

ARTILLRY DATA BRIEFS

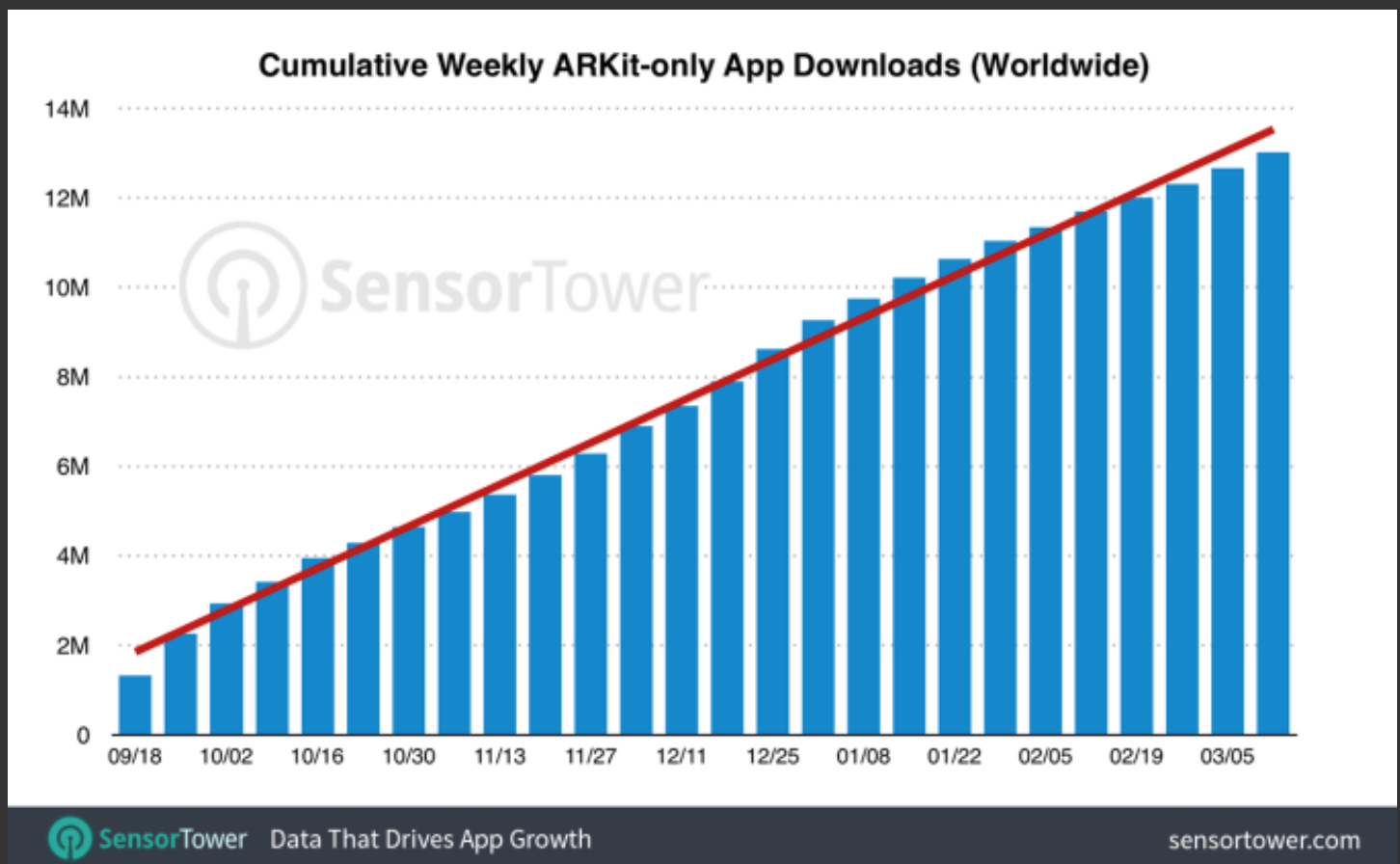
ARkit APP DOWNLOADS AND STRATEGIC IMPLICATIONS

04/02/18

More than 13 million AR apps have been downloaded since ARkit's September launch. This is according to the latest data from app analytics firm Sensor Tower, which measures ARkit-only apps (as opposed to regular apps with AR features).

Almost half (47 percent) of these apps are games -- the largest category. This isn't too surprising as gaming is generally conducive to AR, and arguably its sexiest use case so far. Mobile AR still hasn't found its killer app, but we believe it will be social, commerce-based or a utility.

These are already seeing success such as IKEA Place, which is in the "lifestyle" category. Though not as sexy as gaming, it's where AR's value will start to shine through as the medium matures. But it's unclear what the "uber of AR" will end up being in terms of its killer app.

