App Annie Index: 2014 Retrospective

Top App Trends of 2014

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EXECUTIVE SUMMARY

In 2014, we saw mobile apps and app stores rise even further in prominence, making us excited for new opportunities in 2015. Over the past year, there were numerous new trends including the rise of 'super casual' gaming, explosive growth in the sharing economy, and the emergence of messaging platforms as the dominant option for publishers looking to expand into new regions. In this Retrospective, we will reveal and discuss a variety of trends to help you make smarter business decisions.

Some of the findings include:

- In a year that saw *Flappy Bird* take the app world by storm, single-tap 'super casual' gaming rose to prominence.
- On-demand transportation apps enjoyed massive growth, with top companies Uber and Lyft riding the disruptive wave to multi-billion dollar valuations.
- Following the evolution of messaging apps into diverse, multi-functional platforms, they emerged as the de facto avenue for foreign and domestic publishers looking to distribute content to large audiences.

Harness the power of these findings and more, in addition to listing of the top headline trends of 2014, with insights into the top-growing countries, categories, and app stores.

Thank you for downloading the App Annie Index: 2014 Retrospective.

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TOP APP TRENDS OF 2014

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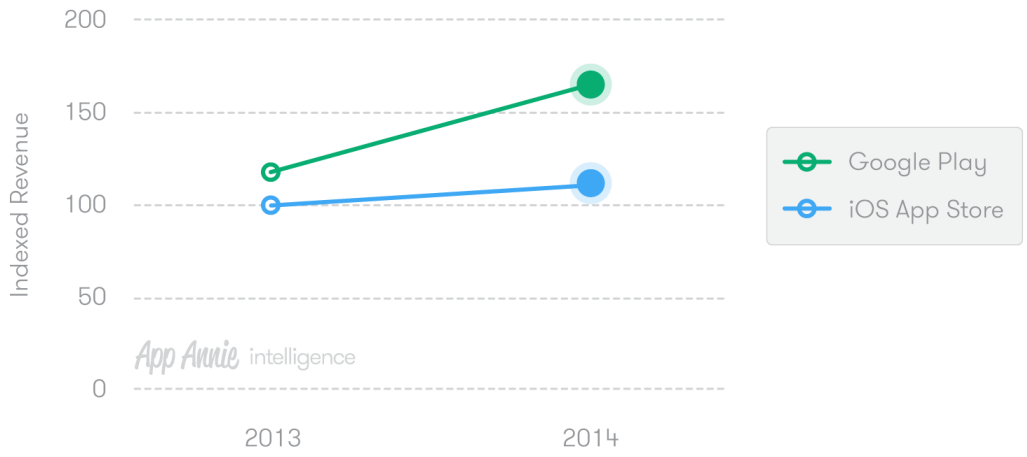
1. Google Play Increased Its Lead Over iOS in Worldwide Downloads

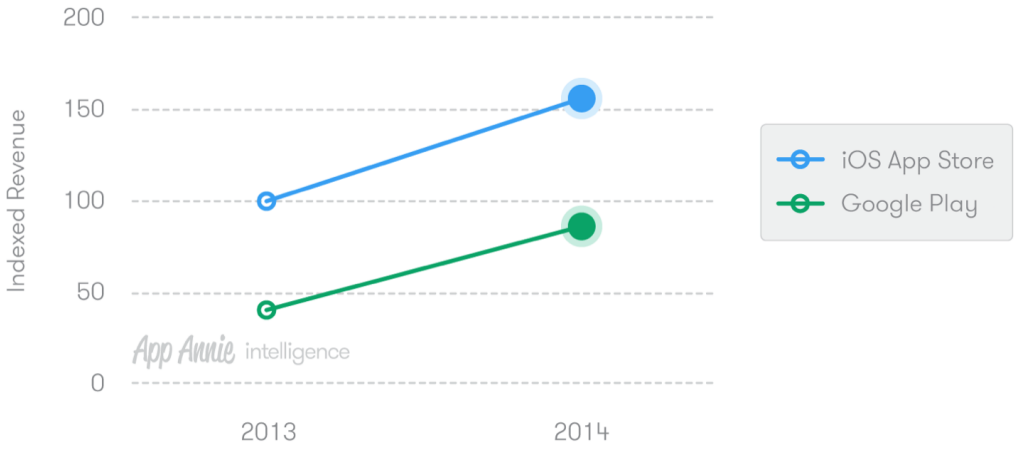
In 2014, Google Play built on its lead over the iOS App Store, amassing nearly 60% more worldwide app downloads than iOS.

Figure 1: Worldwide iOS vs Google Play Downloads



However, iOS maintained its large advantage in monetization, generating over 70% more yearly app revenue than Google Play. However, both stores experienced strong revenue growth in 2014.

Figure 2: Worldwide iOS vs Google Play Revenue



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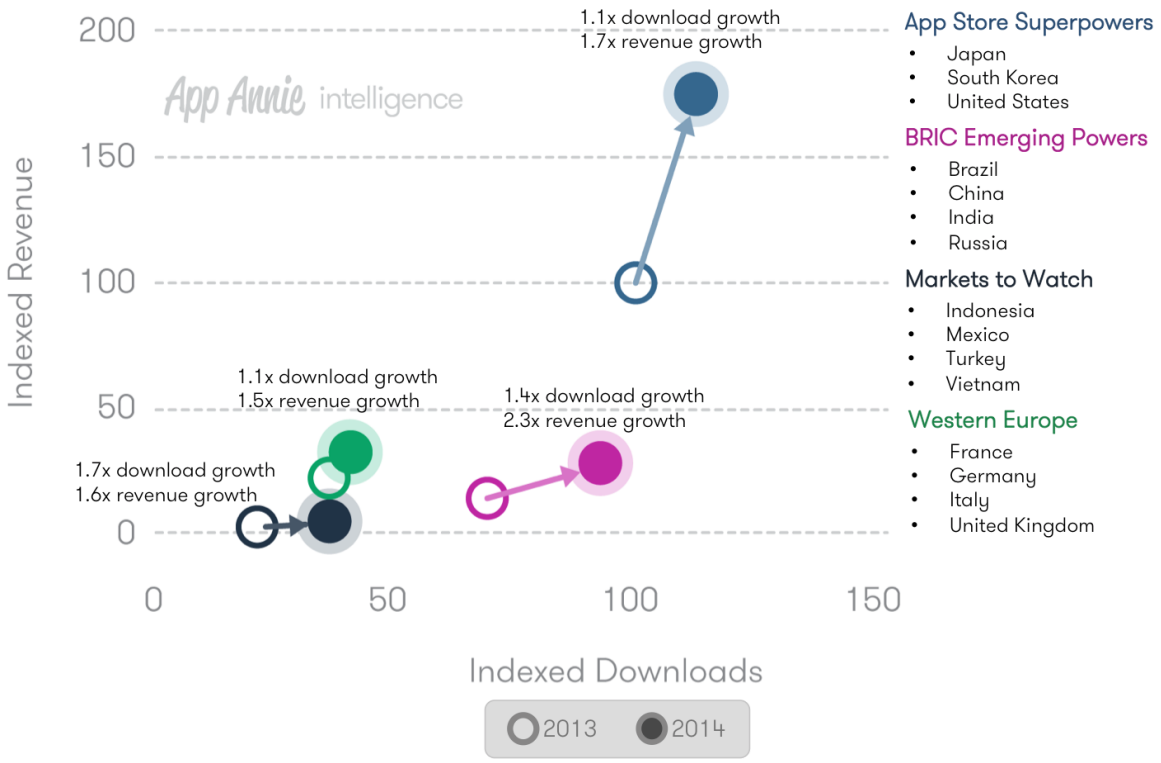
2. App Superpowers' Revenue Soared in 2014, While BRIC Looks to Rock in 2015

The app store superpowers, Japan, South Korea and the United States, collectively generated more revenue than the rest of the world combined, showcasing their ability to monetize even as the market saturates and download growth slows. BRIC (Brazil, Russia, India and China) continued its impressive download growth with Brazil moving up three ranks to finish 2014 as the #2 country by Google Play downloads behind the United States (see page 38). China led BRIC in revenue growth, ending 2014 as the #3 country by iOS revenue behind only the United States and Japan. BRIC countries are now appealing for their monetization potential as well as their expansive audience after growing combined revenue by over 120% in 2014. In 2015, we also expect strong performances from Indonesia, Mexico, Turkey and Vietnam. Continued investment in telecommunication infrastructure in these emerging markets should set the stage for rapid growth in their mobile economies.

