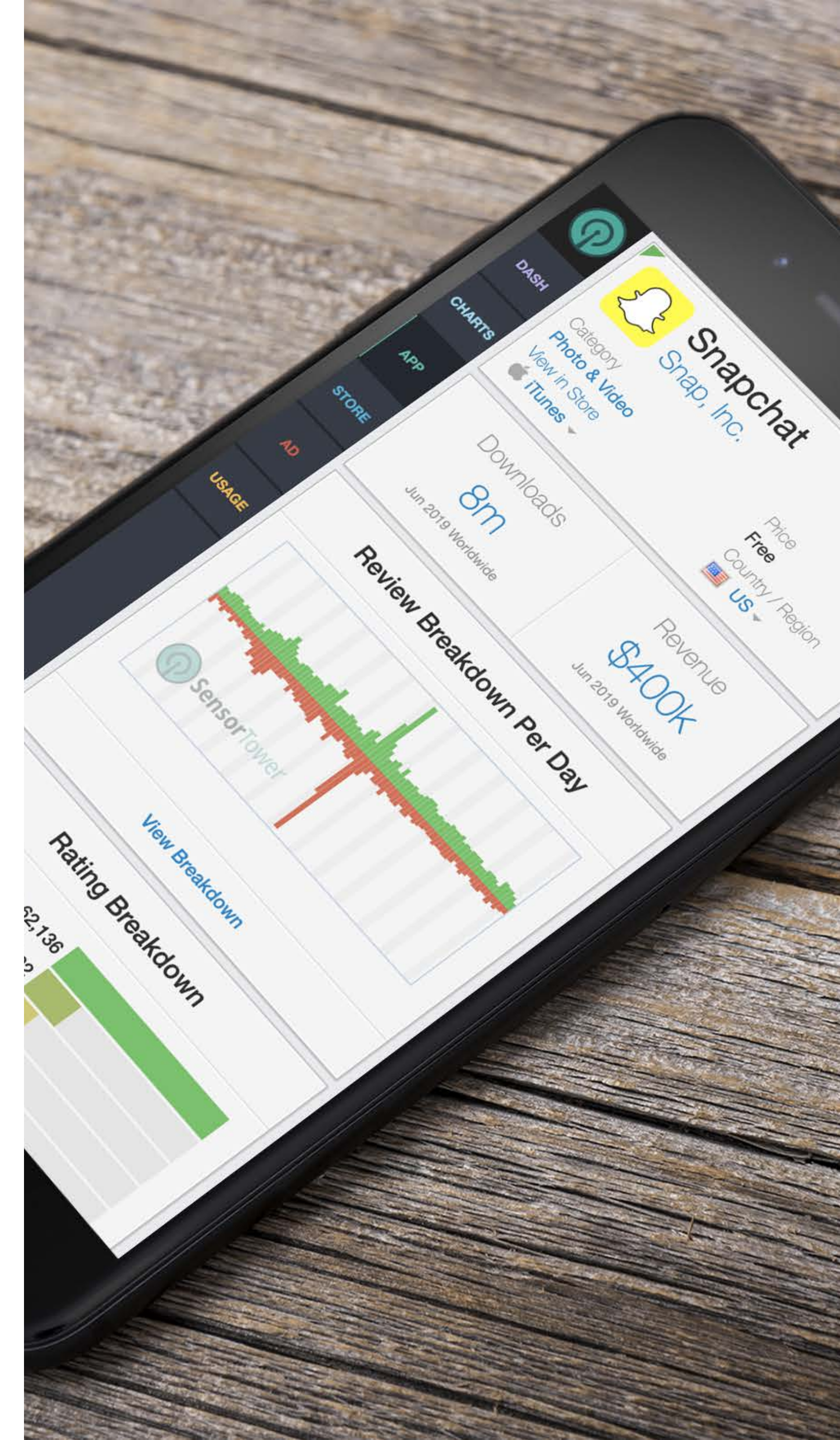
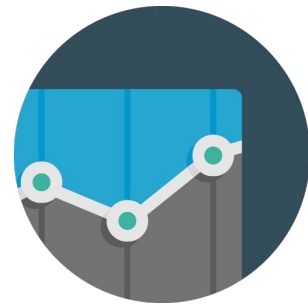


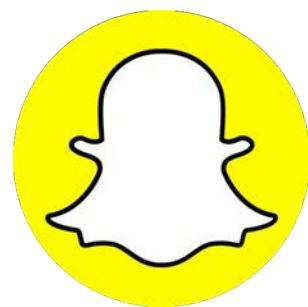
# Q2 2019 Store Intelligence Data Digest







**Worldwide app downloads totaled 28.7 billion in 2Q19, an 11.5% year-over-year increase.** Google Play downloads increased 14.9% to 21.3B while App Store downloads increased 2.9% to 7.4B.



**Snapchat was the No. 2 non-game app by U.S. downloads in the quarter** with nearly 10M downloads. It was the first time Snapchat showed Y/Y growth in the U.S. since Q1 2017.



**Facebook passed TikTok to take the No. 3 spot by worldwide downloads.** Facebook had the top three apps in Q2 with WhatsApp, Messenger, and Facebook. TikTok and Instagram rounded out the top five.



**Battle Royale game Garena Free Fire was the No. 3 game by worldwide downloads in Q2.** Only hyper-casual titles Stack Ball and Run Race 3D had more installs in the quarter.

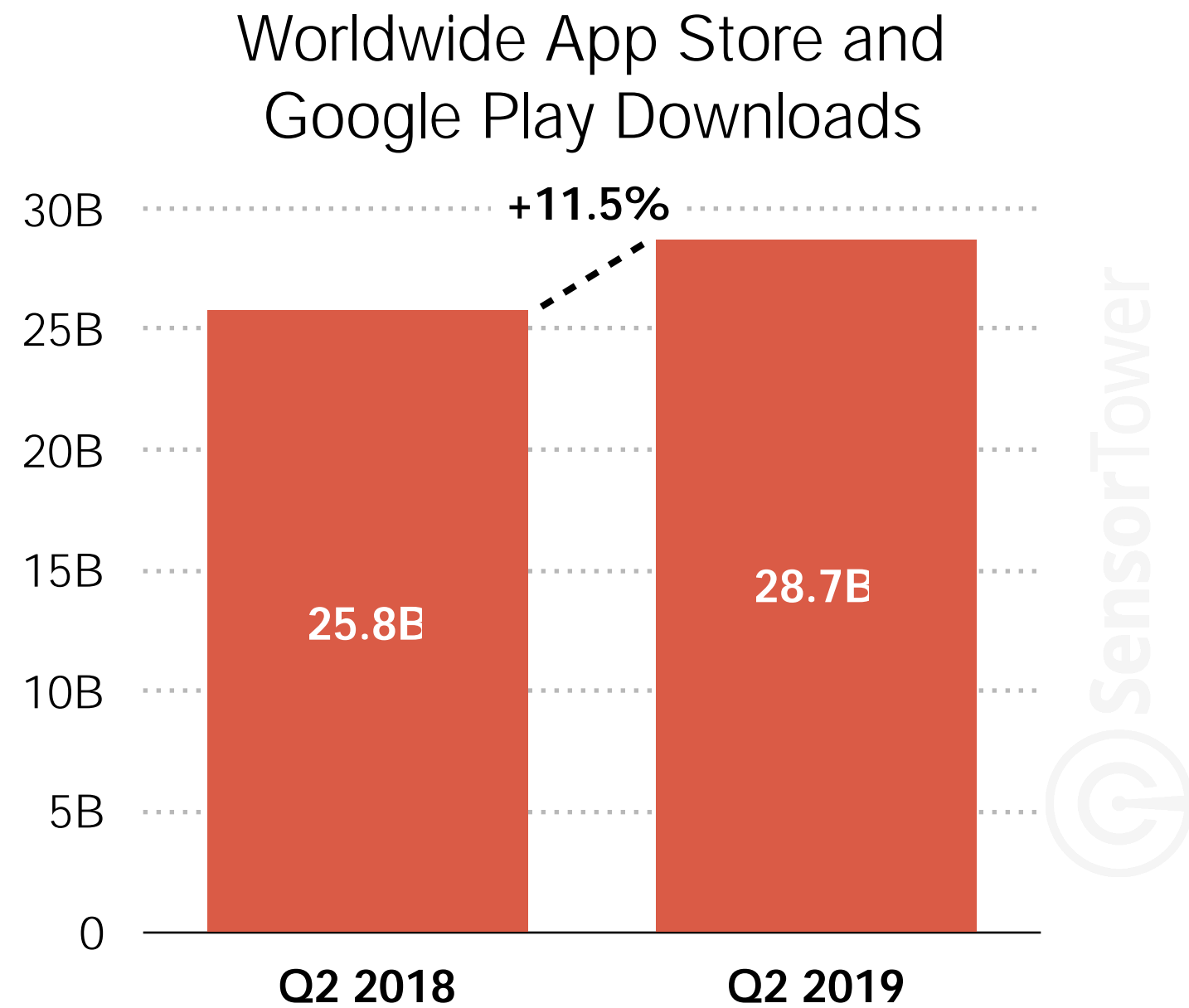
## About This Data ► Methodology

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 April 1, 2019 through June 30, 2019.
- 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.

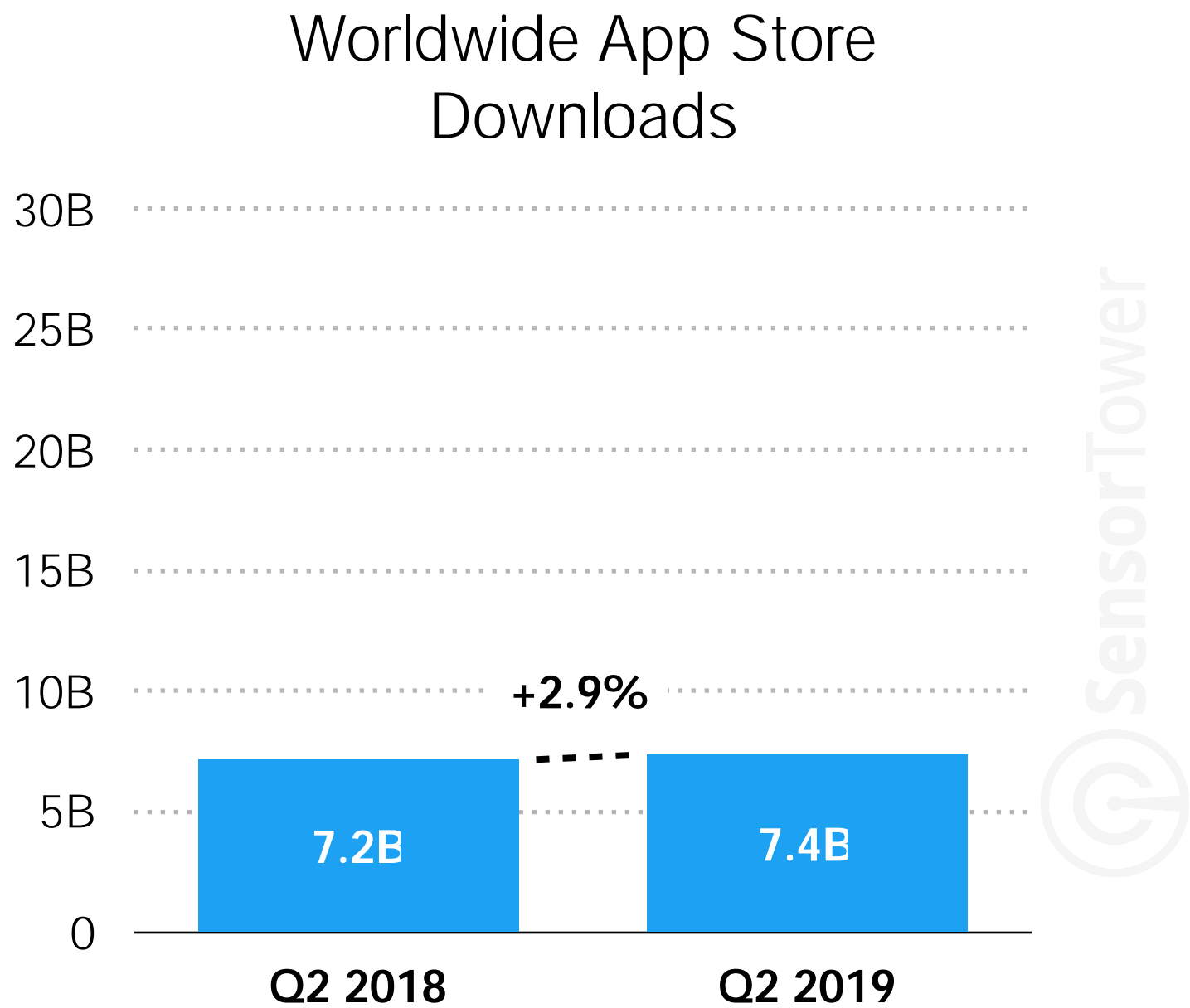
Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report? See the fastest growing apps and publishers by downloads or revenue.

[Request Demo](#)



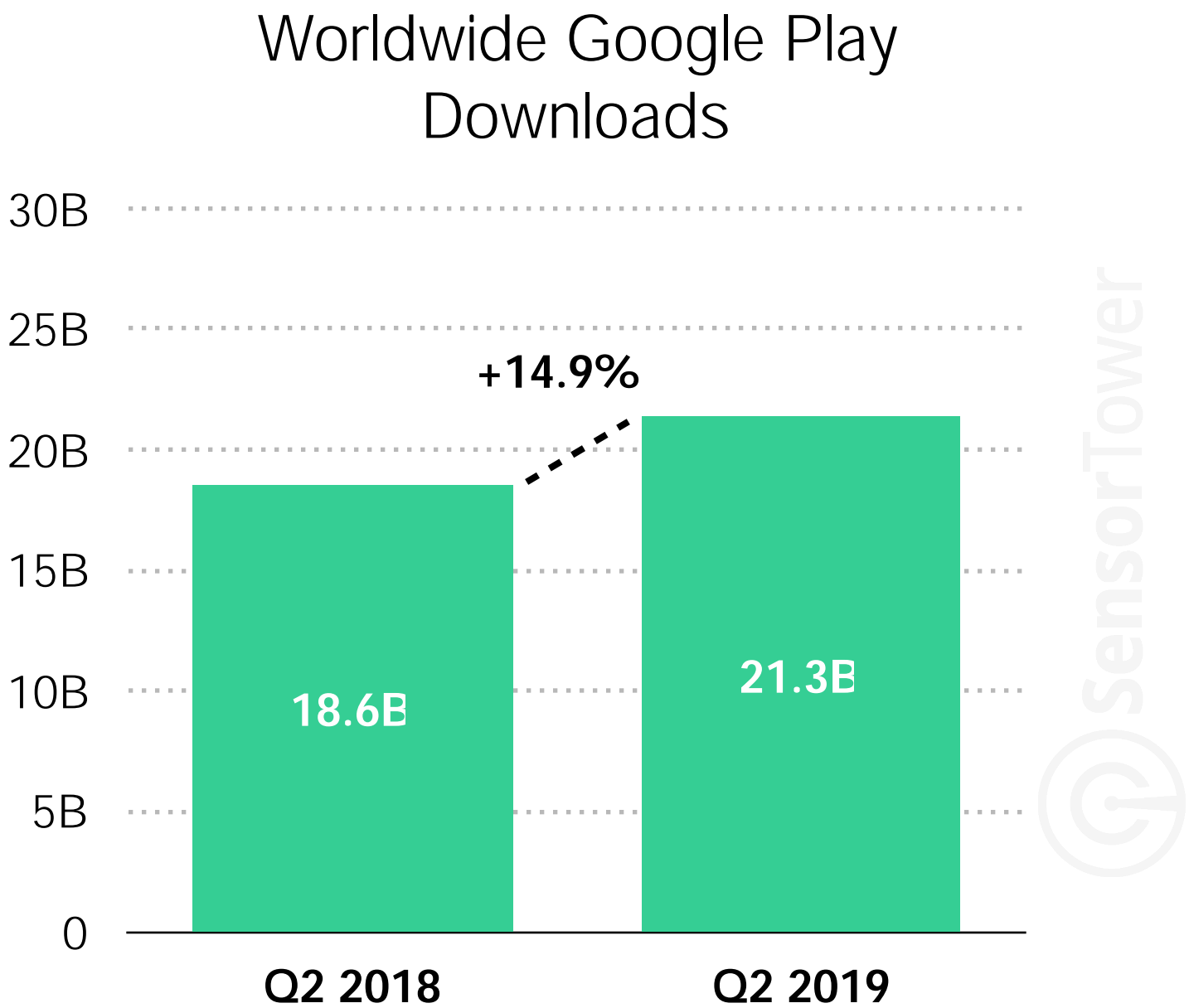
28.7 Billion

App Store + Google Play Downloads



7.4 Billion

App Store Downloads



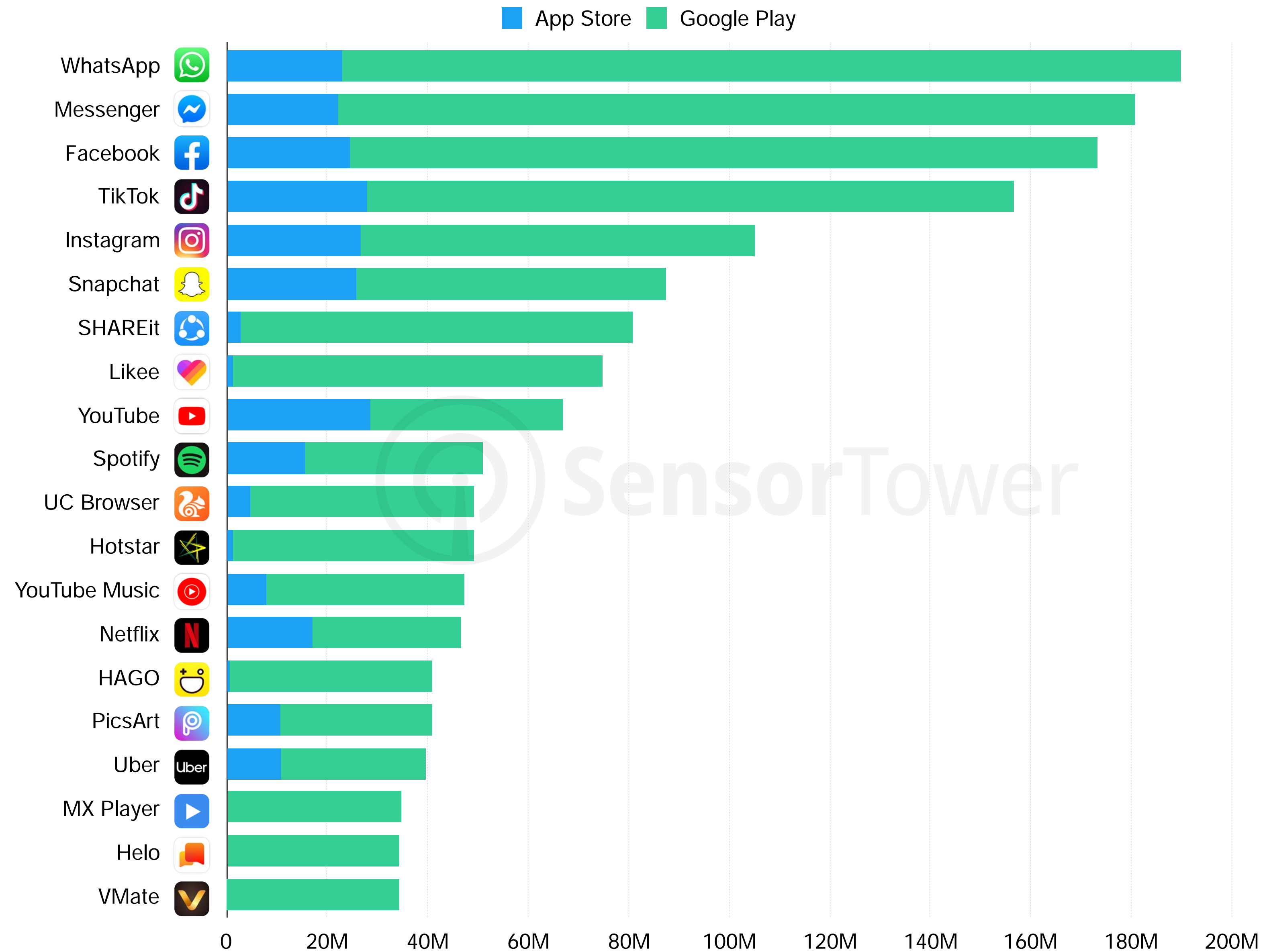
21.3 Billion

Google Play Downloads



# Top Apps

# Overall ▶ Q2 Apps by Worldwide Downloads



The same five apps have been at the top since 1Q18, including four Facebook-owned apps and TikTok. Facebook passed TikTok in 2Q19 to regain the No. 3 spot.

