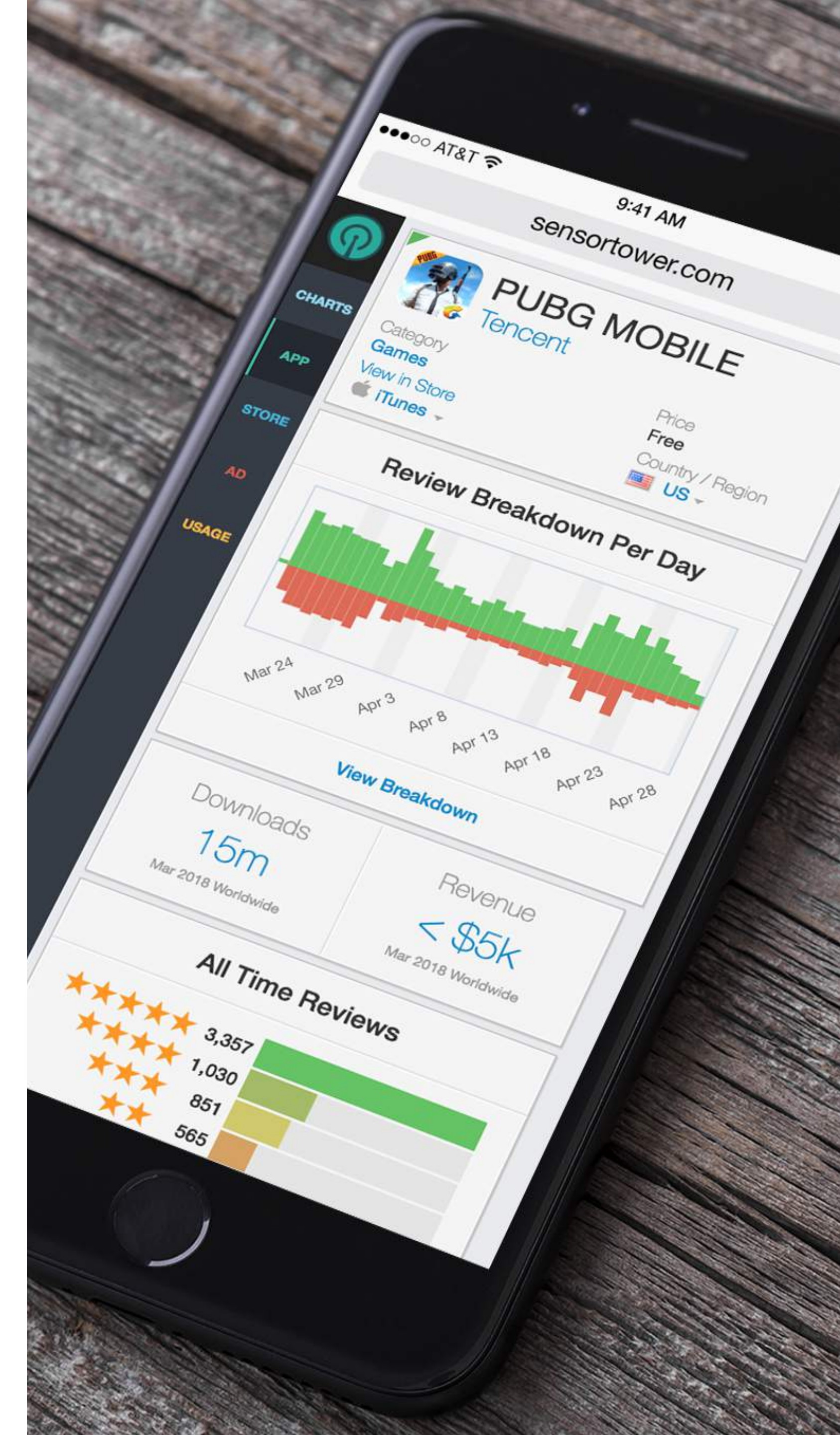
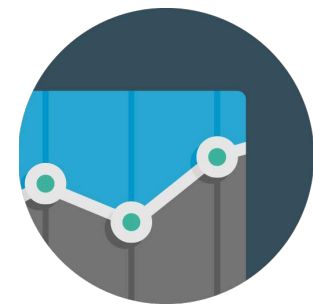


Q1 2018 Store Intelligence Data Digest





Worldwide app downloads totaled 25.4 billion in 4Q17, a 7.6% year-over-year increase. App Store downloads increased 13% to 7.8B while Google Play grew 5.4% to 17.6B.



Facebook owned four of the top five apps worldwide, including **WhatsApp**, which led global downloads across both platforms. Meanwhile, its **Messenger** was the most installed app in the U.S.



Tencent's PUBG Mobile was the most installed mobile game worldwide in Q1. It was also downloaded more than any other game in the U.S. last quarter, despite having launched in mid-March.



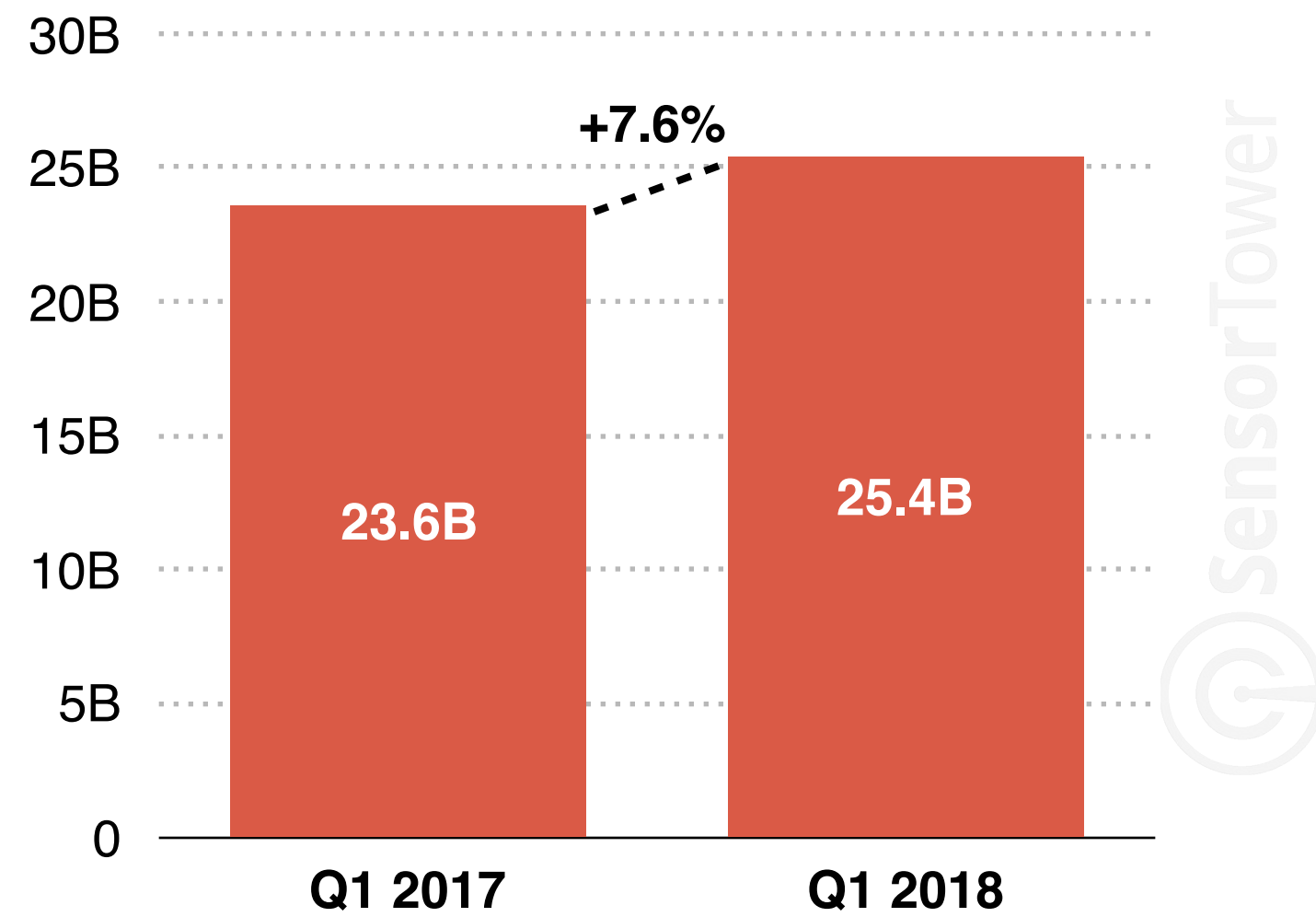
Short-form music-video based social network Douyin, known in the West as **Tik Tok**, exploded in popularity throughout Asia, propelling it to No. 1 worldwide on Apple's App Store and No. 7 overall.

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 January 1, 2018 through March 31, 2018.
- 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.