Figure 3: Market Group Performance Based on iOS & Google Play Data



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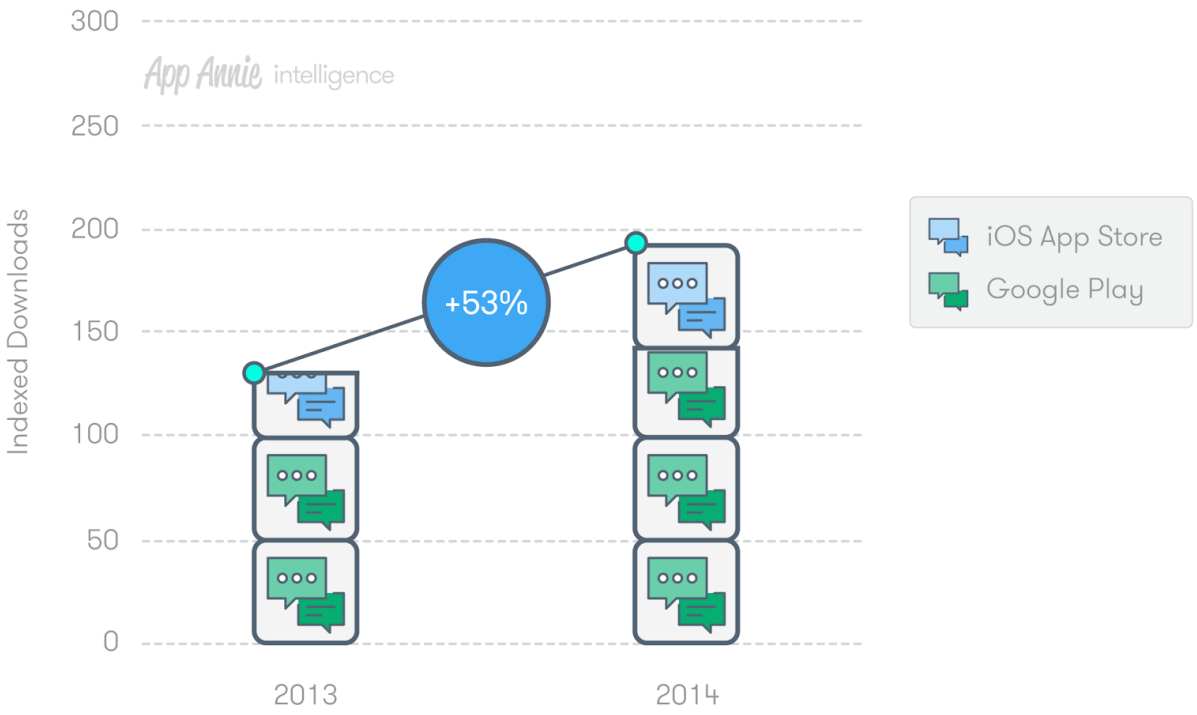
3. Messaging Apps Extended Their Reach as Gateways to New Audiences

Messaging apps continued their rise in 2014. *WhatsApp Messenger* grew at such an enormous pace that Facebook bought it for $19B, as the social networking company sought to cement itself in the mobile-first world. Other platforms such as *LINE* and *WeChat* grew through a variety of functionalities beyond gaming and sticker packs, such as taxi-hailing, mobile payments and streaming media. Tencent's *WeChat* app boasted 468M monthly active users by mid-November 2014, providing the messaging platform with unprecedented negotiating influence with publishers. As more and more user interactions and money flow through their apps, it will be interesting to see how messaging powers differentiate themselves as they vie for global dominance.

Figure 4: Worldwide iOS & Google Play Downloads of Top 10 Messaging Apps*



*Identified by App Annie from the iOS Social Networking and Google Play Communication and Social app categories. Dating apps were excluded. The top 10 Messaging apps in 2013 compared to the top 10 Messaging apps in 2014 by worldwide combined iOS & Google Play downloads. These apps may not necessarily be the same year-over-year.

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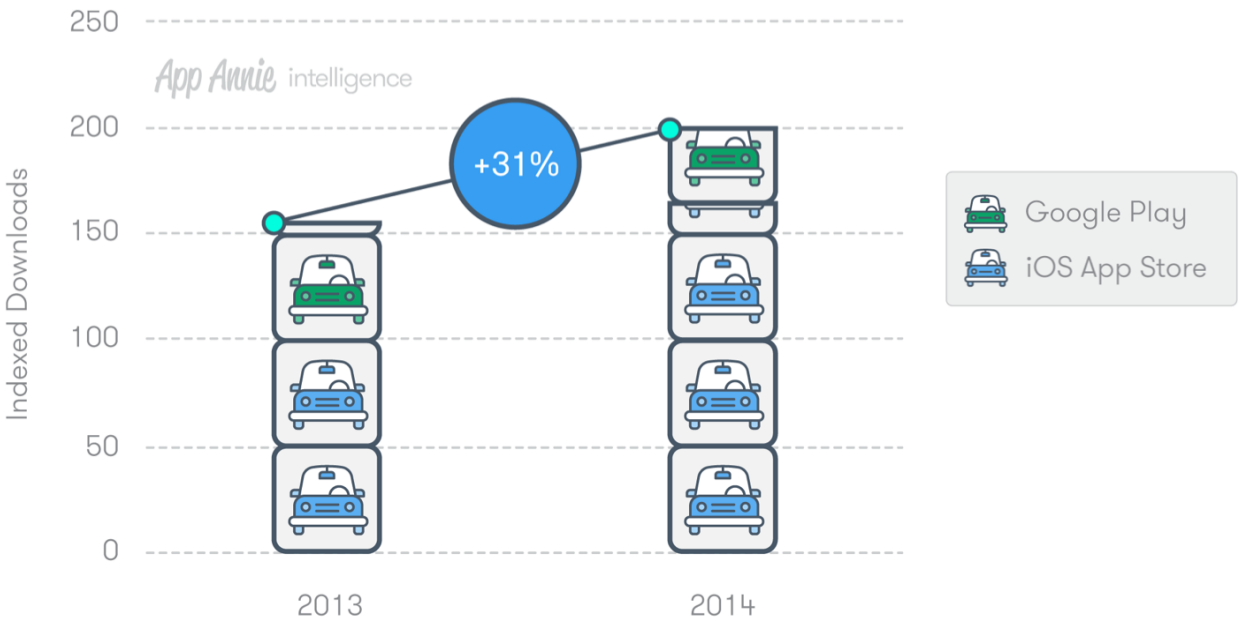
4. Travel and Transportation Apps Led Surge in the Sharing Economy

The sharing economy has revolutionized the way consumers live, work and interact with their communities. From 2013 to 2014, the top 10 travel and transportation apps grew over 30% in downloads. 2014 saw on-demand transportation apps turn the taxi industry on its head as companies like Uber and Lyft amassed large user bases and even larger valuations with funding from some of the biggest names in venture capital. Strategic partnerships accelerated the rapid adoption of these apps, with *Uber* integrating with *Google Maps* in May and *Lyft* partnering with crowdsourcing public transit app *Moovit* in June. The sharing economy outside of ground transportation also enjoyed a stellar 2014, as peer-to-peer housing apps such as *Airbnb, Homeaway VRBO, Couchsurfing* and *Dwellable* were some of the most popular apps within the Hotel & Lodging subcategory.

Figure 5: Worldwide iOS & Google Play Downloads of Top 10 Travel & Transportation Apps*



*Identified by App Annie as providing information and services related to the travel and transportation industries. Subcategories include Hotel & Lodging, Airlines, Ground Transportation, and Aggregators.

The top 10 Travel & Transportation apps in 2013 compared to the top 10 Travel & Transportation apps in 2014 by worldwide iOS & Google Play downloads. These apps may not necessarily be the same year-over-year.

