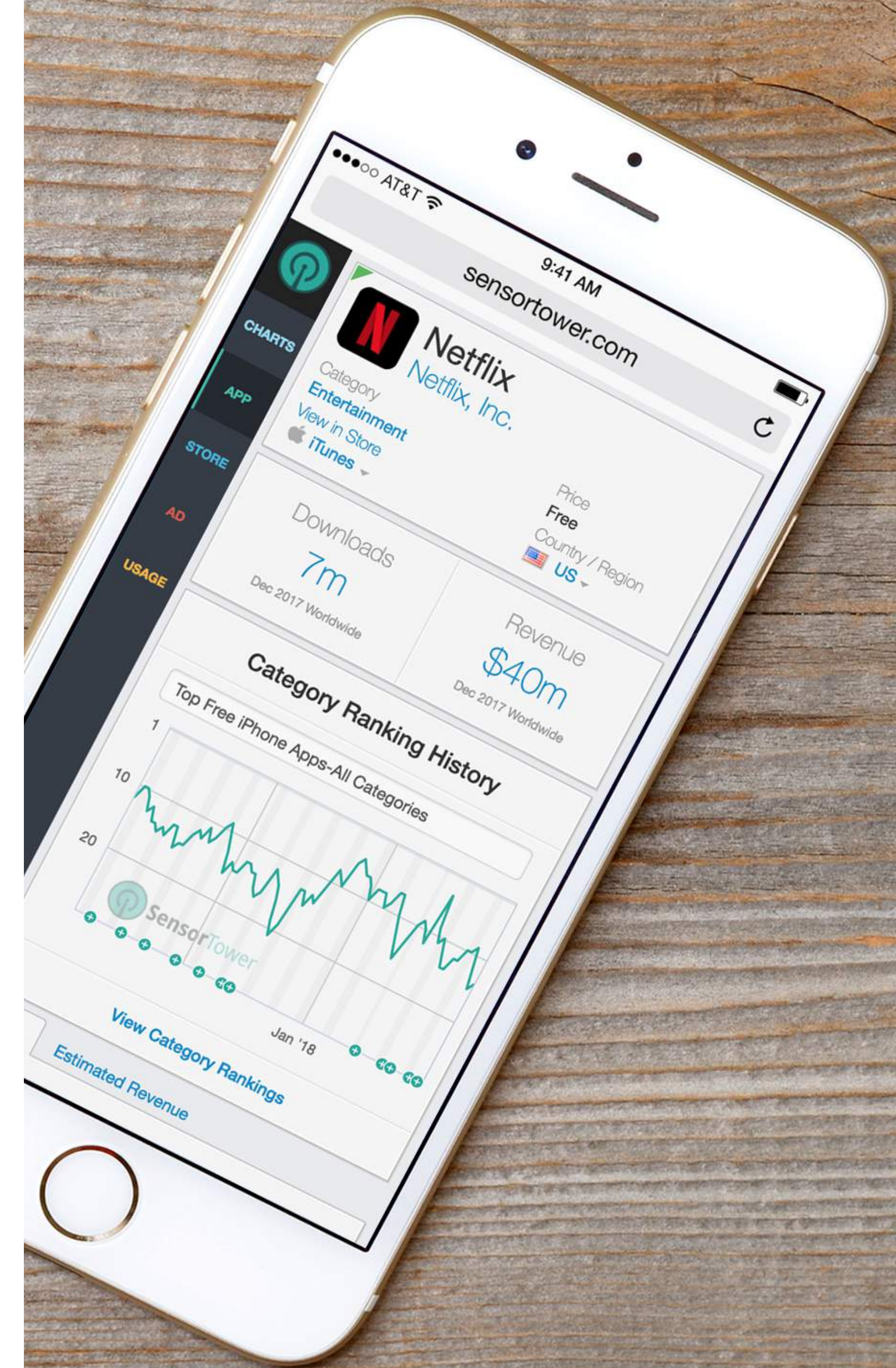
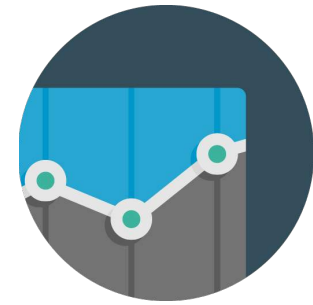


Store Intelligence Data Digest





Worldwide app downloads totaled 23.4 billion in 4Q17, a 10.7% year-over-year increase. App Store downloads increased 9.6% to 7.1B while Google Play grew 11.2% to 16.8B.



NetEase's Rules of Survival was the App Store's most downloaded game last quarter, while **Kiloo's Subway Surfers** was the top game on Google Play.



Netflix grew significantly to become the third most installed app in the United States across both stores, up from No. 6 in the third quarter of 2017. **It ranked just behind Messenger and Facebook.**



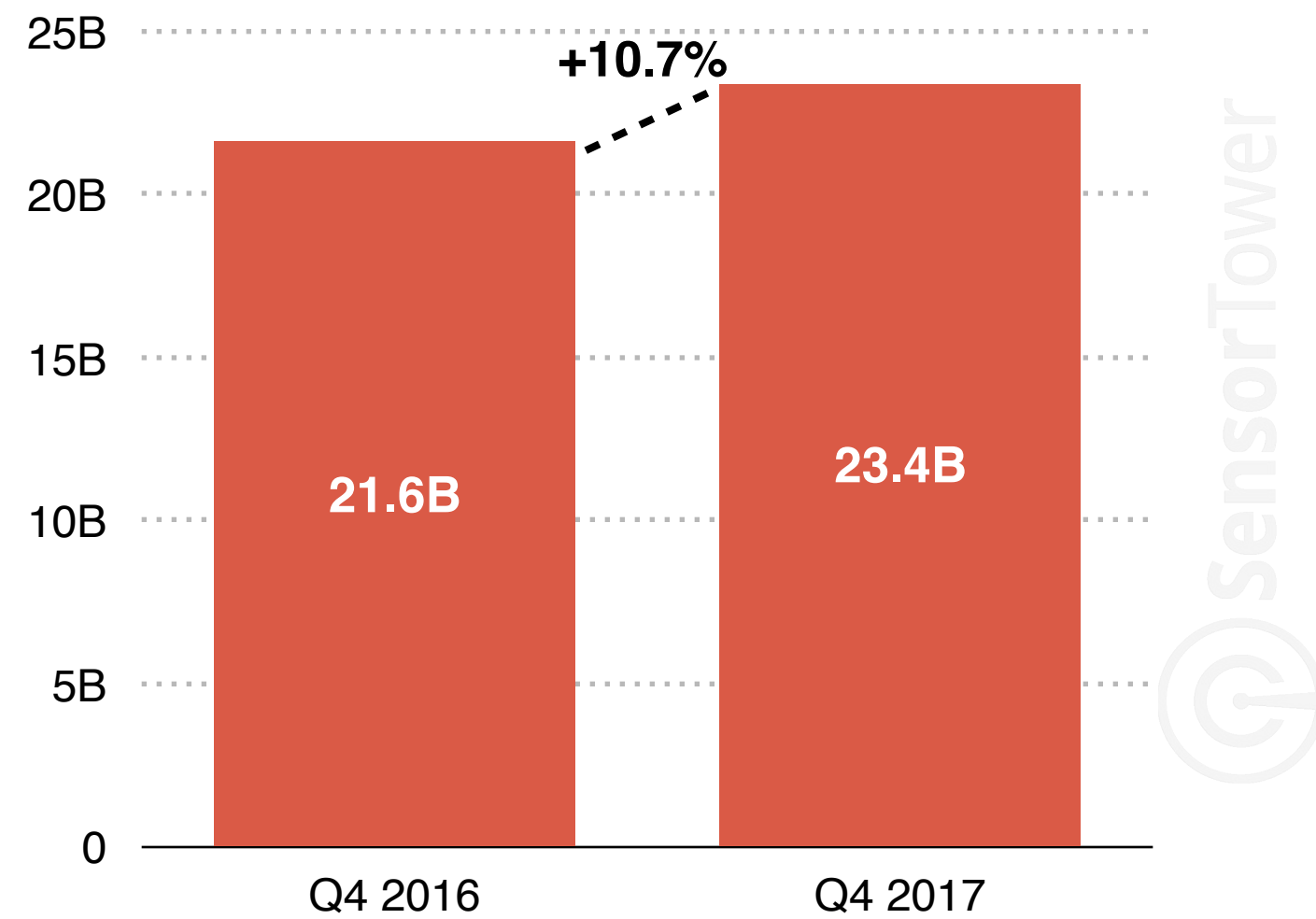
France's Voodoo established itself as one of **the world's top 10 most downloaded publishers** last quarter. It ranked No. 8 overall, having entered the top 20 in 3Q17 at No. 20.

Sensor Tower's Mobile Insights 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 October 1, 2017 through December 31, 2017.
- 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, updates, 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.

Could 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.

