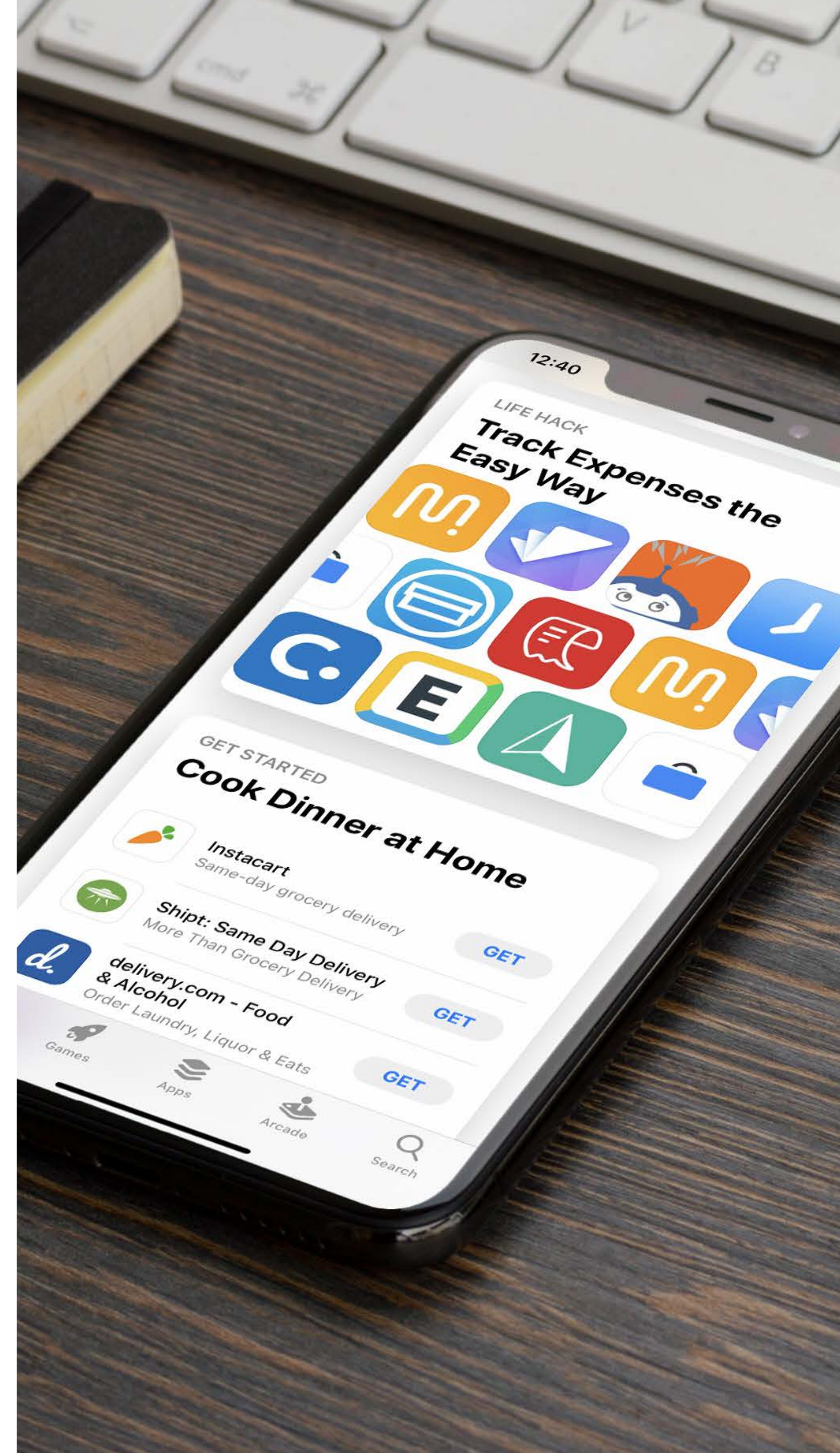


# Q3 2019 Store Intelligence Data Digest







**Worldwide app downloads totaled 29.6 billion in 3Q19, a 9.7% year-over-year increase.** Google Play downloads increased 11.4% to 21.6B while App Store downloads increased 5.3% to 8B.



**Facebook's WhatsApp was the No. 1 app for the 12th consecutive quarter.** It had 27 million first-time downloads on the App Store and 156 million on Google Play.



**Mario Kart Tour launched on September 25 and saw 90 million downloads in its first week.** This helped it rank No. 3 among games in the quarter and No. 1 on the App Store.



**TikTok bounced back after a slow quarter in Q2 2019 to take the No. 2 spot in Q3 among apps behind WhatsApp.** Facebook's Messenger and Facebook apps took the next two spots.