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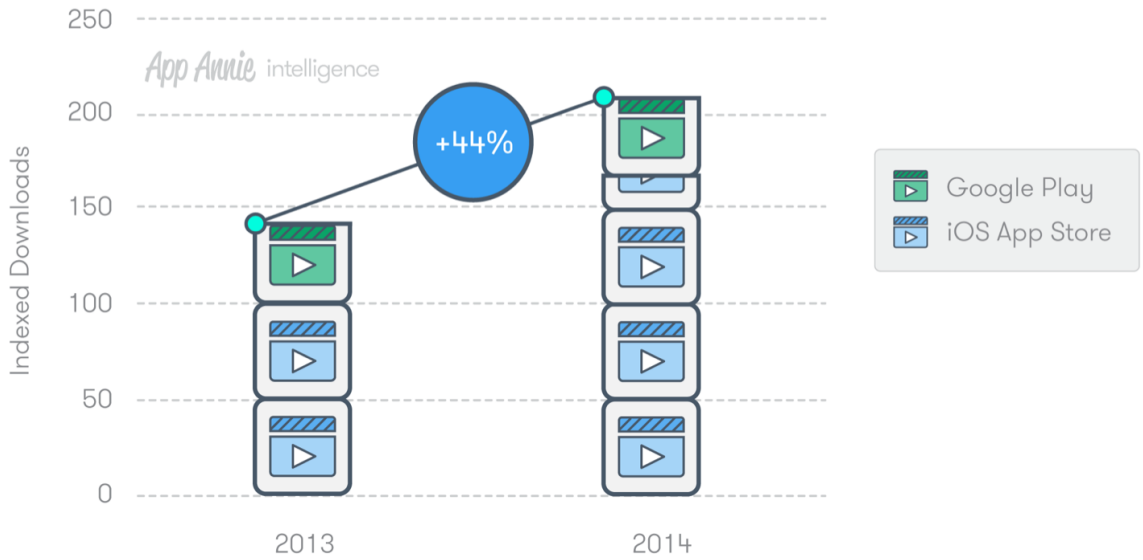
5. Mobile Video Streaming Apps Moved Up in Popularity

A variety of factors influenced the strong download numbers of video streaming apps in 2014. In China especially, increased availability of high-speed data, more generous data plans, and the move towards larger phone screen sizes (phablets) helped drive mobile viewing sharply up. Local content proved vital to *Netflix*'s success in Europe, as it gained traction by localizing app content. For many TV networks and operators, a strong app is now a vital component of successful viewer retention strategies. Increased demand in mobile video content coincided with some networks unbundling themselves from pay TV operators, with sports apps such as *MLB.com At Bat*, *NFL Game Pass* and *BoxNation* delivering content directly to users without third-party restrictions. In 2015, we expect to see more unbundling of premium content from traditional carriers as mobile streaming options continue to increase, allowing consumers more freedom than ever to consume their favorite movies and shows on-the-go.

Figure 6: Worldwide iOS & Google Play Downloads of Top 10 Video Streaming Apps*



*Identified by App Annie as apps providing long-form video in the form of TV series, movies or full sports events. For these video forms, the content provider retains ownership and control of the content.
The top 10 Video Streaming apps in 2013 were compared to the top 10 Video Streaming apps in 2014 by worldwide iOS & Google Play downloads. These apps may not necessarily be the same year-over-year.

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6. Silver Screen Icons Had Sizable Mobile Impact

As smartphone penetration reached ever higher levels, popular cultural icons found great success when repackaged within mobile games. Movie-based games peaked with premieres, but in some cases extended the lifecycle of the intellectual property (IP), fostering brand loyalty and keeping users engaged between movies. For instance, *Despicable Me* ranked among the top 10 games by worldwide December downloads 18 months after the app's initial release. Games based on TV brands like *Family Guy: The Quest for Stuff* appealed to show enthusiasts, but also attracted new audiences. A strong 2014 sets the stage in 2015 for more traditional media brands acquiring and monetizing mobile users through existing game structures refreshed with their well-known IPs.

Table 1: Top 10 IP Crossover Games by Worldwide iOS & Google Play Downloads*, 2014

Rank	App Name	Publisher	Genre
1	Despicable Me	Gameloft	Endless Runner
2	Frozen Free Fall	Disney	Puzzle
3	The Simpsons: Tapped Out	Electronic Arts	City Builder
4	Angry Birds Rio	Rovio	Puzzle**
5	Cars: Fast as Lightning	Disney	Puzzle
6	RoboCop	Glu	Shooter
7	Fast and Furious 6	Kabam	Racing
8	Angry Birds Star Wars II	Rovio	Puzzle**
9	Transformers: Age of Extinction	DeNA	Endless Runner
10	Family Guy: The Quest for Stuff	TinyCo	City Builder

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*Identified by App Annie as based on a specific movie or TV series.
Games that license intellectual property but are not tied to movie or TV series are excluded.
**Angry Birds gameplay was included in the puzzle category due to its strategic problem-solving and physics.

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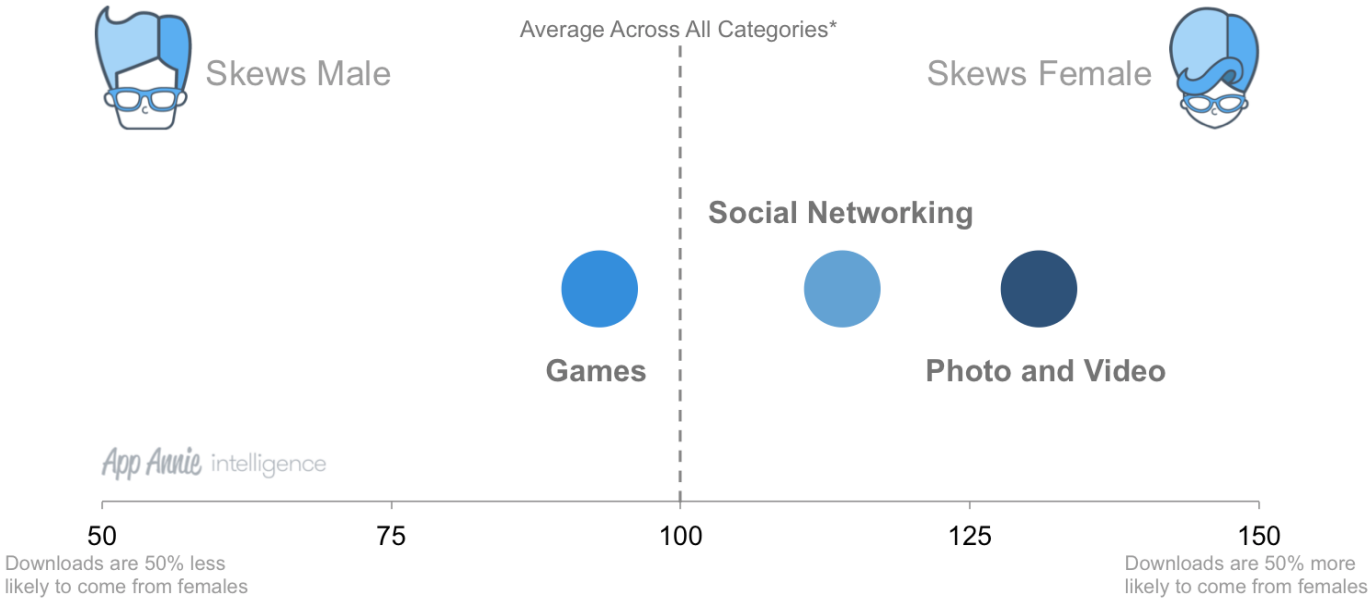
7. Demographics Skewed More Female for Social Networking and Photo and Video

Understanding who your core users are on mobile is crucial for any publisher aiming for success in 2015 and beyond. Leveraging App Annie's proprietary demographics data, we took a look at the gender composition of downloads in United States for several app categories. When compared to the gender ratio of overall app downloads, mobile gamers tended to be slightly more male in composition, whereas the Social Networking and Photo & Video categories skewed towards female audiences. Visual discovery apps like *Pinterest* are home to legions of loyal female users who create and share aspirational content, making it an ideal platform for brand marketers looking to build their mobile presence. Apps with strong appeal to particular demographics like *Pinterest* can offer easier targeting for advertisers who are spending a growing share of their budgets on social.

Figure 7: Relative Composition of Downloads by Women Across iOS App Store Categories in the United States, 2014



*Average composition of downloads by women is indexed to 100.