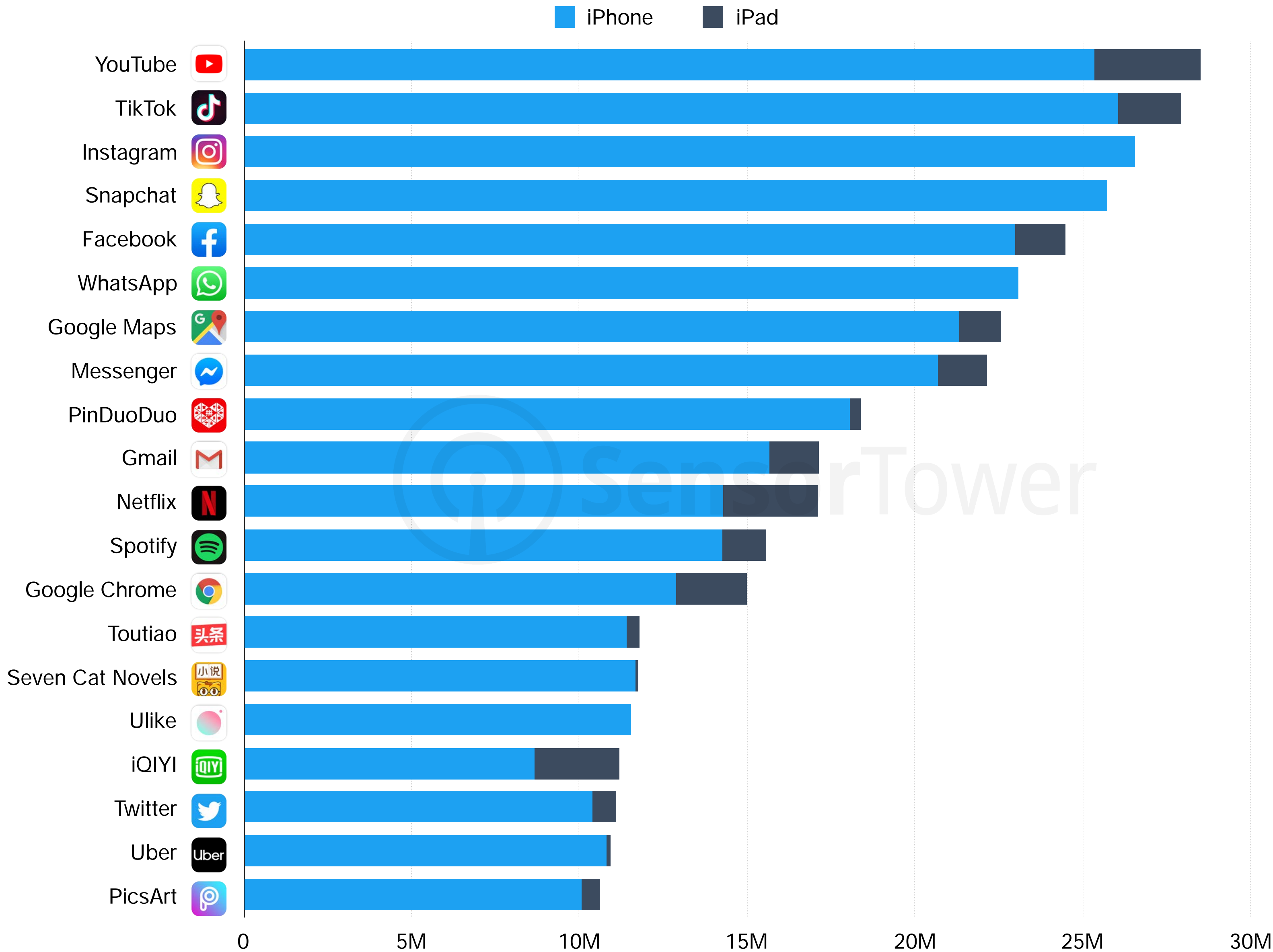
Boosted by 63% quarter-over-quarter growth, Snapchat achieved its best ranking of any quarter since 2Q17 at No. 6. Snapchat has not been in the top five since the 1Q17.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Apr. 1 through Jun. 30, 2019. 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 ▶ Q2 Apps by Worldwide Downloads



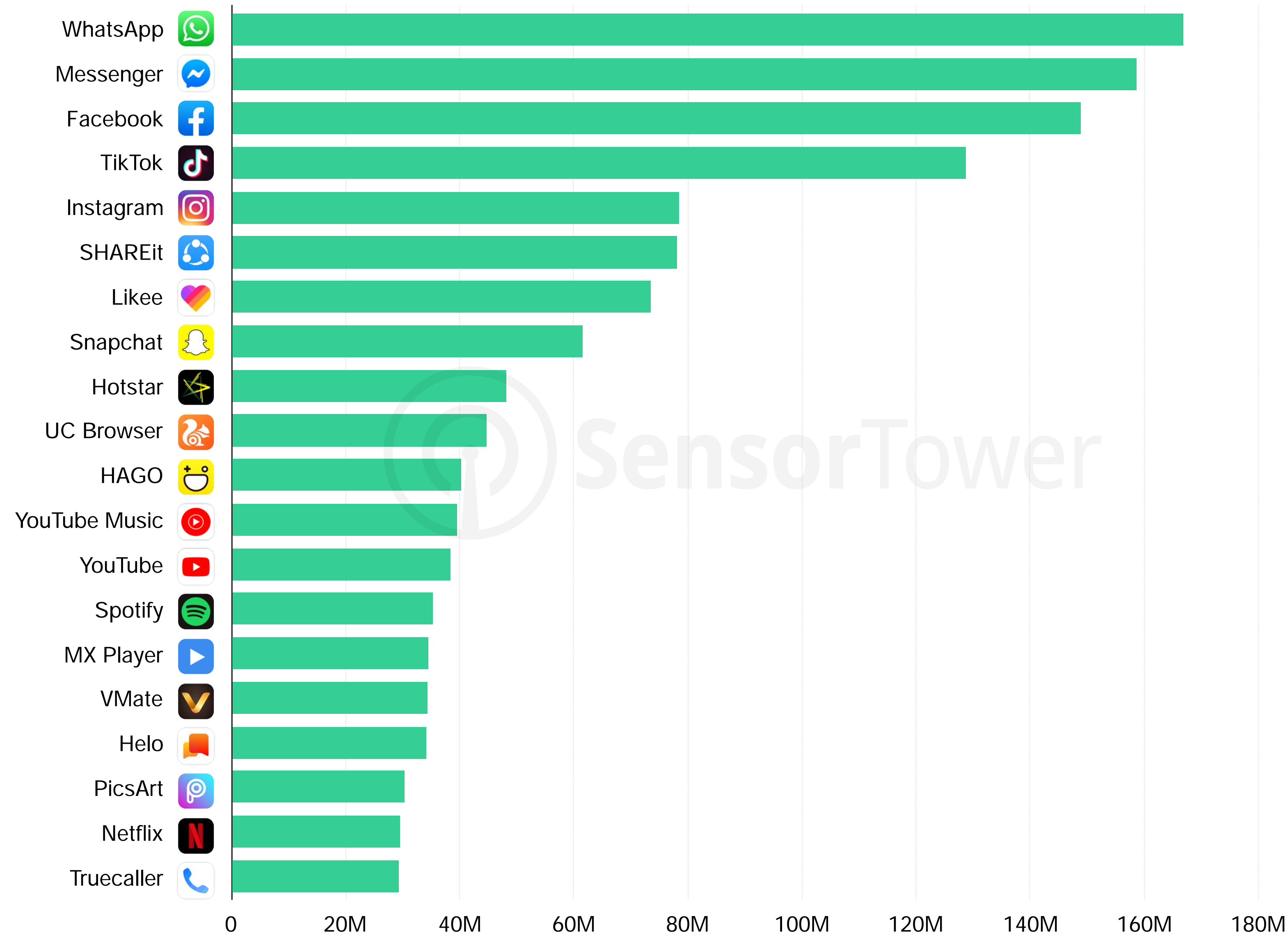
**TikTok’s reign as the most downloaded app on the App Store ended at five consecutive quarters,** as YouTube took the top spot in 2Q19 with 28.5 million installs.

**Top growing apps on the App Store included Snapchat and PinDuoDuo.** PinDuoDuo was No. 9 worldwide after being outside the top 30 last quarter and was the No. 1 app in China.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per user).

# Google Play ▶ Q2 Apps by Worldwide Downloads



**Facebook passed TikTok to join WhatsApp and Messenger among the top three apps.** TikTok was well ahead of the No. 5 app Instagram, with nearly 65% more installs in the quarter.

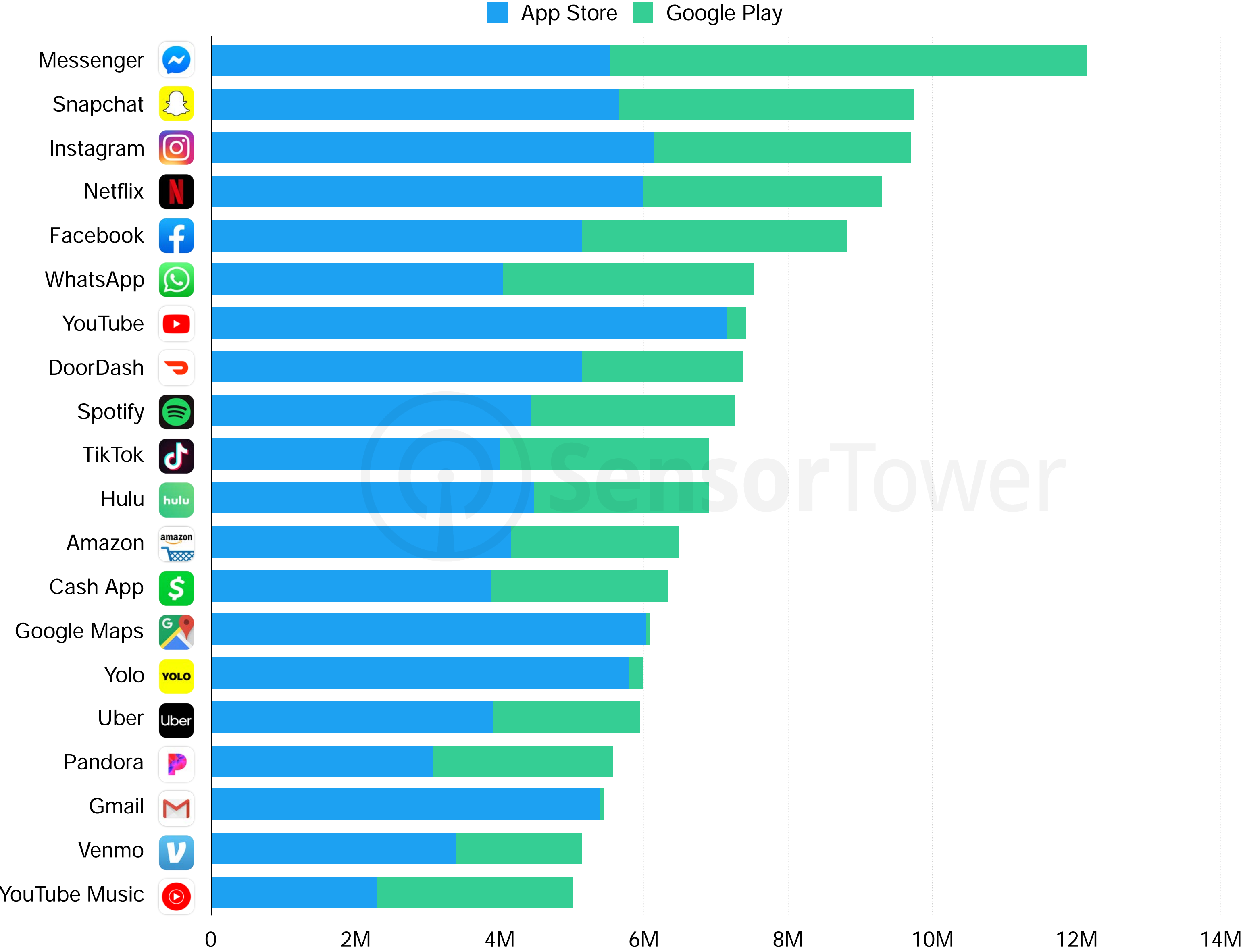
**India drove much of the success of top apps on Google Play.** Popular apps in India among the top 10 included SHAREit, Likee (formerly LIKE Video), and Hotstar.

### Note Regarding Download Estimates

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# Overall ▶ Q2 Apps by U.S. Downloads



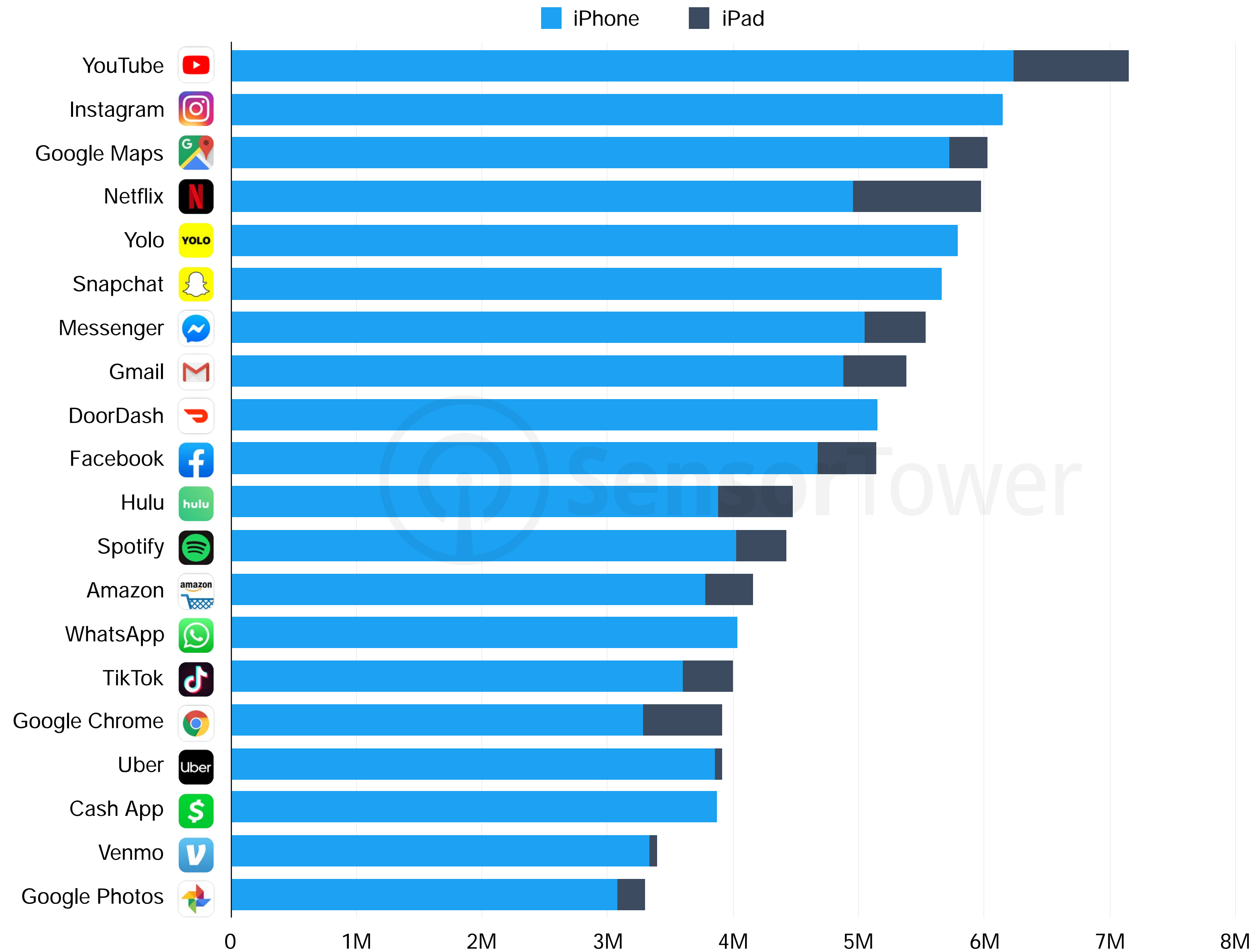
**Snapchat edged out Instagram to take the No. 2 spot in the U.S. with nearly 10 million downloads.** TikTok, the No. 2 app in 1Q19, slipped eight spots to No. 10 in 2Q19.

**Venmo joined Square’s Cash App among the top 20 apps.** Venmo’s U.S. downloads have increased each quarter since 2014 and it surpassed five million installs for the first time in Q2.

### Note Regarding Download Estimates

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# App Store ▶ Q2 Apps by U.S. Downloads



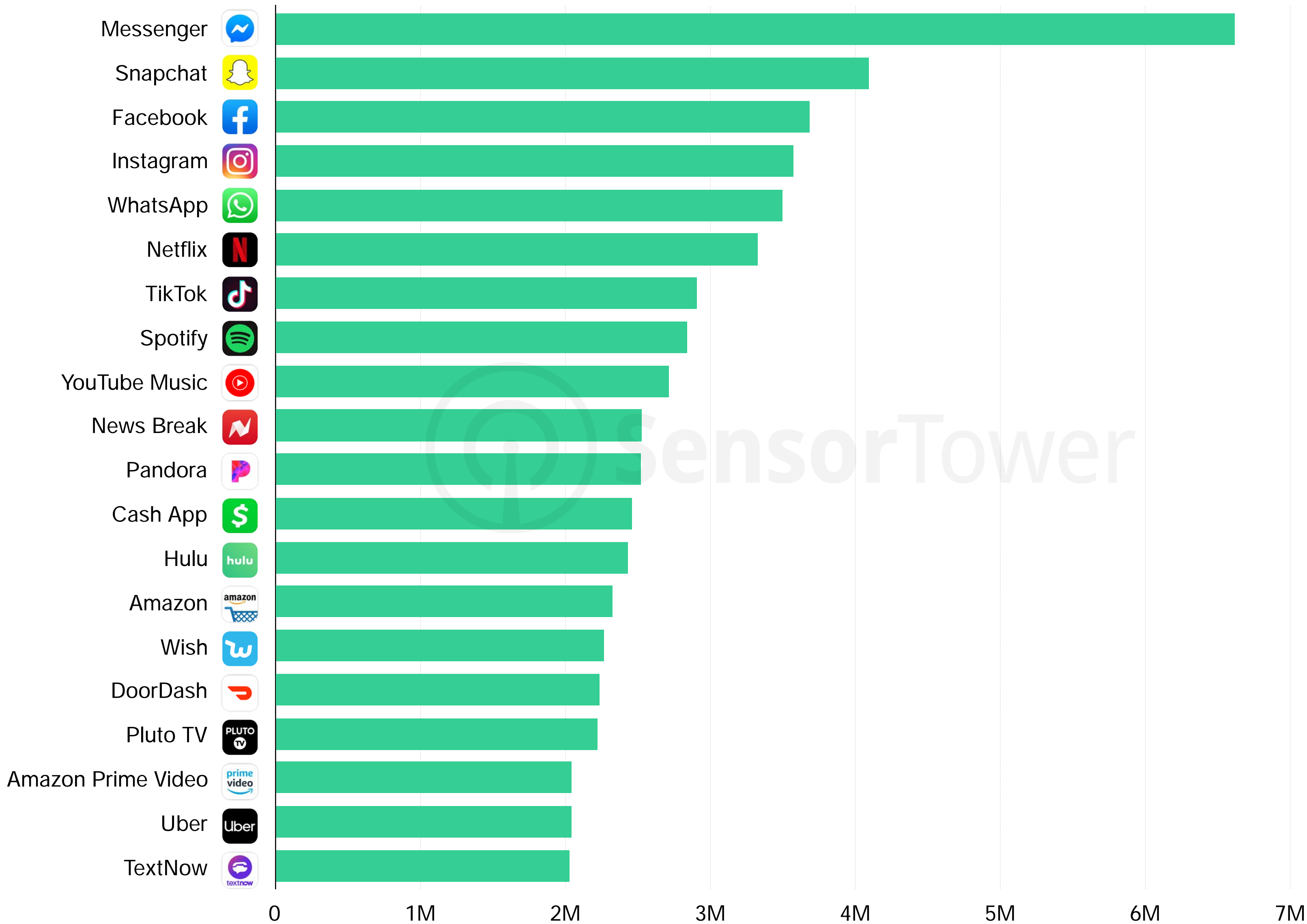
**YouTube was the top App Store app in the U.S. for the third consecutive quarter.** Meanwhile, Facebook continued to fall from No. 3 in 3Q18 to No. 10 this quarter.