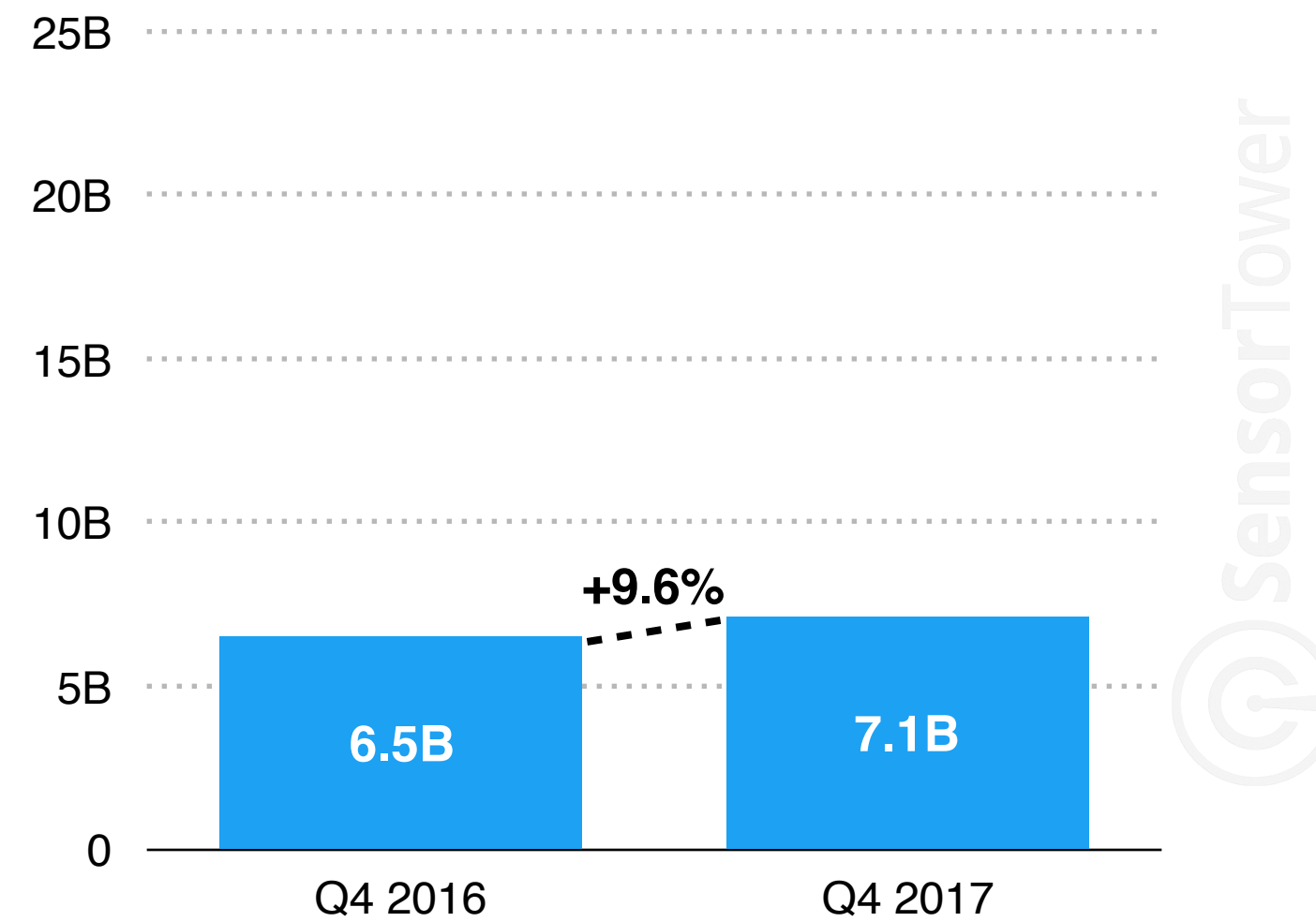
Worldwide App Store and Google Play Downloads