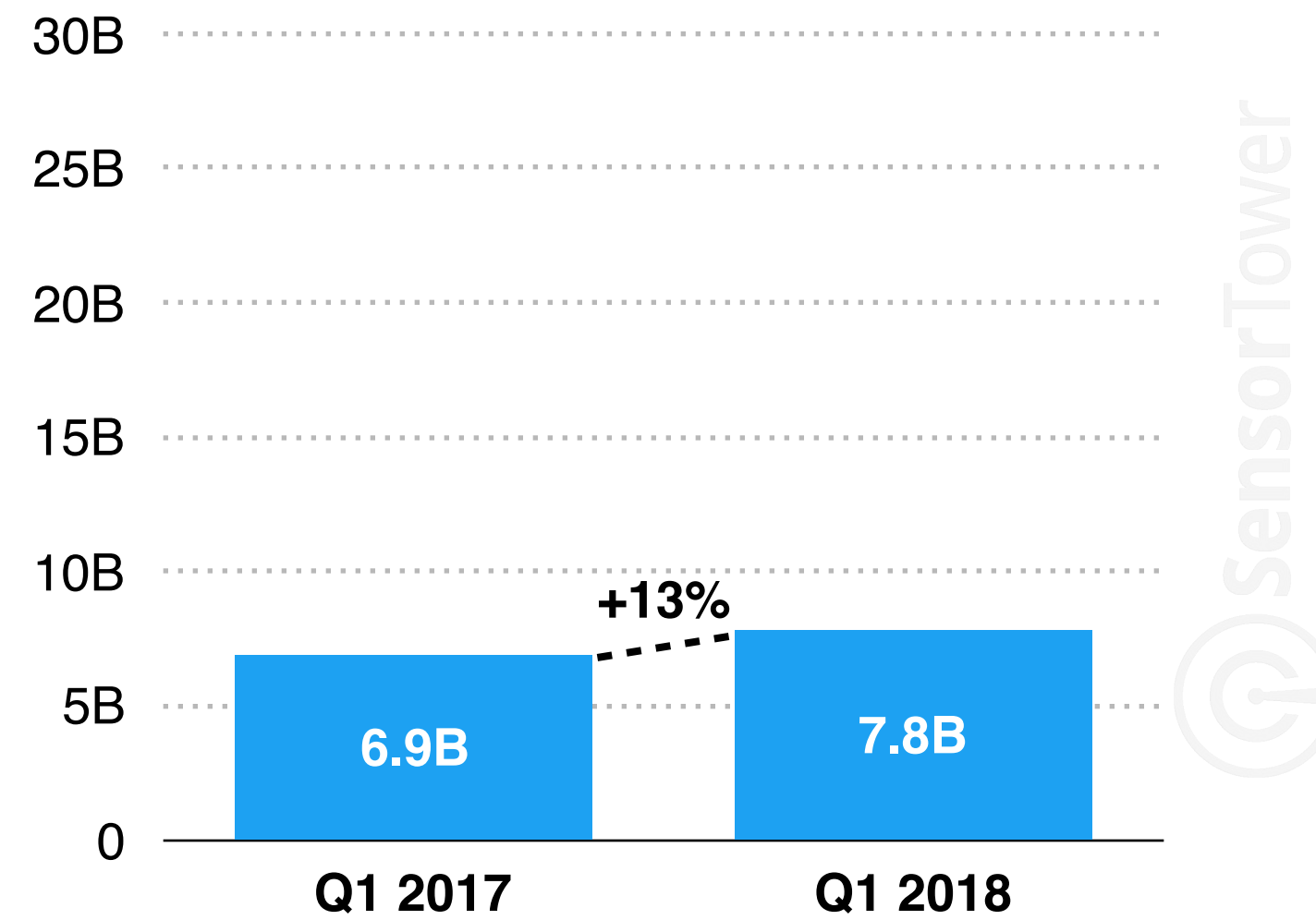
Worldwide App Store and Google Play Downloads