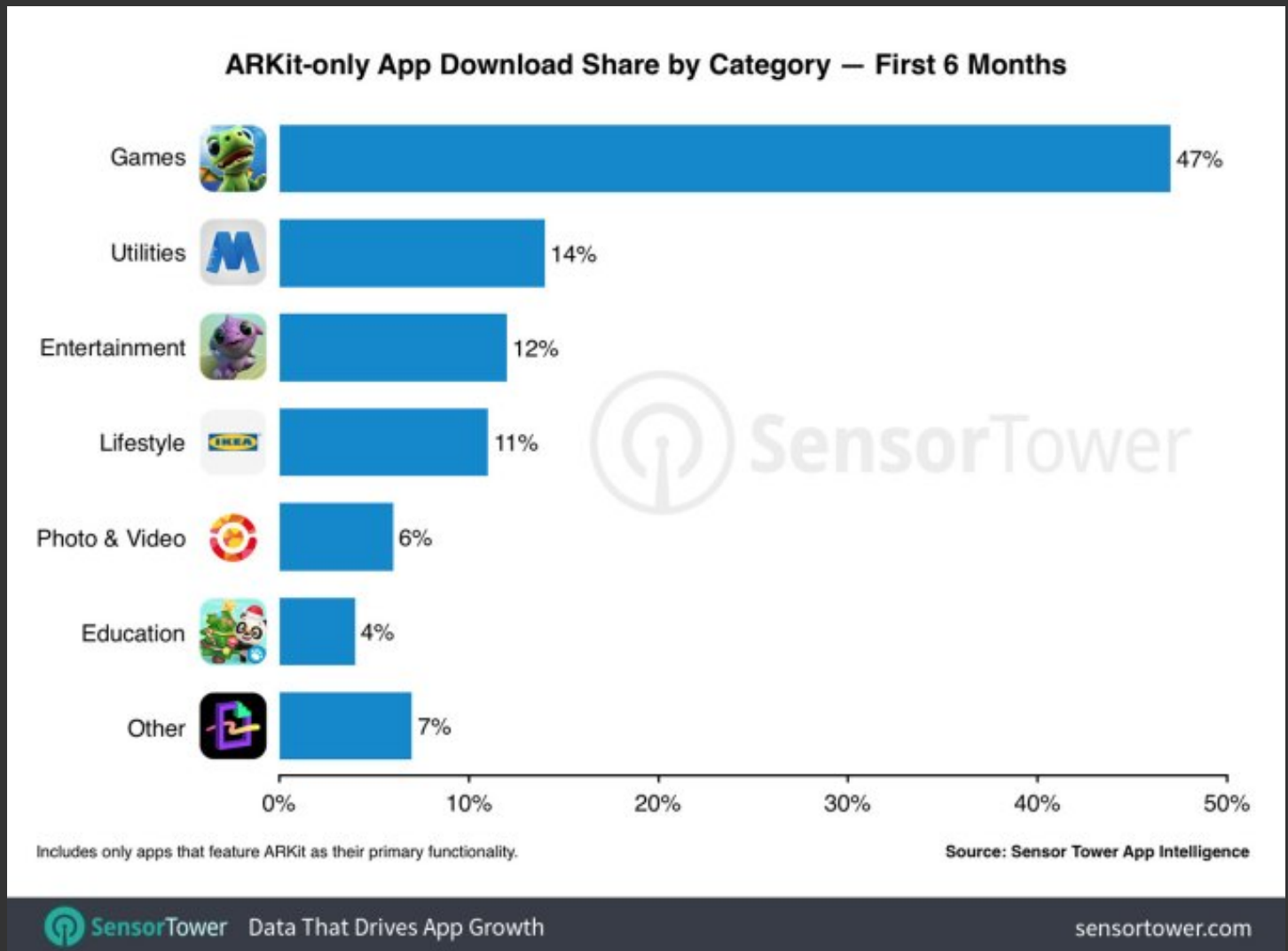


Timing is also a question. As Auredi's Danny Gordon pointed out on a recent panel discussion that ARtillery moderated, Uber came out three years after the first iPhone. It takes at least that long for a new medium to find its footing and for developers to build things that are truly native.

That should be accelerated by ARkit updates such as v1.5 that includes vertical plane detection. Developers will find new creative and native use cases as that underlying tool set gives them more to work with. And there will be the natural (slow) process for AR to find its native footing.

Meanwhile, we'll see "lots of crap," as Niantic's Phile Keslin recently said. But there's good momentum in terms of usage growth. Not only does the Sensor Tower data validate that, but survey research we just conducted (will release next week) shows high AR engagement levels.