23.4 Billion

App Store + Google Play Downloads

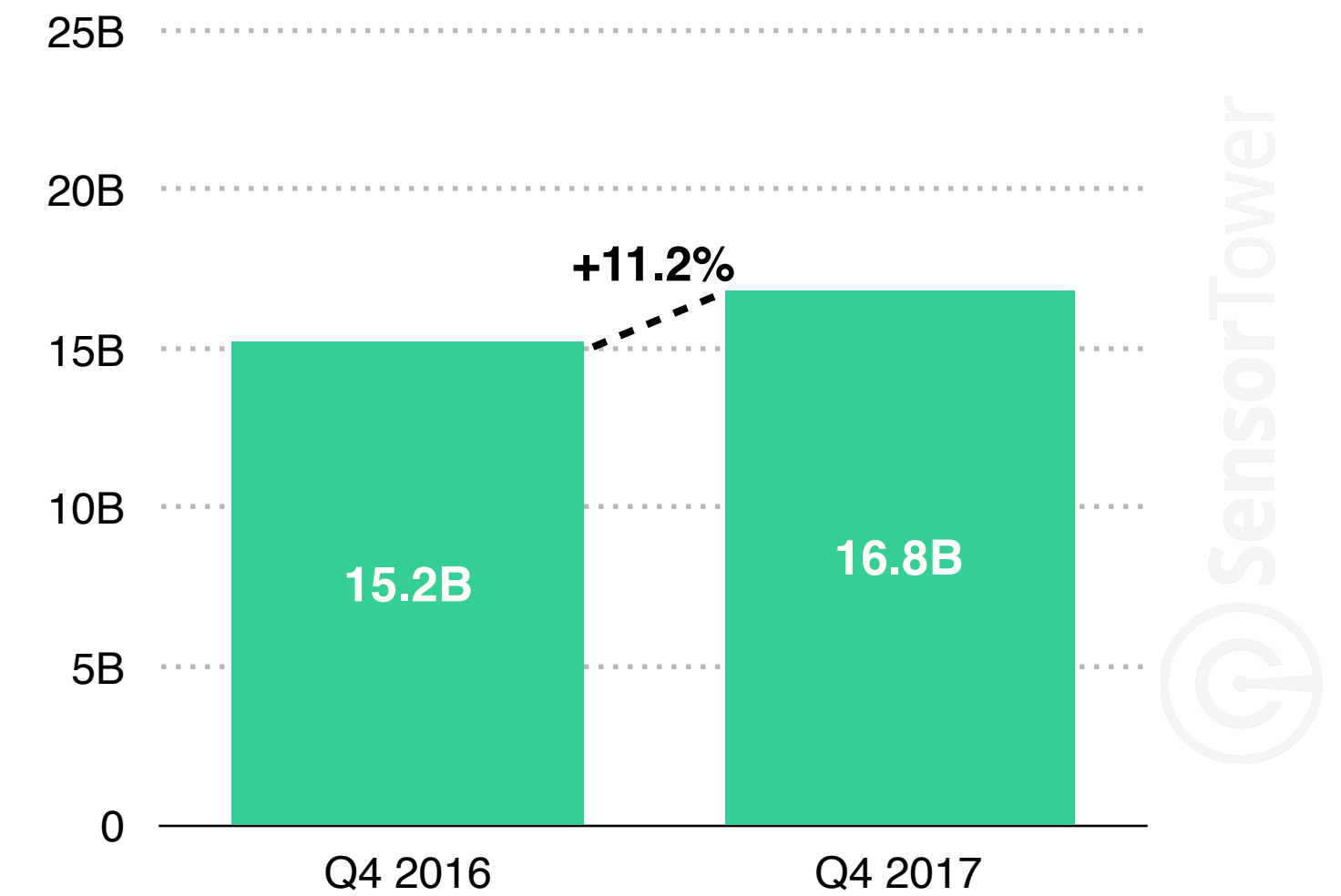
Worldwide App Store Downloads



7.1 Billion

App Store Downloads

Worldwide Google Play Downloads



16.8 Billion

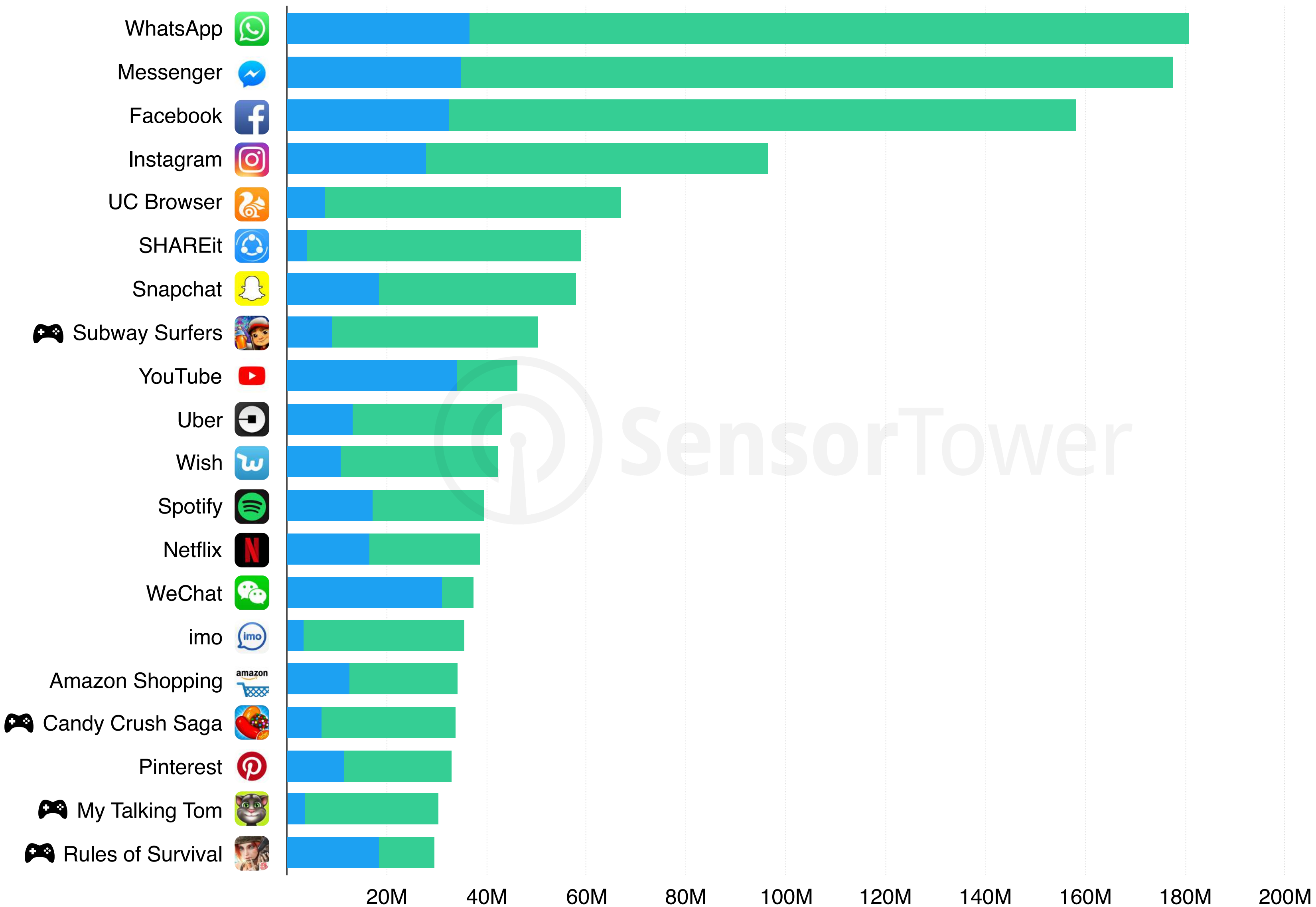
Google Play Downloads



Top Apps

Overall | Apps by Worldwide Downloads

■ App Store ■ Google Play



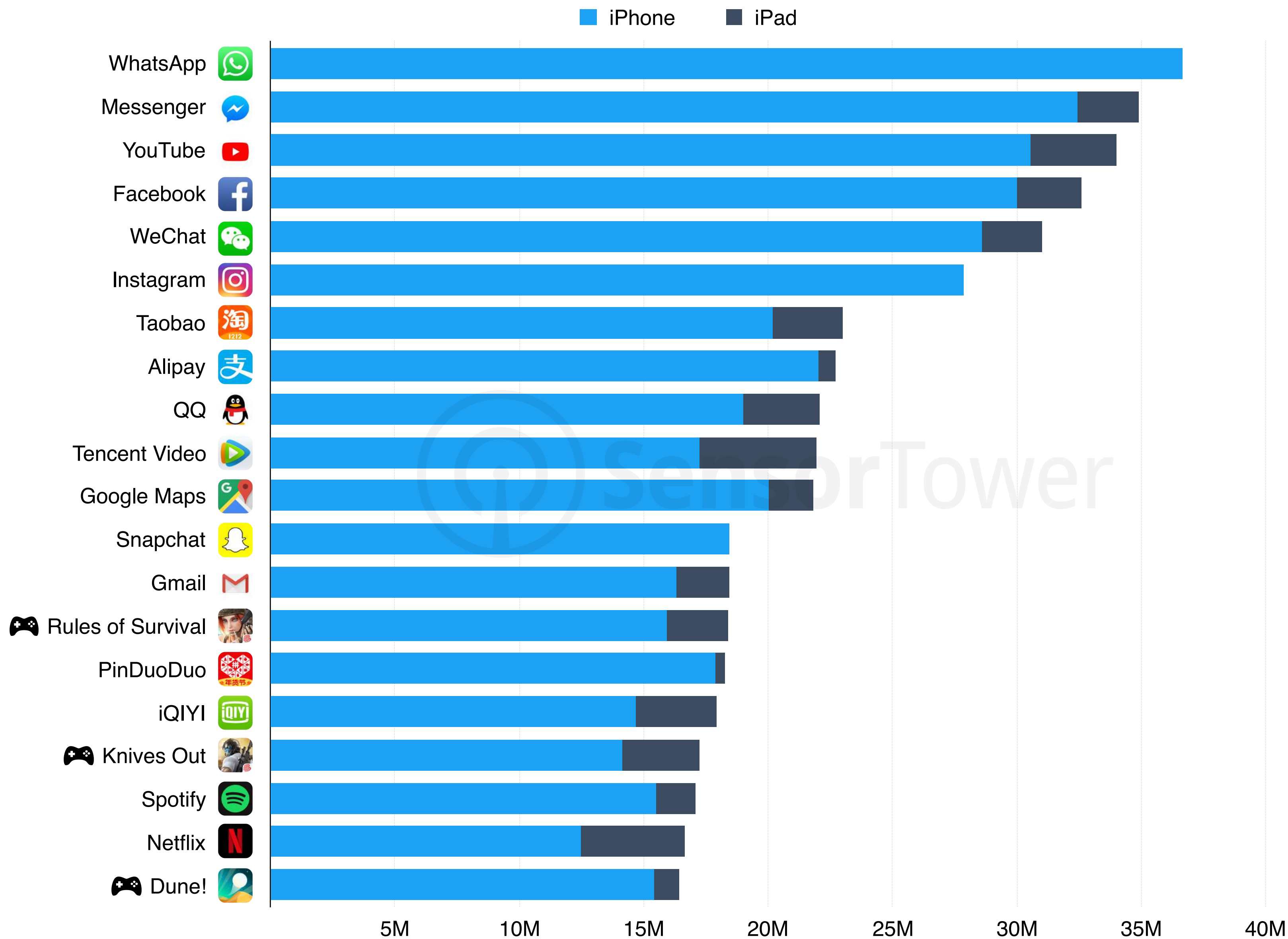
WhatsApp topped the ranking, becoming the world's most downloaded app for four consecutive quarters. Meanwhile, Messenger replaced Facebook at No. 2.

Tencent's Honor of Kings dropped out of the top 20 last quarter, but another hit title from China, NetEase's Rules of Survival, made the ranking at No. 20 after worldwide success.

Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Oct. 1 through Dec. 31, 2017. Apple apps and Google pre-installed apps are excluded. We report unique installs only. Android estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.

App Store | Apps by Worldwide Downloads



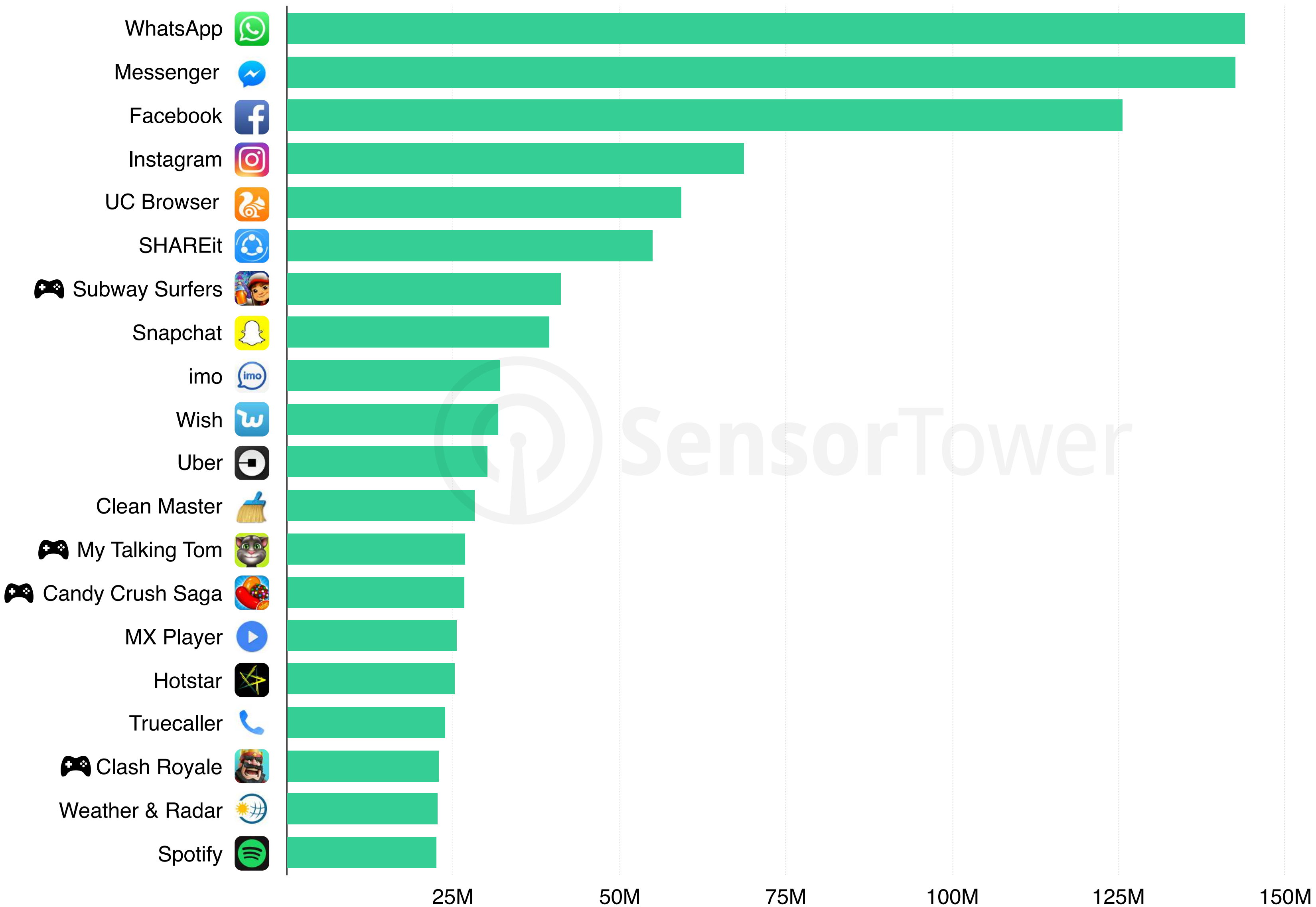
NetEase made a splash last quarter with two “one vs. many” multiplayer shooters, Rules of Survival and Knives Out. Both reached the top 20 as the world’s most-installed iOS games.

Alibaba’s shopping app Taobao and payment app Alipay saw their downloads surge in China during Q4. The country’s biggest app, WeChat, entered the worldwide top five.