25.4 Billion

App Store + Google Play Downloads

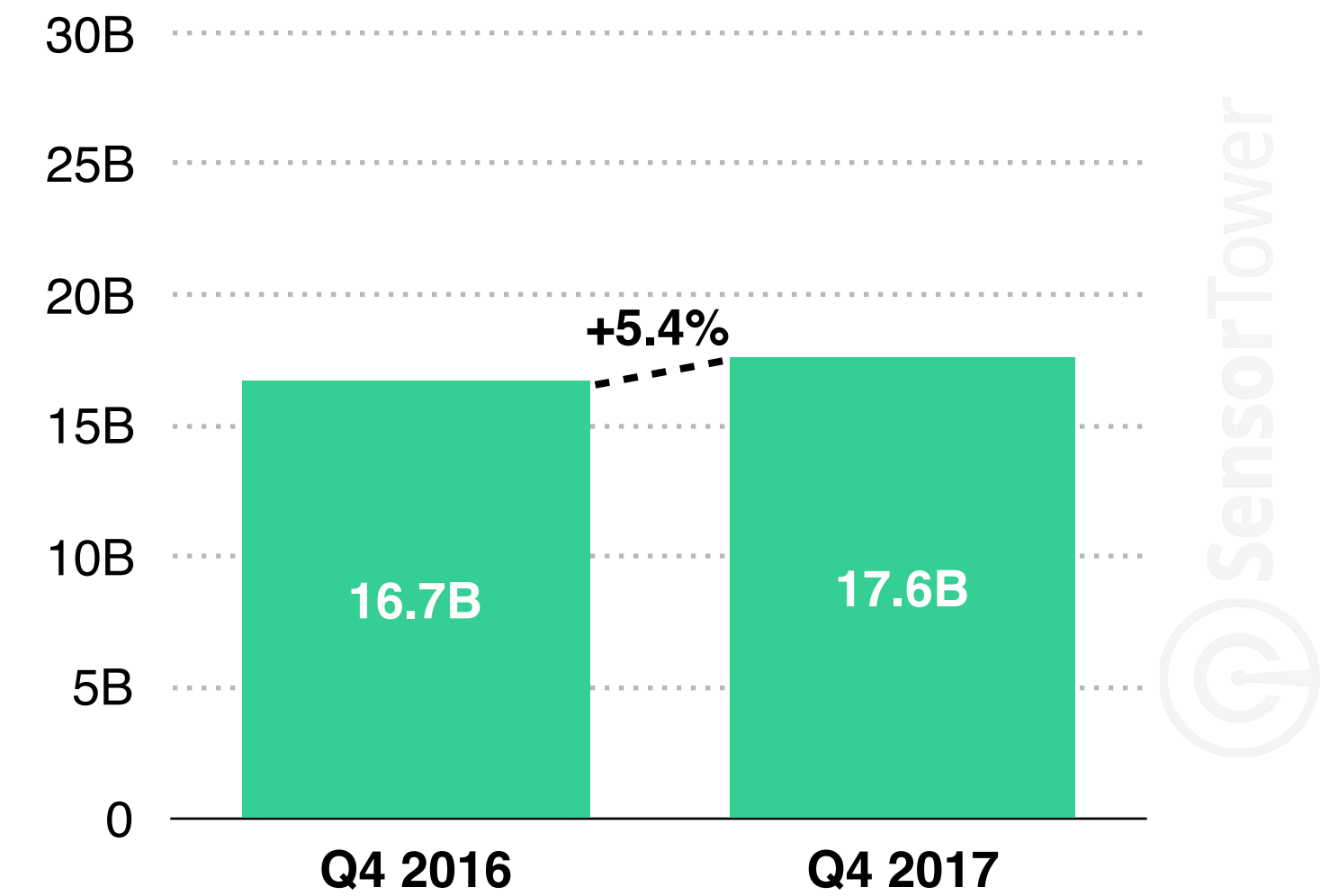
Worldwide App Store Downloads



7.8 Billion

App Store Downloads

Worldwide Google Play Downloads



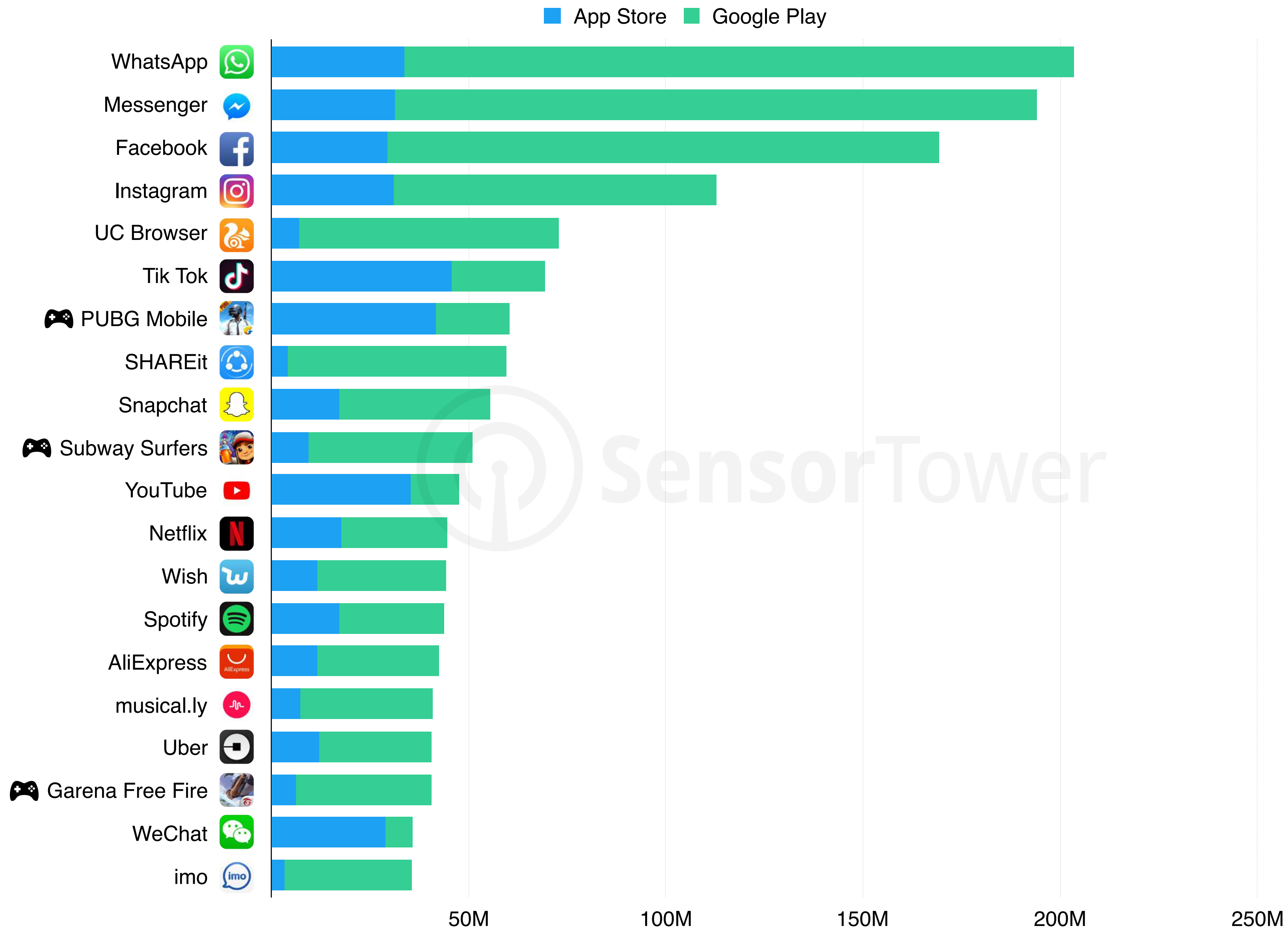
17.6 Billion

Google Play Downloads



Top Apps

Overall | Apps by Worldwide Downloads

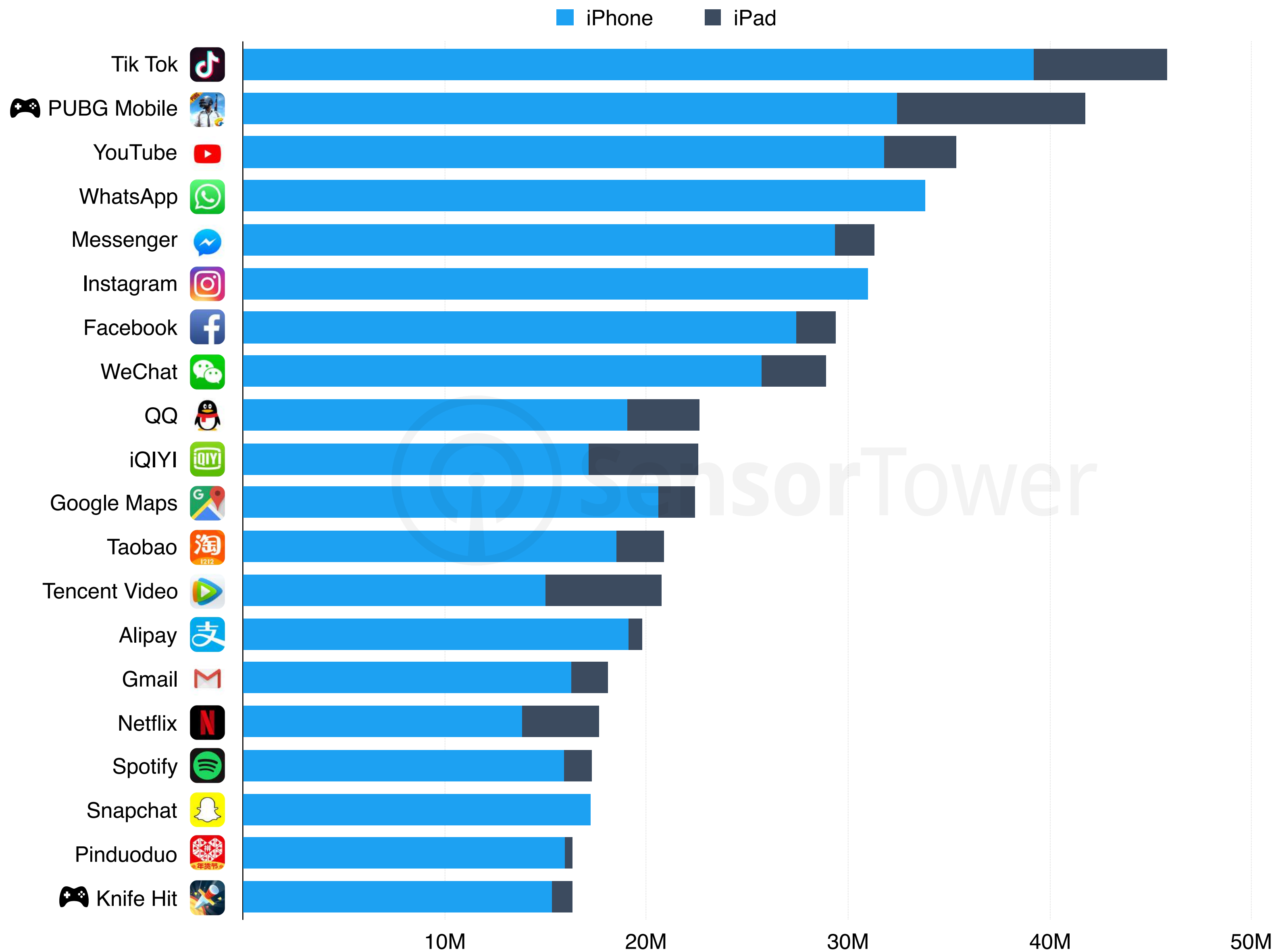


Facebook once again dominated the global top apps, owning four of the top five including WhatsApp at No. 1. The order of the top five apps remained unchanged over 4Q17.

Tencent's mobile version of PlayerUnknown's Battlegrounds (PUBG) became the world's most installed mobile game with more than 50 million downloads in the quarter.

Note Regarding Download Estimates
 Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jan. 1 through Mar. 31, 2018. 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

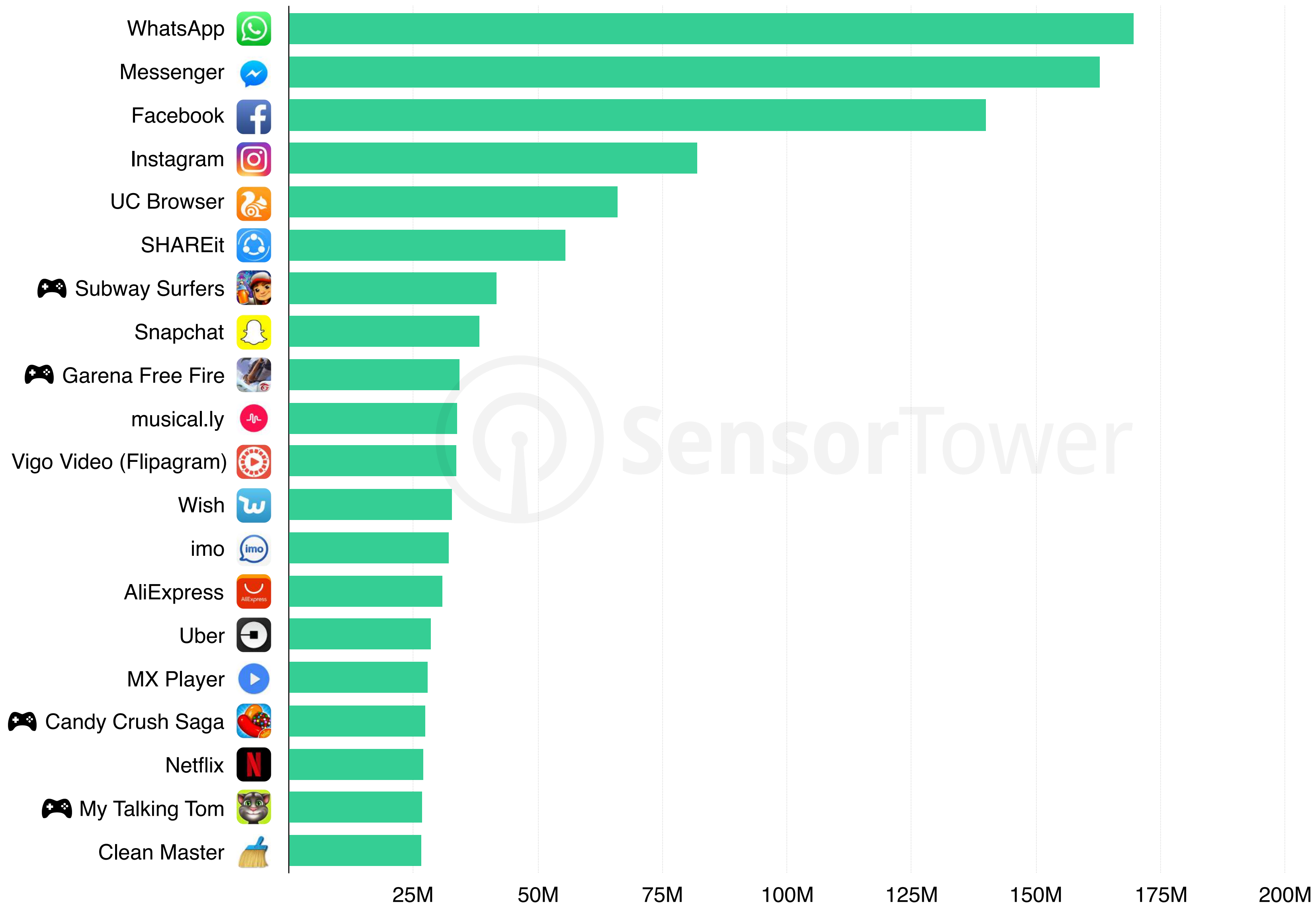


Music-centric video social network
Tik Tok ruled the top 20 ranking on iOS worldwide. Owned by Bytemod, the app is known as Douyin in the company's native China.

The number of games in the top 20 decreased to just two last quarter versus to three in 4Q17. However, PUBG Mobile ranked No. 2 while the top game in 4Q17 was No. 14.

Note Regarding Download Estimates
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Google Play | Apps by Worldwide Downloads



Video-based social network musical.ly surged in popularity last quarter to rank No. 10 overall. It is owned by Beijing-based media giant and app publisher ByteDance.

