

MOBIDIA

**Q1 2015**

**APP**

**INSIGHTS**






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# Introduction






The first three months of 2015 suggest another dynamic year for the app economy. Established social apps continue to dominate the leaderboard but new entrants, Meerkat and Periscope, have generated significant buzz and early adoption. Their usage and engagement over the next few months will likely indicate longer term success.

 Angry Birds continued its climb up the gaming leaderboard with active users increasing significantly across the globe.

More highlights and details of app usage trends for the beginning of 2015 are highlighted in the following pages.




















































































Mobidia sources their data from the largest global panel that focuses on real usage and real users (not downloads), allowing customers to identify global trends and highlights across all Android and iOS apps and games.

This report takes a look at some of the key insights that kicked off 2015, including:

- Q1 Android and iOS App Leaderboards, across 9 countries 
- Q1 Android and iOS Game Leaderboards across 9 countries 
- The newest game topping the charts 
- Facebook domination
- Music App Trends 
- Health & Fitness Trends 



# Gaming Leaderboards

	 <b>Android</b>	USA	Canada	Mexico	UK	Germany	Spain	Japan	South Korea	Hong Kong
1	 Trivia Crack	 Candy Crush Saga	 Candy Crush Saga	 Candy Crush Saga	 Quizduell	 Candy Crush Saga	 Puzzle & Dragons	 Clash of Clans	 Candy Crush Saga	
2	 Candy Crush Saga	 Clash of Clans	 Trivia Crack	 Clash of Clans	 Candy Crush Saga	 Clash of Clans	 LINE	 애니팡2 for Kakao	 BrainWar	
3	 Clash of Clans	 Trivia Crack	 Plants vs. Zombies™ 2	2048	 Clash of Clans	 Awarded (Apalabrados)	 몬스터 스트라이크	 모두의마블 for Kakao	 LINE: Disney Tsum Tsum	
4	 New Words With-Friends	2048	 Clash of Clans	 8 Ball Pool™	2048	 Farm Heroes Saga	 FINAL FANTASY Record Keeper	 Candy Crush Kakao	 Puzzle & Dragons	
5	 Candy Crush Soda Saga	 Crosy Road - Endless Arcade Hopper	2048	 TwoDots	 The Simpsons™: Tapped Out	2048	 Candy Crush Saga	 Anipang for Kakao	2048	
6	 Crosy Road - Endless Arcade Hopper	 Candy Crush Soda Saga	 TwoDots	 Flappy Bird	 Hay Day	 FIFA 15 Ultimate Team by EA SPORTS	 Clash of Clans	 몬스터 길들이기 for kakao	 神魔之塔	
7	2048	 Stick Hero	 Piano Tiles (Don't Tap The White Tile)	 Subway Surfers	 Hill Climb Racing	 Boom Beach	 LINE Pokopang	 세븐나이츠 for Kakao	 Clash of Clans	
8	 Fun Run 2 - Multiplayer Race	 Flapy Bird	 Despicable Me: Minion Rush	 Angry Birds Transformers	 Farm Heroes Saga	 Comunio Bundesliga	 Hay Day	2048	 Farm Heroes Saga	
9	 Subway Surfers	 Subway Surfers	 Farm Heroes Saga	 Farm Heroes Saga	 ?Sudoku	 Atrivate	 白猫プロジェクト	 Boom Beach	 LINE Rangers	
10	 Madden NFL Mobile	 Piano Tiles (Don't Tap The White Tile)	 4 Fotos 1 Palabra	 Piano Tiles (Don't Tap The White Tile)	 Boom Beach	 Geometry Dash Lite	 LINE PokoPoko	 Angry Birds Transformers	 Ace Fishing: Wild Catch	