Engagement is the key word. As we've learned in the smartphone era, app downloads is a "vanity metric." More relevant is monthly active users (MAU) and other indicators like session lengths. Mobile AR could be challenged with the latter, given that it's a snack, not a meal.ⁱ

































Meanwhile, Sensor Tower also estimates that there are 2000 ARkit-only apps. There are several more apps that have AR functionality but aren't "ARkit-only." (Pokémon Go for example). Meanwhile, app popularity provides a glimpse into what's resonating with users.

There we see the top spots go to the virtual pet simulator AR Dragon (among free apps), and the measuring tape app CamToPlan (among paid apps). These both validate the above claim about appeal in gaming and utilities. Other popular apps include IKEA Place and GIPHY World.

These app and category shares will shift in the coming months. It's like watching baseball players' batting averages dynamically shift early in the season, then regress to a mean. We'll watch closely and examine strategic implications. Meanwhile, see more breakdowns below.

Top ARKit-only Non-Game Apps — First 6 Months (Worldwide)



Free		Paid		Grossing	
1	 LEGO AR Studio	1	 CamToPlan PRO	1	 CamToPlan PRO
2	 IKEA Place	2	 Monster Park	2	 Monster Park
3	 Dr. Panda AR Christmas	3	 My Very Hungry Caterpillar	3	 AR MeasureKit
4	 Meow!	4	 AR Ruler & Tape Measure	4	 My Very Hungry Caterpillar
5	 GIPHY World	5	 Ruler	5	 Measuring Tape AR
6	 Paint Space AR	6	 Insight Heart	6	 Measure 3D Pro
7	 AR MeasureKit	7	 Measuring Tape AR	7	 Insight Heart
8	 Housecraft	8	 Measure 3D Pro	8	 Fitness AR
9	 Math Ninja AR	9	 AR Placer Cam	9	 Follow Me Dragon
10	 Follow Me Dragon	10	 FishingGO	10	 FishingGO

Based on estimated downloads and revenue for September 19 through March 19, 2018

Top ARKit-only Games — First 6 Months (Worldwide)

































Free		Paid		Grossing	
1	 AR Dragon	1	 The Machines	1	 The Machines
2	 Zombie Gunship Revenant	2	 powARdup	2	 Zombie Gunship Revenant
3	 Drive Ahead! Minigolf	3	 Playground AR	3	 AR Dragon
4	 Alice in Wonderland AR	4	 AR Smash Tanks!	4	 ARise
5	 AR Sports Basketball	5	 ARise	5	 AMON
6	 Shadows Remain	6	 AMON	6	 AR Smash Tanks!
7	 AR Runner	7	 Let's Stack AR!	7	 Conduct AR!
8	 My Country	8	 Conduct AR!	8	 Playground AR
9	 Putt Putt World	9	 Domino World AR	9	 Orbu
10	 Ghosts 'n Guns AR	10	 Orbu	10	 Domino World AR

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Video Companion: Mobile AR Strategies

(Click URL to Open)

https://youtu.be/2fsyMHqR_Vw



About ARtillery Intelligence

ARtillery is a publication and intelligence firm that examines augmented reality and virtual reality, collectively known as XR. Through writings, data and multimedia, it provides deep and analytical views into the industry's biggest players and opportunities. It's about insights, not cheerleading.

Run by career analyst and journalist Mike Boland, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though fun and games permeate VR and AR (especially the former) long-term cultural, technological and financial implications are primary.

Learn more at <https://artillery.co/about>



About the Author

Mike Boland was one of Silicon Valley's first tech reporters of the Internet age, as a staff reporter for *Forbes* (print) starting in 2000. He has been an industry analyst covering mobile and social media since 2005, and is now Chief Analyst of *ARtillery Intelligence*, covering emerging tech.

Mike is a frequent speaker at industry conferences such as VRLA, ad:tech and LeadsCon. He has authored in-depth reports and market-sizing forecasts on the changing tech & media landscape. He contributes regularly to highly read online news sources such as *TechCrunch*, *Business Insider* and the *Huffington Post*.

A trusted source for tech journalists, his comments have appeared in A-list publications, including *The New Yorker*, *The Wall Street Journal* and *The New York Times*.

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Contact

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<https://artillery.co/contact/>



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ARtillery's disclosure and ethics policy can be seen in full at:

<https://artillery.co/about/disclosure-and-ethics-policy/>



References

ⁱ <https://artillery.co/2017/10/18/vr-is-a-meal-ar-is-a-snack/>