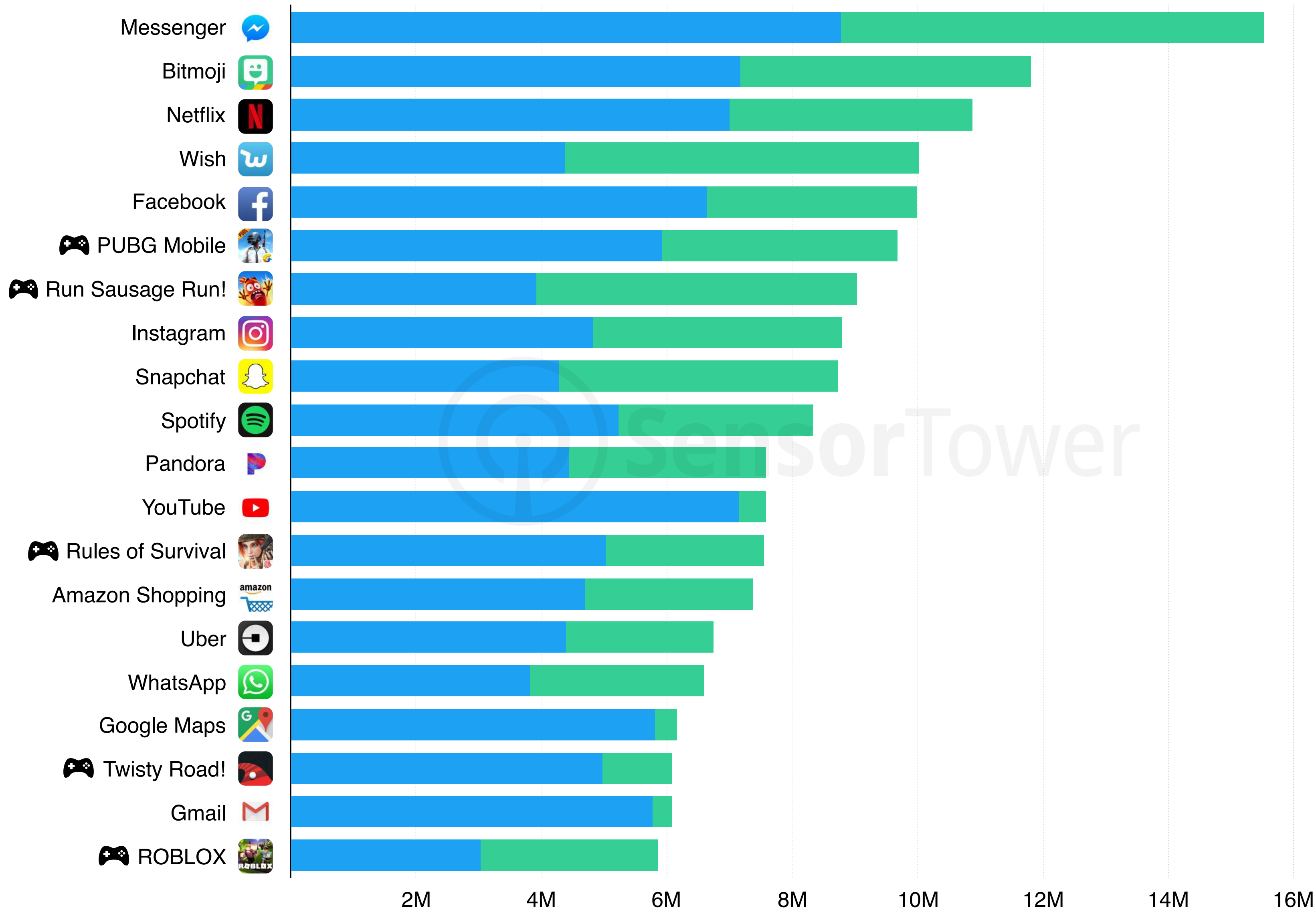
Kiloo's Subway Surfers remained the No. 1 game on Google Play worldwide, but saw some competition in battle royale title Garena Free Fire. Two other games made the top 20.

Note Regarding Download Estimates

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Overall | Apps by U.S. Downloads

■ App Store ■ Google Play



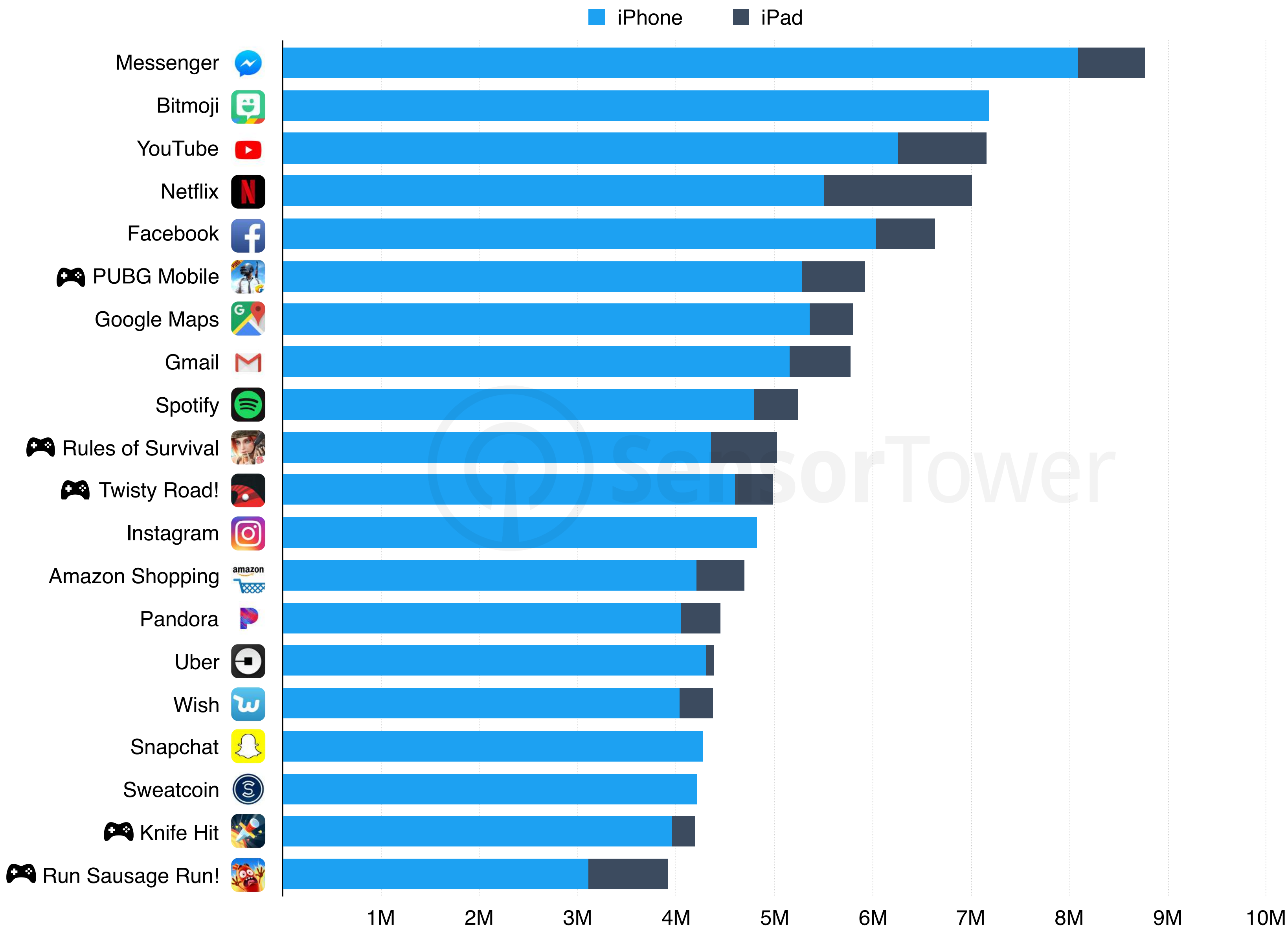
Facebook's Messenger remained at No. 1 from 4Q17 while the core Facebook app slid to No. 2 overall in the U.S. Netflix, meanwhile, held firm at No. 3 on the combined ranking.

PUBG Mobile was also the No. 1 mobile game overall in the U.S., having been installed nearly 10 million times across both platforms since launching in mid-March.

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App Store | Apps by U.S. Downloads