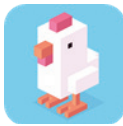
	USA	Canada	Mexico	UK	Germany	Spain	Japan	South Korea	Hong Kong
1	Candy Crush Saga	Candy Crush Saga	Candy Crush Saga	Candy Crush Saga	Candy Crush Saga	Candy Crush Saga	ディズニー ツムツム	쿠키런 for Kakao	Candy Crush Saga
2	Trivia Crack	Clash of Clans	Candy Crush Soda Saga	Clash of Clans	Quizduell	Clash of Clans	퍼즐 &ドラゴン즈	애니팡2 for Kakao	Candy Crush Soda Saga
3	Clash of Clans	Candy Crush Soda Saga	Plants vs. Zombies™ 2	Candy Crush Soda Saga	Clash of Clans	Pou	몬스터 스트라이크	모두의마블 for Kakao	Farm Heroes Saga
4	Candy Crush Soda Saga	Trivia Crack	Trivia Crack	Flappy Bird	Hill Climb Racing	Farm Heroes Saga	LINE Pokopang	Clash of Clans	LINE: Disney Tsum Tsum
5	New Words with Friends	Solitaire	Pou	Solitaire	Candy Crush Soda Saga	Awarded	Candy Crush Saga	Survive! Mola mola!	퍼즐 &ドラ곤즈
6	Solitaire	Don't tap the white tile	Farm Heroes saga	Farm heroes saga	Subway Surfers	Comunio	FINAL FANTASY Record Keeper	Candy Crush Kakao	神魔之塔
7	Don't tap the white tile	Stick hero	Subway Surfers	Don't tap the white tile	Farm Heroes Saga	Candy Crush Soda Saga	퀴즈RPG 魔法使いと黒猫のウィズ	Anipang for Kakao	LINE Rangers
8	Subway Surfers	Flappy Bird	Bubble Witch Saga 2	Temple Run 2	Quizduell Premium	Atrivia	LINE PokoPoko	몬스터 길들이기 for Kakao	Farm Ace Fishing: Wild Catch
9	Farm Heroes saga	Hill Climb Racing	Clash of clans	Hill Climb Racing	2048 Number puzzle game	Pet Rescue Saga	白猫プロジェクト	세븐나이츠 for Kakao	Hong Kong Mahjong Club
10	Hill Climb Racing	Angry Birds	Don't tap the white tile	Subway Surfers	Pou	Bubble witch 2 saga	브레이브프론티어 【無料本格RPG-ブ	애니팡 사천성 for Kakao	Monster Busters




# Gaming Highlights:

Mobile gaming continues to be a very hot market segment. Spending on customer acquisition and marketing continue to drive up pricing of mobile advertising.

In terms of usage, Candy Crush and Clash of Clans continued their dominance in the first quarter of 2015. But there is a new entrant that  quickly climbed the leaderboard.

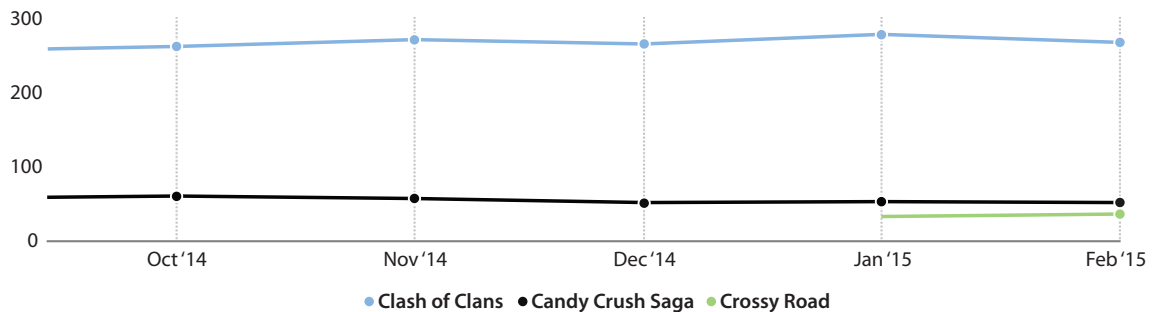


## Chicken “Crossy’s the Road” to top the gaming charts!

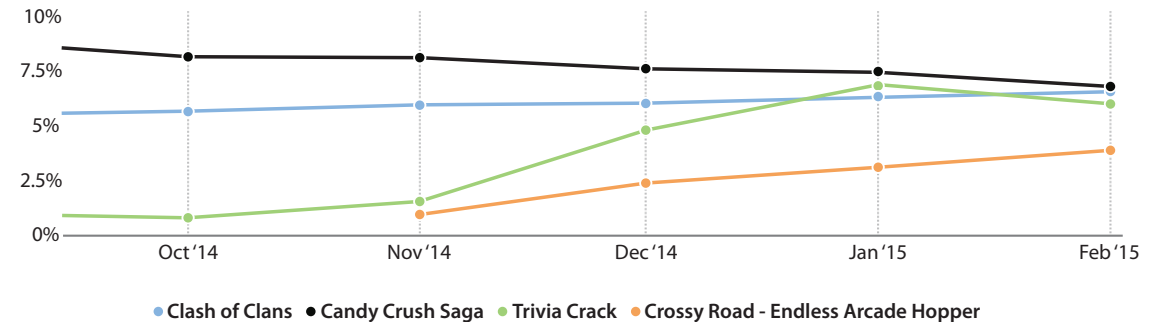
Crossy Roads has been labeled the Frogger of 2015. Despite only launching in November 2014 it has already made its way to the top 20 MAU s on both iOS and Android in North America, Europe and parts of Asia.