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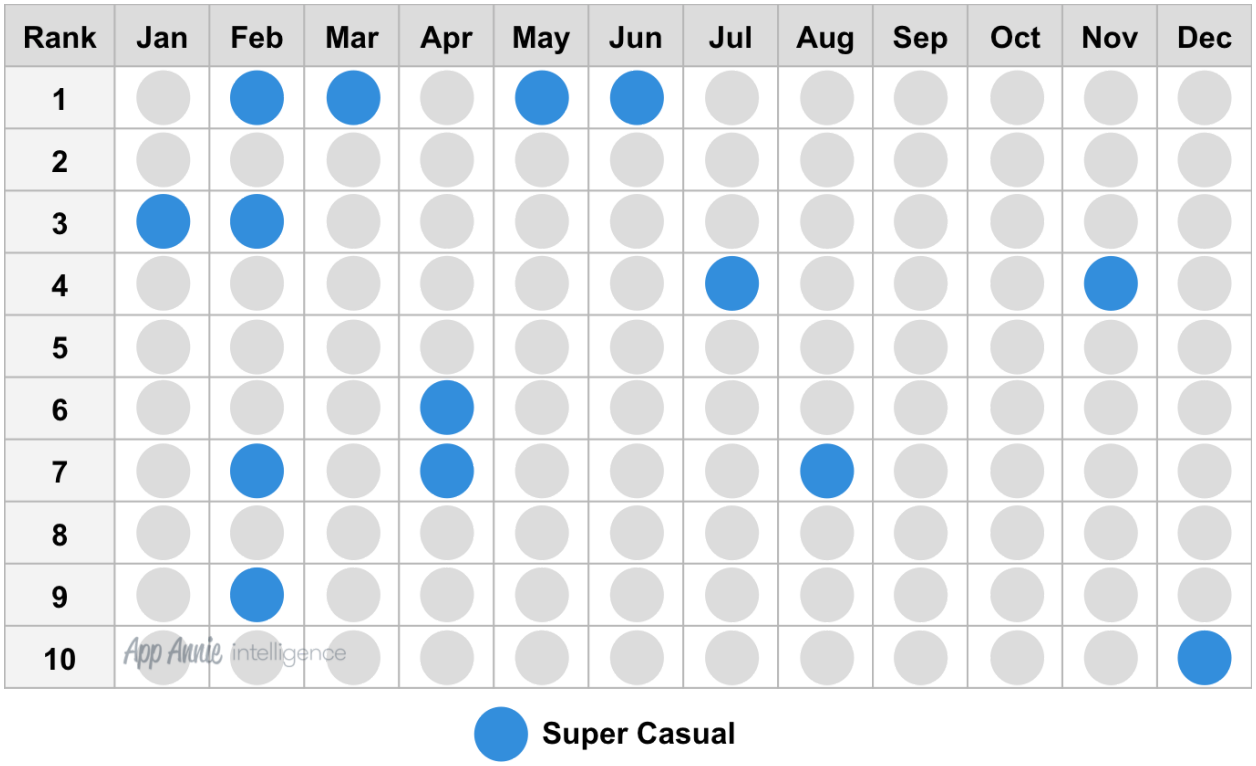
8. Super Casual Gaming Had a Superb Year

As people spent more time on their phones filling short gaps in their day, 'super casual' games* seized the spotlight in 2014, with the most famous being the now-defunct *Flappy Bird*. Its virality spawned a legion of imitators, but the concept of simple, short sessions and single-tap games took hold. 'Super casual' game publisher Ketchapp Studio was one company that flourished as a result of this trend, finishing the year in the top 10 publishers by worldwide iOS and Google Play downloads. Among top apps, one or more 'super casual' games finished in the top 10 by monthly downloads for 10 out of 12 months in 2014, lending further credence to the theory that a broad swath of mobile users consume games in simple, bite-sized portions.

Table 2: Top 10 Games by Worldwide iOS & Google Play Downloads, 2014 by Month



*Identified by App Annie as single tap games with short sessions. Games with extensive tap controls, mission progression, and puzzle aspects are excluded. Super casual games in the top 10 are not necessarily the same games month-over-month.

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9. Local Expertise Drove Music App Growth in 2014

With the proliferation of music apps, localization proved key for big players in different markets. While *Spotify* and *Shazam* were strong in North America and Western Europe, there was a clear demand for regional music services with local market knowledge and expertise. Tencent's *QQ Music* took the top spot in China with its focus on premium audio quality and its broad catalogue spanning Western and Eastern hits, while *Palco MP3* focused purely on local Brazilian talent, boasting 90,000 artists on its app. As the music space continues heating up in 2015, companies need to stay competitive by providing a premium experience to their local markets by sourcing the best artists and launching innovative product features.

Table 3: Top 3 Music Apps by iOS & Google Play Downloads for Select Markets, 2014

Country	#1	#2	#3
Brazil			
China			
France			
Germany			
Japan			
South Korea			
United Kingdom			
United States			

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*Identified by App Annie as providing information and content related to the music industry. These industries include Music Creation, Music Listening, Artists and Information & Other.

Click on the app icons in the table to learn more information about each app.

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TOP APPS AND PUBLISHERS BY COUNTRY

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WORLDWIDE:

BY DOWNLOADS

Table 4: Top Games of 2014: Worldwide iOS & Google Play Downloads

Rank	Game	Publisher
1	Candy Crush Saga	King Tencent
2	Subway Surfers	Kiloo
3	My Talking Tom	Outfit7
4	Farm Heroes Saga	King
5	Clash of Clans	Supercell
6	Pou	Zakeh
7	Despicable Me	Gameloft
8	Temple Run 2	Imangi
9	Don't Tap The White Tile	Cheetah Mobile
10	Hill Climb Racing	Fingersoft

Table 5: Top Apps of 2014: Worldwide iOS & Google Play Downloads

Rank	App	Publisher
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	WhatsApp Messenger	Facebook
4	Instagram	Facebook
5	Skype	Microsoft
6	Clean Master	Cheetah Mobile
7	Viber	Rakuten
8	LINE	LINE
9	Twitter	Twitter
10	Snapchat	Snapchat

Table 6: Top Publishers of 2014: Worldwide iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Gameloft	France
3	Electronic Arts	United States
4	Rovio	Finland
5	Glu	United States
6	Supercell	Finland
7	Disney	United States
8	Tencent	China
9	Outfit7	Cyprus
10	LINE	Japan

Table 7: Top Publishers of 2014: Worldwide iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	Cheetah Mobile	China
4	Baidu	China
5	Sungy Mobile	China
6	Microsoft	United States
7	Apple	United States
8	Tencent	China
9	Outfit7	Cyprus
10	LINE	Japan

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WORLDWIDE:

BY REVENUE

Table 8: Top Games of 2014: Worldwide iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Puzzle & Dragons	GungHo Online
3	Candy Crush Saga	King Tencent
4	Monster Strike	Mixi Tencent
5	Game of War - Fire Age	Machine Zone
6	Hay Day	Supercell
7	Farm Heroes Saga	King
8	Disney Tsum Tsum	LINE
9	The World of Mystic Wiz	COLOPL
10	Brave Frontier	Chukong gumi Inc.

