Clash of Clans

Supercell

2



Castle Clash

IGG.com

3



Hay Day

Supercell

4



Age of Warring Empire

Silent Ocean

5



Hero Dream

Efun

# Appota distribution channels report

Top downloaded iOS app distributed in 1<sup>st</sup> quarter by **Appota**

 Ải Mỹ Nhân	 Flappy Bird	 Tử Vi 2014
 aSickForGame - Contra Huyền thoại	 HeroDotA	 Thần bài 2013- iWin Online
 Au Mobile	 Học từ vựng E3000	 Thiên Hạ
 Biệt Đội Thú Cưng	 iPhim	 Thiên Thần Truyện
 BigOne	 Kiếm Hiệp - Nhất Đại Tông Sư	 Viber
 Cờ Caro	 LINE - Nhắn tin & Gọi điện miễn phí	 VietTV Pro - Xem Tivi Trực Tuyến
 Chém Chim Diên	 Mãnh Thú	 Vua Bắn Cá
 Chiến Tiên	 NhạcCủaTui	 Xèng Hoa Quả
 DotA Card	 Pocket Naruto Online	 YAN TV, YAN News, YAN Radio
 Egg shoot - Bắn Trứng	 Phong Vân Truyền Kỳ	

Source: Appota



# Appota distribution channels report

Top downloaded Android app in 1<sup>st</sup> quarter distributed by Appota

	Ải Mỹ Nhân		Gõ Tiếng Việt 3		Q Tiên
	Au Mobile		HeroDotA		Tìm WiFi Chùa
	Báonet Android- Đọc báo FREE		Hoàng Đế		Từ điển Anh-Việt
	Biệt Đội Thú Cưng		Kiếm Hiệp - Nhất Đại Tông Sư		Thiên Hạ
	Bói Kiều		Năm Mario		UC Browser
	Camera360 Ultimate Việt hóa		Ông Trùm		Viber (Việt hóa)
	Chiến Tiên		Pocket Naruto Online		Thiên thần truyện
	Flappy Bird		Phim Vietsub - Phim HD, Anime HD, Tivi HD miễn phí		



Feb 2014, Appota participated in the 1<sup>st</sup> Asia Leaders Summit in Singapore and was the only Vietnamese entrepreneur who presented to investors and others industry leaders. Appota is going to expand its business in Asia area for further support to Vietnamese developers.



*Fig: Appota's leader board at Summit*

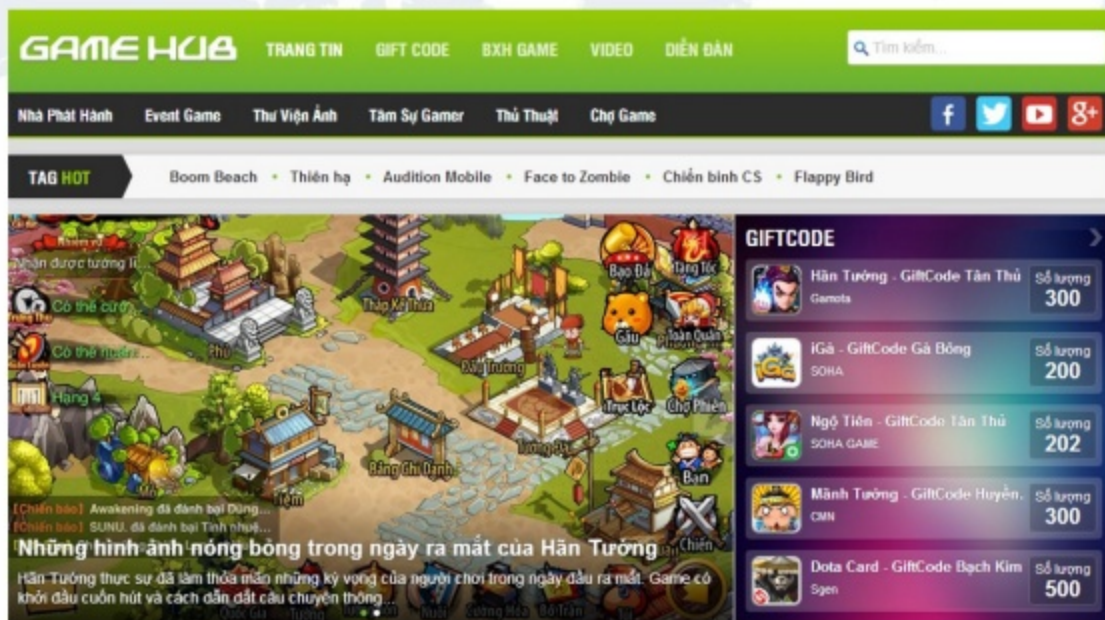


Mar 2014, Appota CEO, Mr. Do Tuan Anh has participated in the Global Mobile Game Congress 2014 in China and had a sharing about "Potential and Challenge in Southeast Asia".



*Fig: Mr. Do Tuan Anh, Appota CEO is sharing in the panel*





## Release Gamehub

The first mobile game portal specialized for mobile gamers to provide latest news in forms of texts and videos as well as the largest giftcode store from popular mobile games.

**Mar, Apr, May, Jun  
2014**

Support to  
Developers on  
Gamehub

- ✓ Publish latest updates, news and reviews from mobile games **Free** and **Fast** for developers who are in partnership with Appota.
- ✓ Support in distribute freely giftcodes to users.
- ✓ Promote game events to **1.000.000+ fan** on Facebook, **20+ forums** and **50.000+ subscriber** on Youtube.
- ✓ Support in interviewing gamer and video promotion materials.
- ✓ Contact: [anhtb@appota.com](mailto:anhtb@appota.com)