**Yolo, an anonymous Q&A app built on Snapchat’s Snap Kit, had the fifth most U.S. downloads in 2Q19.** This was especially impressive considering it did not launch until May.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per User).

# Google Play ▶ Q2 Apps by U.S. Downloads



Facebook had four of the top five Google Play apps, including Messenger, Facebook, Instagram, and WhatsApp. TikTok fell from No. 2 in Q1 to No. 7 this quarter.

Pluto TV, an ad-supported free video on demand (AVOD) app, entered the top 20 apps on Google Play in 2Q19. Another AVOD app, Tubi, was just outside the top 20.

### Note Regarding Download Estimates

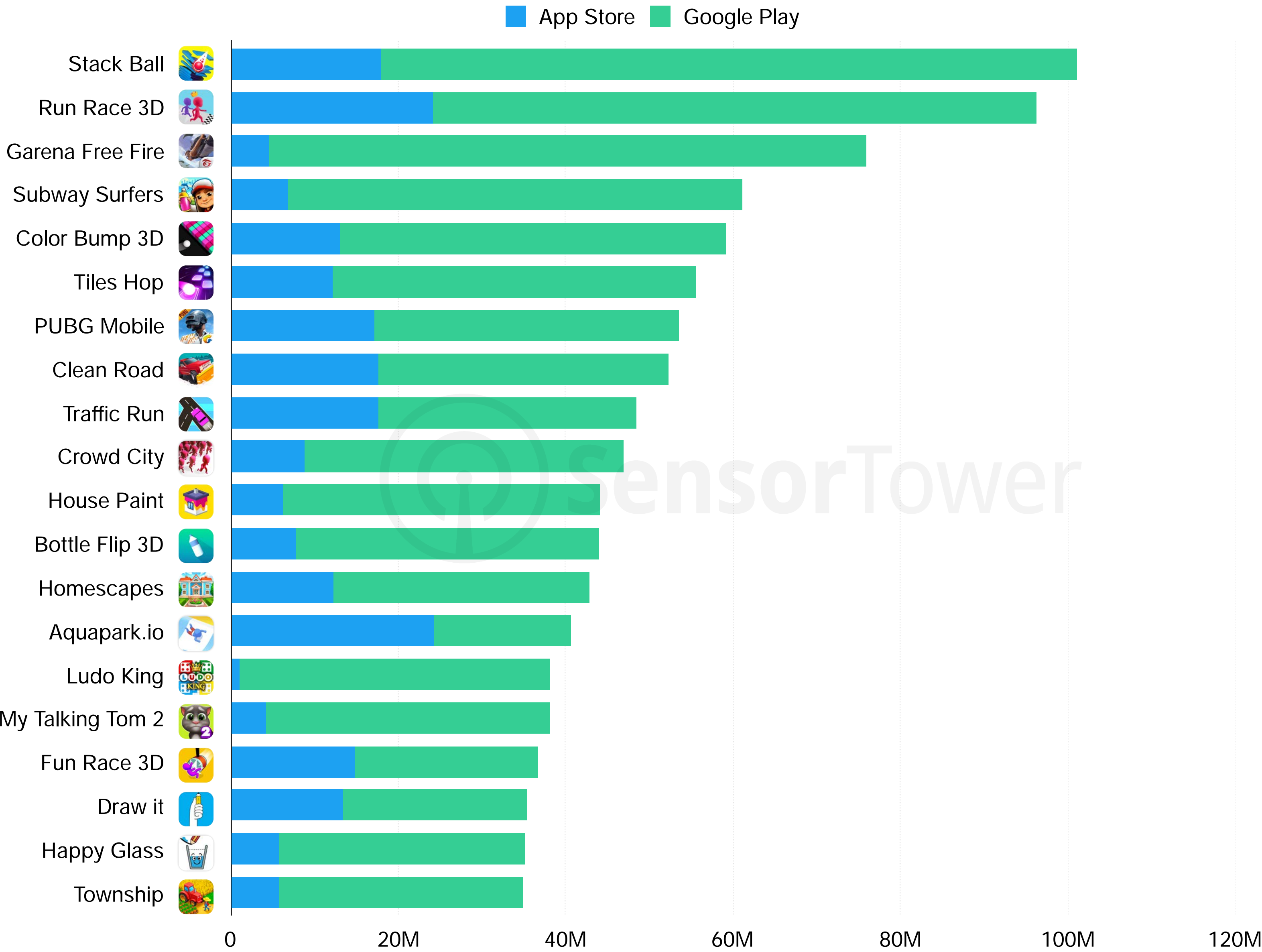
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# Top Games

# Overall ▶ Q2 Games by Worldwide Downloads



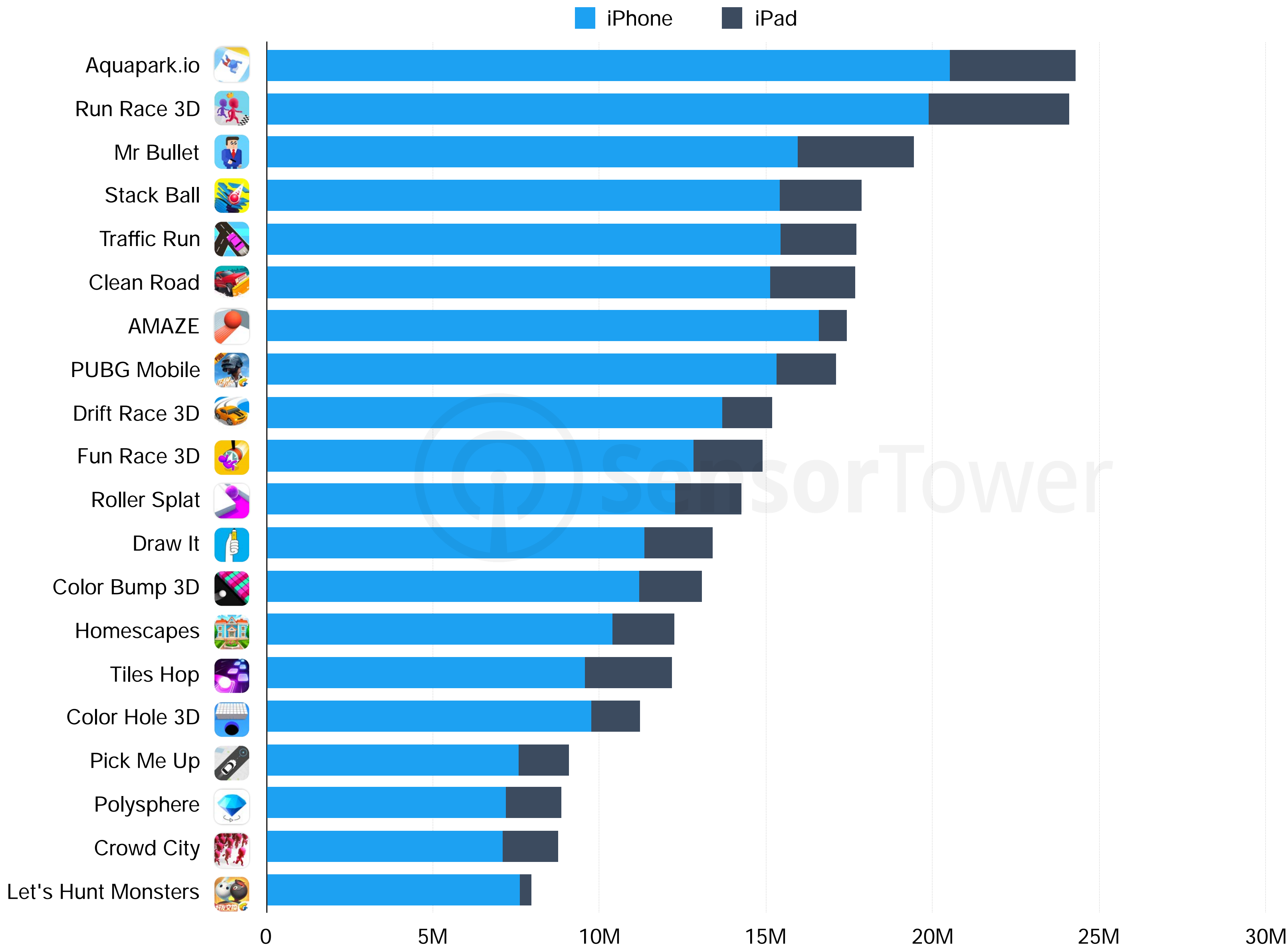
**The emergence of hyper-casual games created a lot of turnover among the top games.** Twelve games made the top 20 for the first time this quarter, including Stack Ball at No. 1.

**PUBG Mobile was rebranded as Game for Peace in China.** The download total for PUBG Mobile on this chart includes both Game for Peace in China and PUBG Mobile elsewhere.

### Note Regarding Download Estimates

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# App Store ▶ Q2 Games by Worldwide Downloads



**PUBG Mobile, the No. 2 game in 1Q19, fell to No. 8 in 2Q19.** Its downloads decreased 42% quarter-over-quarter. Meanwhile, Battle Royale rival Fortnite dropped out of the top 20.

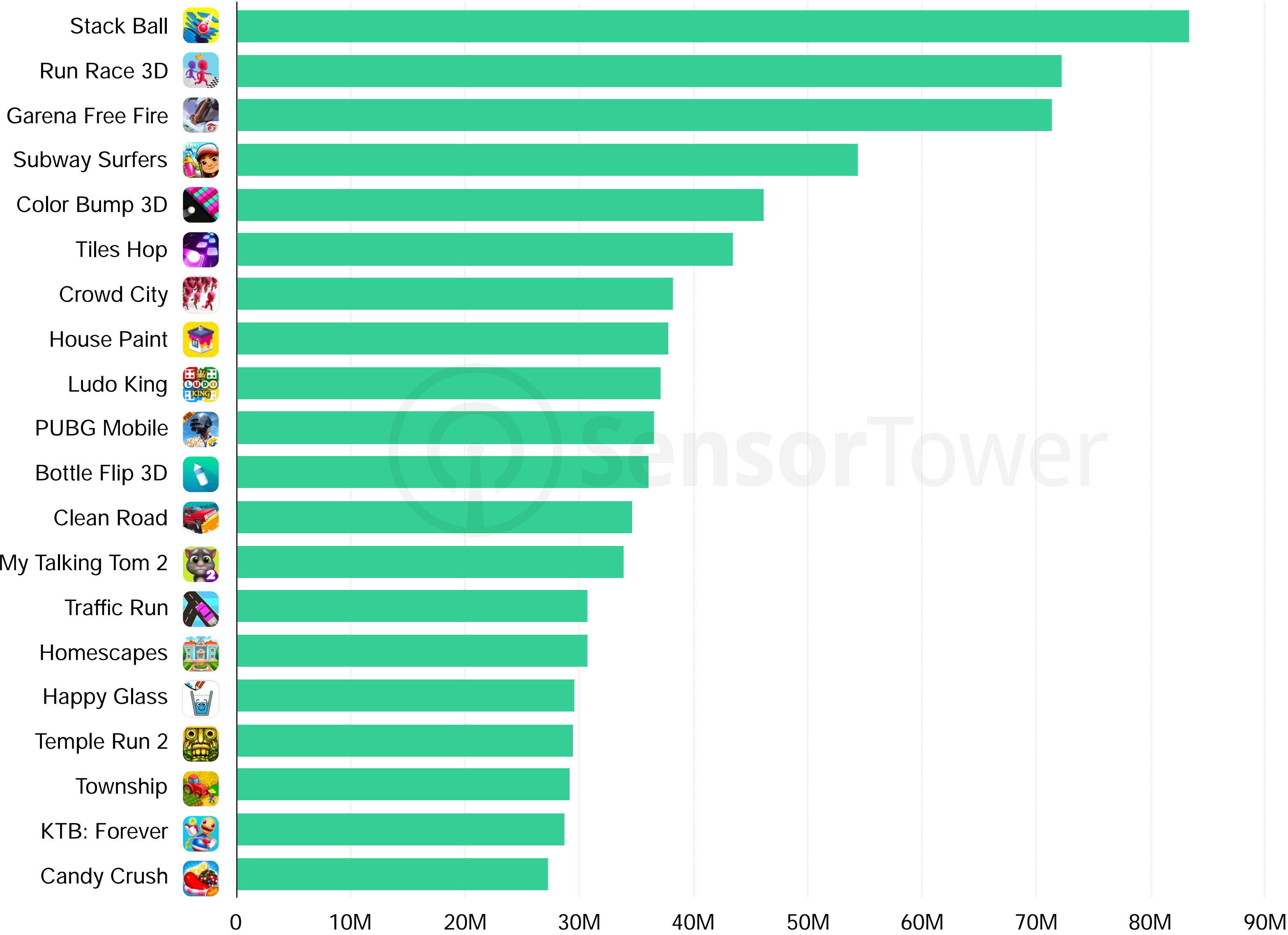
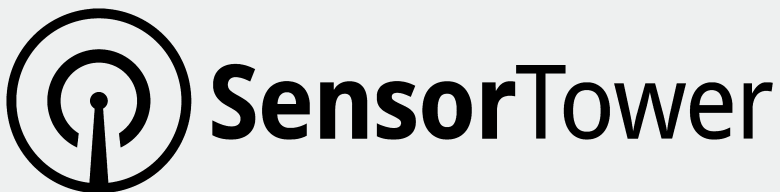
**Good Job Games followed up on its hit hyper-casual game Color Bump 3D** with three more games among the top 20, including No. 2 Run Race 3D and No. 10 Fun Race 3D.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per user).



# Google Play ▶ Q2 Games by Worldwide Downloads



**Stack Ball from Azur Games was the first game to reach 80M installs** in a quarter since Voodoo’s Helix Jump back in 3Q18. Run Race 3D and Garena Free Fire each surpassed 70M.

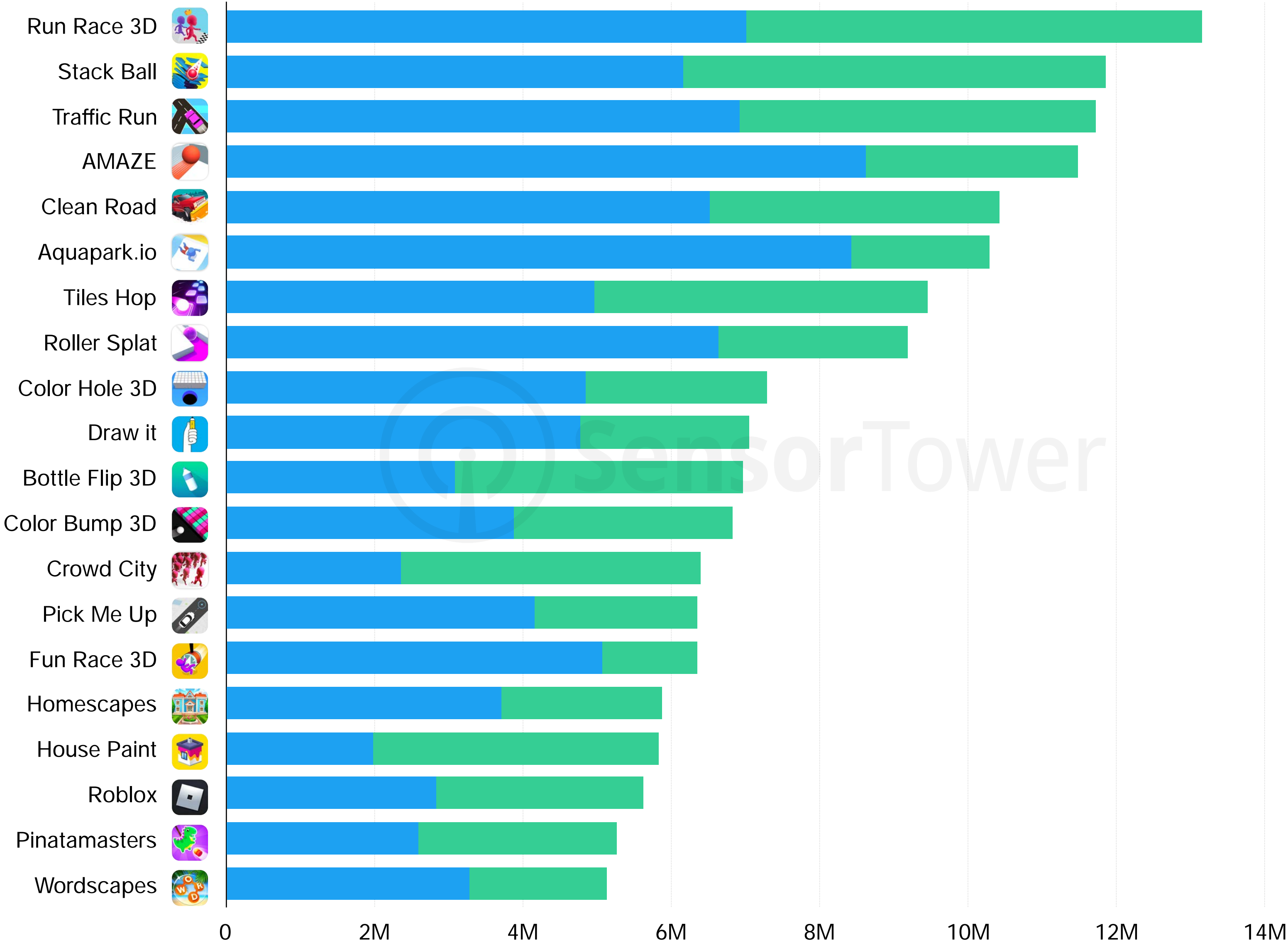
**Garena Free Fire downloads increased 5% quarter-over-quarter to 71M in 2Q19.** India was its largest market in the quarter driven by 61% Q/Q growth.

