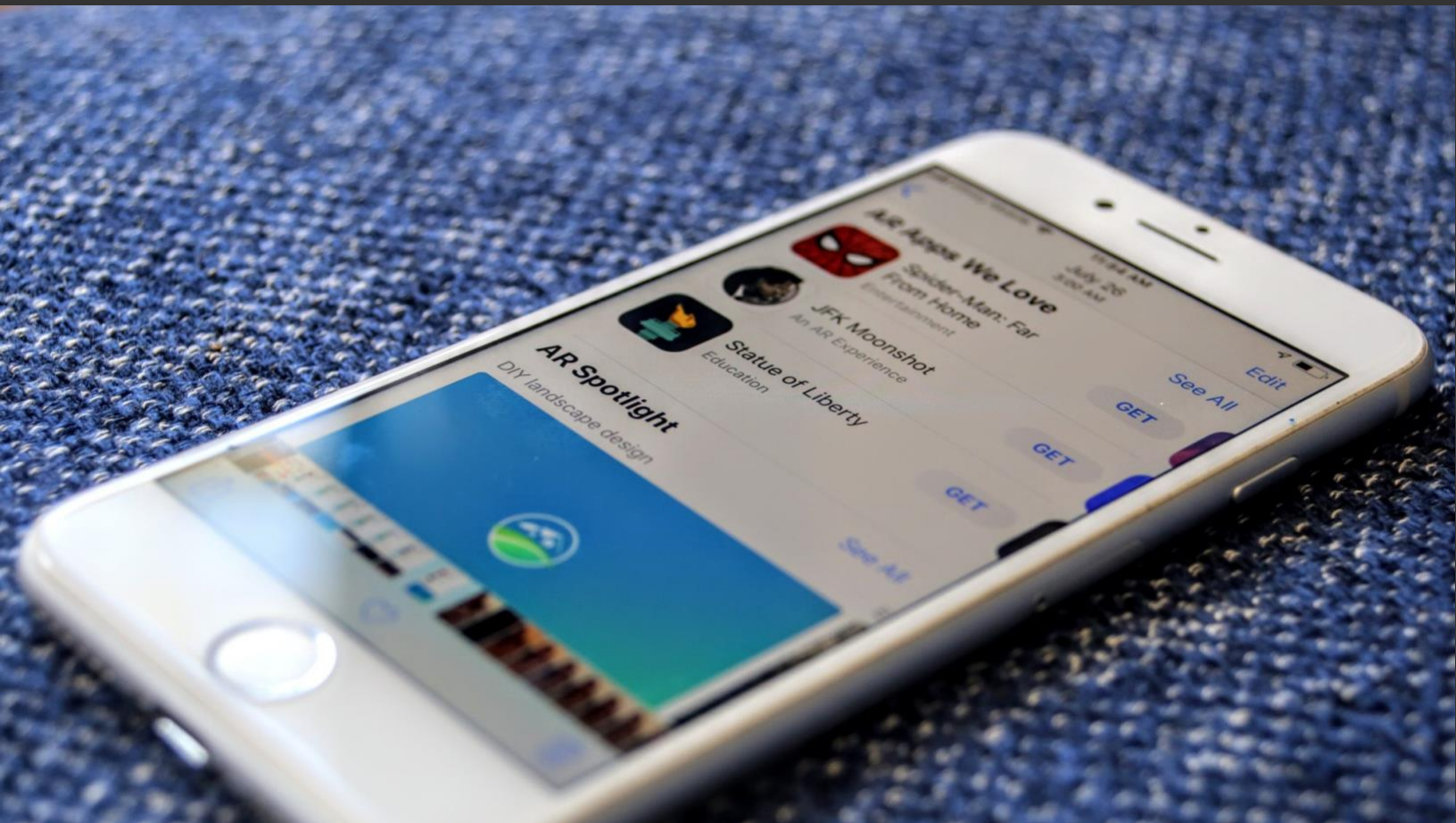


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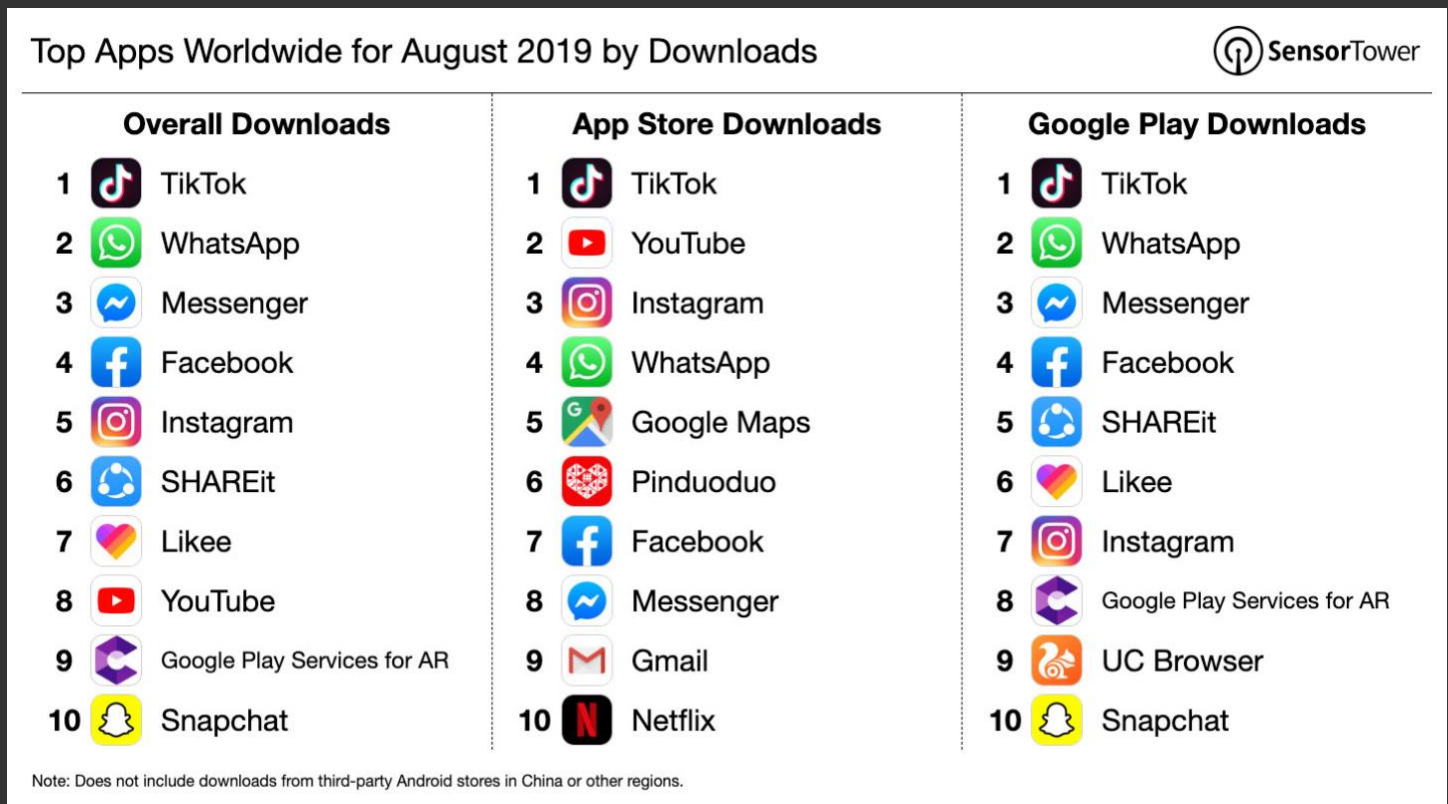
ARtillery Data Brief

ARCore is 8th Most Downloaded App in August
10/07/19

While in perpetual market-sizing mode, our radar is up for clues of AR user penetration and traction. Having gone through the painstaking process of assembling the complex AR market-sizing puzzle, our ears perk up when the radar picks up subtle signals. It's all about catching them.