Whilst the likes of Candy Crush and Clash of the Clans are still clear winners in terms of time per user and time per session, Crossy Road is not too far behind Candy Crush in the number of sessions per user which is incredible for such a new game. This will certainly be an interesting game to keep an eye throughout 2015.

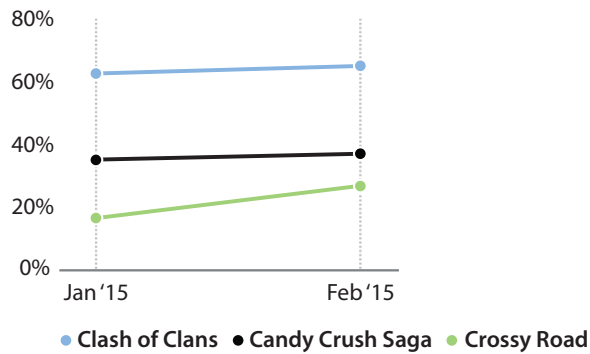
**AVERAGE APP SESSIONS PER ACTIVE USER**




**% OF ACTIVE MOBIDIA PANEL USERS THAT USED THIS APP DURING THE PERIOD (iOS Data)**



DAILY UNIQUE USERS AS A % OF MONTHLY UNIQUES ('STICKNESS', HIGHER IS BETTER) (Android Data)



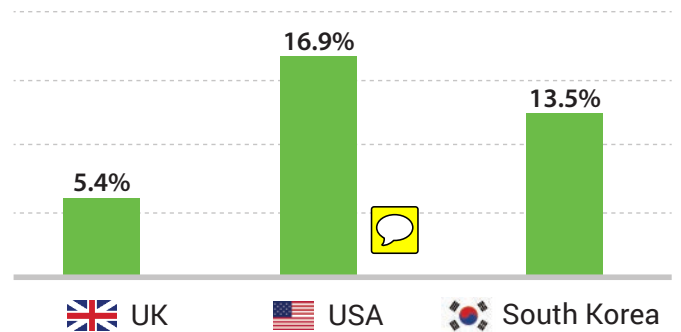
## 2014 vs 2015:

Generally, more users and more usage looks to be the trend for mobile gaming in 2015. In terms of minutes, US consumers spent 17% more time playing gaming in the first quarter of 2015 compared to 

## YEAR-ON-YEAR GROWTH TIME SPENT IN MOBILE GAMES



### ANDROID JANUARY 2015



# App Usage Leaderboards



Android



	USA	Canada	Mexico	UK	Germany	Spain	Japan	South Korea	Hong Kong
1	Facebook	Facebook	Whatsapp	Facebook	Whatsapp	Whatsapp	LINE	Kakao Talk	Facebook Messenger
2	YouTube	Facebook Messenger	Facebook	Facebook Messenger	Facebook	Facebook	Google Maps	NAVER	Facebook
3	Facebook Messenger	Youtube	Facebook Messenger	Whatsapp	YouTube	YouTube	YouTube	Facebook	YouTube
4	FaceTime	FaceTime	Youtube	FaceTime	Facebook Messenger	Google Maps	Facebook	YouTube	Google Maps
5	Instagram	Instagram	Twitter	YouTube	Google Maps	Facebook Messenger	Twitter	Kakao Story	Facebook Messenger
6	Snapchat	Google Maps	Instagram	Instagram	FaceTime	Twitter	Facebook Messenger	Naver Maps	Instagram
7	Google Maps	Snapchat	Facetime	Google Maps	eBay	FaceTime	Gmail	Facebook Messenger	WeChat
8	Pandora Radio	The Weather Network	Google Maps	Twitter	Amazon DE	Instagram	Google	BAND	LINE
9	Twitter	Twitter	Shazam	Snapchat	Google	Shazam	FaceTime	Facetime	Instagram
10	Google	Whatsapp	Spotify Music	eBay	DB Navigator	Spotify Music	Amazon アプリ	멜론 (MeLoN)	Open Rice Hong King