Note Regarding Download Estimates

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Google Play | Apps by Worldwide Downloads



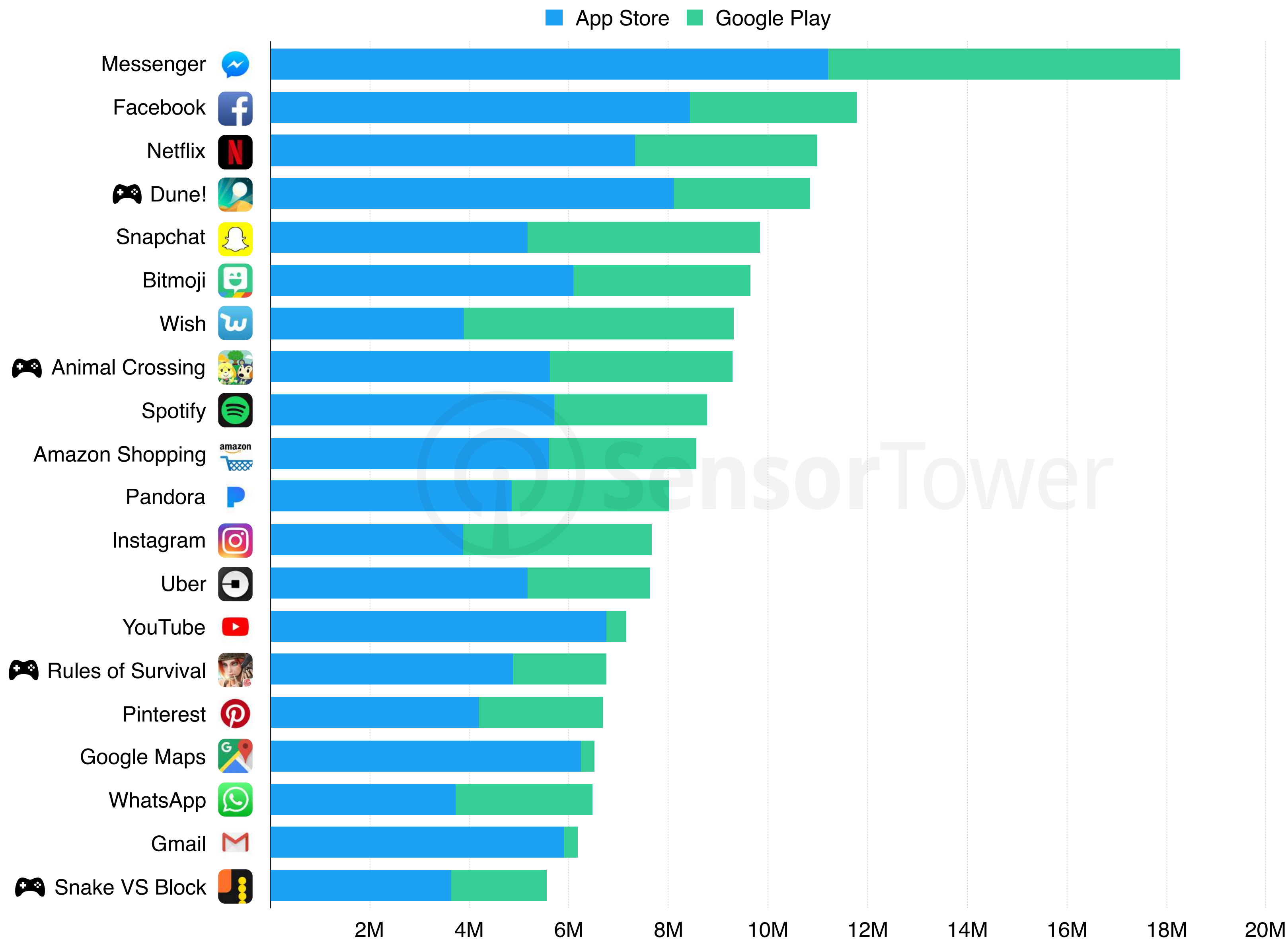
Alibaba-owned UC Browser continued to grow in popularity, reaching No. 5 on the ranking. The top four apps were owned by Facebook, with WhatsApp reaching No. 1 overall.

Fewer games made the Google Play top 20 last quarter, dropping to four from six in 3Q17. Subway Surfers remained the most-installed game on the platform worldwide.

Note Regarding Download Estimates

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Overall | Apps by U.S. Downloads

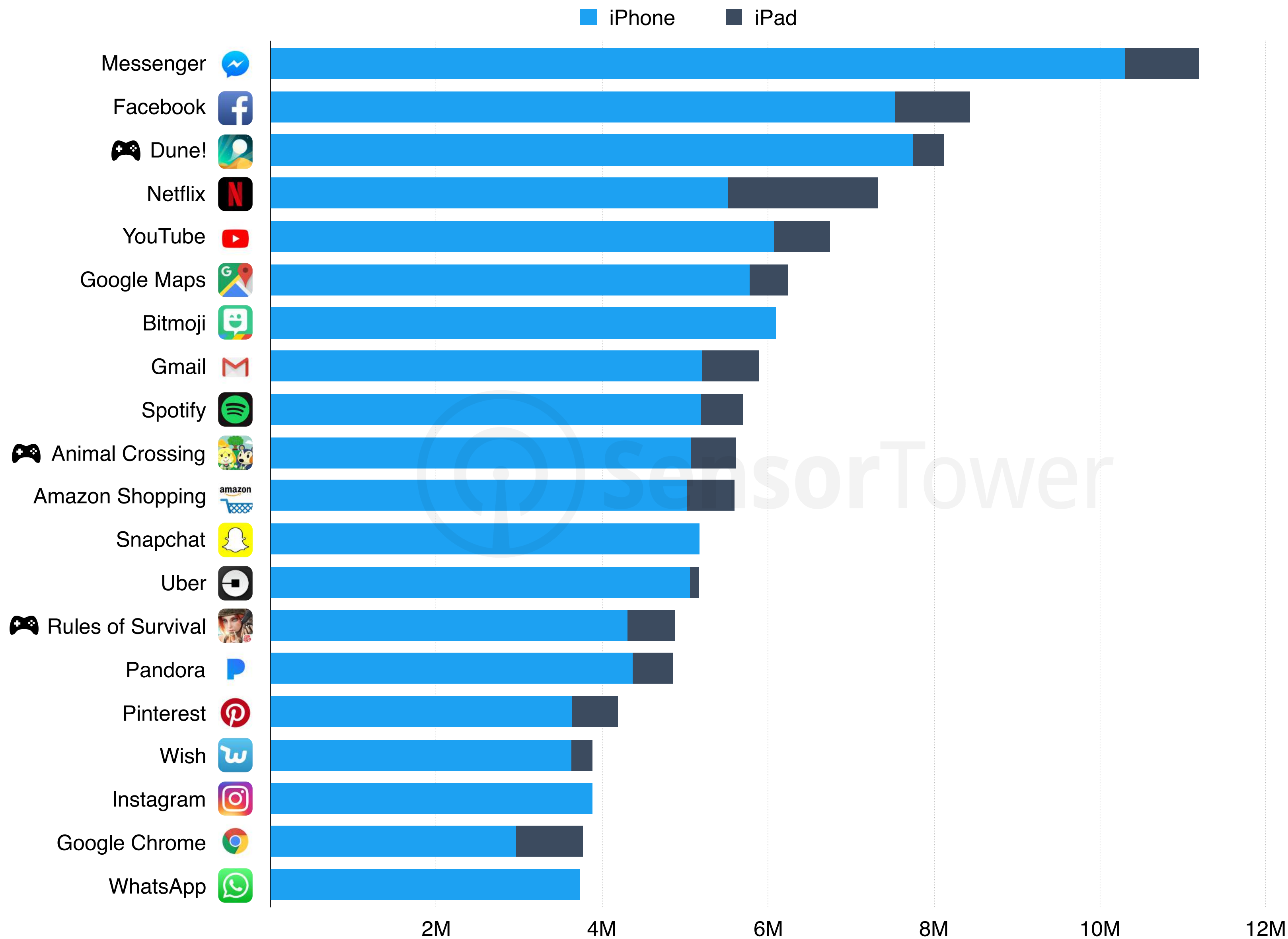


Netflix broke into the U.S. top five for the first time, ranking No. 3 overall. The app ranked No. 13 worldwide on the combined App Store and Google Play chart.

Animal Crossing: Pocket Camp, Nintendo's fourth mobile game, made a strong showing at No. 8 overall in terms of U.S. downloads last quarter. It did not made the worldwide top 20.

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App Store | Apps by U.S. Downloads