Table 9: Top Apps of 2014: Worldwide iOS & Google Play Revenue

Rank	App	Publisher
1	LINE	LINE
2	Pandora Radio	Pandora
3	LINE PLAY	LINE
4	Zoosk	Zoosk
5	Skype	Microsoft
6	LINE Manga	LINE
7	Badoo	Badoo
8	Spotify	Spotify
9	PocketColony	Cocone
10	MLB.com At Bat	MLB

Table 10: Top Publishers of 2014: Worldwide iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	GungHo Online	Japan
4	LINE	Japan
5	Tencent	China
6	COLOPL	Japan
7	Electronic Arts	United States
8	Mixi	Japan
9	Machine Zone	United States
10	BANDAI NAMCO	Japan

Table 11: Top Publishers of 2014: Worldwide iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	LINE	Japan
2	Pandora	United States
3	Microsoft	United States
4	InterActiveCorp (IAC)	United States
5	Disney	United States
6	Zoosk	United States
7	Smule	United States
8	MagazineCloner	United Kingdom
9	Voltage	Japan
10	Badoo	United Kingdom

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BRAZIL:

BY DOWNLOADS

Table 12: Top Games of 2014: Brazil iOS & Google Play Downloads

Rank	Game	Publisher
1	Pou	Zakeh
2	Subway Surfers	Kiloo
3	My Talking Tom	Outfit7
4	Trivia Crack	Etermax
5	Candy Crush Saga	King Tencent
6	Despicable Me	Gameloft
7	Zombie Tsunami	MobiGame
8	Farm Heroes Saga	King
9	Show do Milhão by LGR Mobile Apps	LGR Mobile Apps
10	Temple Run 2	Imangi

Table 13: Top Apps of 2014: Brazil iOS & Google Play Downloads

Rank	App	Publisher
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Instagram	Facebook
5	Antivirus Booster & Cleaner	PSafe
6	Palco MP3	Studio Sol
7	Retrica	Venticake
8	4shared	New IT Solutions
9	AVAST Mobile Security & Antivirus	AVAST
10	Skype	Microsoft

Table 14: Top Publishers of 2014: Brazil iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	Gameloft	France
2	King	United Kingdom
3	Electronic Arts	United States
4	Zakeh	Lebanon
5	Rovio	Finland
6	Outfit7	Cyprus
7	Doodle Mobile	China
8	Kiloo	Denmark
9	Etermax	Argentina
10	XPEC	China

Table 15: Top Publishers of 2014: Brazil iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	Cheetah Mobile	China
4	Outfit7	Cyprus
5	Studio Sol	Brazil
6	Sungy Mobile	China
7	Microsoft	United States
8	PSafe	Brazil
9	Venticake	South Korea
10	AVAST	Czech Republic

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BRAZIL:

BY REVENUE

Table 16: Top Games of 2014: Brazil iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Candy Crush Saga	King Tencent
3	Hay Day	Supercell
4	Game of War - Fire Age	Machine Zone
5	Farm Heroes Saga	King
6	Dragon City	Social Point
7	Boom Beach	Supercell
8	Pet Rescue Saga	King
9	The Sims FreePlay	Electronic Arts
10	Real Racing 3	Electronic Arts

Table 17: Top Apps of 2014: Brazil iOS & Google Play Revenue

Rank	App	Publisher
1	PlayKids	Movile
2	Deezer	Deezer
3	Rdio	Rdio
4	Lottie Dottie Chicken	ZeroUm Digital
5	Skype	Microsoft
6	Badoo	Badoo
7	Spotify	Spotify
8	LOVOO	LOVOO
9	Microsoft Word	Microsoft
10	TomTom Brazil	TomTom

Table 18: Top Publishers of 2014: Brazil iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Electronic Arts	United States
4	Gameloft	France
5	Machine Zone	United States
6	Kabam	United States
7	Social Point	Spain
8	Time Warner	United States
9	Zynga	United States
10	GAMEVIL	South Korea

Table 19: Top Publishers of 2014: Brazil iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	Movile	Brazil
2	Deezer	France
3	ZeroUm Digital	Brazil
4	Microsoft	United States
5	Rdio	United States
6	Abril	Brazil
7	Organizacoes Globo	Brazil
8	Badoo	United Kingdom
9	TomTom	Netherlands
10	Lesson Nine	Germany

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CHINA:

BY DOWNLOADS

Table 20: Top Games of 2014: China iOS Downloads

Rank	Game	Publisher
1	Thunder Fighter	Tencent Garena Online
2	Happy Elements	Happy Elements
3	Landlord Poker	Tencent
4	We Fly	Tencent
5	WeChat Dash	Tencent
6	QQMahjong	Tencent
7	Asphalt 8: Airborne	Gameloft
8	2048	Ketchapp Studio
9	WeChat Speed	Tencent
10	PopStar 3	Simply Game

Table 21: Top Apps of 2014: China iOS Downloads

Rank	App	Publisher
1	QQ	Tencent
2	Tencent Video	Tencent
3	Taobao	Alibaba Group
4	Alipay	Alibaba Small & Micro Financial Services
5	iQIYI	Baidu
6	Youku	Youku Tudou
7	UC Browser	Alibaba Group
8	Meituan	Sankuai
9	Baidu	Baidu
10	WeChat	Tencent

Table 22: Top Publishers of 2014: China iOS Game Downloads

Rank	Game Publisher	Headquarters
1	Tencent	China
2	Gameloft	France
3	Electronic Arts	United States
4	Glu	United States
5	Chukong	China
6	Happy Elements	China
7	Supercell	Finland
8	Ketchapp Studio	France
9	Yodo1	China
10	Rovio	Finland

Table 23: Top Publishers of 2014: China iOS Outside of Games

Rank	App Publisher	Headquarters
1	Tencent	China
2	Baidu	China
3	Alibaba Group	China
4	Meitu	China
5	Apple	United States
6	Youku Tudou	China
7	Sohu	China
8	Alibaba Small & Micro Financial Services	China
9	Sankuai	China
10	Sina	China

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CHINA:

BY REVENUE

Table 24: Top Games of 2014: China iOS Revenue

Rank	Game	Publisher
1	Dot Arena	Longtu Game Fun Plus Game GAEA Mobile
2	WeChat Dash	Tencent
3	We Fly	Tencent
4	Thunder Fighter	Tencent Garena Online
5	Clash of Clans	Supercell
6	WeChat Speed	Tencent
7	We Fight	Tencent High Morale Developments
8	Leave the Three Kingdoms Alone!	Kalends Babeltime
9	I am MT	EFUN Nox Mobile LocoJoy Kalends
10	Boom Beach	Supercell

Table 25: Top Apps of 2014: China iOS Revenue

Rank	App	Publisher
1	Momo	Momo Technology
2	iQIYI	Baidu
3	Changba	Zuitao
4	JiaYuan	Jiayuan
5	QQ	Tencent
6	Youku	Youku Tudou
7	LeTV	LeTV
8	Qzone	Tencent
9	Lily Dating	baihe.com
10	WeChat	Tencent

Table 26: Top Publishers of 2014: China iOS Game Revenue

Rank	Game Publisher	Headquarters
1	Tencent	China
2	Supercell	Finland
3	Longtu Game	China
4	Perfect World	China
5	NetEase	China
6	Babeltime	China
7	LocoJoy	China
8	Chukong	China
9	GAMEVIL	South Korea
10	Electronic Arts	United States

Table 27: Top Publishers of 2014: China iOS Revenue Outside of Games

Rank	App Publisher	Headquarters
1	Tencent	China
2	Momo Technology	China
3	Baidu	China
4	Zuitao	China
5	Jiayuan	China
6	Youku Tudou	China
7	LeTV	China
8	baihe.com	China
9	Shanda	China
10	ZHANGYUE	China

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FRANCE:

BY DOWNLOADS

Table 28: Top Games of 2014: France iOS & Google Play Downloads

Rank	Game	Publisher
1	Candy Crush Saga	King Tencent
2	Farm Heroes Saga	King
3	QuizClash	FEO Media
4	Subway Surfers	Kiloo
5	Clash of Clans	Supercell
6	Bubble Witch 2 Saga	King
7	Despicable Me	Gameloft
8	Don't Tap The White Tile	Cheetah Mobile
9	4 Pics 1 Word	LOTUM
10	My Talking Tom	Outfit7

Table 29: Top Apps of 2014: France iOS & Google Play Downloads

Rank	App	Publisher
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Snapchat	Snapchat
4	Skype	Microsoft
5	WhatsApp Messenger	Facebook
6	Shazam	Shazam Entertainment
7	Instagram	Facebook
8	Dubsmash	Mobile Motion
9	6play	M6 Group
10	Leboncoin	Schibsted

Table 30: Top Publishers of 2014: France iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Gameloft	France
3	Electronic Arts	United States
4	Ketchapp Studio	France
5	Rovio	Finland
6	Supercell	Finland
7	XPEC	China
8	Disney	United States
9	Glu	United States
10	Storm8	United States

Table 31: Top Publishers of 2014: France iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	Microsoft	United States
4	Snapchat	United States
5	Orange SA	France
6	Apple	United States
7	Sungy Mobile	China
8	Outfit7	Cyprus
9	Cheetah Mobile	China
10	SFR	France

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FRANCE:

BY REVENUE

Table 32: Top Games of 2014: France iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Candy Crush Saga	King Tencent
3	Farm Heroes Saga	King
4	Game of War - Fire Age	Machine Zone
5	Hay Day	Supercell
6	Pet Rescue Saga	King
7	Empire: Four Kingdoms	Goodgame Studios
8	The Simpsons™: Tapped Out	Electronic Arts
9	Boom Beach	Supercell
10	Top Eleven	Nordeus

Table 33: Top Apps of 2014: France iOS & Google Play Revenue

Rank	App	Publisher
1	AdoptAGuy	GEB AdoptAGuy
2	Deezer	Deezer
3	iCoyote	Coyote System
4	Badoo	Badoo
5	Meetic	InterActiveCorp (IAC)
6	Skype	Microsoft
7	Zoosk	Zoosk
8	LOVOO	LOVOO
9	Le Monde	Le Monde
10	LeKiosk	LeKiosque

Table 34: Top Publishers of 2014: France iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Electronic Arts	United States
4	Kabam	United States
5	Machine Zone	United States
6	Gameloft	France
7	Goodgame Studios	Germany
8	Zynga	United States
9	IGG	China
10	Nordeus	Serbia

Table 35: Top Publishers of 2014: France iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	GEB AdoptAGuy	France
2	Deezer	France
3	Coyote System	France
4	Badoo	United Kingdom
5	InterActiveCorp (IAC)	United States
6	Microsoft	United States
7	Lesson Nine	Germany
8	TomTom	Netherlands
9	Zoosk	United States
10	LOVOO	Germany

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Table 36: Top Games of 2014: Germany iOS & Google Play Downloads

Rank	Game	Publisher
1	QuizClash	FEO Media
2	Candy Crush Saga	King Tencent
3	Farm Heroes Saga	King
4	Clash of Clans	Supercell
5	Subway Surfers	Kiloo
6	Hay Day	Supercell
7	Pou	Zakeh
8	4 Pics 1 Word	LOTUM
9	Bubble Witch 2 Saga	King
10	Don't Tap The White Tile	Cheetah Mobile

Table 37: Top Apps of 2014: Germany iOS & Google Play Downloads

Rank	App	Publisher
1	WhatsApp Messenger	Facebook
2	Facebook Messenger	Facebook
3	Facebook	Facebook
4	Skype	Microsoft
5	eBay	eBay
6	Spotify	Spotify
7	Instagram	Facebook
8	Amazon	Amazon
9	Clean Master	Cheetah Mobile
10	Shazam	Shazam Entertainment

Table 38: Top Publishers of 2014: Germany iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Electronic Arts	United States
3	Gameloft	France
4	Rovio	Finland
5	FEO Media	Sweden
6	Supercell	Finland
7	XPEC	China
8	Disney	United States
9	LOTUM	Germany
10	Storm8	United States

Table 39: Top Publishers of 2014: Germany iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	eBay	United States
4	Microsoft	United States
5	Apple	United States
6	Cheetah Mobile	China
7	Amazon	United States
8	Bertelsmann Stiftung	Germany
9	Outfit7	Cyprus
10	Deutsche Telekom	Germany

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Table 40: Top Games of 2014: Germany iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Hay Day	Supercell
3	Candy Crush Saga	King Tencent
4	Empire: Four Kingdoms	Goodgame Studios
5	Game of War - Fire Age	Machine Zone
6	The Simpsons™: Tapped Out	Electronic Arts
7	Farm Heroes Saga	King
8	Top Eleven	Nordeus
9	Castle Clash	IGG Tencent
10	Boom Beach	Supercell

Table 41: Top Apps of 2014: Germany iOS & Google Play Revenue

Rank	App	Publisher
1	LOVOO	LOVOO
2	BILD	Axel Springer
3	Threema	Kasper Systems
4	NAVIGON Europe	Garmin
5	WeatherPro	MeteoGroup
6	FriendScout24	FriendScout24
7	Die Welt	Axel Springer
8	NAVIGON select	Garmin
9	RTL NOW	Bertelsmann Stiftung
10	Blitzer.de	Eifrig

Table 42: Top Publishers of 2014: Germany iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Electronic Arts	United States
4	Goodgame Studios	Germany
5	Kabam	United States
6	Gameloft	France
7	Machine Zone	United States
8	IGG	China
9	Zynga	United States
10	GAMEVIL	South Korea

Table 43: Top Publishers of 2014: Germany iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	LOVOO	Germany
2	Axel Springer	Germany
3	Garmin	United States
4	Bertelsmann Stiftung	Germany
5	Lesson Nine	Germany
6	Kasper Systems	Switzerland
7	TomTom	Netherlands
8	Runtastic	Austria
9	MeteoGroup	United Kingdom
10	FriendScout24	Germany

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Table 44: Top Games of 2014: Japan iOS & Google Play Downloads

Rank	Game	Publisher
1	Disney Tsum Tsum	LINE
2	Monster Strike	Mixi Tencent
3	Puzzle & Dragons	GungHo Online
4	Cookie Run	LINE Devsisters
5	Candy Crush Saga	King Tencent
6	LINE Rangers	LINE
7	Pokopang	LINE NHN Entertainment
8	Frozen Free Fall	Disney
9	PokoPoko	LINE
10	Monster Watch Exercise #1 - Puzzle Meow	Level-5

Table 45: Top Apps of 2014: Japan iOS & Google Play Downloads

Rank	App	Publisher
1	LINE	LINE
2	Facebook Messenger	Facebook
3	Twitter	Twitter
4	Yahoo! JAPAN	Yahoo Japan
5	Facebook	Facebook
6	YouTube	Google
7	LINE camera	LINE
8	McDonald’s	McDonald's Japan
9	comico	NHN PlayArt
10	Amazon	Amazon

Table 46: Top Publishers of 2014: Japan iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	LINE	Japan
2	DeNA	Japan
3	BANDAI NAMCO	Japan
4	Sega Sammy Holdings	Japan
5	CyberAgent	Japan
6	SQUARE ENIX	Japan
7	GungHo Online	Japan
8	COLOPL	Japan
9	King	United Kingdom
10	Konami	Japan

Table 47: Top Publishers of 2014: Japan iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Yahoo! Japan	Japan
2	LINE	Japan
3	Google	United States
4	Apple	United States
5	Facebook	United States
6	Recruit Holdings	Japan
7	Rakuten	Japan
8	DeNA	Japan
9	Twitter	United States
10	AppBank	Japan

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Table 48: Top Games of 2014: Japan iOS & Google Play Revenue

Rank	Game	Publisher
1	Puzzle & Dragons	GungHo Online
2	Monster Strike	Mixi Tencent
3	Disney Tsum Tsum	LINE
4	The World of Mystic Wiz	COLOPL
5	Love Live! School Idol Festival	NHN Entertainment Shanda KLab
6	Clash of Clans	Supercell
7	Sengoku Enbu KIZNA	CyberAgent
8	Pokopang	LINE NHN Entertainment
9	Brave Frontier	Chukong gumi Inc.
10	Dragon Quest Monsters Super Light	SQUARE ENIX

Table 49: Top Apps of 2014: Japan iOS & Google Play Revenue

Rank	App	Publisher
1	LINE	LINE
2	LINE PLAY	LINE
3	LINE Manga	LINE
4	PocketColony	Cocone
5	Dragon Quest X Adventurer's Convenient Outing Tool	SQUARE ENIX
6	YYC	Mixi
7	LINE Fortune-Telling	LINE
8	Jump BOOK store!	SHUEISHA
9	Kinoppy	Kinokuniya
10	Pairs	eureka Inc

Table 50: Top Publishers of 2014: Japan iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	GungHo Online	Japan
2	LINE	Japan
3	COLOPL	Japan
4	Mixi	Japan
5	BANDAI NAMCO	Japan
6	Sega Sammy Holdings	Japan
7	CyberAgent	Japan
8	SQUARE ENIX	Japan
9	Supercell	Finland
10	KLab	Japan

Table 51: Top Publishers of 2014: Japan iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	LINE	Japan
2	Cocone	Japan
3	Voltage	Japan
4	SQUARE ENIX	Japan
5	Mixi	Japan
6	SHUEISHA	Japan
7	Kinokuniya	Japan
8	eureka Inc	Japan
9	DWANGO	Japan
10	COOKPAD	Japan

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Table 52: Top Games of 2014: Russia iOS & Google Play Downloads