	USA	Canada	Mexico	UK	Germany	Spain	Japan	South Korea	Hong Kong
1	Google	Google	WhatsApp Messenger	Google	WhatsApp Messenger	WhatsApp Messenger	Google	KakaoTalk: Free Calls & Text	WhatsApp Messenger
2	YouTube	YouTube	Google	Maps	Google	Google	YouTube	YouTube	YouTube
3	Maps	Maps	YouTube	YouTube	Maps	YouTube	LINE: Free Calls & Messages	네이버 - NAVER	Google
4	Facebook	Facebook	Facebook	Facebook	YouTube	Maps	Maps	Google	Facebook
5	Gmail	Gmail	Maps	Chrome Browser - Google	Google Play services	Gmail	Gmail	KakaoStory	Maps
6	Chrome Browser - Google	Google Play services	Messenger	Gmail	Facebook	Facebook	spメール	Google Play services	Chrome Browser - Google
7	Google Play services	Chrome Browser - Google	Chrome Browser - Google	WhatsApp Messenger	Chrome Browser - Google	Chrome Browser - Google	Google Play services	BAND	Gmail
8	Google+	Messenger	Google+	Messenger	Gmail	Google Play services	Chrome Browser - Google	Facebook	Google Play services
9	Messenger	Google+	Gmail	Google Play services	Google+	Google+	Google+	Google+	WeChat
10	Instagram	Instagram	Google Play services	Google+	Messenger	Messenger	Facebook	네이버 지도 - Naver Map	LINE: Free Calls & Messages




**Facebook dominates leaderboard with Facebook, Messenger, Instagram and WhatsApp.**

Facebook has continued to hold it's dominating position in Q1 with Facebook, Messenger, Instagram and WhatsApp all sitting in top 10 soc networking apps.

Android > Social Networking > World

MONTHLY ACTIVE USERS ⓘ

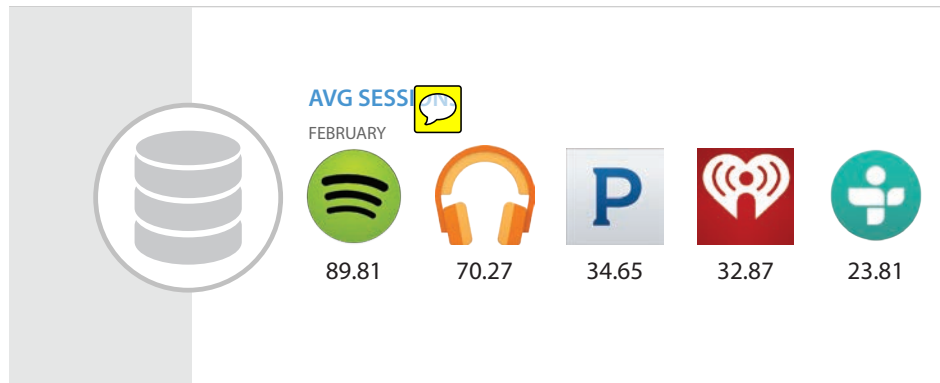
1		Facebook	60.80%
2		Chrome Browser - Google	57.20%
3		Gmail	52.53%
4		Messenger	43.34%
5		Google+	42.54%
6		WhatsApp Messenger	41.74%
7		Instagram	23.55%
8		KakaoTalk: Free Calls & Text	19.95%
9		Twitter	17.74%
10		LINE: Free Calls & Messages	17.05%

## Spot the Music Trends of 2015:

2014 saw a large increase in the use of music streaming apps across both iPhone and Android. With more music, genres, pre-defined playlists and radio features it's no wonder users are opting for a streaming service over paying for individual songs.



Whilst Google Play ranks #1 on the Music leaderboard for Android users, Spotify continues it's journey up the leaderboard, now sitting in #3. Despite having fewer active users than Google Play, Spotify wins in terms of actual usage, with users spending on average more time in the app each month.



On the iTunes leaderboard, Spotify ranks as the # 1 music streaming app whilst, not surprisingly, Google Play sits at position # 32 in the music category.





































































Pandora Radio is another popular choice amongst U.S. users, ranking #1 for Android users and # 3 for iPhone users. The app also has the second highest engagement with iPhone users, following Spotify.











## Health & Fitness Insights

The health and fitness category showed a big increase in early 2015 {stat to be provided} with users spending on average {x} times more time in health and fitness apps compared to {x} amount of time last year.

With the advanced specs now standard in most smartphones, it is hardly surprising people are using their phone as a health and fitness tracking device.

Mobidia's Q1 2015 data showed the time spent in the top 10 health & fitness apps, ranging from counting calories, recording runs to tracking sleep and pregnancy, it's no wonder this category has seen such incredible growth. With the launch of the Apple Watch and new Wearable apps entering the market this will certainly be an interesting space to watch over the next quarter, one which we expect to see significant growth in usage.