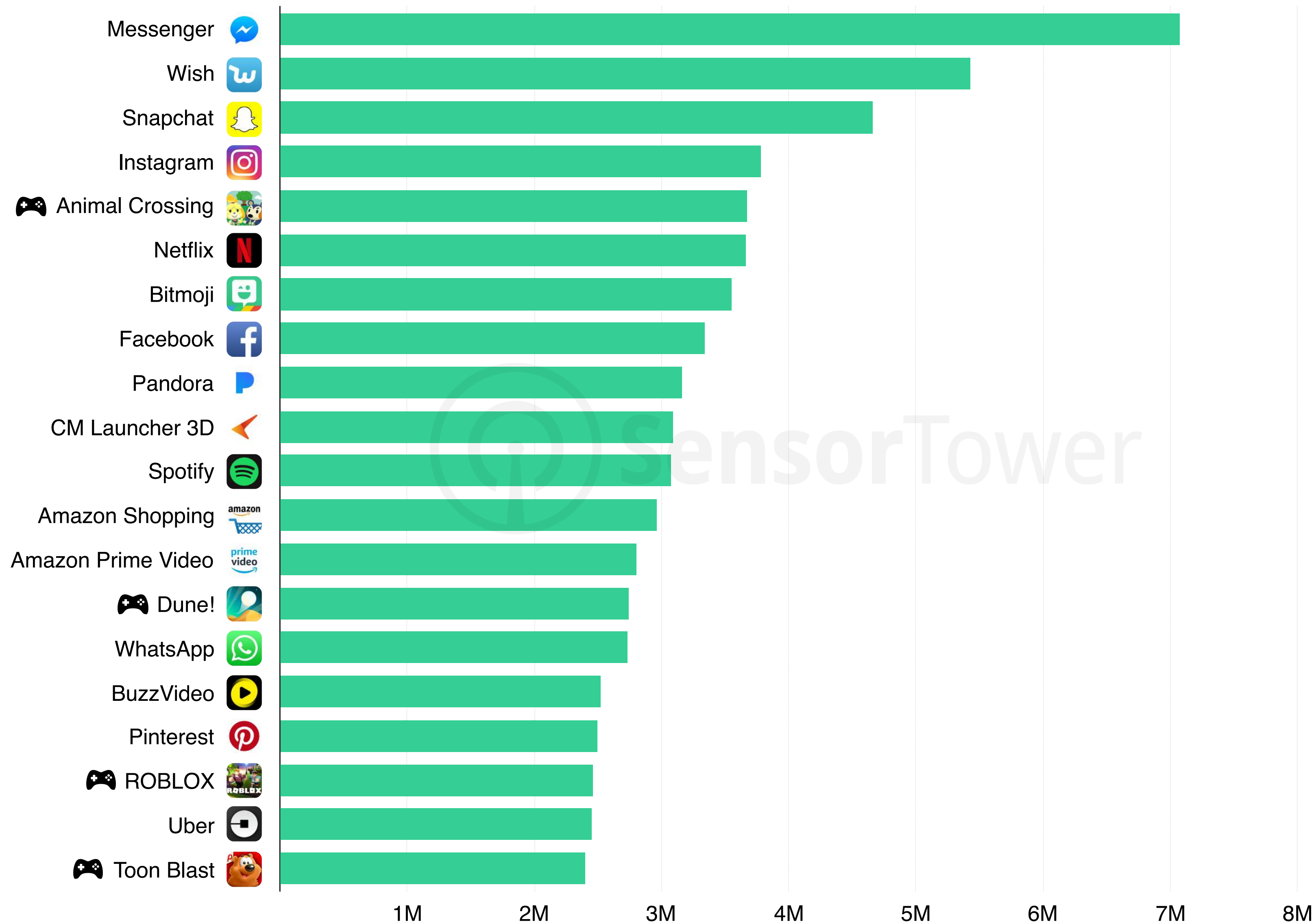


Snapchat returned to the U.S. iOS top 20 last quarter, after having not made this list in 3Q17. It ranked No. 12, but started the year ranked No. 3 on the 1Q17 top 20.

NetEase's battle royale shooter Rules of Survival was a hit with nearly five million downloads in the quarter. Ranked No. 14, it was one of only three games in the top 20.

Note Regarding Download Estimates
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Google Play | Apps by U.S. Downloads



Wish climbed to No. 2 last quarter, up from No. 4 in 3Q17. It replaced Snapchat, which dropped to No. 3, but was still 11 spots higher than on the U.S. iOS top 20.

Amazon Prime Video saw its popularity surge on Google Play last quarter. It ranked No. 13, just after the core Amazon Shopping app. Prime Video did not rank in the iOS top 20.

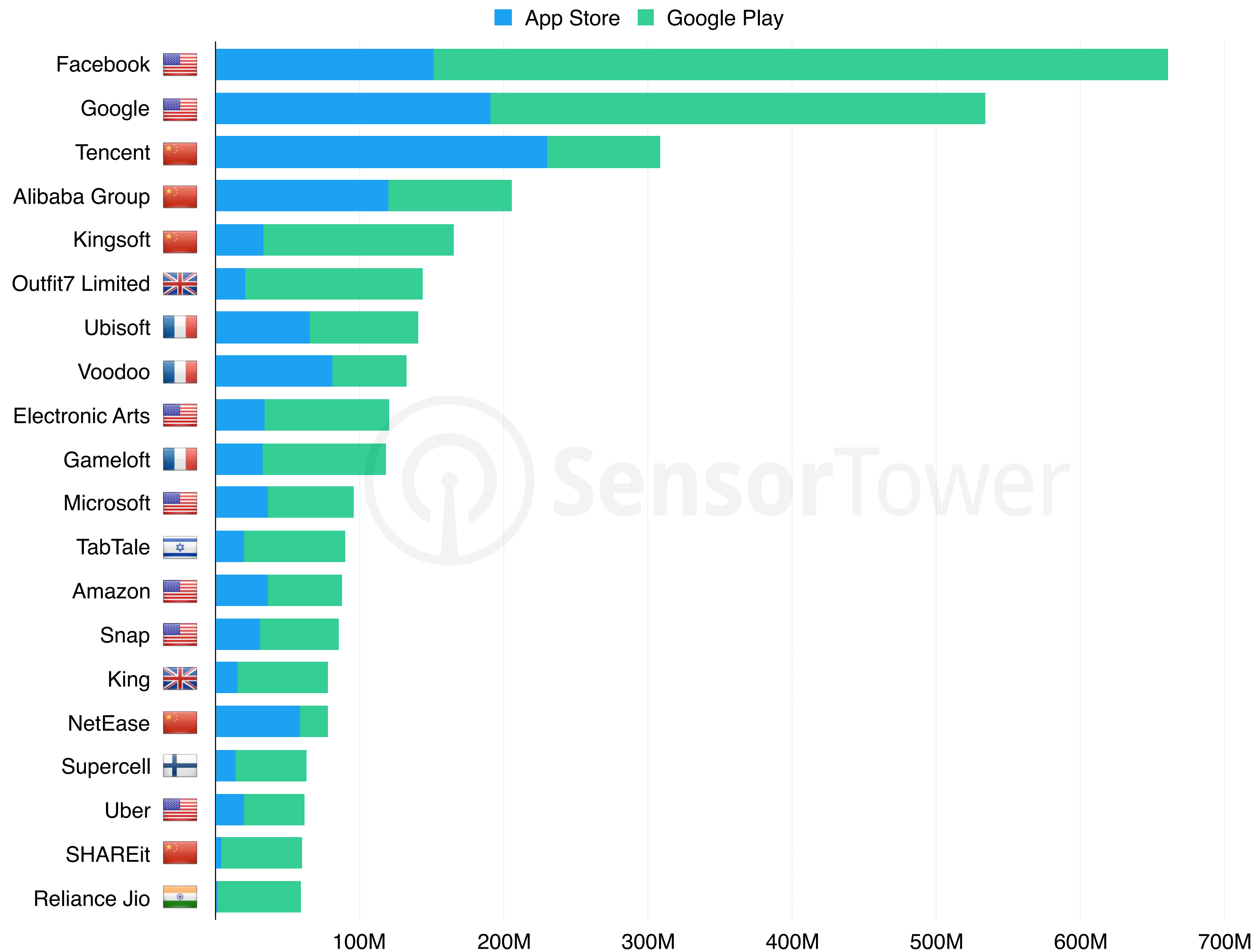
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Top Publishers

Overall | Publishers by Worldwide Downloads



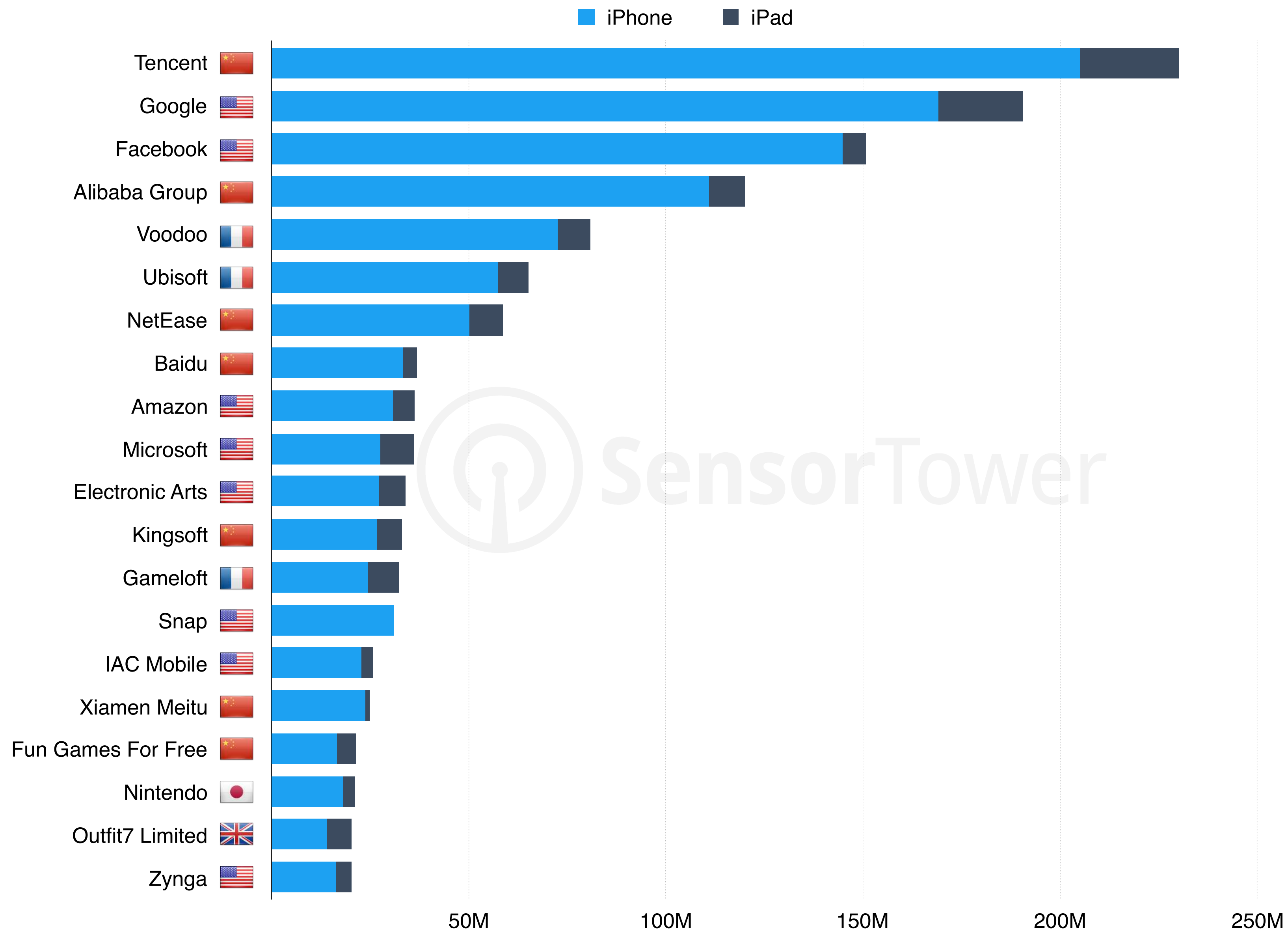
Facebook led worldwide app installs for another quarter. Ranked No. 6 in 3Q17, Alibaba Group climbed to No. 4 in Q4. Three of the top five publishers were based in China.