### Note Regarding Download Estimates

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# Overall ▶ Q2 Games by U.S. Downloads

■ App Store ■ Google Play



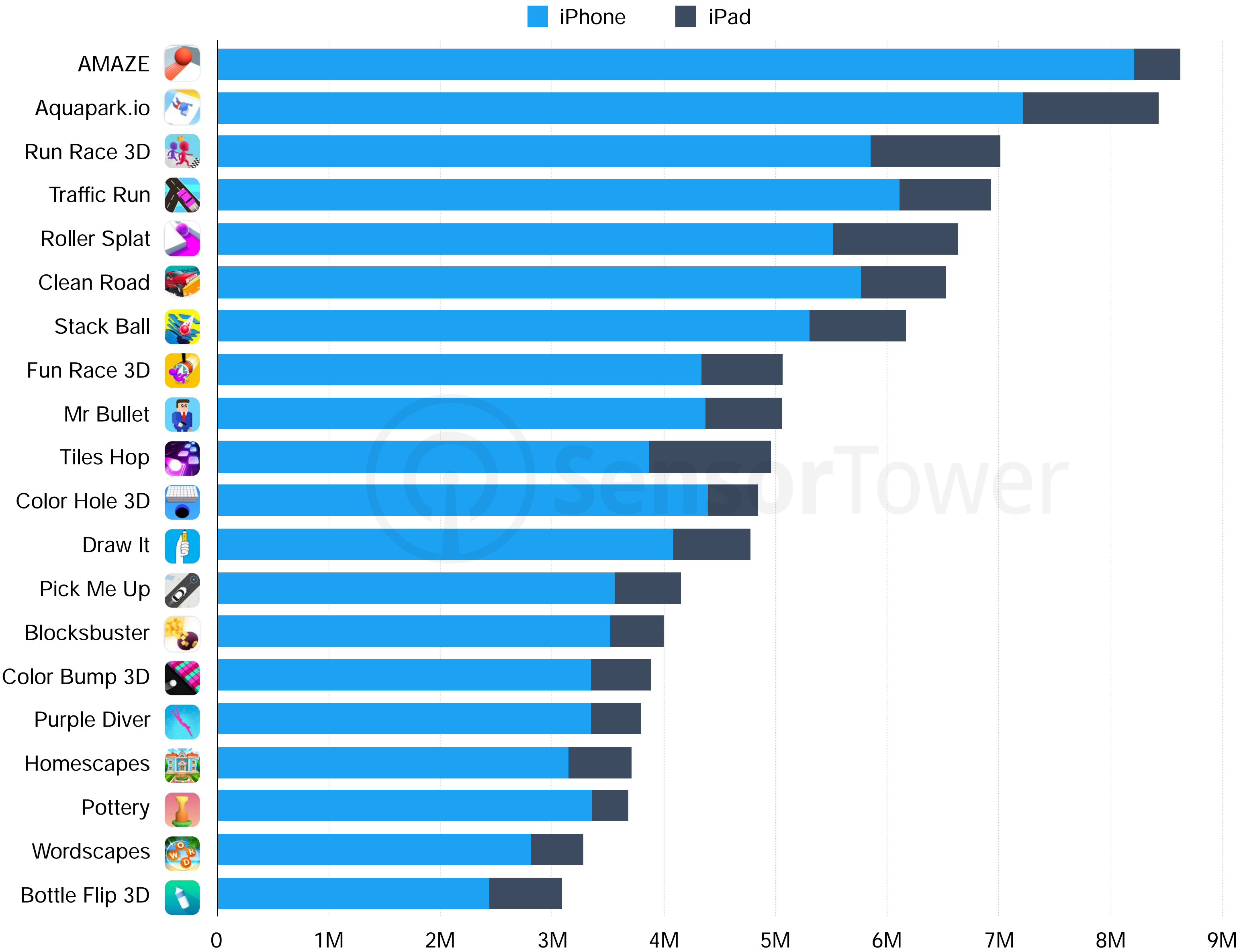
**Good Job Games had the top game in the U.S. for the second consecutive quarter.** Color Bump 3D, the top game last quarter, remained in the top 20 at No. 12.

**Good Job Games also had the most games among the top 20 with four different titles.** Voodoo (3 games), Say Games (2), and Tastypill (2) also had multiple games in the top 20.

### Note Regarding Download Estimates

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# App Store ▶ Q2 Games by U.S. Downloads



**Voodoo, a hyper-casual games publisher based in France, had four of the top 20 App Store games in 2Q19**, including Aquapark.io (No. 2), Roller Splat (5), and Purple Diver (16).

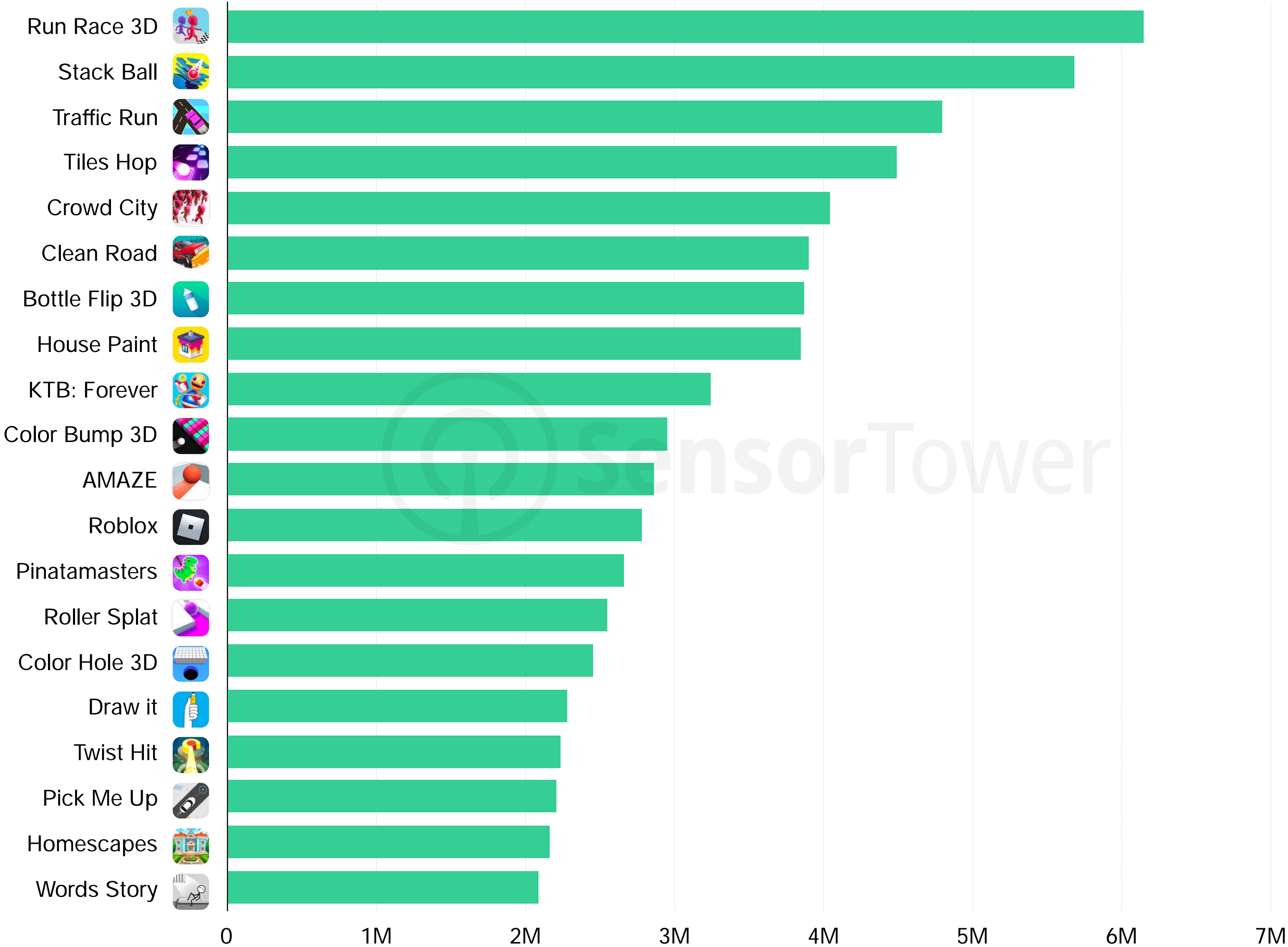
**Nine different games surpassed 5M U.S. downloads in 2Q19.** This was the first time more than five games have surpassed this threshold in a quarter. 20 games surpassed 3M U.S. installs.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per User).



# Google Play ▶ Q2 Games by U.S. Downloads



**Say Games had three of the top 20 games in the U.S. on Google Play,** with Clean Road (No. 6), House Paint (8), and Twist Hit (17). This propelled the publisher to No. 4 in the U.S. in 2Q19.

**Roblox fell from No. 3 in Q1 to No. 12 this quarter.** Its downloads only decreased by 7% Q/Q, so this drop was primarily explained by more hyper-casual games reaching 3M downloads.

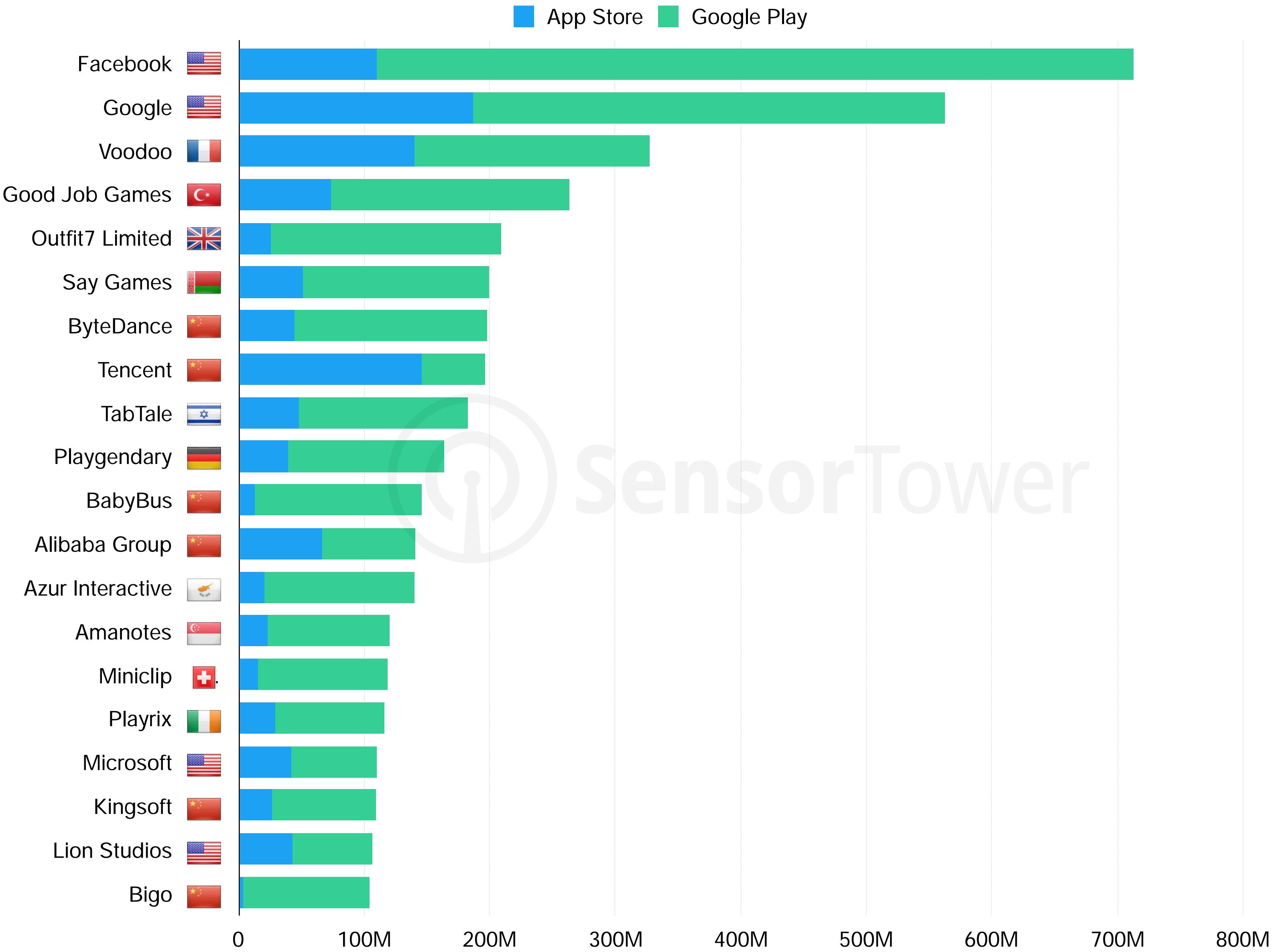
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# Top Publishers

# Overall ▶ Q2 Publishers by Worldwide Downloads



**Facebook and Google saw downloads decline in 2Q19, but still retained the top two spots.**  
Facebook's downloads decreased 8.9% quarter-over-quarter to around 710M.

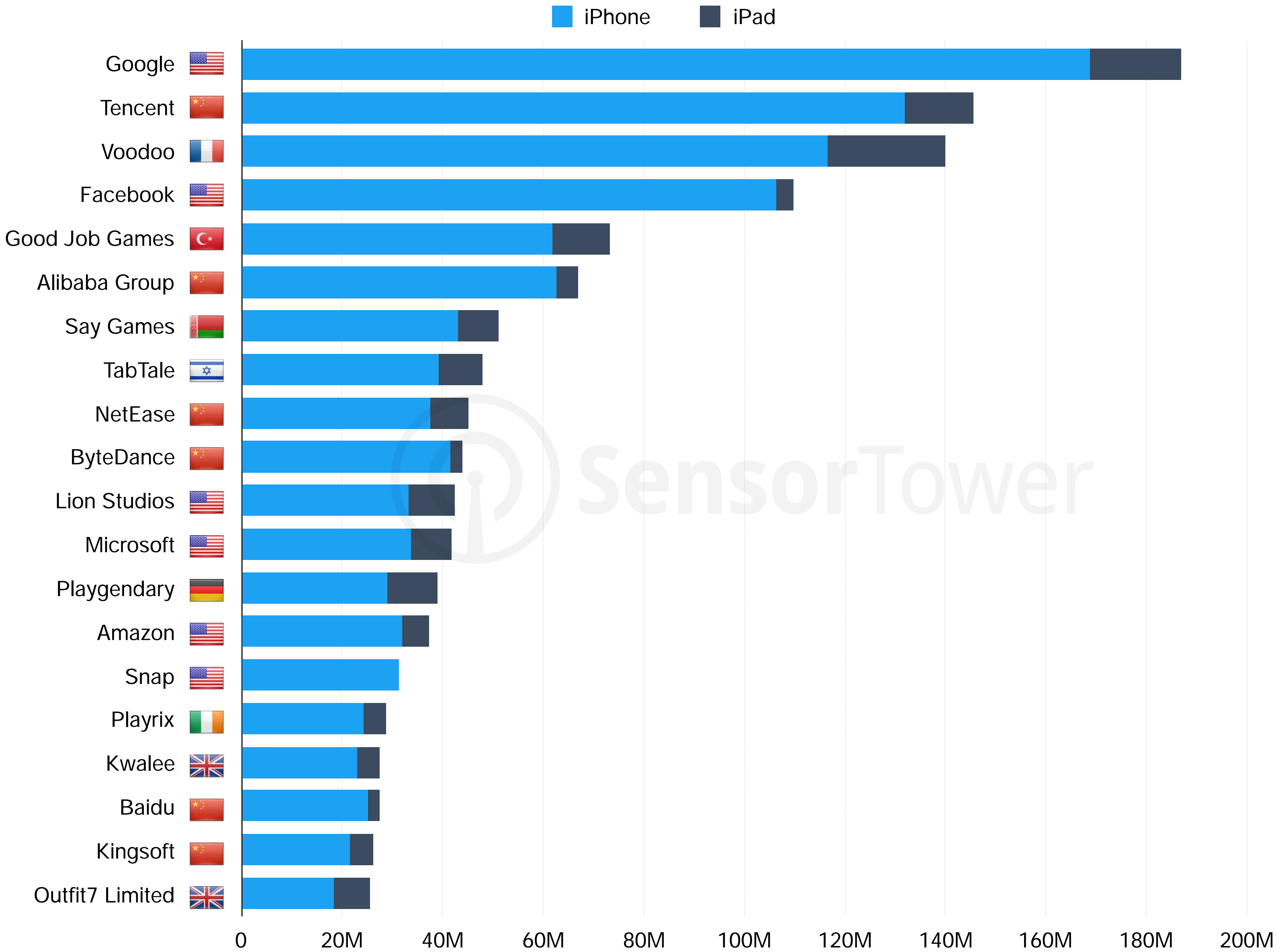
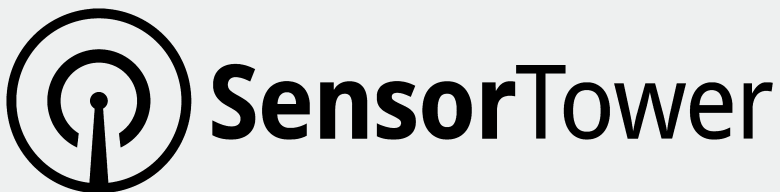
**Top games publishers represented many different countries,** including Voodoo (France), Good Job Games (Turkey), Outfit7 (Great Britain), Say Games (Belarus), and TabTale (Israel).

### Note Regarding Download Estimates

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# App Store ▶ Q2 Publishers by Worldwide Downloads



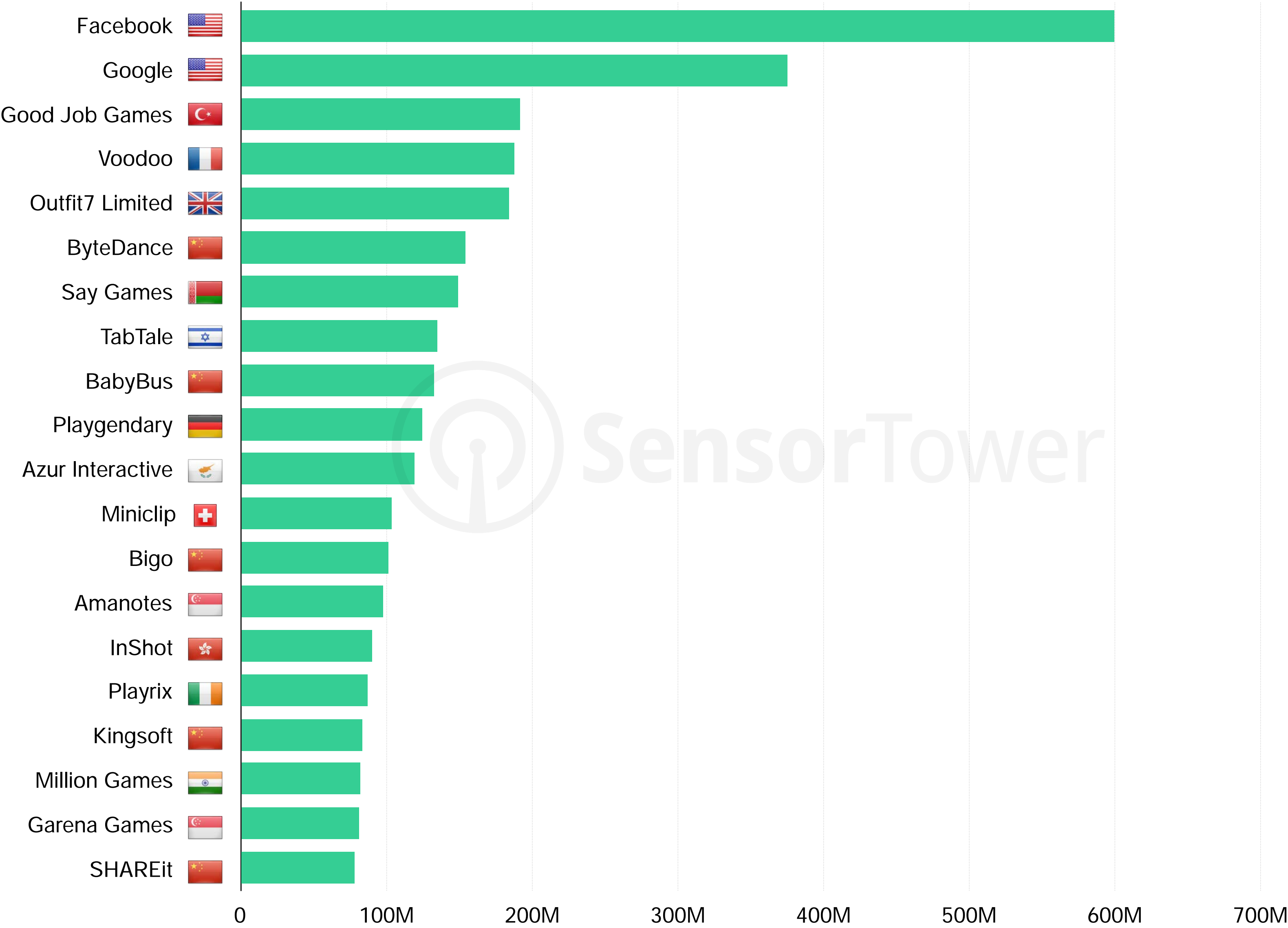
**Good Job Games passed Alibaba to enter the top five in 2Q19.** Say Games was new to the top 20 at No. 7 with more than 50M worldwide downloads on the App Store.