Rank	Game	Publisher
1	My Talking Tom	Outfit7
2	Subway Surfers	Kiloo
3	Despicable Me	Gameloft
4	Hill Climb Racing	Fingersoft
5	Shadow Fight 2	Nekki
6	Smash Hit	Mediocre
7	Pou	Zakeh
8	Fruit Ninja	Halfbrick
9	Angry Birds	Rovio
10	Traffic Racer	Soner Kara

Table 53: Top Apps of 2014: Russia iOS & Google Play Downloads

Rank	App	Publisher
1	VK	Mail.Ru Group
2	Viber	Rakuten
3	Skype	Microsoft
4	WhatsApp Messenger	Facebook
5	Classmates	Mail.Ru Group
6	Instagram	Facebook
7	Clean Master	Cheetah Mobile
8	Dr. Web Anti-virus	Doctor Web
9	2GIS Listings	2GIS
10	Yandex.Navigator	Yandex

Table 54: Top Publishers of 2014: Russia iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	Gameloft	France
2	Rovio	Finland
3	Electronic Arts	United States
4	Outfit7	Cyprus
5	Disney	United States
6	Glu	United States
7	Kiloo	Denmark
8	TabTale	Israel
9	Doodle Mobile	China
10	ZeptoLab	Russia

Table 55: Top Publishers of 2014: Russia iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Mail.Ru Group	Russia
2	Yandex	Russia
3	Facebook	United States
4	Google	United States
5	Outfit7	Cyprus
6	Cheetah Mobile	China
7	Microsoft	United States
8	Rakuten	Japan
9	Sungy Mobile	China
10	Doctor Web	Russia

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Table 56: Top Games of 2014: Russia iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Game of War - Fire Age	Machine Zone
3	Galaxy Legend	Tap4Fun
4	Hay Day	Supercell
5	Castle Clash	IGG Tencent
6	Iron Force	Electronic Arts
7	Boom Beach	Supercell
8	Evolution: Battle for Utopia	Mail.Ru Group
9	Spartan Wars: Empire of Honor	Tap4Fun
10	King's Empire	Tap4Fun

Table 57: Top Apps of 2014: Russia iOS & Google Play Revenue

Rank	App	Publisher
1	Read!	LitRes
2	Classmates	Mail.Ru Group
3	Viber	Rakuten
4	Navitel Navigator	Navitel
5	ivi.ru	Ivi.ru
6	Topface	Topface
7	Listen!	LitRes
8	Badoo	Badoo
9	LovePlanet	Media Mir
10	Mamba Dating	Mamba Dating

Table 58: Top Publishers of 2014: Russia iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	Tap4Fun	China
3	Electronic Arts	United States
4	Machine Zone	United States
5	Gameloft	France
6	Kabam	United States
7	Game Insight	Lithuania
8	IGG	China
9	Mail.Ru Group	Russia
10	Social Quantum	Russia

Table 59: Top Publishers of 2014: Russia iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	LitRes	Russia
2	Navitel	Russia
3	Mail.Ru Group	Russia
4	Apps Ministry	Russia
5	Rakuten	Japan
6	Ivi.ru	Russia
7	Topface	Russia
8	Mamba Dating	Russia
9	Badoo	United Kingdom
10	Sanoma	Finland

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Table 60: Top Games of 2014: South Korea iOS & Google Play Downloads

Rank	Game	Publisher
1	Anipang 2	SundayToz
2	Candy Crush Saga	King Tencent
3	Cookie Run	LINE Devsisters
4	Happy Pianist	Netmarble
5	Clash of Clans	Supercell
6	Everybody's Marble	Netmarble LINE Tencent
7	BLADE for Kakao	Four Thirty Three
8	Monster Taming	CJ Group Netmarble Tencent
9	Legion of Heroes	NEXON
10	Dragon Blaze	GAMEVIL

Table 61: Top Apps of 2014: South Korea iOS & Google Play Downloads

Rank	App	Publisher
1	KakaoTalk	Daum Kakao
2	Naver	NAVER
3	KakaoStory	Daum Kakao
4	BAND	NAVER
5	V3 Mobile 2.0	AhnLab
6	Facebook	Facebook
7	Facebook Messenger	Facebook
8	Naver Map	NAVER
9	Coupang	Coupang
10	KakaoMusic	Daum Kakao

Table 62: Top Publishers of 2014: South Korea iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	GAMEVIL	South Korea
2	CJ Group	South Korea
3	NEXON	Japan
4	NHN Entertainment	South Korea
5	SundayToz	South Korea
6	Netmarble	South Korea
7	7day	South Korea
8	WeMade	South Korea
9	Four Thirty Three	South Korea
10	Gameloft	France

Table 63: Top Publishers of 2014: South Korea iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	NAVER	South Korea
2	Kakao	South Korea
3	SK Group	South Korea
4	Facebook	United States
5	Daum Kakao	South Korea
6	CJ Group	South Korea
7	Daum	South Korea
8	Cheetah Mobile	China
9	eBay	United States
10	Baidu	China

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Table 64: Top Games of 2014: South Korea iOS & Google Play Revenue

Rank	Game	Publisher
1	Monster Taming	CJ Group Netmarble Tencent
2	Anipang 2	SundayToz
3	Everybody's Marble	Netmarble LINE Tencent
4	Clash of Clans	Supercell
5	BLADE for Kakao	Four Thirty Three
6	Seven Knights	Netmarble Tencent
7	Cookie Run	LINE Devsisters
8	Dragon Blaze	GAMEVIL
9	Candy Crush Saga	King Tencent
10	FIFA ONLINE 3 M	NEXON

Table 65: Top Apps of 2014: South Korea iOS & Google Play Revenue

Rank	App	Publisher
1	KakaoTalk	Daum Kakao
2	Lezhin Comics	Lezhin
3	Melon by LOEN	LOEN
4	I-UM	I-UM SOCIUS
5	Bugs	Neowiz
6	Best Kids Songs	Samsung Publishing
7	BAND	NAVER
8	You and I	Endless Dream
9	Fantasy Martial Arts Club	Blue Mountain Soft
10	KakaoMusic	Daum Kakao

Table 66: Top Publishers of 2014: South Korea iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	CJ Group	South Korea
2	Netmarble	South Korea
3	SundayToz	South Korea
4	GAMEVIL	South Korea
5	Four Thirty Three	South Korea
6	Supercell	Finland
7	NEXON	Japan
8	NHN Entertainment	South Korea
9	WeMade	South Korea
10	Devsisters	South Korea

Table 67: Top Publishers of 2014: South Korea iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	Kakao	South Korea
2	Daum Kakao	South Korea
3	Lezhin	South Korea
4	LOEN	South Korea
5	Samsung Publishing	South Korea
6	I-UM SOCIUS	South Korea
7	Neowiz	South Korea
8	NAVER	South Korea
9	Blue Mountain Soft	South Korea
10	UANGEL	South Korea

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Table 68: Top Games of 2014: United Kingdom iOS & Google Play Downloads

Rank	Game	Publisher
1	Candy Crush Saga	King Tencent
2	Flappy Bird	dotGears Studios
3	Farm Heroes Saga	King
4	Despicable Me	Gameloft
5	Subway Surfers	Kiloo
6	Clash of Clans	Supercell
7	8 Ball Pool	Miniclip
8	Temple Run 2	Imangi
9	Guess The Emoji	Random Logic
10	Don't Tap The White Tile	Cheetah Mobile

Table 69: Top Apps of 2014: United Kingdom iOS & Google Play Downloads

Rank	App	Publisher
1	Facebook Messenger	Facebook
2	WhatsApp Messenger	Facebook
3	Facebook	Facebook
4	Skype	Microsoft
5	Snapchat	Snapchat
6	Instagram	Facebook
7	eBay	eBay
8	Spotify	Spotify
9	YouTube	Google
10	BBC iPlayer	BBC

Table 70: Top Publishers of 2014: United Kingdom iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Electronic Arts	United States
3	Gameloft	France
4	Rovio	Finland
5	Storm8	United States
6	Ketchapp Studio	France
7	Disney	United States
8	Zynga	United States
9	XPEC	China
10	Glu	United States

Table 71: Top Publishers of 2014: United Kingdom iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	BBC	United Kingdom
4	Microsoft	United States
5	Apple	United States
6	Sky	United Kingdom
7	eBay	United States
8	Amazon	United States
9	Snapchat	United States
10	Outfit7	Cyprus