France's Voodoo continued to climb, taking the No. 8 spot after having ranked at No. 20 in 3Q17. Its simple games, including Snake VS Block and Dune, were viral hits.

Note Regarding Download Estimates

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App Store | Publishers by Worldwide Downloads



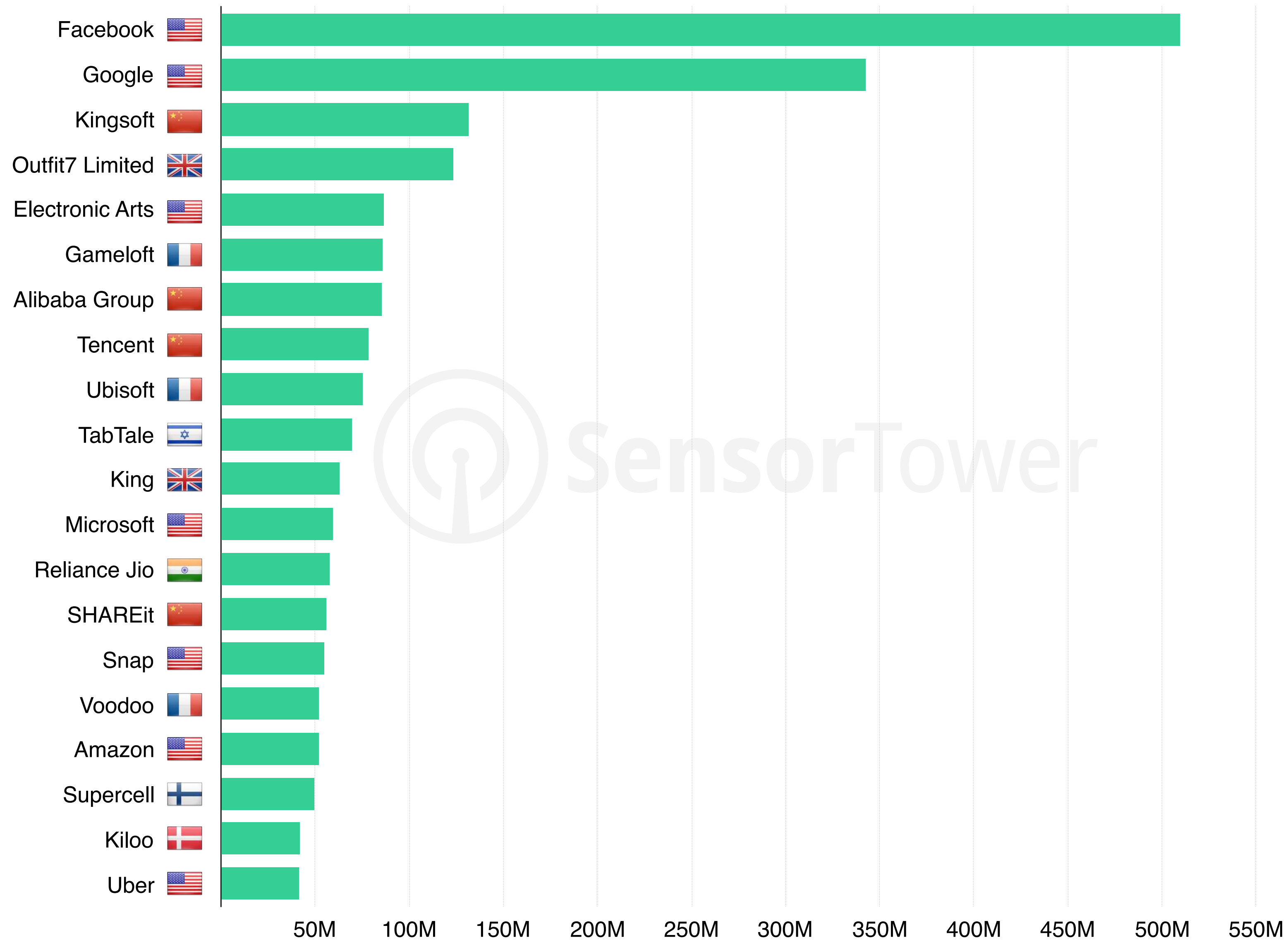
Snap's slide down the worldwide iOS chart continued, with the publisher dropping from No. 8 in 2Q17 to No. 12 last quarter. The top five publishers remained unchanged.

Nintendo returned to the iOS top 20 thanks to the launch of Animal Crossing: Pocket Camp. It ranked at No. 17 ahead of fellow game makers Outfit7 and Zynga.

Note Regarding Download Estimates

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Google Play | Publishers by Worldwide Downloads



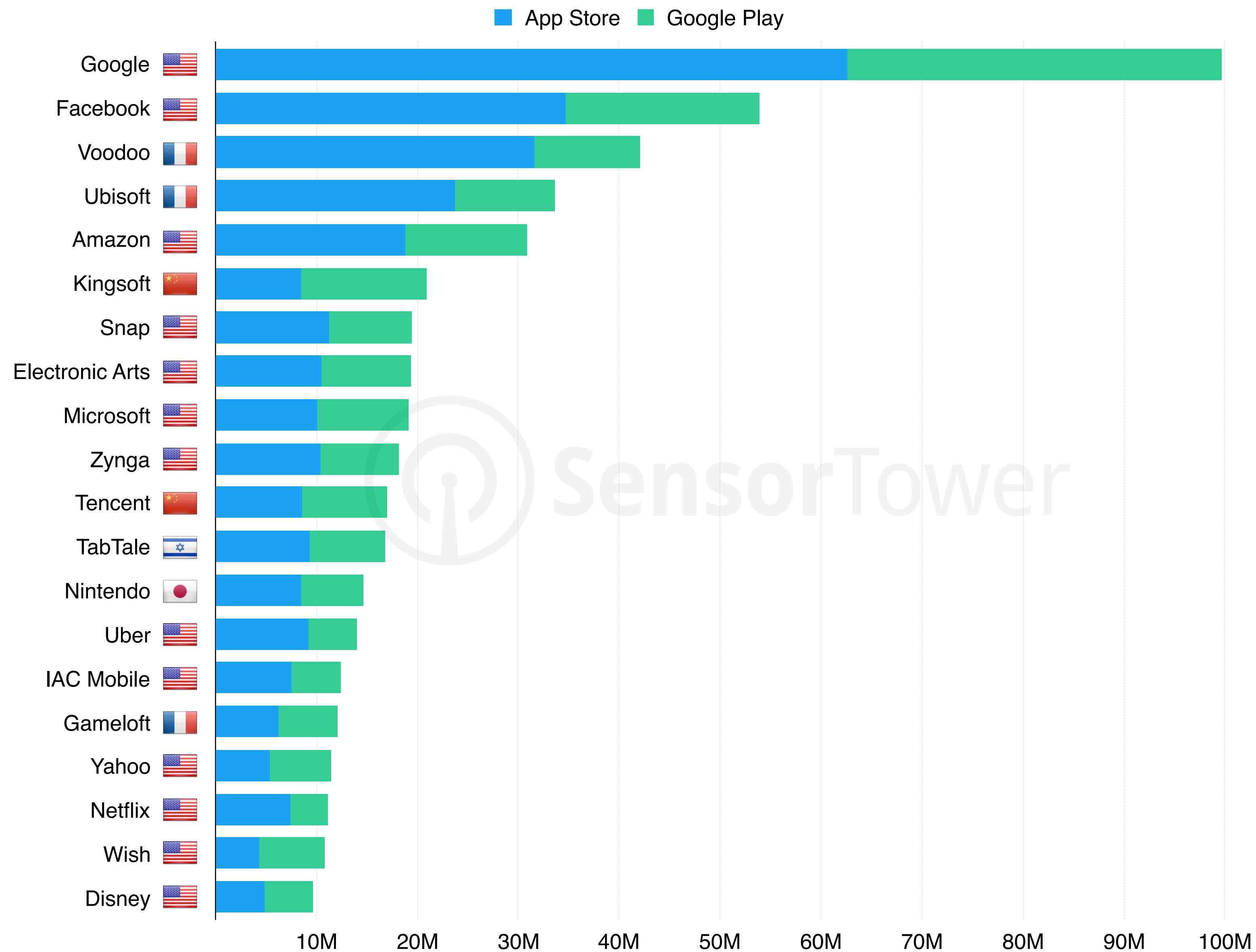
Downloads of UC Browser outside of China contributed significantly to Alibaba Group increasing its standing on this ranking from No. 17 in 3Q17 to No. 7 last quarter.

Denmark's Kiloo rode the continued popularity of **Subway Surfers** to a No. 19 ranking among all Google Play publishers last quarter. It was the platform's most installed game in Q4.