The latest is from Sensor Tower — a reliable source for app usage data. In its monthly report of global app downloads, a gem popped out. Google Play Services for AR app is the 8th most downloaded Google Play app in August (9th overall), sitting between Instagram and Snapchat.

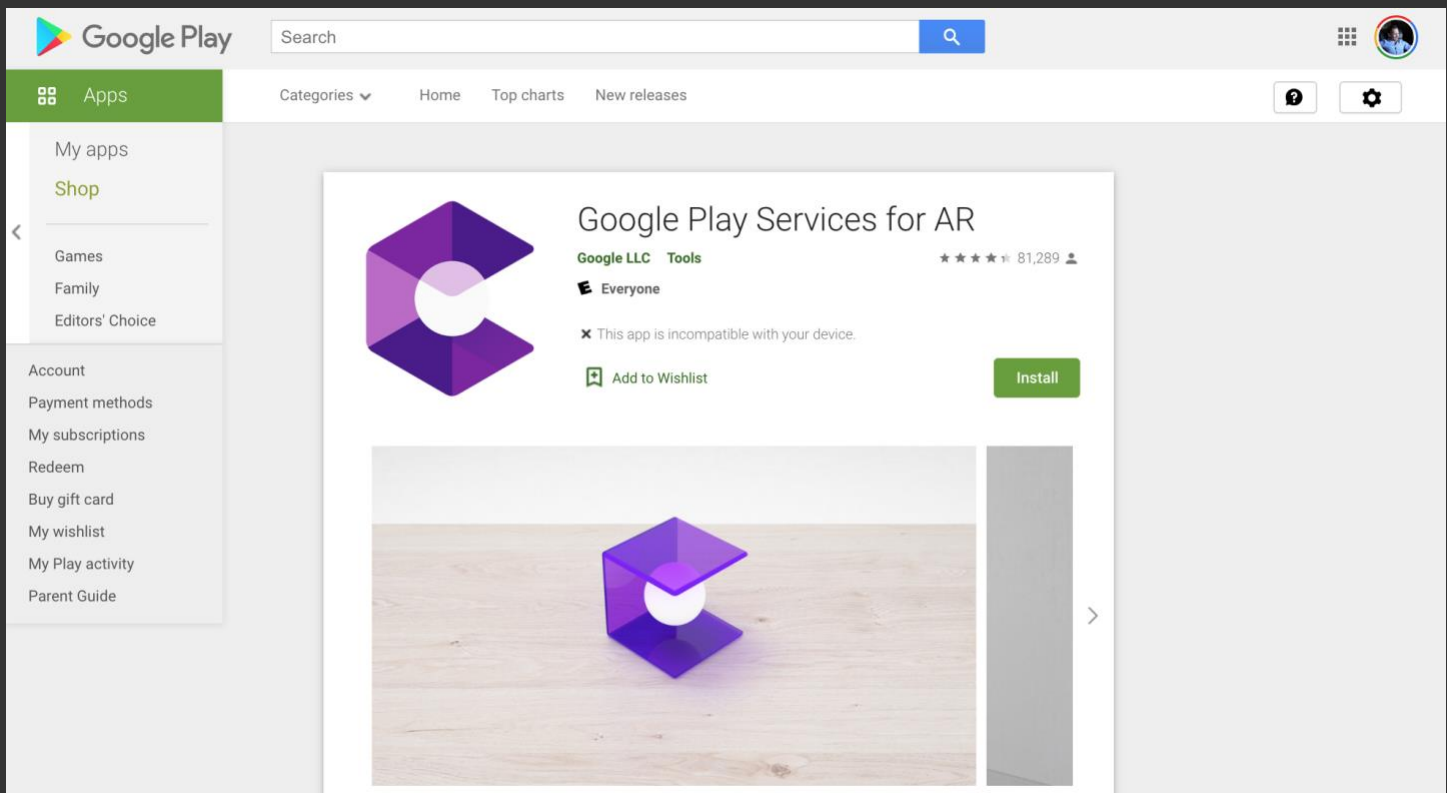
What does this mean? Google Play Services for AR, previously known as ARCore, is the user-facing version of ARCore. In order to activate AR apps on an Android device, you first need this app. The re-brand is only for the user-facing app, while the ARCore SDK branding remains.