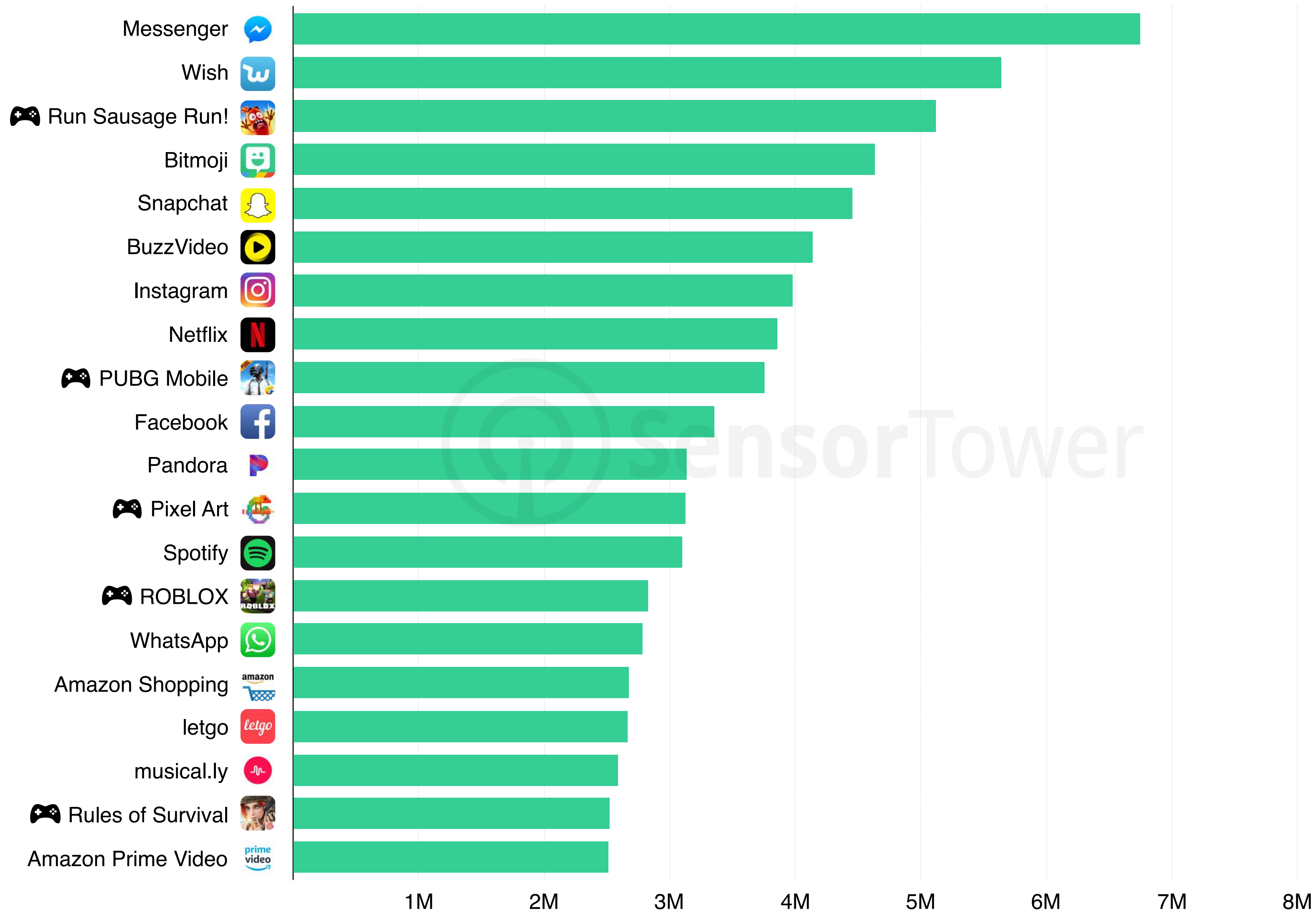
Facebook also slipped on iOS compared to 4Q17, ranking at No. 5 versus No. 2 in the previous quarter. Meanwhile, YouTube gained two positions and Netflix stayed put.

Two battle royale style mobile shooters made the iOS top 10 last quarter: PUBG Mobile at No. 6 and Rules of Survival at No. 10. They were two of five games in the top 20.

Note Regarding Download Estimates

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Google Play | Apps by U.S. Downloads



Messenger and Wish occupied the No. 1 and No. 2 spots on Google Play again last quarter. Facebook dropped all the way to No. 10 after having been No. 8 in 4Q17.

Tencent's PUBG Mobile placed in the top 10 on Google Play last quarter, but wasn't the No. 1 game. That title went to TabTale's viral hit Run Sausage Run with 5M+ installs.

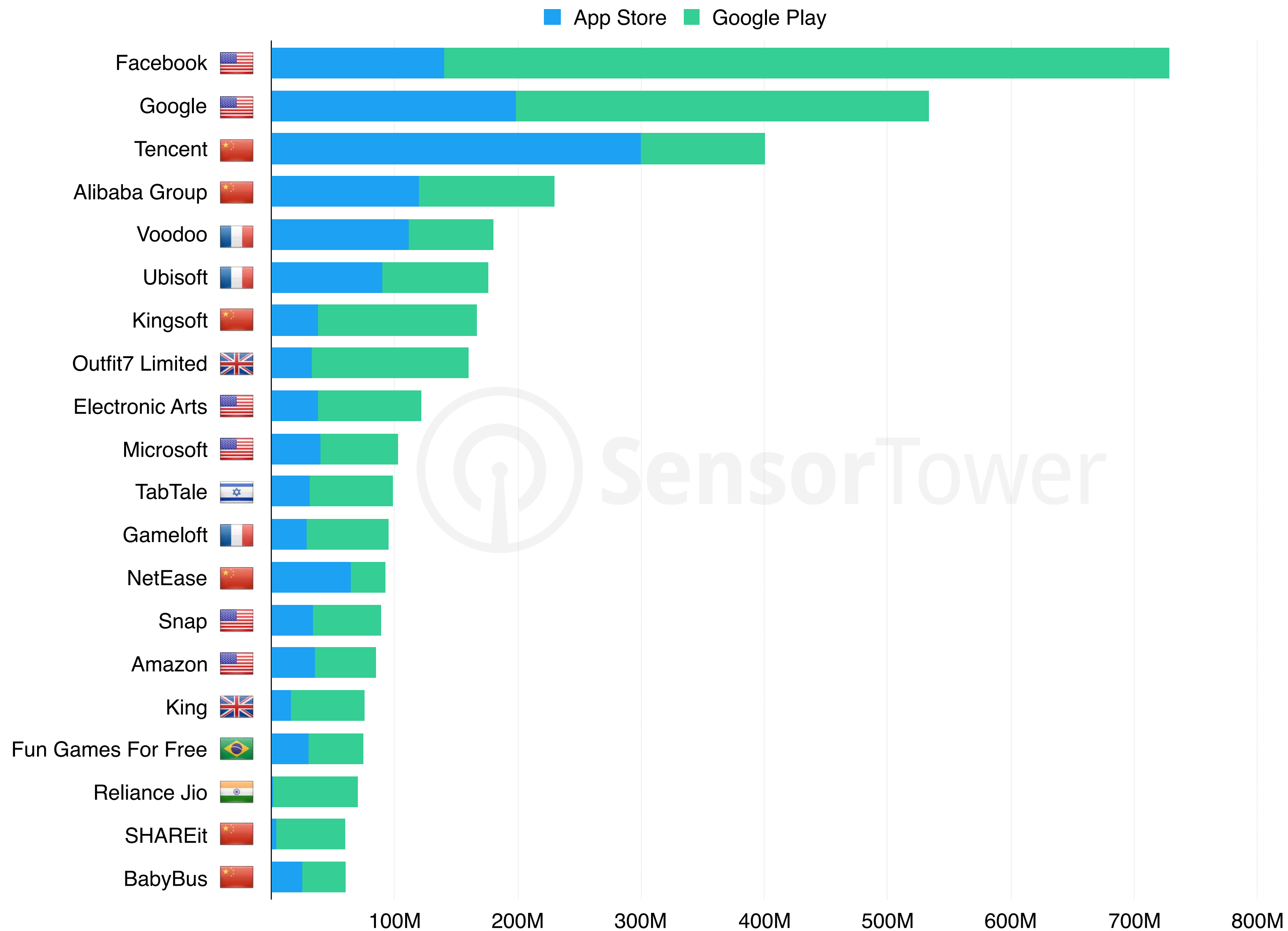
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Top Publishers

Overall | Publishers by Worldwide Downloads



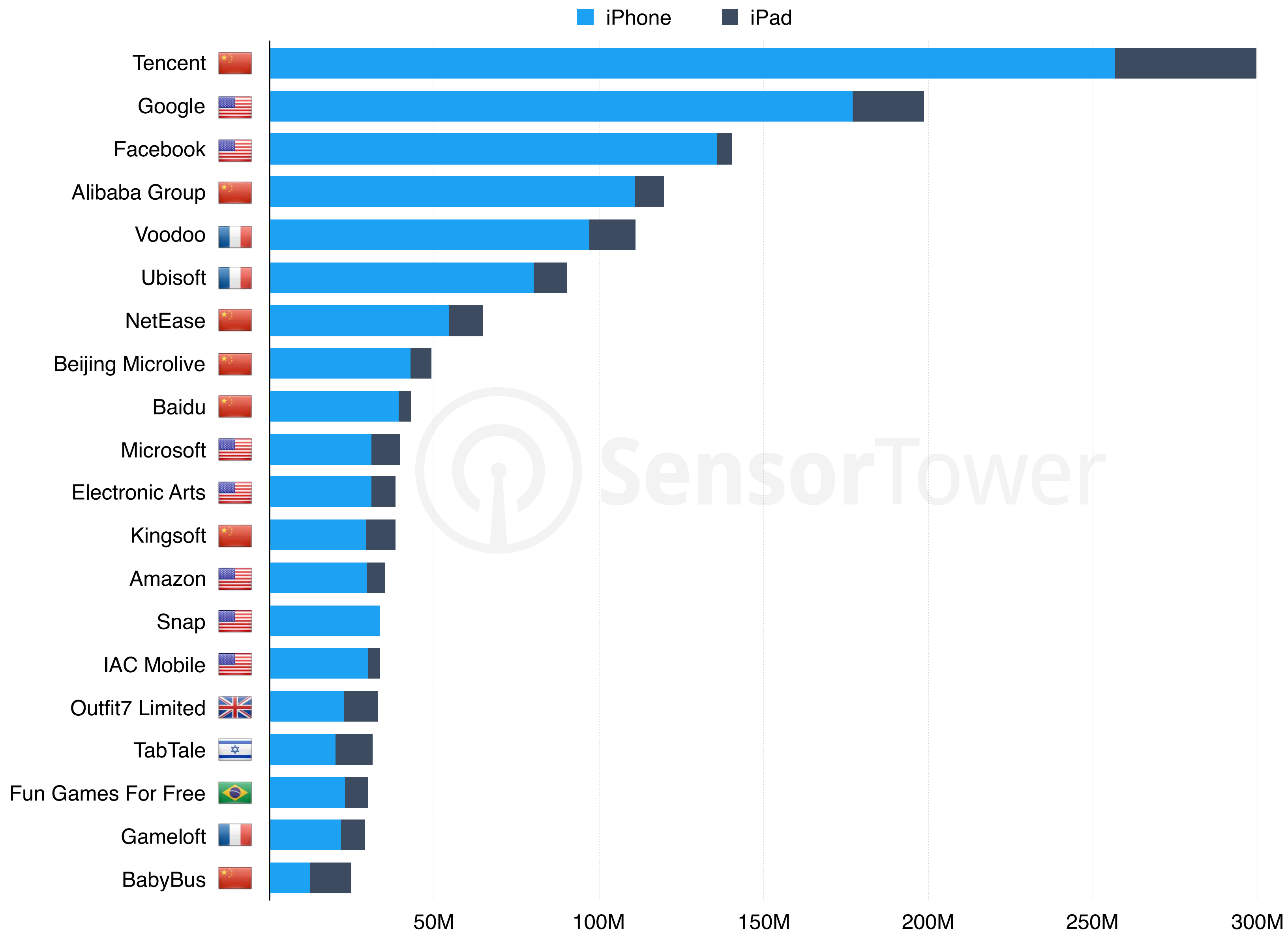
Facebook ranked No. 1 among all publishers worldwide last quarter, growing its lead over Google. Meanwhile, viral game powerhouse Voodoo entered the top five.