**The U.S. and China each had six publishers among the top 20 on the App Store.** Great Britain was the only other country with more than one publisher in the top 20.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per User).

# Google Play ▶ Q2 Publishers by Worldwide Downloads



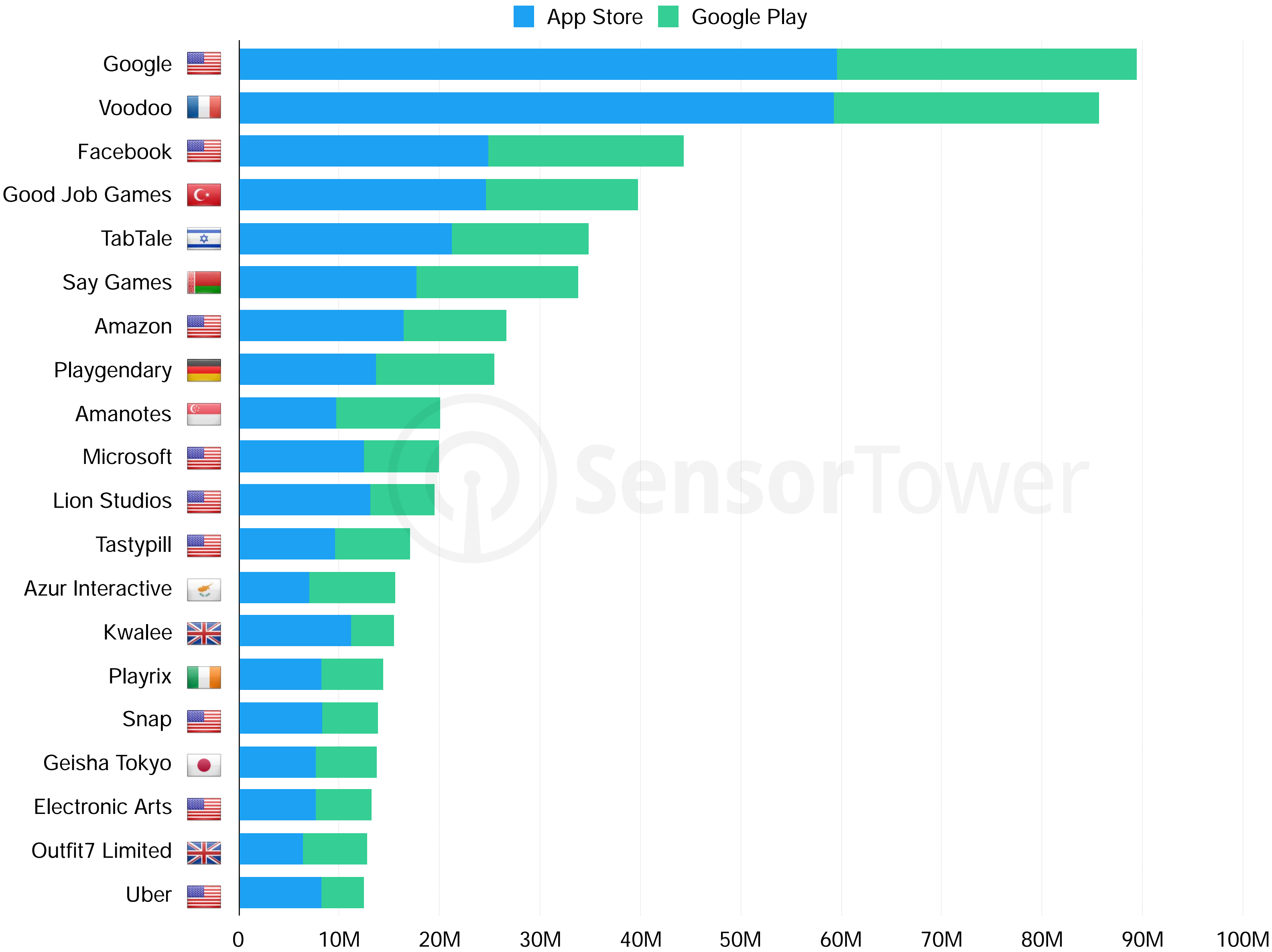
**Facebook and Google retained the top two spots on Google Play.** Good Job Games moved up from No. 8 last quarter to No. 3 in Q2, and Voodoo moved up one spot to No. 4.

**Say Games was the only publisher that was new to the top 10 in 2Q19** with Miniclip falling to No. 12. Publishers that fell out of the top 20 included Microsoft, Mobirix, and Alibaba Group.

### Note Regarding Download Estimates

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# Overall ▶ Q2 Publishers by U.S. Downloads



**Voodoo narrowed the gap on Google as the top publisher by U.S. downloads.** Voodoo was within 4M downloads of Google this quarter, compared to a gap of 27M in Q1.

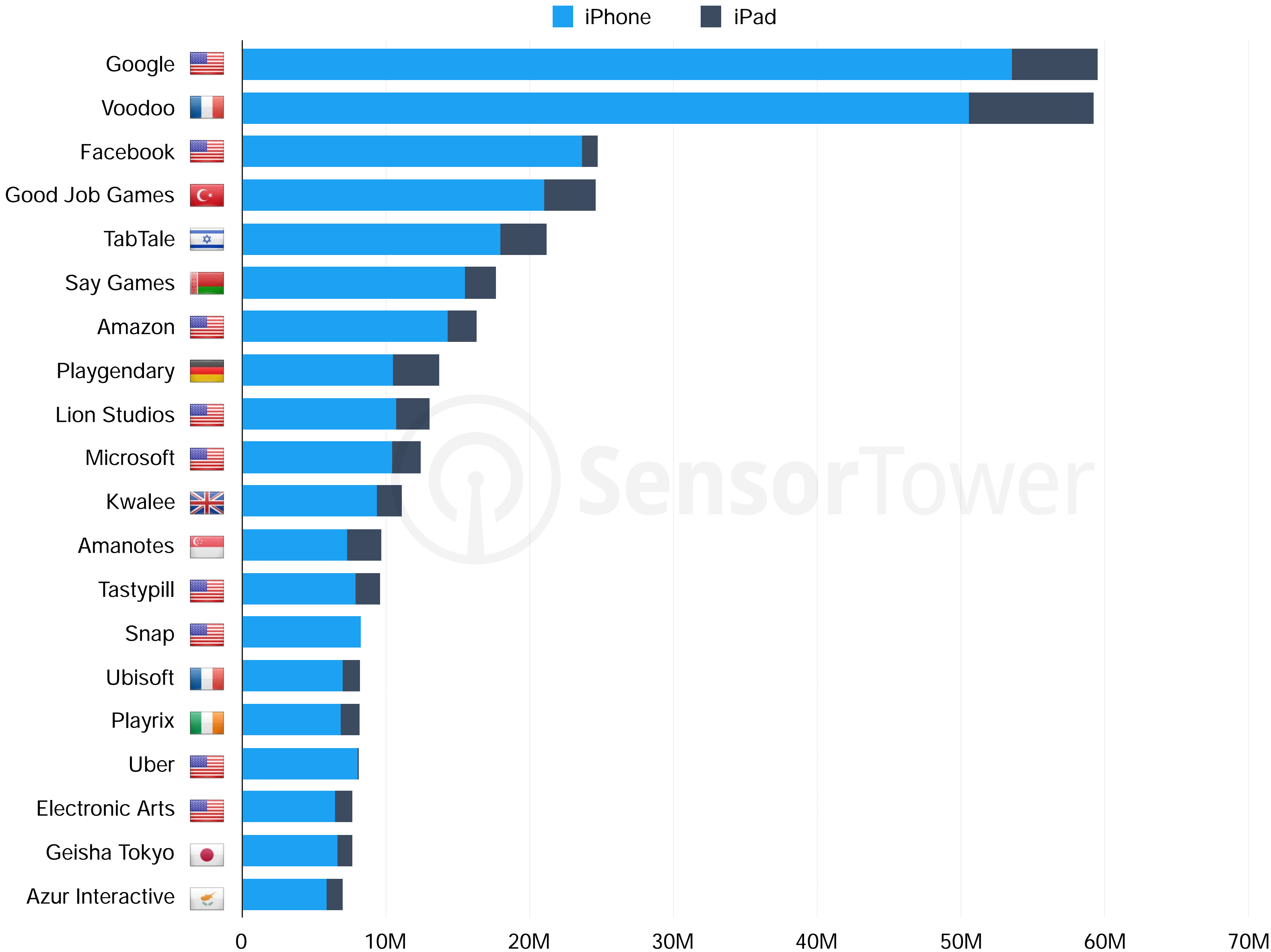
**TabTale knocked Amazon out of top 5 in the U.S. in 2Q19.** Say Games was new to the top 20 at No. 6 with hyper-casual games including Clean Road and House Paint.

### Note Regarding Download Estimates

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# App Store ▶ Q2 Publishers by U.S. Downloads



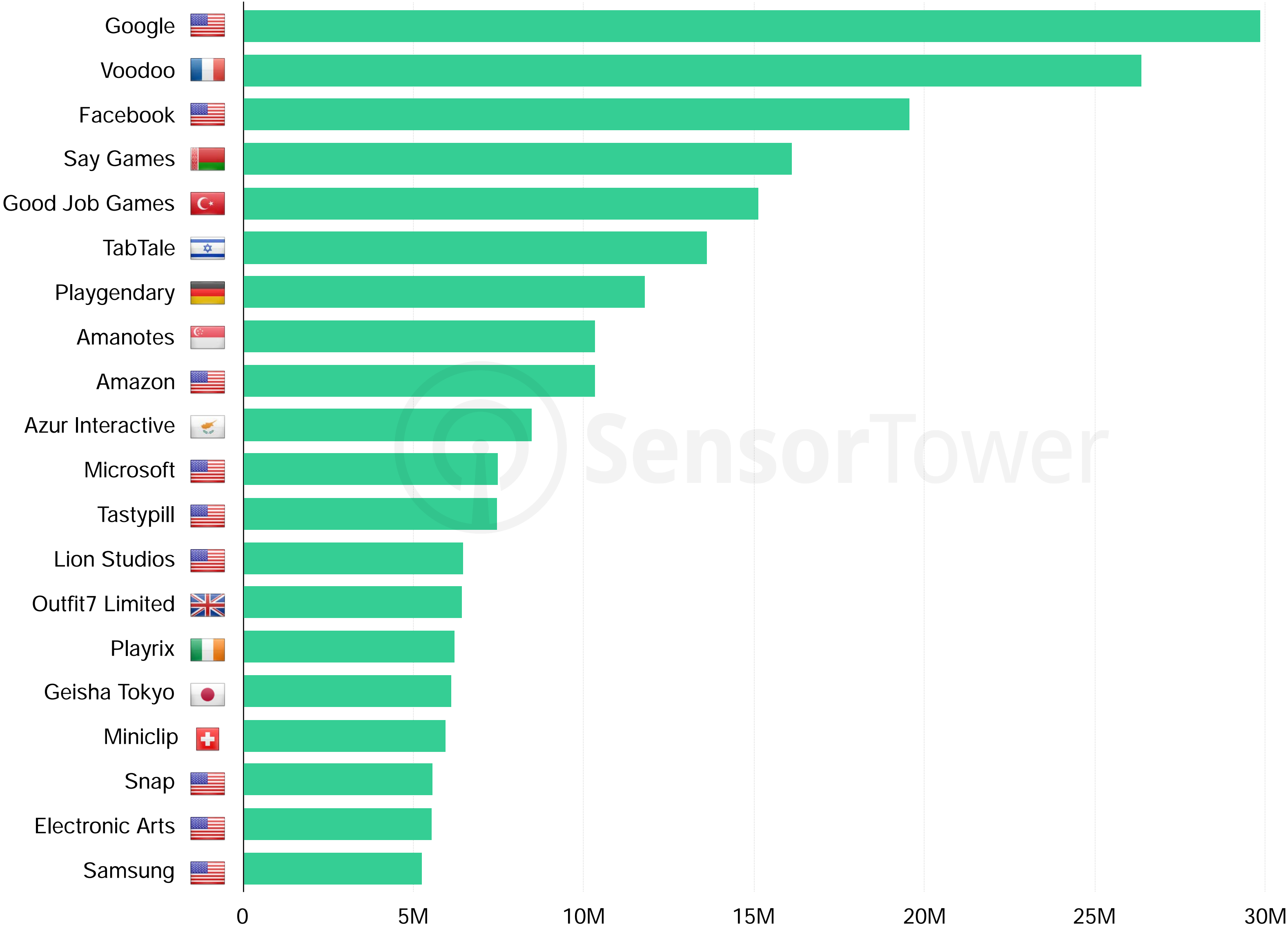
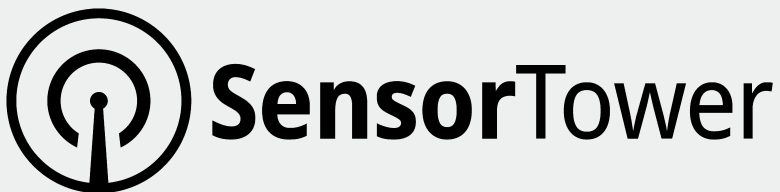
The top three publishers remained the same for the sixth consecutive quarter. **Voodoo nearly caught Google with U.S. App Store installs increasing from 45M in Q1 to 59M in Q2 2019.**

**TabTale, the publisher of popular games like Amaze, entered the top 5 in 2019.** The Tel Aviv based publisher had been consistently in the No. 6 to No. 10 range in previous quarters.

## Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per User).

# Google Play ▶ Q2 Publishers by U.S. Downloads



**The top three publishers in the U.S. on Google Play were the same as in 1Q19.** Downloads for Google and Facebook declined Q/Q, while Voodoo's downloads increased 9% Q/Q.

**Hyper-casual publishers continued to do well on Google Play,** with Say Games, Good Job Games, TabTale, Playgendary, and Azur Interactive among the top 10.

### Note Regarding Download Estimates

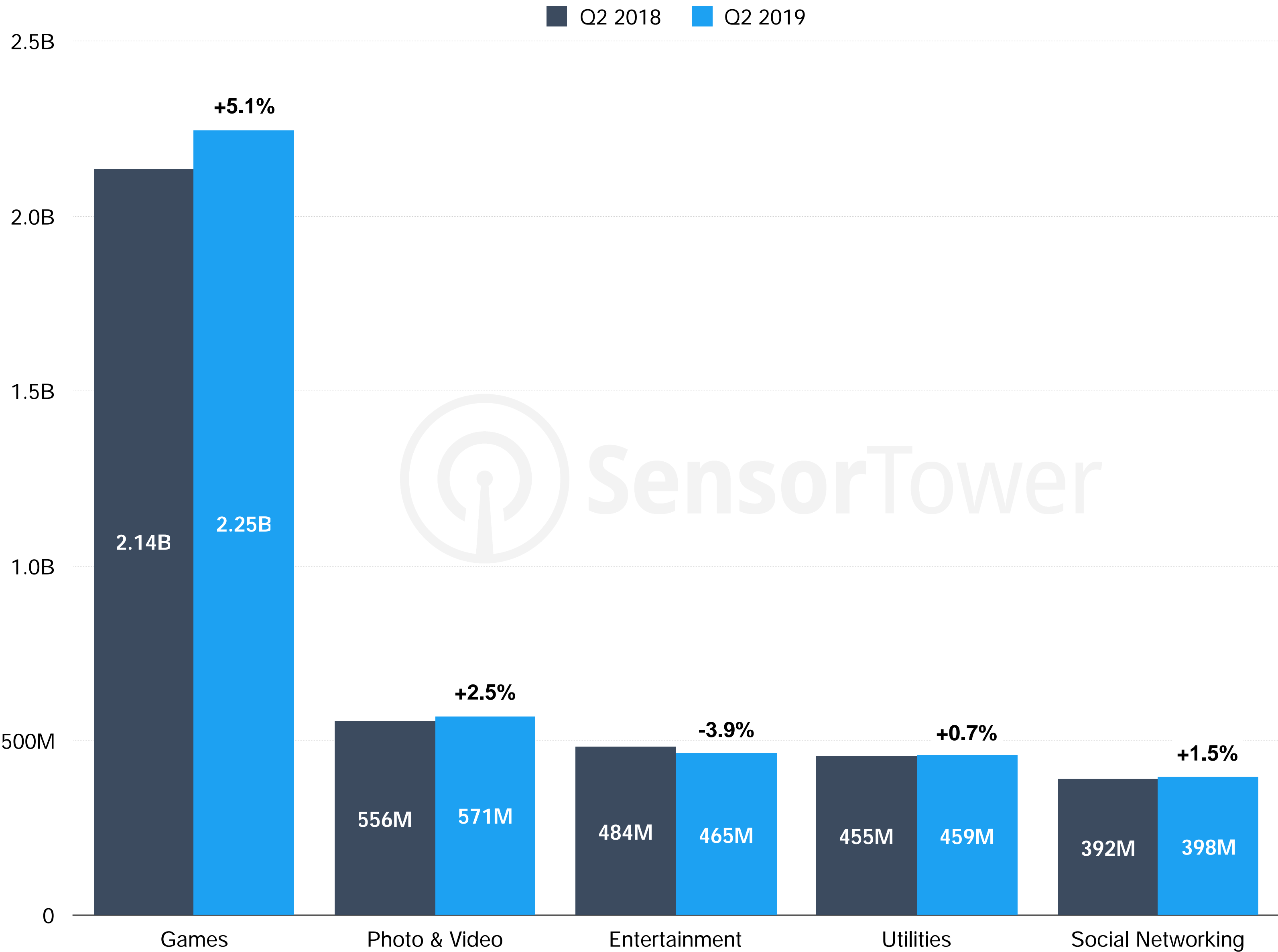
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# Top Categories