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Table 72: Top Games of 2014: United Kingdom iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Candy Crush Saga	King Tencent
3	Farm Heroes Saga	King
4	Game of War - Fire Age	Machine Zone
5	Hay Day	Supercell
6	Pet Rescue Saga	King
7	The Simpsons™: Tapped Out	Electronic Arts
8	Boom Beach	Supercell
9	Family Guy: The Quest for Stuff	TinyCo
10	The Hobbit: Kingdoms	Kabam

Table 73: Top Apps of 2014: United Kingdom iOS & Google Play Revenue

Rank	App	Publisher
1	Match.com UK	InterActiveCorp (IAC)
2	Skype	Microsoft
3	Zoosk	Zoosk
4	The Guardian	The Guardian
5	Spotify	Spotify
6	The Times and The Sunday Times	News Corp
7	Sky Sports Mobile TV	Sky
8	The Telegraph	Telegraph Media
9	Grindr	Grindr
10	Badoo	Badoo

Table 74: Top Publishers of 2014: United Kingdom iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Supercell	Finland
3	Electronic Arts	United States
4	Machine Zone	United States
5	Kabam	United States
6	GREE	Japan
7	Zynga	United States
8	Storm8	United States
9	Glu	United States
10	Gameloft	France

Table 75: Top Publishers of 2014: United Kingdom iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	Microsoft	United States
2	InterActiveCorp (IAC)	United States
3	Zoosk	United States
4	News Corp	United States
5	Smule	United States
6	Disney	United States
7	TomTom	Netherlands
8	MagazineCloner	United Kingdom
9	Sky	United Kingdom
10	The Guardian	United Kingdom

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Table 76: Top Games of 2014: United States iOS & Google Play Downloads

Rank	Game	Publisher
1	Candy Crush Saga	King Tencent
2	Clash of Clans	Supercell
3	Flappy Bird	dotGears Studios
4	Don't Tap The White Tile	Cheetah Mobile
5	Subway Surfers	Kiloo
6	Farm Heroes Saga	King
7	Words With Friends	Zynga
8	Trivia Crack	Etermax
9	Despicable Me	Gameloft
10	Temple Run 2	Imangi

Table 77: Top Apps of 2014: United States iOS & Google Play Downloads

Rank	App	Publisher
1	Facebook Messenger	Facebook
2	Facebook	Facebook
3	Instagram	Facebook
4	Pandora Radio	Pandora
5	Snapchat	Snapchat
6	Netflix	Netflix
7	Skype	Microsoft
8	Kik Messenger	Kik
9	Spotify	Spotify
10	WhatsApp Messenger	Facebook

Table 78: Top Publishers of 2014: United States iOS & Google Play Game Downloads

Rank	Game Publisher	Headquarters
1	King	United Kingdom
2	Electronic Arts	United States
3	Gameloft	France
4	Zynga	United States
5	Glu	United States
6	Rovio	Finland
7	Storm8	United States
8	Disney	United States
9	Supercell	Finland
10	XPEC	China

Table 79: Top Publishers of 2014: United States iOS & Google Play Downloads Outside of Games

Rank	App Publisher	Headquarters
1	Facebook	United States
2	Google	United States
3	Apple	United States
4	Disney	United States
5	Microsoft	United States
6	Amazon	United States
7	Yahoo!	United States
8	Pandora	United States
9	Cheetah Mobile	China
10	Sungy Mobile	China

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Table 80: Top Games of 2014: United States iOS & Google Play Revenue

Rank	Game	Publisher
1	Clash of Clans	Supercell
2	Candy Crush Saga	King Tencent
3	Game of War - Fire Age	Machine Zone
4	Farm Heroes Saga	King
5	Hay Day	Supercell
6	Big Fish Casino	Churchill Downs
7	Pet Rescue Saga	King
8	Slotomania	Caesars Entertainment
9	DoubleDown Casino	International Game Technology
10	Boom Beach	Supercell

Table 81: Top Apps of 2014: United States iOS & Google Play Revenue

Rank	App	Publisher
1	Pandora Radio	Pandora
2	Zoosk	Zoosk
3	MLB.com At Bat	MLB
4	NYTimes	NY Times
5	Skype	Microsoft
6	OkCupid Dating	InterActiveCorp (IAC)
7	Spotify	Spotify
8	Match.com	InterActiveCorp (IAC)
9	Magic Piano by Smule	Smule
10	ForeFlight Mobile	ForeFlight

Table 82: Top Publishers of 2014: United States iOS & Google Play Game Revenue

Rank	Game Publisher	Headquarters
1	Supercell	Finland
2	King	United Kingdom
3	Machine Zone	United States
4	Electronic Arts	United States
5	Caesars Entertainment	United States
6	Zynga	United States
7	GREE	Japan
8	Kabam	United States
9	Big Fish Games	United States
10	Glu	United States

Table 83: Top Publishers of 2014: United States iOS & Google Play Revenue Outside of Games

Rank	App Publisher	Headquarters
1	Pandora	United States
2	InterActiveCorp (IAC)	United States
3	Disney	United States
4	Microsoft	United States
5	Smule	United States
6	Zoosk	United States
7	MLB	United States
8	NY Times	United States
9	Apple	United States
10	News Corp	United States

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TOP COUNTRIES AND CATEGORIES FOR THE iOS APP STORE

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TOP COUNTRIES:

Table 84: iOS Top 10 Countries

	iOS 2014 Downloads		iOS 2014 Revenue	
Rank	**Country**	**Rank Change vs. 2013**	**Country**	**Rank Change vs. 2013**
1	United States	-	United States	-
2	China	-	Japan	-
3	Japan	-	China	+1
4	United Kingdom	-	United Kingdom	-1
5	Russia	-	Australia	-
6	France	-	Canada	-
7	Canada	-	Germany	-
8	Germany	-	France	-
9	Australia	-	Russia	-
10	Italy	-	Italy	-

TOP CATEGORIES:

Table 85: iOS Top 10 App Store Categories

	iOS 2014 Downloads		iOS 2014 Revenue	
Rank	**Category**	**Rank Change vs. 2013**	**Category**	**Rank Change vs. 2013**
1	Games	-	Games	-
2	Entertainment	-	Social Networking	-
3	Photo and Video	-	Music	-
4	Social Networking	+2	Education	-
5	Lifestyle	-1	Entertainment	+1
6	Utilities	-1	Productivity	-1
7	Music	-	News	-
8	Productivity	+1	Books	-
9	Education	-1	Navigation	-
10	Travel	-	Photo and Video	-

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TOP COUNTRIES AND CATEGORIES FOR GOOGLE PLAY

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TOP COUNTRIES:

Table 86: Google Play Top 10 Countries

	Google Play 2014 Downloads		Google Play 2014 Revenue	
Rank	**Country**	**Rank Change vs. 2013**	**Country**	**Rank Change vs. 2013**
1	United States	-	Japan	-
2	Brazil	+3	United States	+1
3	India	-	South Korea	-1
4	Russia	-	Germany	-
5	South Korea	-3	Taiwan	+1
6	Mexico	+2	United Kingdom	-1
7	Turkey	+7	France	-
8	Indonesia	+3	Hong Kong	+1
9	Germany	-3	Australia	-1
10	Thailand	-	Russia	+1

TOP CATEGORIES:

Table 87: Google Play Top 10 App Store Categories

	Google Play 2014 Downloads		Google Play 2014 Revenue	
Rank	**Category**	**Rank Change vs. 2013**	**Category**	**Rank Change vs. 2013**
1	Games	-	Games	-
2	Communication	-	Communication	-
3	Tools	-	Social	-
4	Entertainment	-	Tools	+1
5	Social	-	Travel & Local	-1
6	Photography	+2	Entertainment	+2
7	Personalization	-1	Education	+3
8	Music & Audio	-1	Music & Audio	+1
9	Productivity	-	Sports	+3
10	Media & Video	-	Productivity	-4

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For more information, please visit http://www.appannie.com, check out our blog, and follow us on Twitter (@AppAnnie). To find out more about our specific products, tour our *App Store Analytics*, *Store Stats*, and *App Annie Intelligence* products. For the most current monthly rankings of apps and publishers, check out the *App Annie Index*.

Report methodology and updates are available here.

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