Publishers from China grew to occupy six of the 20 spots on this ranking, versus five in 4Q17. At the same time, U.S. publishers shrank from seven to six.

Note Regarding Download Estimates

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App Store | Publishers by Worldwide Downloads



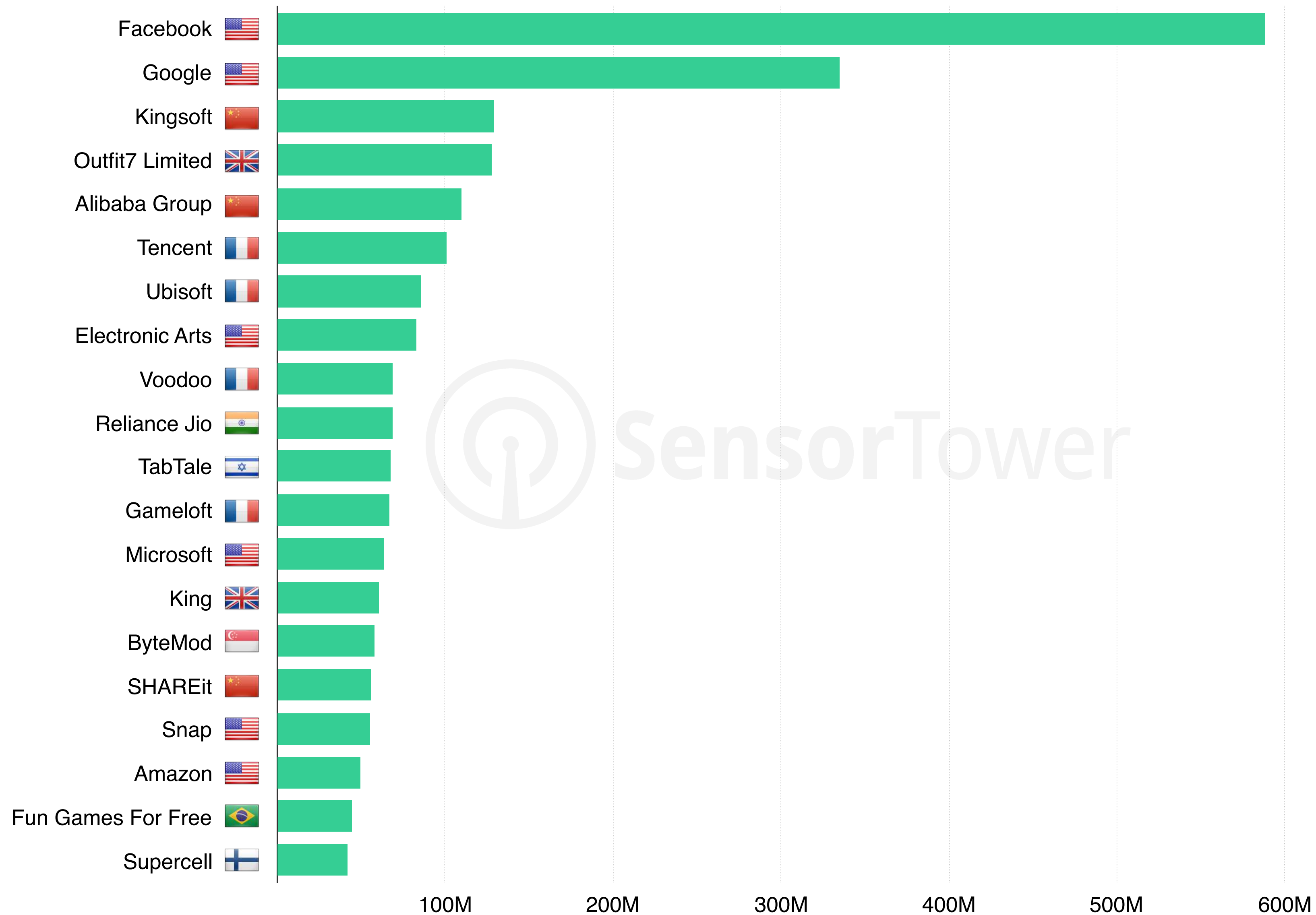
Tencent stayed at No. 1 for iOS publishers and increased its downloads by nearly 75 million, thanks in large part to the massive success of PUBG Mobile.

Publishers that primarily release mobile games made up seven of the top 20 on iOS, down from nine in 4Q17. France's Voodoo once again led them, followed closely by Ubisoft.

Note Regarding Download Estimates

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Google Play | Publishers by Worldwide Downloads



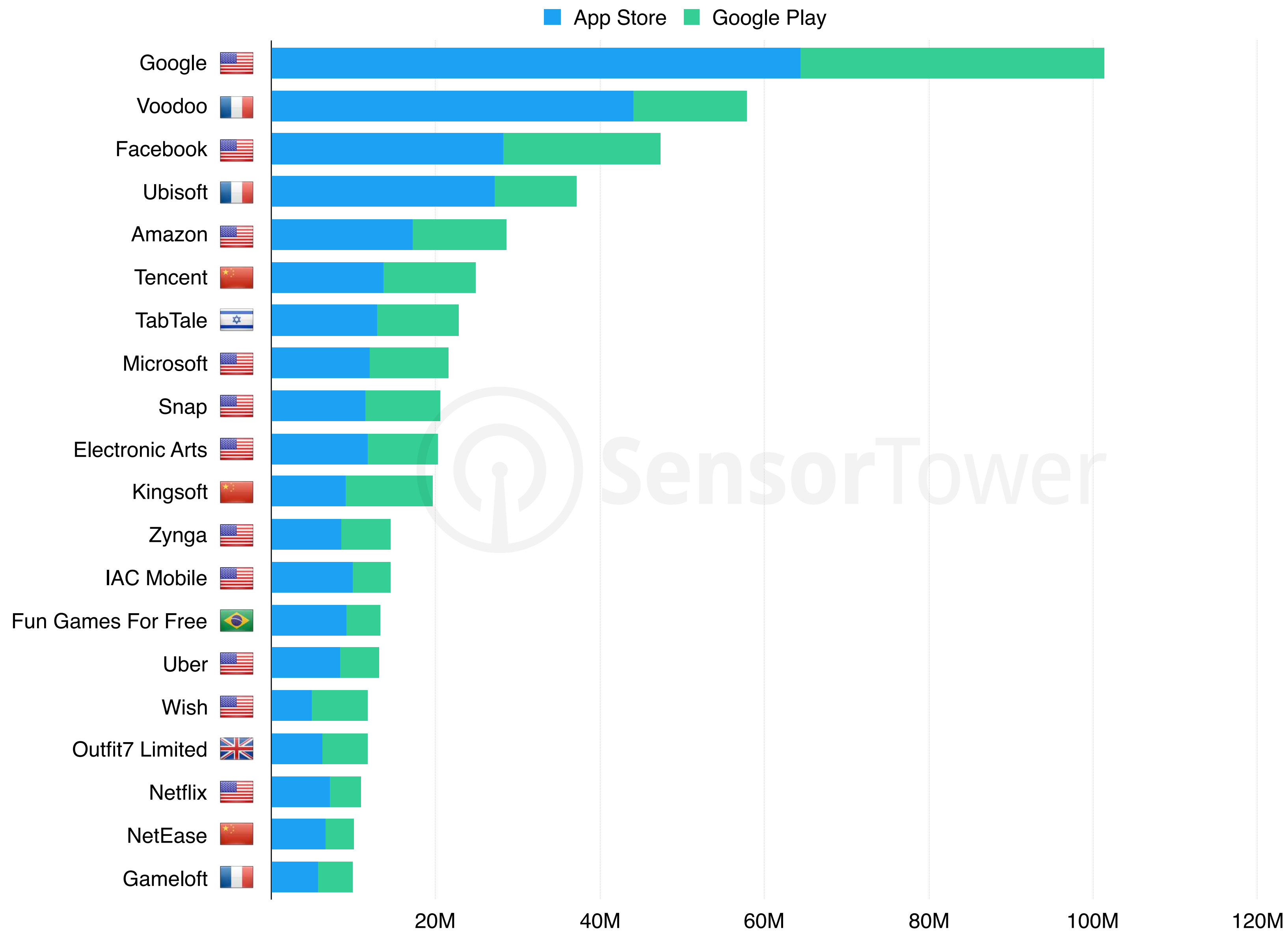
Facebook neared 600 million global Google Play downloads last quarter, increasing its commanding lead over Google as the No. 1 publisher on the latter's platform.

Propelled by the popularity of its social apps, ByteMod entered the top 20 on Google Play at No. 15 overall, ahead of Snap, Amazon, and Supercell, and more.