# App Store ▶ Q2 Categories by Worldwide Downloads



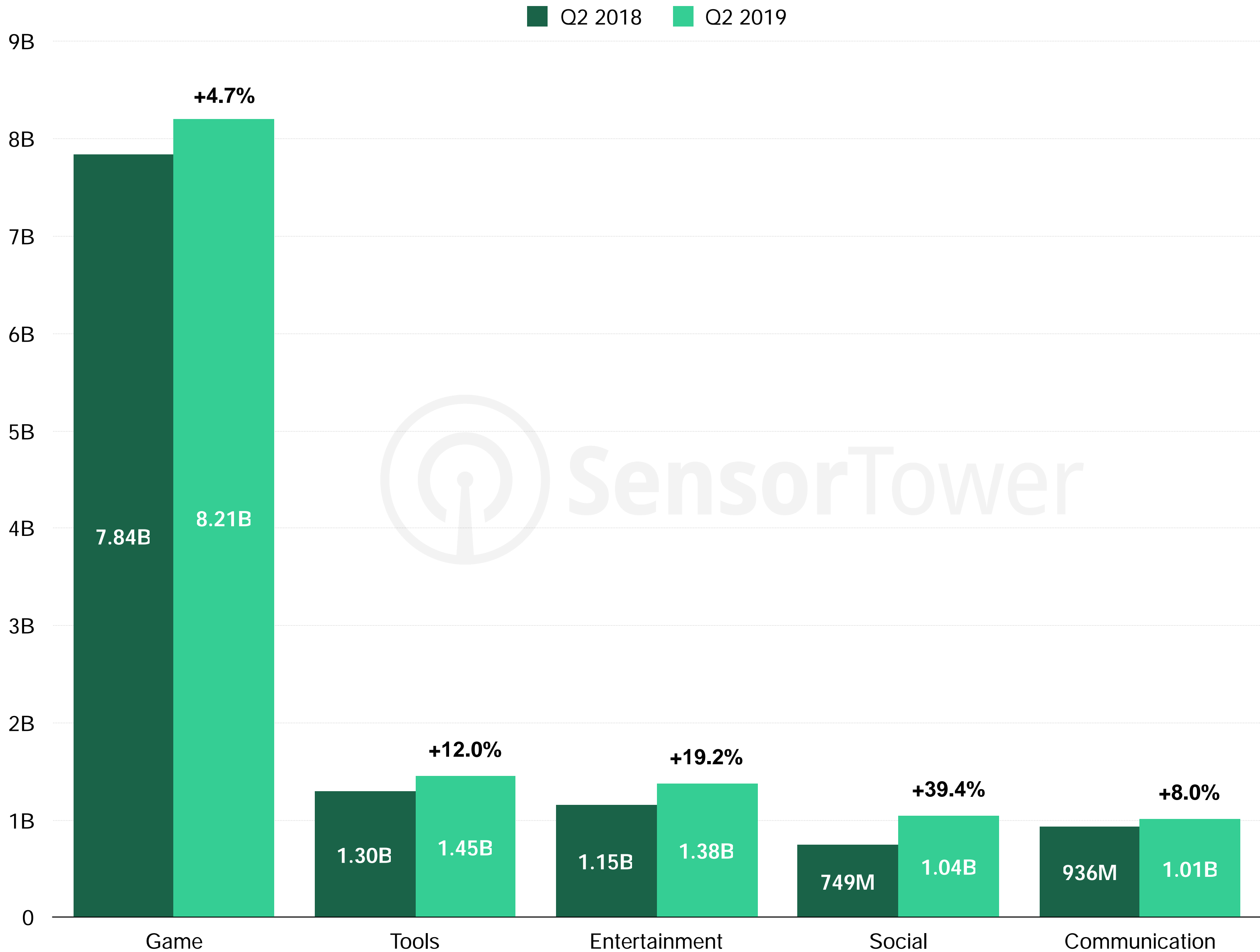
The Games category bounced back after a 9% Y/Y decrease last quarter. App Store game downloads in China increased slightly quarter-over-quarter after a few slow quarters.

Other categories on the App Store did not change much Y/Y in 2Q19. **Photo & Video app downloads increased 2.5% Y/Y**, while Entertainment app downloads decreased 3.9%.

### Note Regarding Download Estimates

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# Google Play ▶ Q2 Categories by Worldwide Downloads



Game downloads increased 4.7% Y/Y in 2Q19 on Google Play. Meanwhile, **non-game downloads increased 22.3% Y/Y**, driven by countries such as India, Brazil, and Indonesia.

**Social passed Communication to become the fourth largest category on Google Play** with nearly 40% Y/Y growth. Entertainment apps also had strong Y/Y growth at just shy of 20%.

### Note Regarding Download Estimates

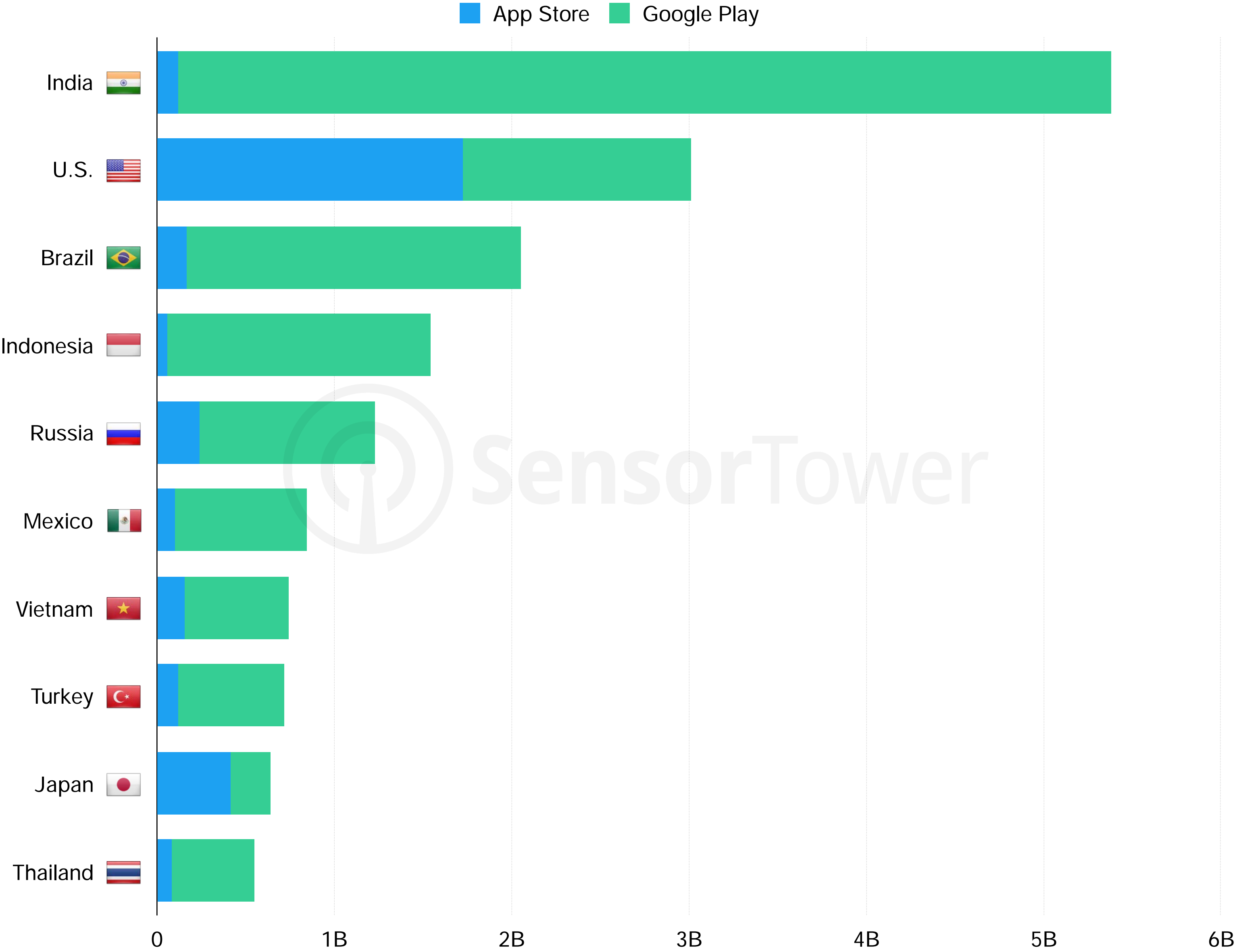
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# Top Countries



# Overall ▶ Q2 Countries by Worldwide Downloads



**India reached a new milestone in 2Q19, hitting five billion downloads in a quarter** across the App Store and Google Play for the first time, up from 4.8B last quarter.

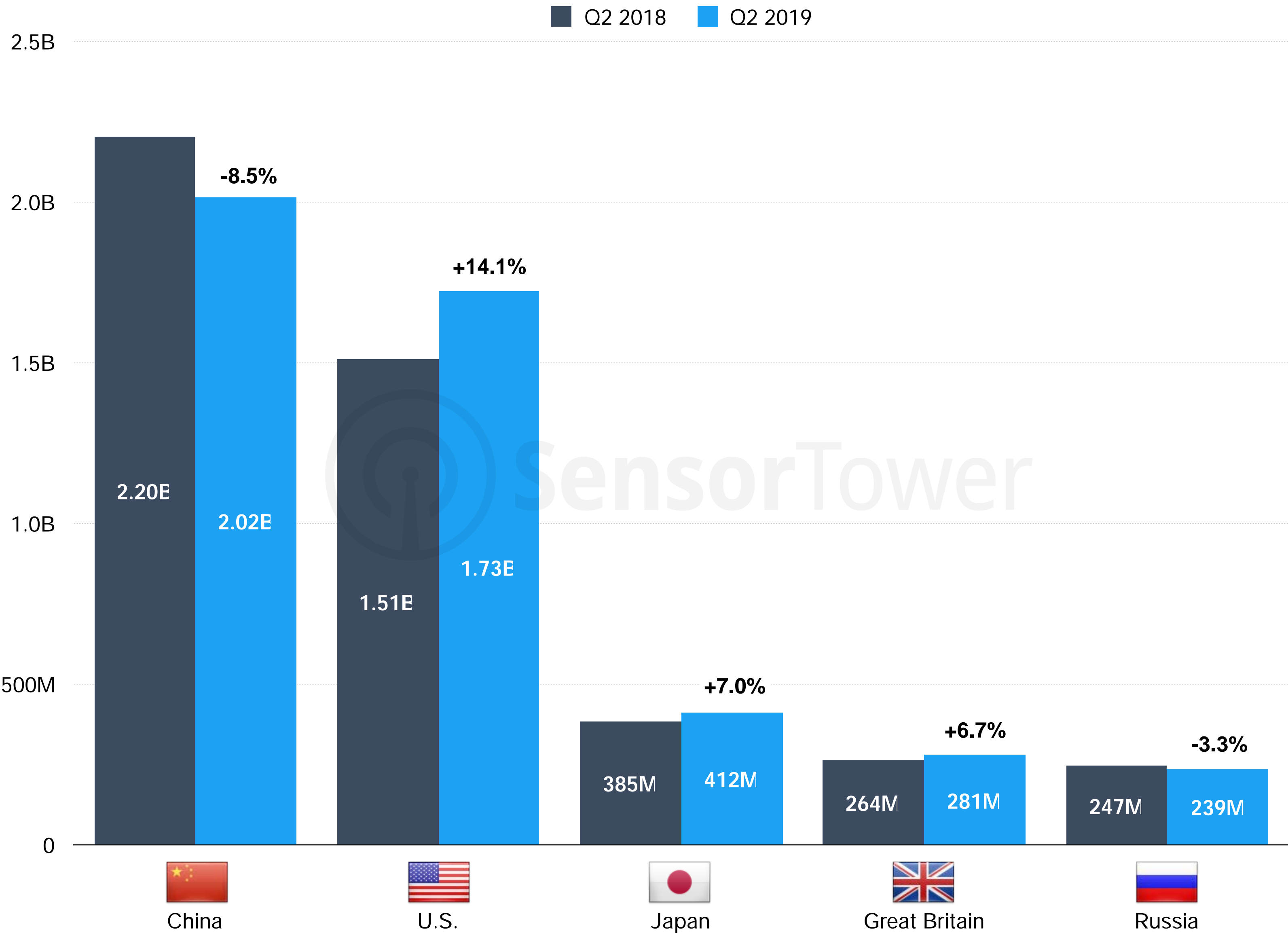
**Indonesia, the No. 5 largest country in Q1, passed Russia to take the No. 4 spot this quarter.** Thailand replaced South Korea among the top 10 with more than 500M downloads.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Apr. 1 through Jun. 30, 2019. Apple apps are excluded. We report unique installs only (one download per User).

**As Google Play is not available in China, we have excluded the country from this chart.**

# App Store ► Q2 Countries by Worldwide Downloads



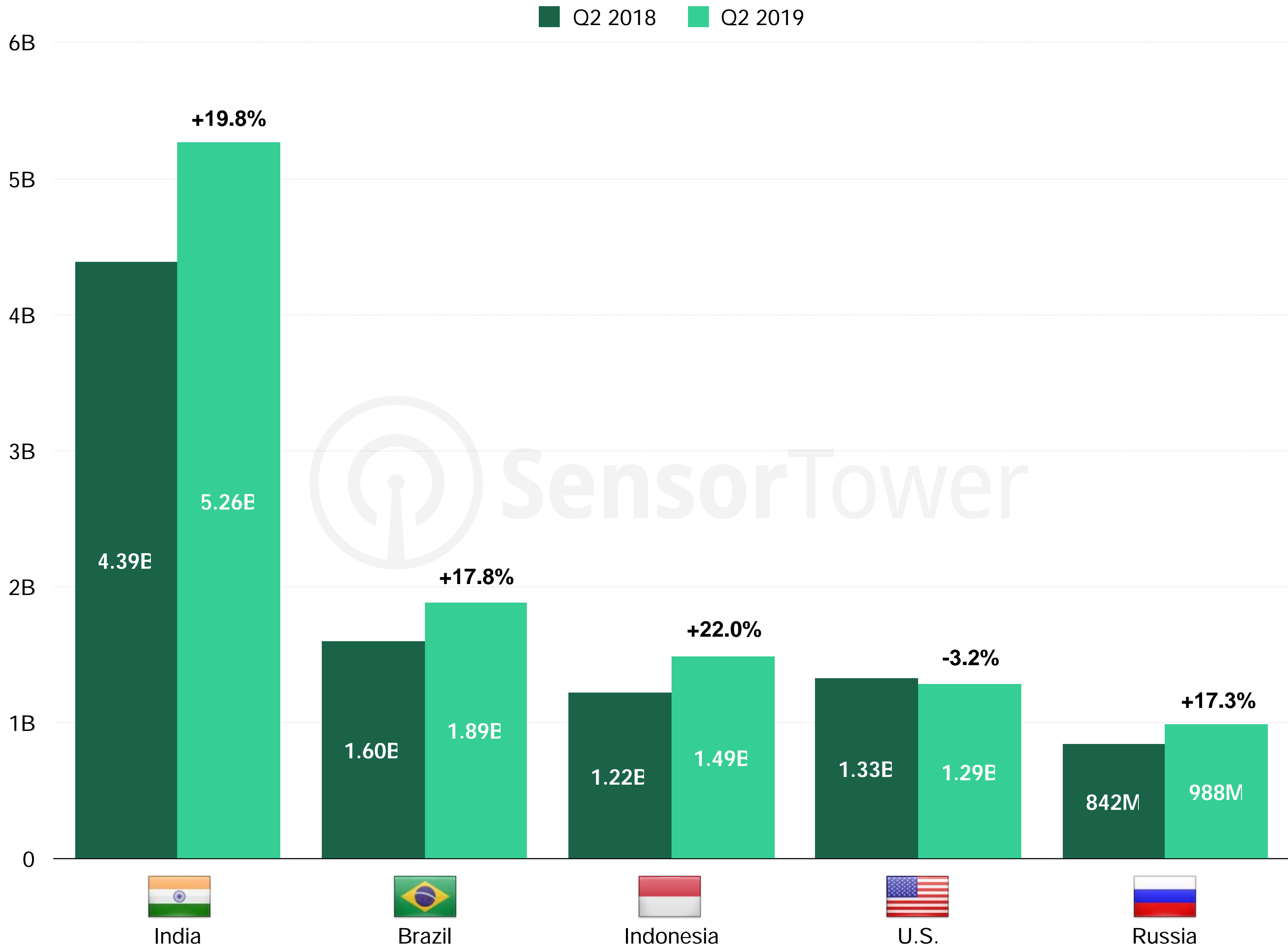
**The gap between China and the U.S. narrowed in 2Q19.** China had 290M more App Store downloads than the U.S. in 2Q19 compared to 690M more downloads in 2Q18.

**The No. 3-5 countries stayed the same as last quarter,** with Japan, Great Britain, and Russia respectively. Japan and Great Britain each had approximately 7% Y/Y growth.

### Note Regarding Download Estimates

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# Google Play ▶ Q2 Countries by Worldwide Downloads



**India bounced back after a Q/Q decline in downloads last quarter.** India's installs reached 5.26B in 2Q19, an increase of 11.6% Q/Q from 4.72B in 1Q19 and up nearly 20% Y/Y.

**Indonesia passed the U.S. for the first time in 2Q19 with 22% year-over-year growth.** U.S. downloads on Google Play dropped below 1.3B for first time since 3Q14.

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# The State of Battle Royale



**Battle Royale games** have flourished over the past year. Several titles were among the top 25 grossing games worldwide in Q2 2019, including **PUBG Mobile** (No. 2), **Garena Free Fire** (No. 11), **Knives Out** (No. 15), and **Fortnite** (No. 21).

- **Tencent replaced PUBG Mobile with Game for Peace in China**, allowing the game to monetize in the country for the first time. The title grossed more than \$140M in less than two months in China this quarter.
- **Garena Free Fire expanded its popularity in India, Southeast Asia, and Latin America**, resulting in 83 percent download growth Y/Y.
- **Fortnite's App Store revenue declined for the third straight quarter.** Fortnite made more than 60 percent of its revenue in the U.S. in Q2 2019.

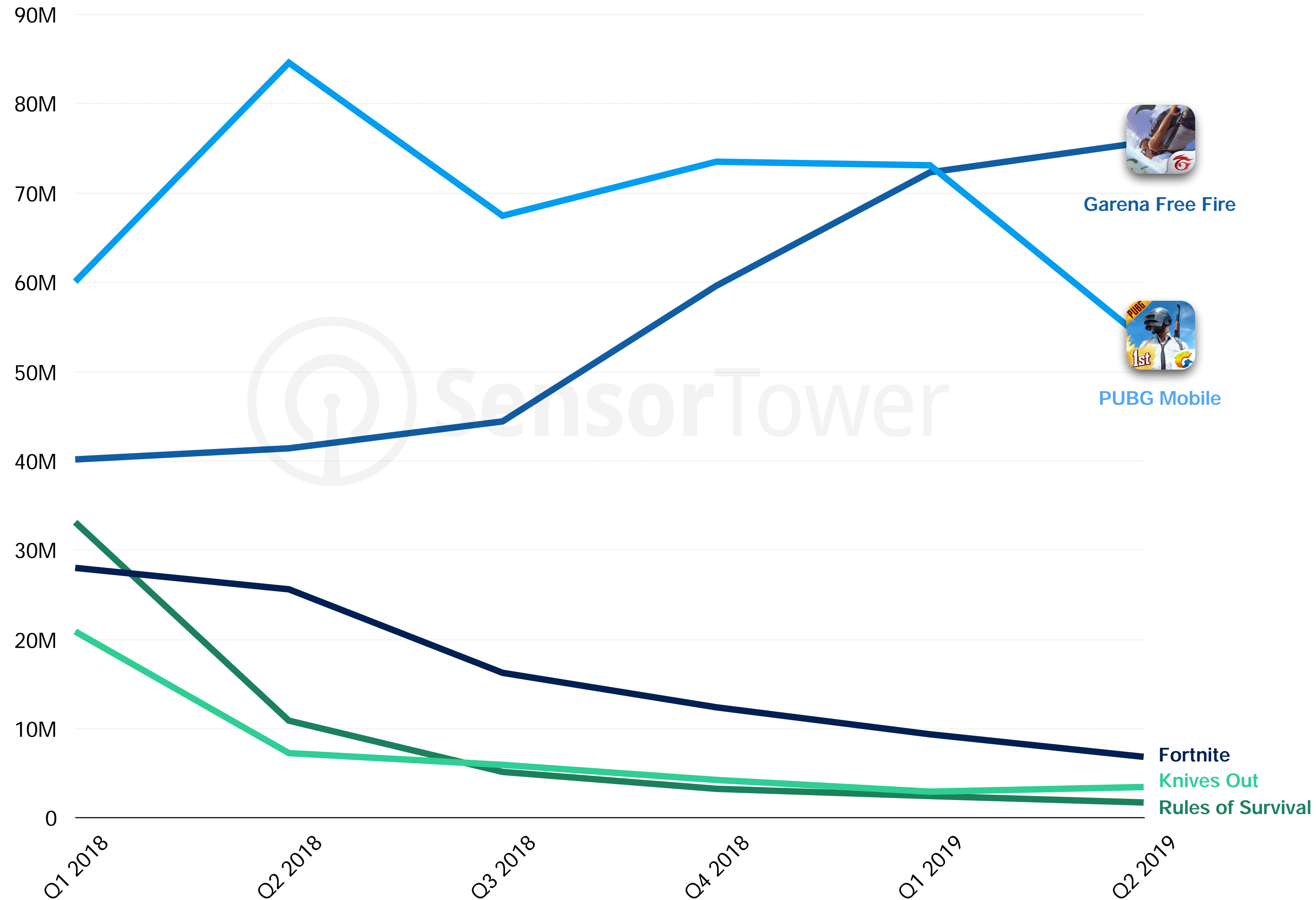
Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report? See the fastest growing apps and publishers by downloads or revenue.