Note Regarding Download Estimates

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Overall | Publishers by U.S. Downloads



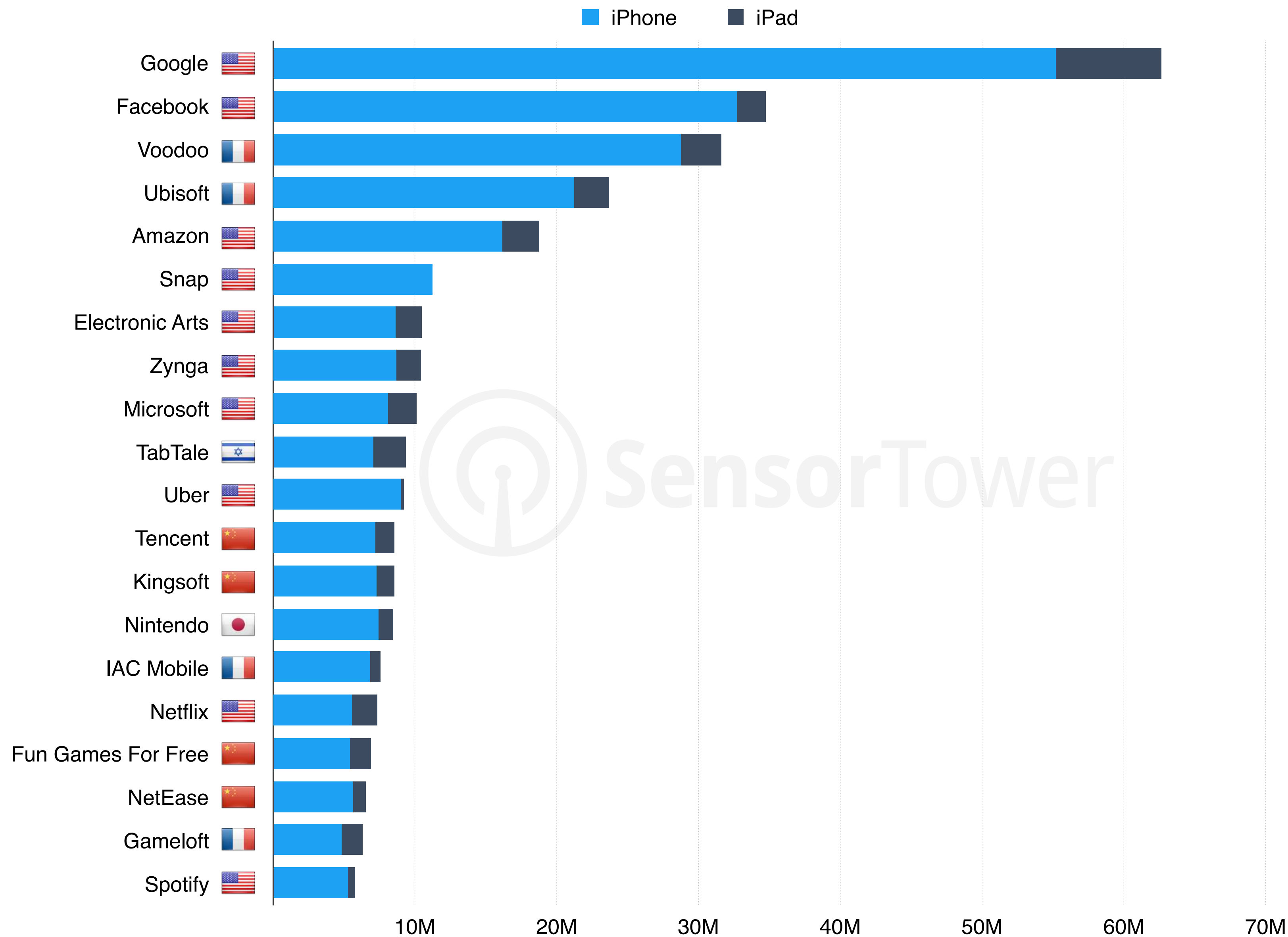
Snap continued to tumble in the U.S. and fell to No. 7 overall, from No. 5 in 3Q17. Meanwhile, Google and Facebook remained at No. 1 and No. 2, respectively.

Game makers Voodoo and Ubisoft occupied two of the top five positions, while Nintendo returned to the top 20 at No. 13 on the launch of its fourth mobile game, Animal Crossing.

Note Regarding Download Estimates

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App Store | Publishers by U.S. Downloads

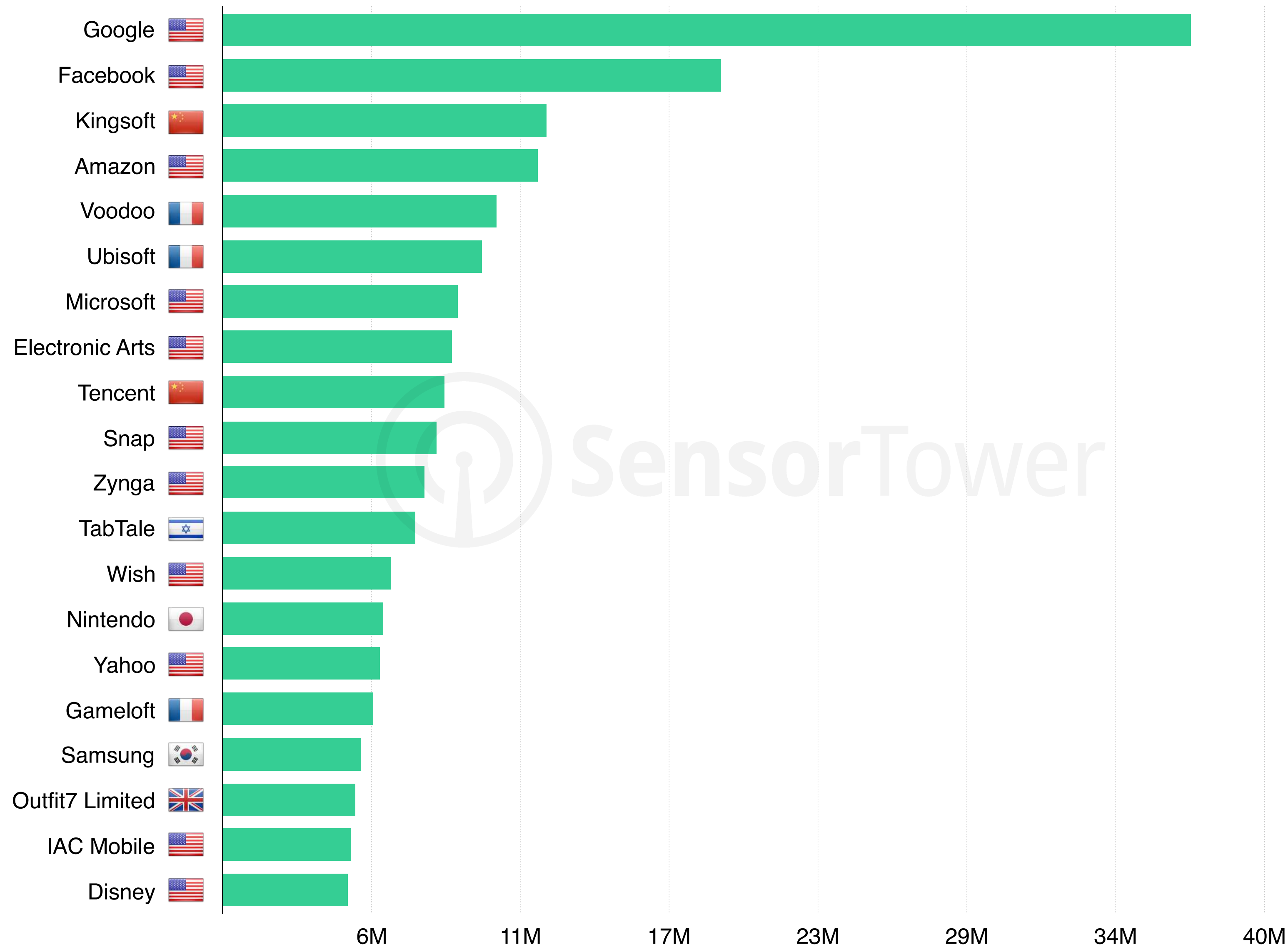


NetEase made the U.S. iOS top 20 thanks to the popularity of its two survival shooters during Q4. Ranked No. 17, it placed ahead of mobile gaming giant Gameloft.

Zynga installs increased over 3Q17, elevating the games publisher to into the top 10 at No. 8 for 4Q17, just behind Electronic Arts. It had ranked at No. 12 for the previous quarter.

Note Regarding Download Estimates
 Our estimates include worldwide daily download totals for iPhone and iPad for Oct. 1 through Dec. 31, 2017. Apple apps are excluded. We report unique installs only (one download per user).

Google Play | Publishers by U.S. Downloads



Snap dropped out of the top five for U.S. Google Play installs last quarter. It had ranked No. 4 in 3Q17 but fell to No. 10 in 4Q17. Amazon took its place after China's Kingsoft.

Voodoo didn't appear in the top 20 for 3Q17, but the immense viral success of its games propelled it to No. 5 overall last quarter, ahead of fellow French publisher Ubisoft.