Note Regarding Download Estimates

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Overall | Publishers by U.S. Downloads



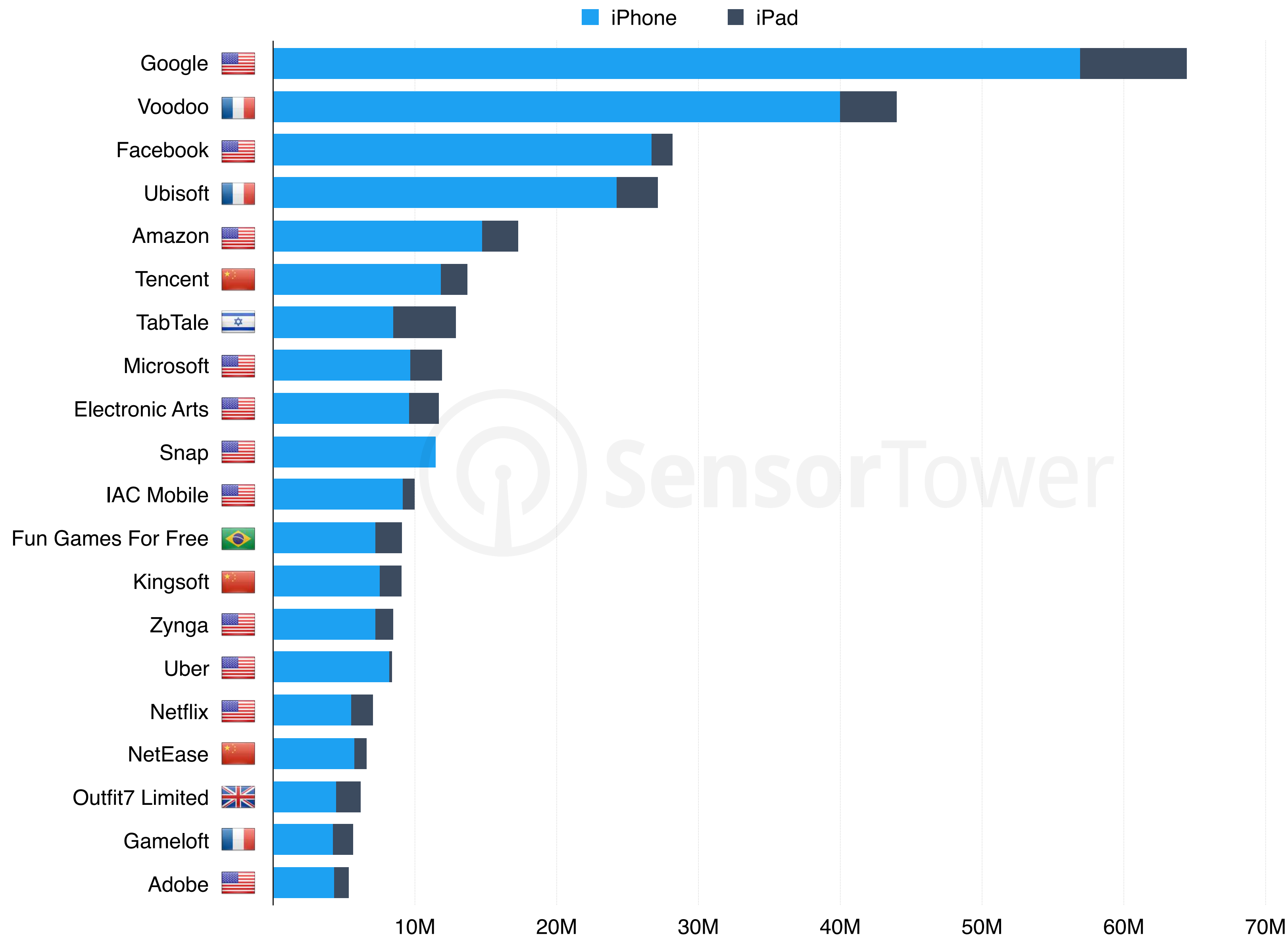
Game maker Voodoo overtook Facebook to become the No. 2 publisher in the U.S. last quarter. Meanwhile, Google retained its dominant lead at No. 1 overall.

Tencent shot to No. 6 from No. 11 in 4Q17 due to the immense popularity of PUBG Mobile. NetEase, publisher of competing title Rules of Survival, entered the top 20 at No. 19.

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App Store | Publishers by U.S. Downloads

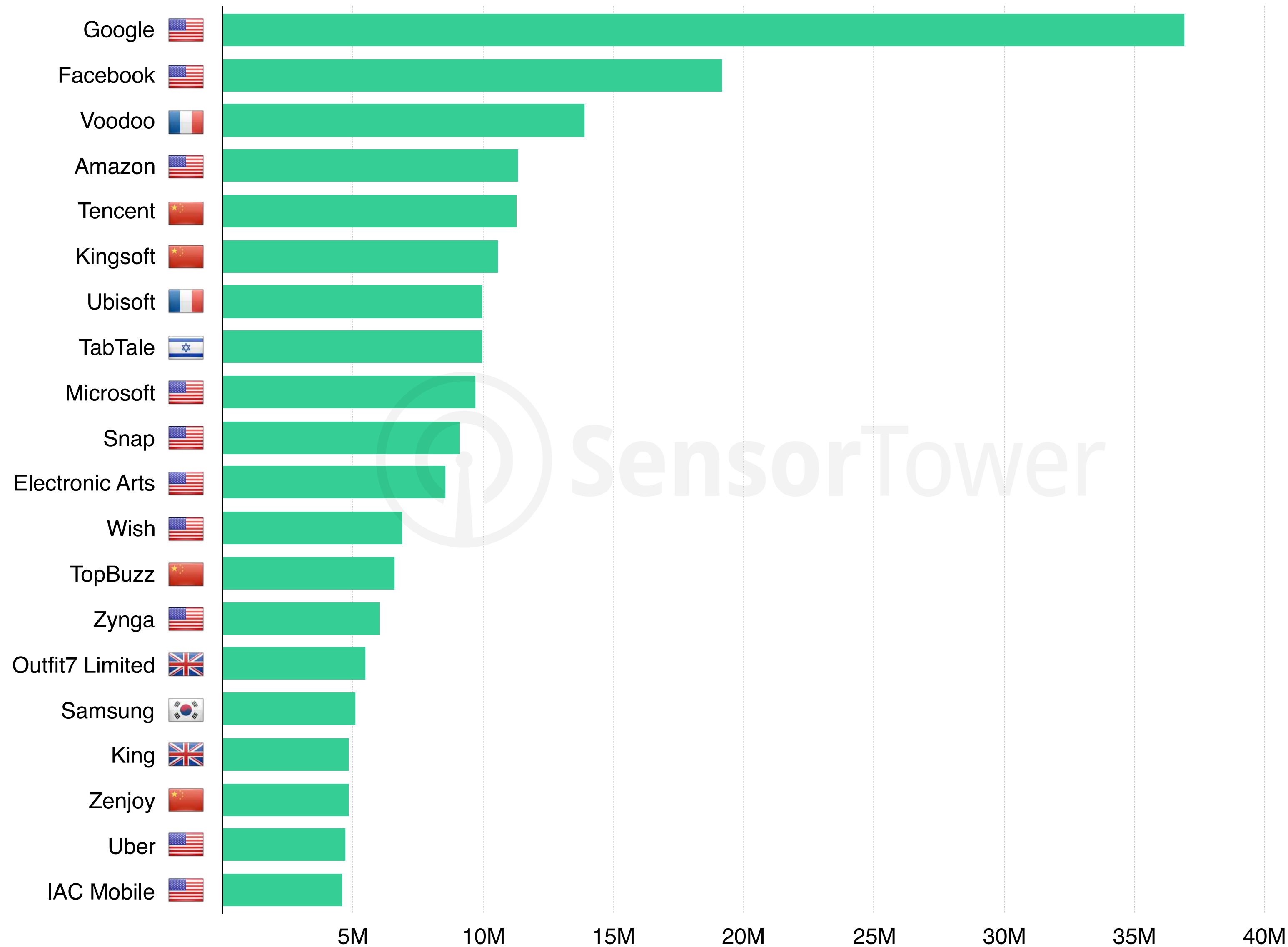


Voodoo also surpassed Facebook on the U.S. App Store to place second after Google. It saw more than 40 million installs of its numerous chart-topping viral games on iOS.

Snap dropped to No. 10 on iOS, having ranked at No. 6 in 4Q17. At the same time, Tencent rode PUBG Mobile installs to No. 6 on the platform, up from No. 12 in 4Q17.

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



Google and Facebook remained at No. 1 and No. 2, respectively, last quarter, although Voodoo managed to climb two spots over 4Q17 to become No. 3 for installs on Google Play.

Viral news and video app publisher TopBuzz did very well last quarter, debuting on the top 20 ranking at No. 13, just ahead of mobile gaming giants Zynga and Outfit7.