So the app download volume suggests real traction for AR apps on Android. Assuming every download was paired with the subsequent download of at least one AR app (given the inferred intent of downloading Google Play Services for AR), it means AR apps themselves are scaling.

As for how much they're scaling? It's again somewhere between Instagram and Snapchat. No single ARCore app made this top ten list, but these results essentially say that the collective lot of AR app downloads on Android is equal to or greater than these Play Services for AR downloads.

To pinpoint total AR app downloads, we could extrapolate Play Services for AR app downloads by getting Instagram and Snapchat's monthly Android totals (it's between those points). That figure is then multiplied by the estimated AR apps subsequently downloaded per Play Services for AR app.



That's the formula... now it's about getting the inputs (Instagram, etc..). We'll be doing just that, and the outcome will be an educated guess on AR app download volume on Android. From there, we can back into iOS by applying a usage multiplier and adjusting based on several factors.

This exercise is a glimpse into our thinking when market sizing. Unfortunately, it's still an extrapolation with several variables (doesn't include China). So it's not canonical: This type of exercise is paired with several others to continually gut-check and gain confidence levels.

In the meantime, failing a download number, Sensor Tower rankings at least tell us at a high level that AR apps on Android are gaining meaningful traction. Also note the number of reviews for the App on Google Play is 81,000+ — not directly reflective of downloads but valuable for perspective.

We'll report back after further calculations..

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About ARtillery Intelligence



ARtillery Intelligence chronicles the evolution of spatial computing. Through writings and multimedia, it provides deep and analytical views into the industry's biggest players, opportunities and strategies.

Run by analysts and former journalists, coverage is grounded in a disciplined and journalistic approach. It also maintains a business angle: Though there are lots of fun and games in spatial computing, cultural, technological and financial implications are the primary focus.

Products include the [AR Insider](#) publication and the [ARtillery PRO](#) research subscription, which together engender a circular flow of knowledge. Research includes monthly narrative reports, market-sizing forecasts consumer survey data and multi-media, all housed in a robust intelligence vault.

Learn more [here](#).



About Data Briefs

ARtillery [Data Briefs](#) are research deliverables that are assembled weekly by ARtillery Intelligence analysts to document the market trends and events they're tracking.

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* and Editor-in-Chief of *AR Insider*.

Mike is a frequent speaker at industry conferences such as AWE, VRLA and XRDC. He has authored more than 120 reports and market-sizing forecasts on the tech & media landscape. He contributes regularly to 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*.

Further background, history and credentials can be read [here](#).



Methodology

This brief highlights *ARtillery Intelligence* viewpoints, gathered from its daily in-depth coverage of spatial computing. To support narratives, data are cited throughout the report. These include *ARtillery Intelligence* original data, as well as that of third parties. Data sources are attributed in each case.

For market sizing and forecasting, *ARtillery Intelligence* follows disciplined best practices, developed and reinforced through its principles' 15 years in tech-sector research and intelligence. This includes the past 3 years covering AR & VR exclusively, as seen in research reports and daily reporting.

Furthermore, devising these figures involves the “bottom-up” market-sizing methodology, which involves granular revenue dynamics such as unit penetration, pricing and growth patterns. More on *ARtillery Intelligence* market-sizing research and methodologies can be read [here](#).

Disclosure and Ethics Policy

ARtillery Intelligence has no financial stake in the companies mentioned in this report, nor was it commissioned to produce it. With respect to market sizing, *ARtillery Intelligence* remains independent of players and practitioners in the sectors it covers, thus mitigating bias in industry revenue calculations and projections.

ARtillery Intelligence's disclosure and ethics policy can be seen in full [here](#).

Contact

Questions and requests for deeper analysis can be submitted [here](#).