 Export Data	iOS > Health & Fitness > World <b>MONTHLY ACTIVE USERS</b> 																																												
 iOS 																																													
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	<table border="1"> <thead> <tr> <th>Rank</th> <th>App Name</th> <th>Percentage</th> <th>Link</th> </tr> </thead> <tbody> <tr> <td>- 1</td> <td> Calorie Counter &amp; Diet Tracker by...</td> <td>2.50%</td> <td></td> </tr> <tr> <td>- 2</td> <td> Nike+ Running</td> <td>2.32%</td> <td></td> </tr> <tr> <td>- 3</td> <td> Fitbit</td> <td>1.77%</td> <td></td> </tr> <tr> <td>- 4</td> <td> RunKeeper - GPS Running, Walk, C...</td> <td>1.36%</td> <td></td> </tr> <tr> <td>- 5</td> <td> Sleep Cycle alarm clock</td> <td>1.13%</td> <td></td> </tr> <tr> <td>- 6</td> <td> Moves</td> <td>1.70%</td> <td></td> </tr> <tr> <td>- 7</td> <td> Period Tracker Lite</td> <td>0.98%</td> <td></td> </tr> <tr> <td>▲ 8</td> <td> Strava Running and Cycling - GPS...</td> <td>0.70%</td> <td></td> </tr> <tr> <td>- 9</td> <td> Health Mate - Steps tracker &amp; Lite...</td> <td>0.67%</td> <td></td> </tr> <tr> <td>▼ 10</td> <td> Runtastic PRO GPS Running, Walk..</td> <td>0.63%</td> <td></td> </tr> </tbody> </table>	Rank	App Name	Percentage	Link	- 1	 Calorie Counter & Diet Tracker by...	2.50%		- 2	 Nike+ Running	2.32%		- 3	 Fitbit	1.77%		- 4	 RunKeeper - GPS Running, Walk, C...	1.36%		- 5	 Sleep Cycle alarm clock	1.13%		- 6	 Moves	1.70%		- 7	 Period Tracker Lite	0.98%		▲ 8	 Strava Running and Cycling - GPS...	0.70%		- 9	 Health Mate - Steps tracker & Lite...	0.67%		▼ 10	 Runtastic PRO GPS Running, Walk..	0.63%	
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Android	MONTHLY TIME SPENT ⓘ		
Health & Fitness	- 1	 Calorie Counter - My FitnessPal	11.79% <a href="#">↗</a>
World	- 2	 Fitbit	7.07% <a href="#">↗</a>
	- 3	 Smart Sleep Manager	5.85% <a href="#">↗</a>
	- 4	 SleepBot - Sleep Cycle Alarm	3.71% <a href="#">↗</a>
	- 5	 Strava Running and Cycling GPS	2.30% <a href="#">↗</a>
	- 6	 Nike+ Running	2.09% <a href="#">↗</a>
	- 7	 RunKeeper - GPS Track Run Walk	1.86% <a href="#">↗</a>
	- 8	 Sleep Cycle alarm clock	1.61% <a href="#">↗</a>
	▲ 9	 My Pregnancy Today	1.58% <a href="#">↗</a>
	▲ 10	 Period Calendar / Tracker	1.33% <a href="#">↗</a>





## Summary

### Equipping Businesses to Make Smarter Decisions

Mobidia provides unique insights into mobile data usage that no one else can offer. Whether you want to investigate the top app or mobile game ings , or how devices and network speeds are impacting user behavior, their data can provide you with the insight you need to help you make better strategy, product, and marketing decisions.

Mobidia is the only company in the industry providing this unique data set at scale. We have the largest global sample providing true representation of millions of users in over 200 countries.


Our data includes aggregate data usage, specific app usage, and time of day, week and month usage across mobile, roaming and Wi-Fi networks. It also cludes usage across different device types, mobile operating systems and mobile networks.

Mobidia customers from all over the world  rely on our data to:

- Track and benchmark competitors
- Identify mobile app trends
- Plan global launch strategies
- Target and optimize advertising

Our new dashboard provides leaderboards and top app charts across all app genres and all geographies. Ad-hoc queries of millions of apps provide detailed metrics on monthly and weekly active users, minutes of use, number of sessions, days of retention, and much more.



Don't settle for downloads and inaccurate data sets. Under stand what apps consumers are really using. Contact our sales team today for a free trial of the dashboard and a look at our global data. Learn why hundreds of leading mobile application developers and game publishers have built stronger businesses with the help of Mobidia's data.

[sales@mobidia.com](mailto:sales@mobidia.com)