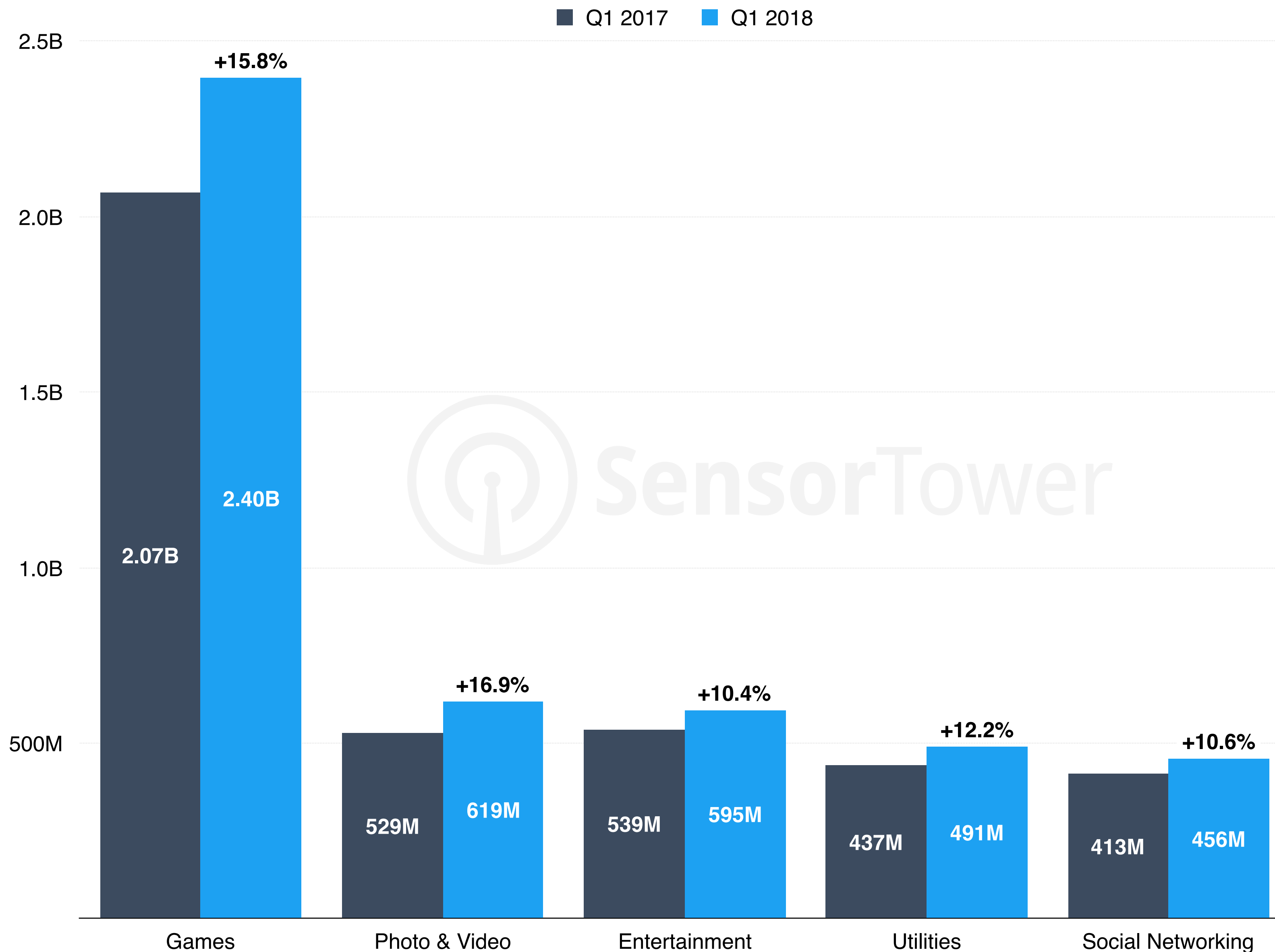
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Top Categories

App Store | Categories by Worldwide Downloads



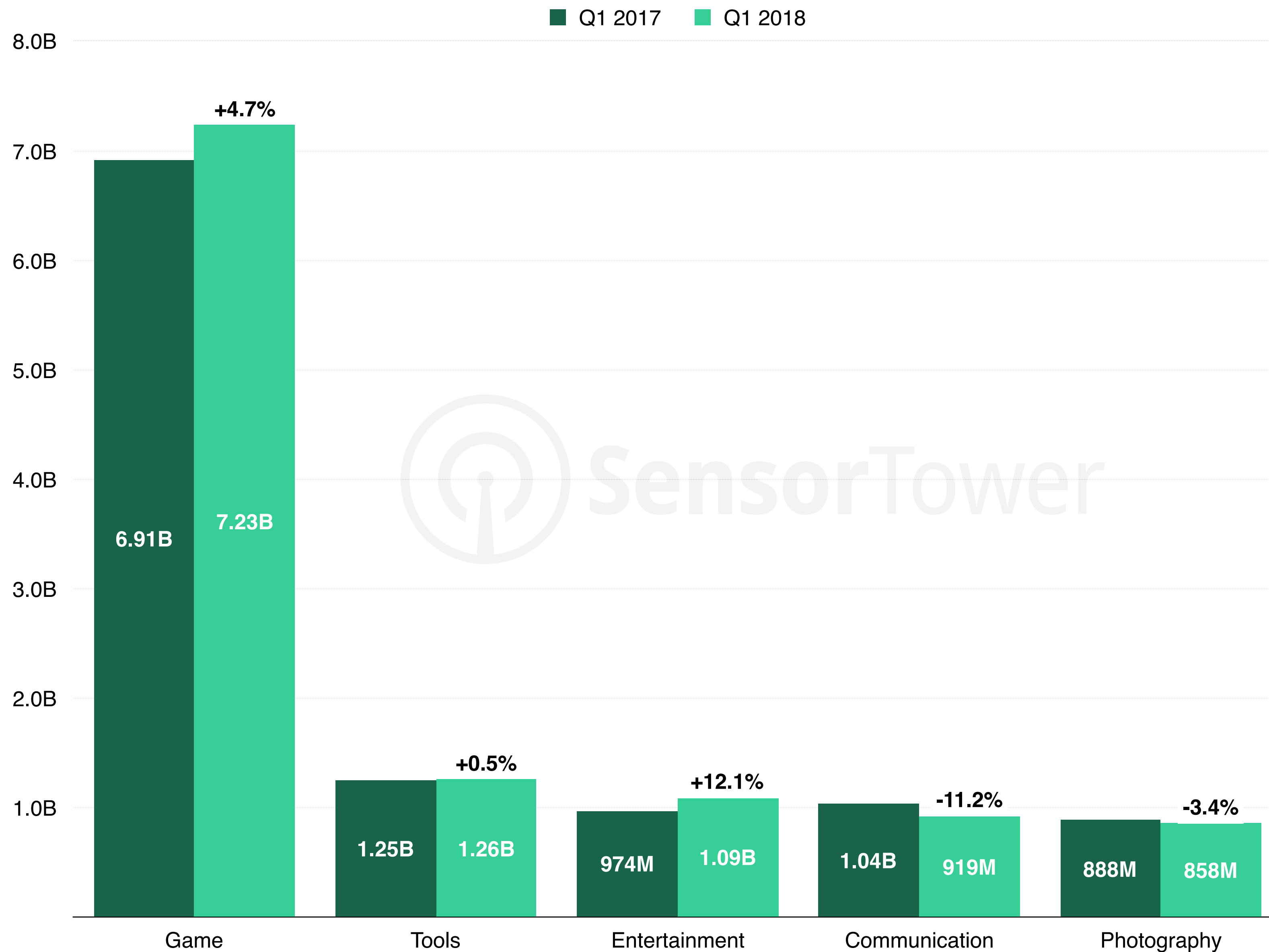
Game installs grew nearly 16% over 1Q17, surpassing the 10% YoY growth seen between 4Q16 and 4Q17. Downloads for the category reached 2.4 billion worldwide.

The Photo & Video category grew almost 17% year-over-year and was the second largest category overall. Entertainment, which occupied that spot in 4Q17, grew just over 10% YoY.

Note Regarding Download Estimates

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Google Play | Categories by Worldwide Downloads



Game category downloads grew modestly year-over-year at 4.7% to 7.23 billion in total. Entertainment grew much more substantially, improving about 12% over 1Q17.

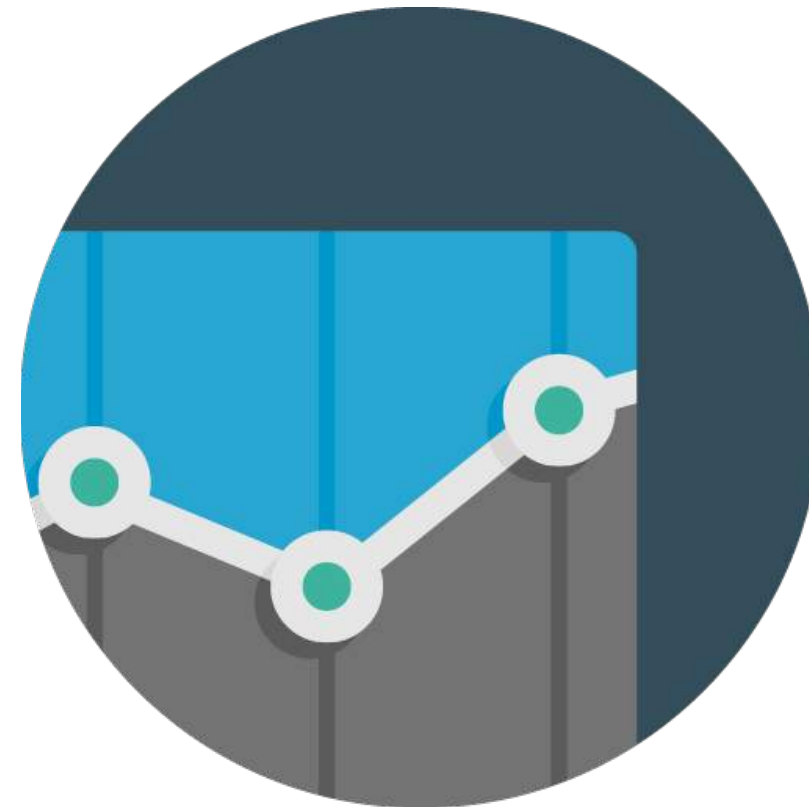
The Communication category continued to decline YoY, with downloads off about 11% over 1Q17 and dipping below one billion. Photography also slid by 3.4%.

Note Regarding Download Estimates

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