Request Demo



# State of Battle Royale ▶ Worldwide Downloads

Quarterly worldwide downloads for top Battle Royale games, App Store and Google Play



**Among top Battle Royale games, only Garena Free Fire had positive Y/Y download growth in Q2 2019 (83%).** Other games saw Y/Y downloads decline by more than 35%.

**PUBG Mobile totals in 2Q19 include Game for Peace installs in China.** Those who installed Game for Peace after previously downloading PUBG Mobile did not count towards this total.

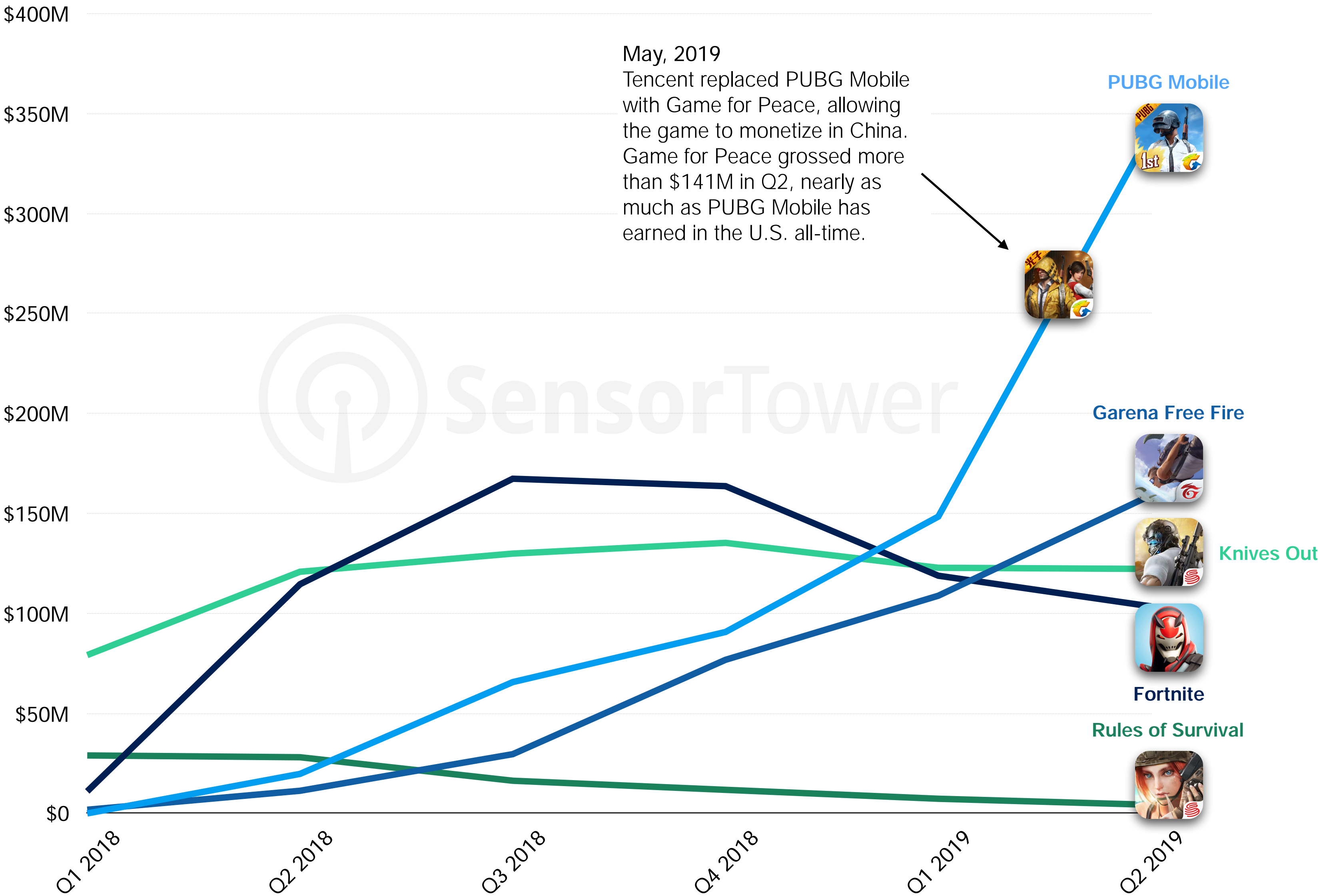
## Note Regarding Download Estimates

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# State of Battle Royale ▶ Worldwide Revenue

Quarterly worldwide gross revenue for top Battle Royale games, App Store and Google Play



Since PUBG Mobile was able to monetize in China with Game for Peace, **the game earned more than 50% of its revenue in China.** It grossed more than \$141M in China in Q2 2019.

**Garena Free Fire grossed more than Fortnite and Knives Out in 2Q19.** Revenue increased 46% quarter-over-quarter, led by Brazil with more than \$55M in gross revenue.

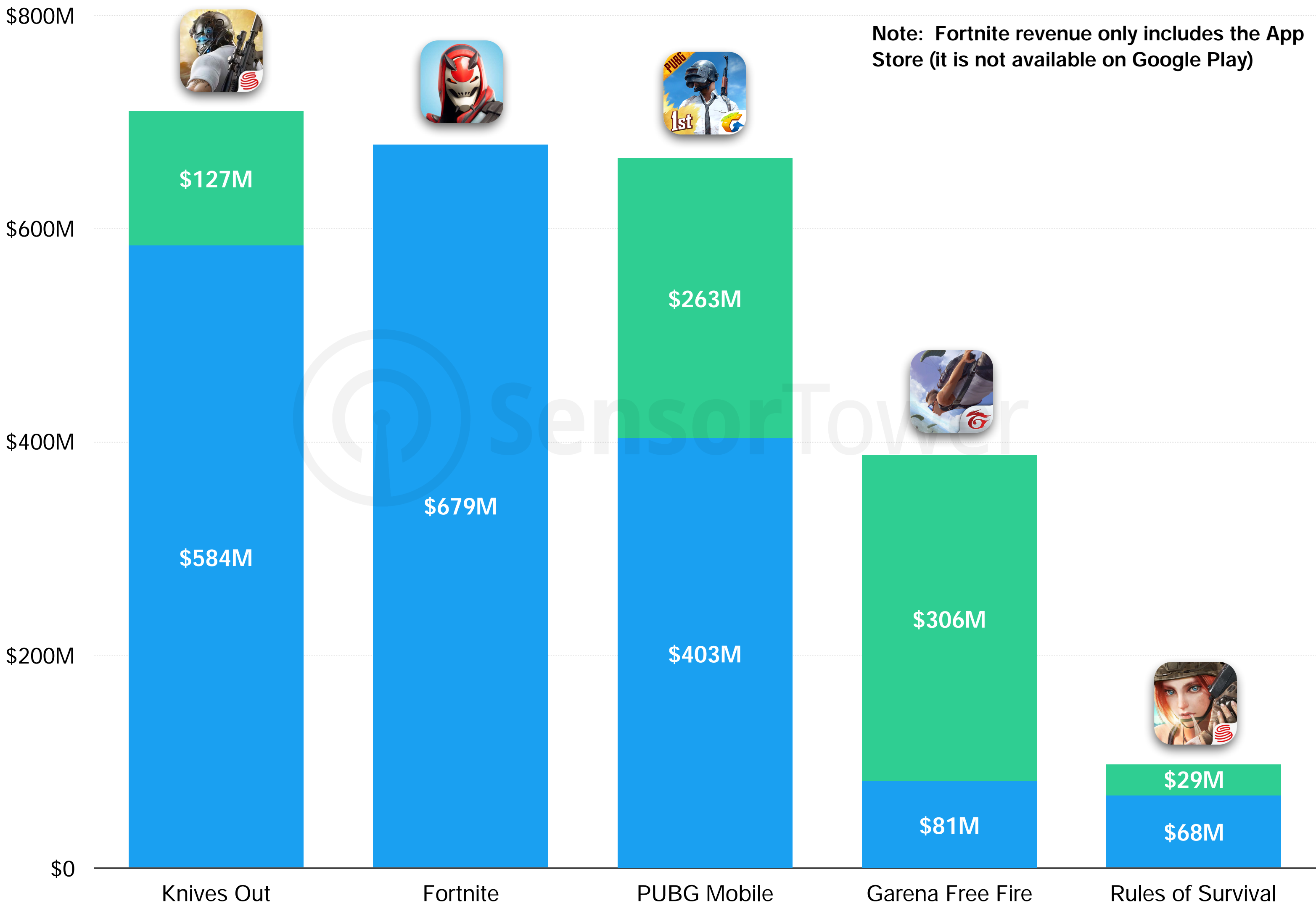
### Note Regarding Revenue Estimates

Our estimates include worldwide daily revenue totals for App Store and Google Play for Jan. 1, 2018 through Jun. 30, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores. Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.



# State of Battle Royale ▶ Worldwide Revenue

Worldwide gross revenue since January 1, 2018, App Store and Google Play



Despite not being available on Google Play, Fortnite is second in worldwide revenue since 2018. Its \$679M grossed on the App Store was the most among Battle Royale games.

Knives Out’s success in Japan has helped it earn more than any other Battle Royale game. Nearly 85% of Knives Out revenue since 2018 is from Japan.

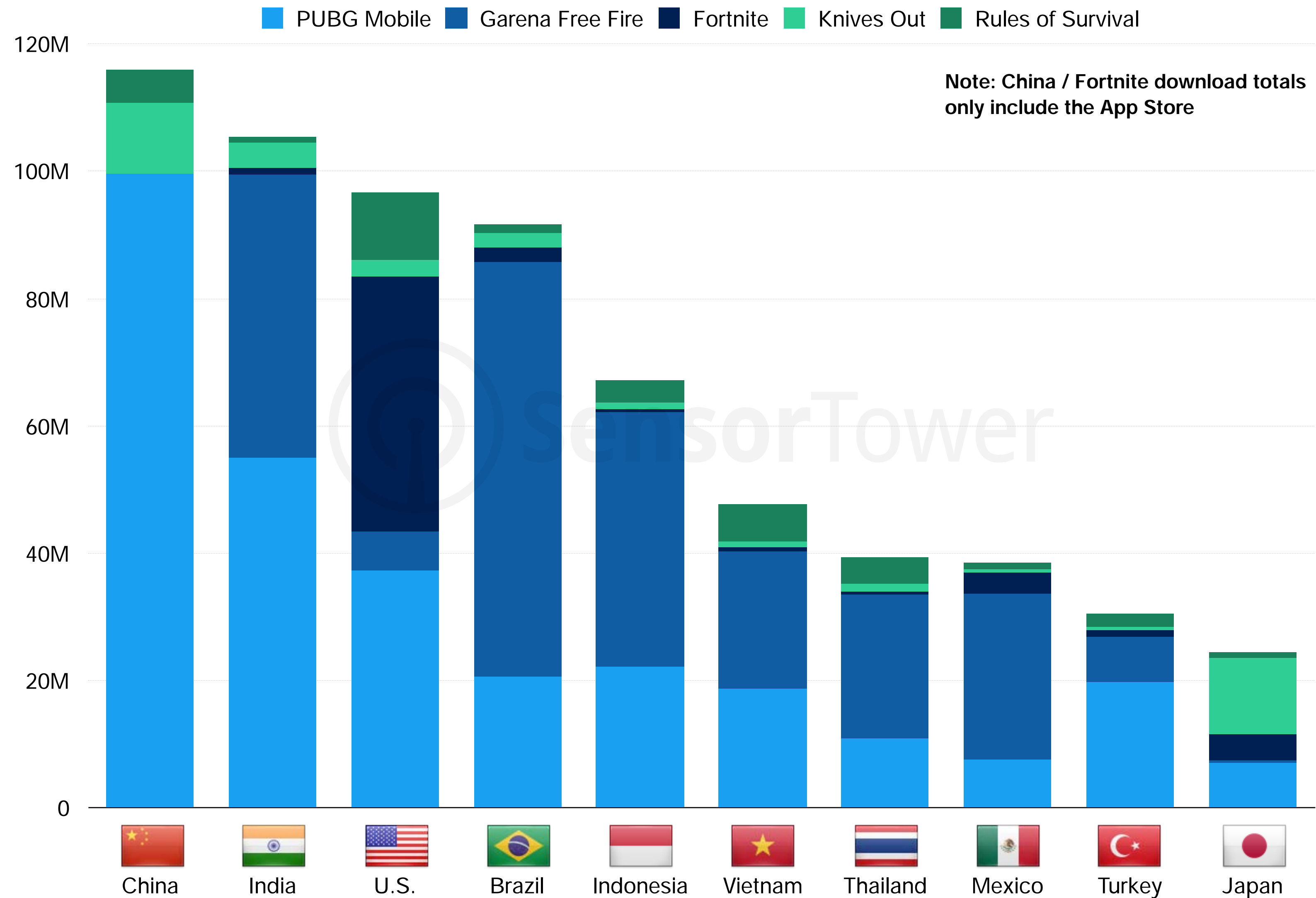
### Note Regarding Revenue Estimates

Our estimates include worldwide daily revenue totals for App Store and Google Play for Jan. 1, 2018 through Jun. 30, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores. Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.

# State of Battle Royale ▶ Top Countries by Downloads



Worldwide downloads for top Battle Royale games, Jan. 2018 - Jun. 2019



**Battle Royale games have achieved success in regional markets**, such as PUBG Mobile / Game for Peace in China, Garena Free Fire in Latin America, and Fortnite in the U.S.

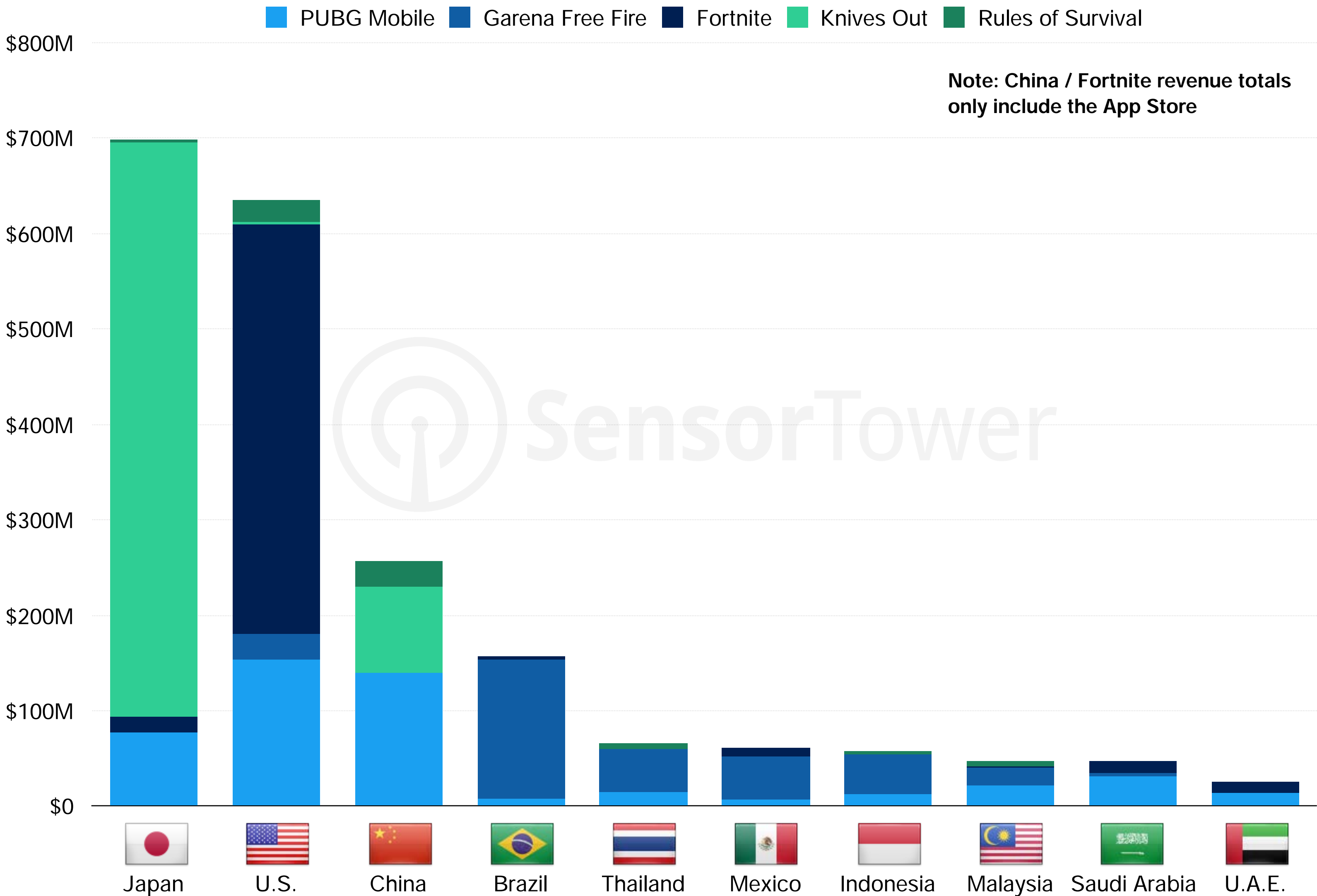
**PUBG Mobile / Game for Peace had nearly 100M App Store installs in China** between January 2018 and June 2019. PUBG Mobile had 55M installs in India, its second largest market.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for App Store and Google Play for Jan. 1, 2018 through Jun. 30, 2019. 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.