Note Regarding Download Estimates

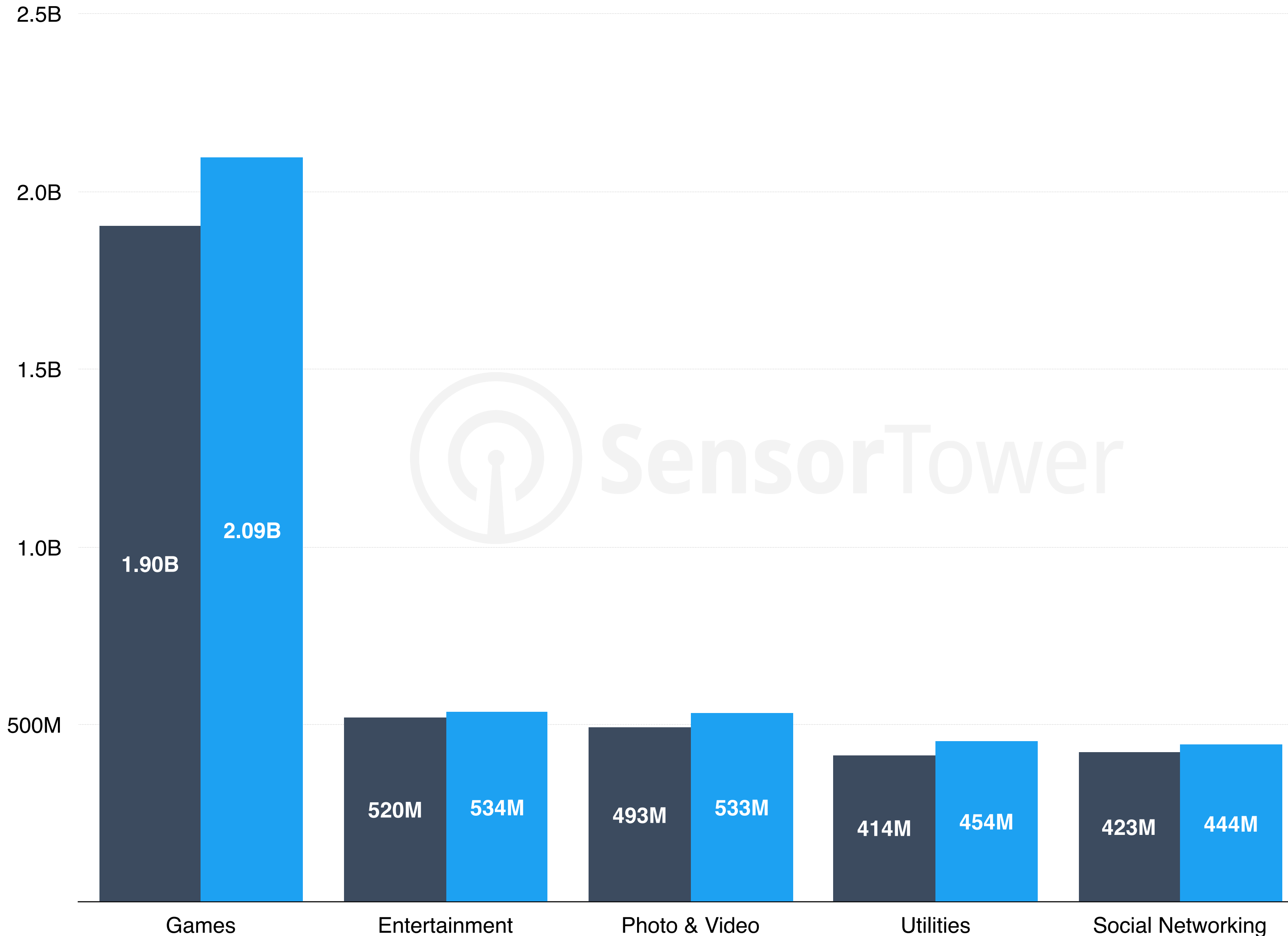
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Top Categories

App Store | Categories by Worldwide Downloads

■ Q4 2016 ■ Q4 2017



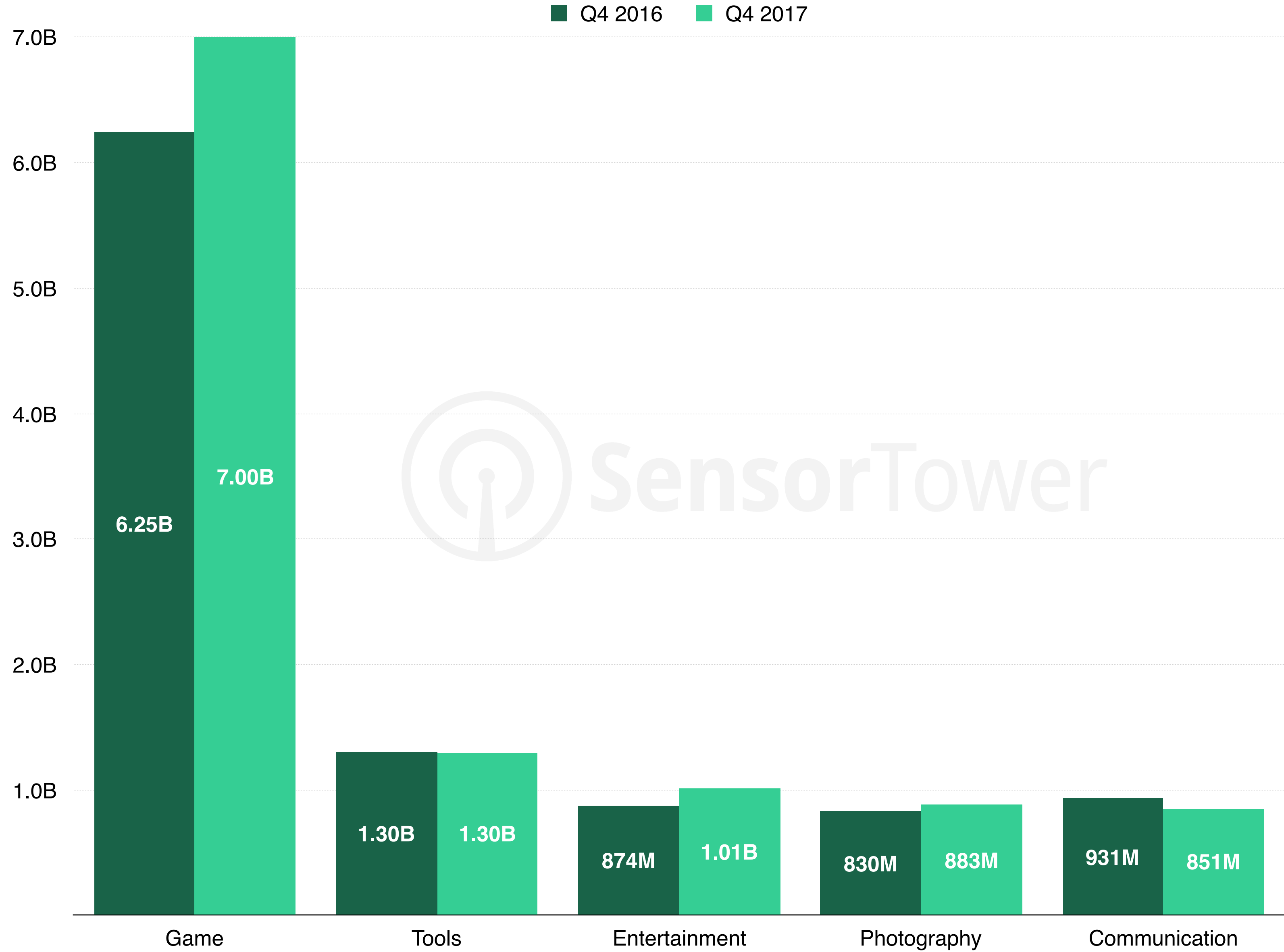
Game installs grew 10% over 4Q16, the same amount of YoY growth seen in 3Q17. Entertainment, the second largest category, grew about 2.7% YoY, down from 3.1% for Q3.

Social Networking's YoY growth slowed to about 5% last quarter from 18% between 3Q16 and 3Q17. Utilities replaced it as the fourth largest category in terms of installs.

Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Oct. 1 through Dec. 31, 2017. Apple apps are excluded. We report unique installs only (one download per user).

Google Play | Categories by Worldwide Downloads



Game category downloads grew about 12% year-over-year to 7 billion. Communication installs, however, declined by about 5% over the same period in 2016.

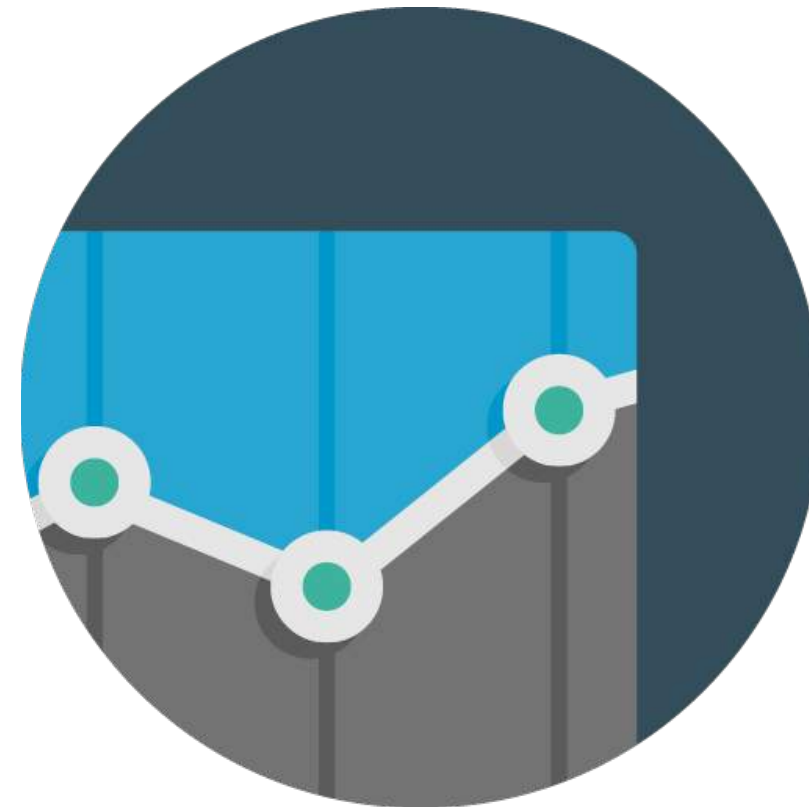
Entertainment installs continued to see significant growth on Google’s platform, up 15% YoY to more than 1 billion. Photography also grew, albeit less at about 6.4% YoY.

Note Regarding Download Estimates

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