# State of Battle Royale ▶ Top Countries by Revenue

Worldwide gross revenue for top Battle Royale games, Jan. 2018 - Jun. 2019



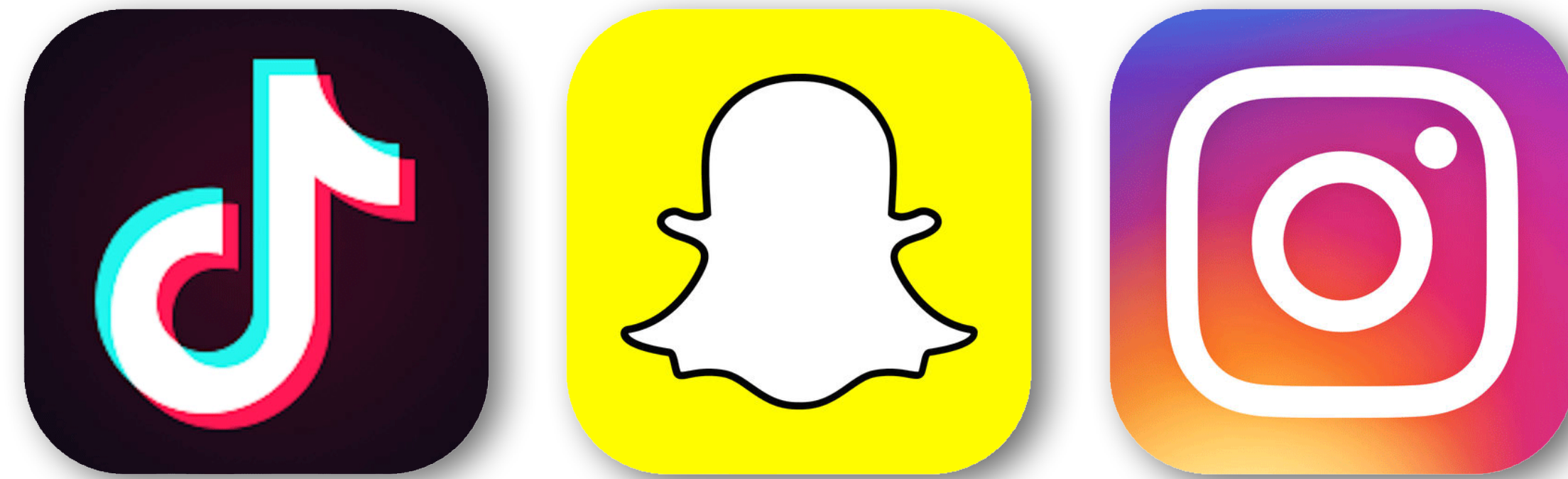
A few Battle Royale games have been very successful in different markets. **Each of the top four countries have a different highest grossing Battle Royale game.**

**Japan was the top country by Battle Royale game revenue despite being only No. 10 by downloads.** Knives Out had \$600M in gross revenue in Japan since 2018.

### Note Regarding Revenue Estimates

Our estimates include worldwide daily revenue totals for App Store and Google Play for Jan. 1, 2018 through Jun. 30, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores. Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.





# The State of Social Video Apps



**The market for social video apps in the U.S. remained competitive in Q2 2019. Snapchat and Instagram** were the No. 2 and 3 non-games respectively by downloads in the U.S. in 2Q19, and **TikTok** was No. 2 each of the previous two quarters (4Q18 and 1Q19).

- **Snapchat had the second highest U.S. download growth** among non-game apps in 2Q19. Only HBO NOW, boosted by the final season of Game of Thrones, displayed higher quarter-over-quarter growth.
- **TikTok (formerly musical.ly in the U.S.) saw U.S. downloads fall** after two very successful quarters in 4Q18 and 1Q19. Both Snapchat and Instagram had more U.S. downloads than TikTok in 2Q19.
- **Snapchat's growth** was driven by new features (including a **gender swap filter**) and its **Snap Kit** allowing integration with other apps, such as **Yolo**.



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# Social Video Apps ▶ Top Growing Apps in the U.S.



## Top Non-Game Apps by Q/Q U.S. Download Growth

Q4 2018				Q1 2019				Q2 2019			
Rank	App	Q/Q Growth		Rank	App	Q/Q Growth		Rank	App	Q/Q Growth	
1	TikTok	5.9M		1	IRS2GO	4.1M		1	HBO NOW	1.8M	
	Bytedance				Internal Revenue Service				HBO		
2	Amazon Alexa	4.5M		2	TurboTax	3.8M		2	Snapchat	1.6M	
	Amazon				Intuit				Snap		
3	Zepeto	2.7M		3	DoorDash	3.8M		3	CyberGhost	1.6M	
	Snow				DoorDash				CyberGhost		
4	Amazon	2.2M		4	Samsung Notes	2.2M		4	Funimate	1.3M	
	Amazon				Samsung				Avcr		
5	Boo	2.2M		5	PicsArt	2.1M		5	Google Maps	1.2M	
	Beijing Baide Aisi				PicsArt				Google		
6	Walmart	2.1M		6	Letgo	1.9M		6	RainbowKey	1.1M	
	Walmart				Letgo				ONE App Essentials		
7	Google Home	1.9M		7	Hooked	1.7M		7	Avatar Keyboard	980K	
	Google				Telepathic				Joali		
8	The CW	1.8M		8	NCAA MM Live	1.6M		8	Chewy	930K	
	The CW				NCAA				Chewy		
9	Burger King	1.7M		9	Postmates	1.5M		9	DAZN	860K	
	Burger King				Postmates				DAZN		
10	GrubHub	1.6M		10	Instagram	1.4M		10	Fonts	860K	
	GrubHub				Facebook				Fonts		

Social video apps were present among the top 10 apps by Q/Q download growth in the U.S. the past three quarters. **Only HBO NOW had higher growth than Snapchat in Q2 2019.**

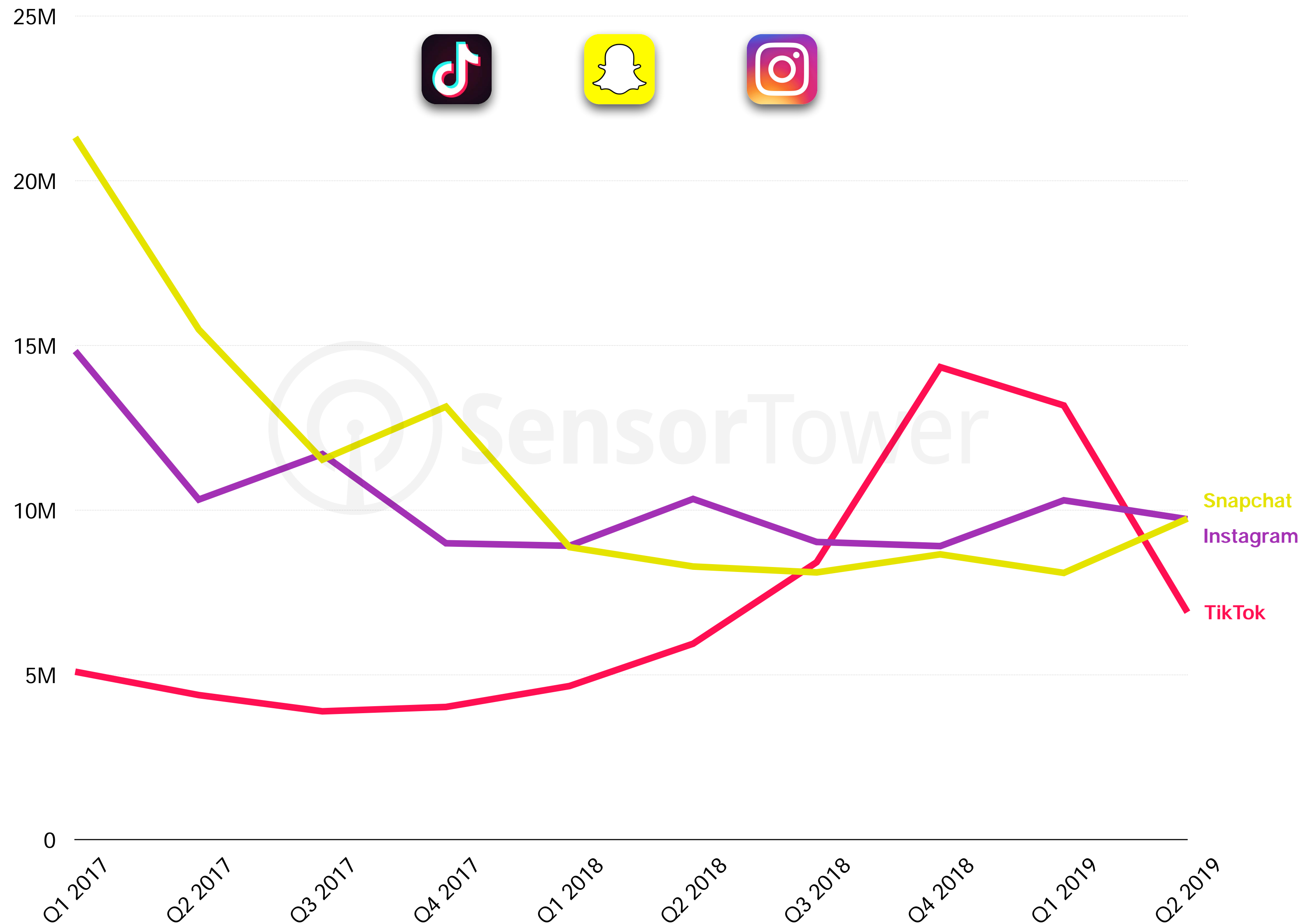
**Neither TikTok nor Instagram were able to sustain their growth into the next quarter.** Time will tell if Snapchat can build off the momentum of a strong quarter into 3Q19.

### Note Regarding Download Estimates

Our estimates include U.S. daily download totals for App Store and Google Play for Jul. 1, 2018 through Jun. 30, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.

# Social Video Apps ▶ U.S. Downloads

Quarterly U.S. downloads for top social video apps, App Store and Google Play



**In 2Q19, Snapchat experienced Y/Y growth for the first time since 1Q17.** Downloads grew 18% Y/Y to nearly 10M in the quarter, its best quarter since 2017.

**U.S. TikTok downloads decreased 48% Q/Q in 2Q19 and it fell to No. 10 among non-games.** It had been the No. 2 app by U.S. downloads behind Messenger in 4Q18 and 1Q19.

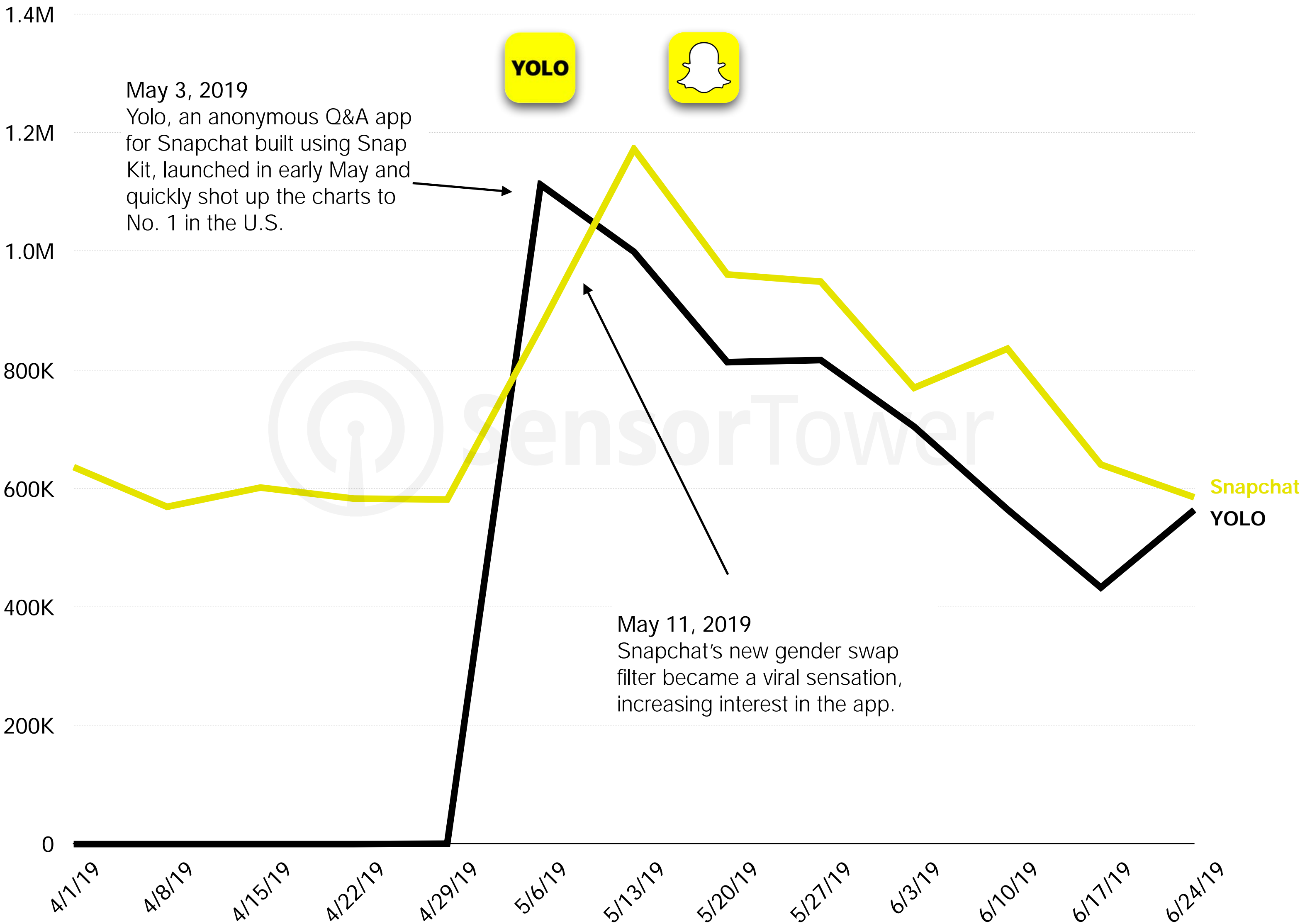
### Note Regarding Download Estimates

Our estimates include U.S. daily download totals for App Store and Google Play for Jan. 1, 2017 through Jun. 30, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.



# Social Video Apps ▶ U.S. Snapchat Downloads

Q2 2019 weekly U.S. downloads for Snapchat and Yolo, App Store and Google Play



In early May, Snapchat benefitted from the popularity of Yolo, an anonymous Q&A app integrated with Snapchat, as well as a viral reaction to its new gender swap filter.

Yolo was built using Snap Kit to allow users to receive anonymous responses in Snapchat. In the future, Snapchat could benefit from other apps integrating features with its app.

### Note Regarding Download Estimates

Our estimates include U.S. daily download totals for App Store and Google Play for Apr. 1, 2019 through Jun. 30, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.





# The State of AR Games

**Niantic released Harry Potter: Wizards Unite in late June**, the most anticipated location-based AR game since **Pokémon GO**. Its early performance put it on track to be the second most successful AR game to date, although it has fallen short of the pace set by Pokémon GO in July 2016.

- **Harry Potter: Wizards Unite had 14.1M installs and \$9.7M in gross revenue in the 20 days since its launch**, comparing favorably to other location-based AR games such as **Jurassic World Alive** and **The Walking Dead: Our World**.
- This release helps put into perspective the **unique level of success that Pokémon GO was able to accomplish**. Pokémon GO earned nearly 20 times the revenue of **HP: Wizards Unite** in its first 20 days.









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# AR Games ▶ Location-Based AR Game Information

App information for popular location-based AR games by release date

App	Publisher	Launched	Worldwide All-Time Downloads	Worldwide All-Time Gross Revenue
 Ingress Prime	Niantic	December 2013	13.7M	\$4.7M
 Pokémon GO	Niantic	July 2016	520M	\$2.6B
 Jurassic World Alive	Ludia	May 2018	15.6M	\$53M
 The Walking Dead: Our World	Next Games	July 2018	7.0M	\$24M
 Ghostbusters World	FourThirtyThree	October 2018	2.1M	\$470K
 Harry Potter: Wizards Unite	Niantic	June 2019	11.7M	\$6.8M

**Niantic’s Pokémon GO was able to take AR to a new level in July 2016.**

In three years, the game has been downloaded more than 500M times and has grossed \$2.6B worldwide.

Several new games have tried to mimic Pokémon GO’s success with AR since 2018. **Niantic and WB Games launched Harry Potter: Wizards Unite towards the end of the Q2.**

### Note Regarding Download / Revenue Estimates

Our estimates include worldwide daily download and revenue totals for App Store and Google Play for Jan. 1, 2014 through Jun. 30, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores. Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.

**Note:** All-Time downloads and revenue are through Jun. 30, 2019.

# AR Games ▶ Downloads In First 20 Days

Worldwide downloads during the 20 days after launch, App Store and Google Play



**Harry Potter: Wizards Unite had 14.1M downloads in the 20 days after it launched.** This was better than other AR games such as Jurassic World Alive and Ghostbusters World.

While Harry Potter: Wizards Unite compared favorably to other AR games, **it fell well short of the success achieved by Pokémon GO after its launch in 2016.**

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for App Store and Google Play for Jul. 1, 2016 through Jul. 9, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of all app versions, ex: Facebook and Facebook Lite.



# AR Games ▶ Revenue In First 20 Days

Worldwide gross revenue during the 20 days after launch, App Store and Google Play



**Pokémon GO** grossed \$187M in its first 20 days, **nearly 20 times the amount earned by HP: Wizards Unite in its first 20 days.** Jurassic World Alive has grossed \$53M all-time.

**HP: Wizards Unite ranked second among AR games.** It'll look to surpass \$10M in its first month, compared to Jurassic World Alive's \$8.4M and The Walking Dead: Our World's \$4.5M.

### Note Regarding Revenue Estimates

Our estimates include worldwide daily revenue totals for App Store and Google Play for Jul. 1, 2016 through Jul. 9, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores. Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.

# AR Games ▶ Cumulative Revenue After Launch

Cumulative worldwide gross revenue in 90 days after launch, App Store and Google Play



**Harry Potter: Wizards Unite's** revenue trajectory compared to other AR games reveals it **is on track to surpass \$10M in 30 days and \$25M in 90 days since launch.**

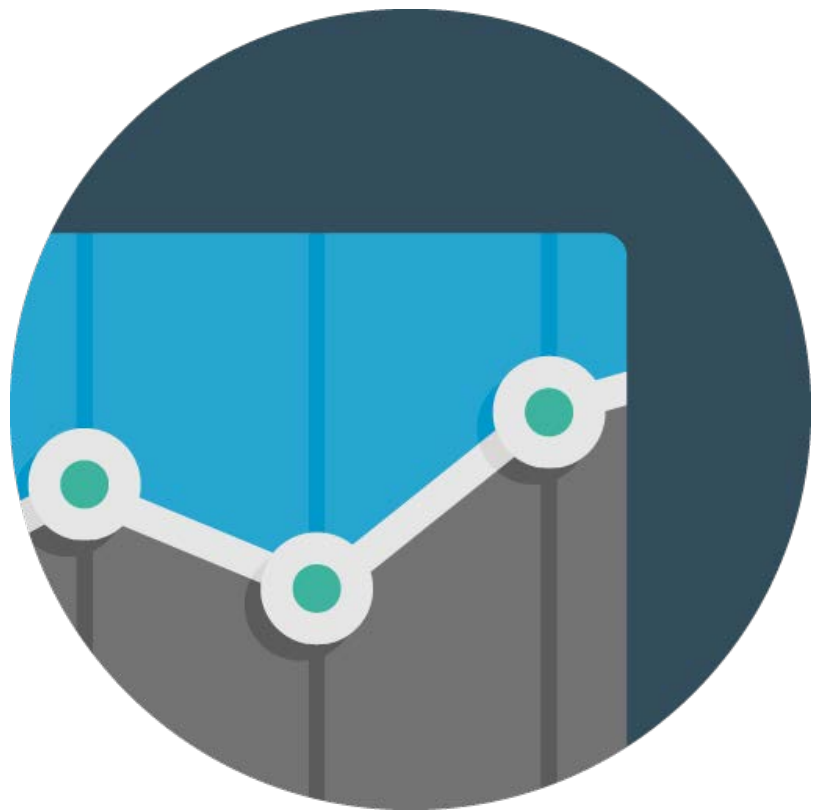
**Pokémon GO took only 12 days to reach \$100M in gross revenue and reached \$200M in 21 days.** It had already surpassed \$600M in 90 days since launch.

### Note Regarding Revenue Estimates

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