The **Q3 2019 Store Intelligence Data Digest** offers analysis on the latest mobile trends:

## Top Charts for the Quarter:

• <b>Market Overview:</b> Worldwide year-over-year download growth for the App Store and Google Play	5
• <b>Top Apps:</b> Top non-game apps globally and in the U.S. across the App Store and Google Play	6
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## Key Trends from Q3 2019:

• <b>Nintendo’s Mobile Games:</b> An analysis of how the launch of Mario Kart Tour at the end of the quarter compares to other Nintendo Mobile Games	34
• <b>The State of Photo &amp; Video Apps:</b> A study of some of the biggest players in one of the fastest growing categories by App Store revenue	40
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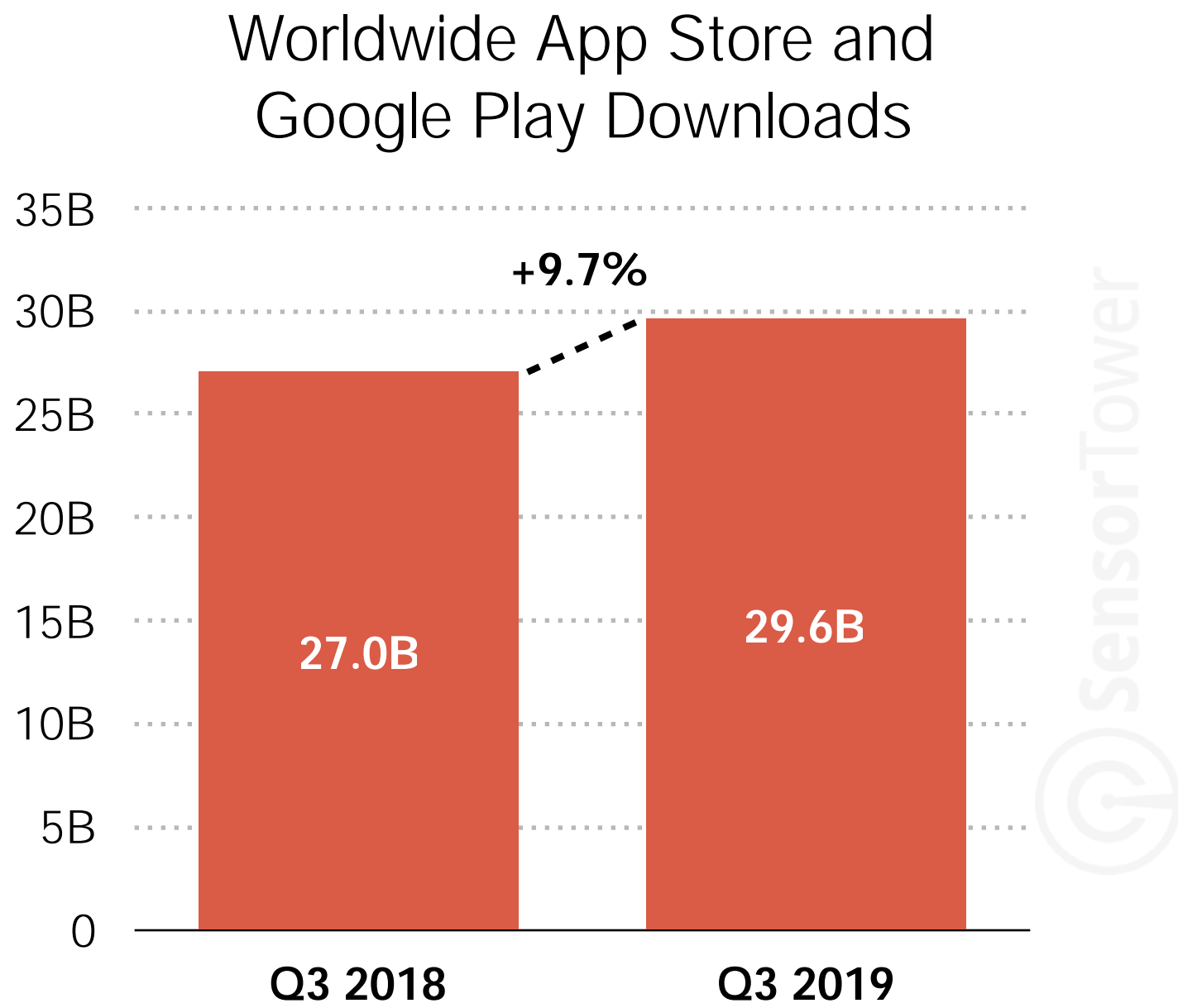
## About This Data ► Methodology

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 July 1, 2019 through September 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.

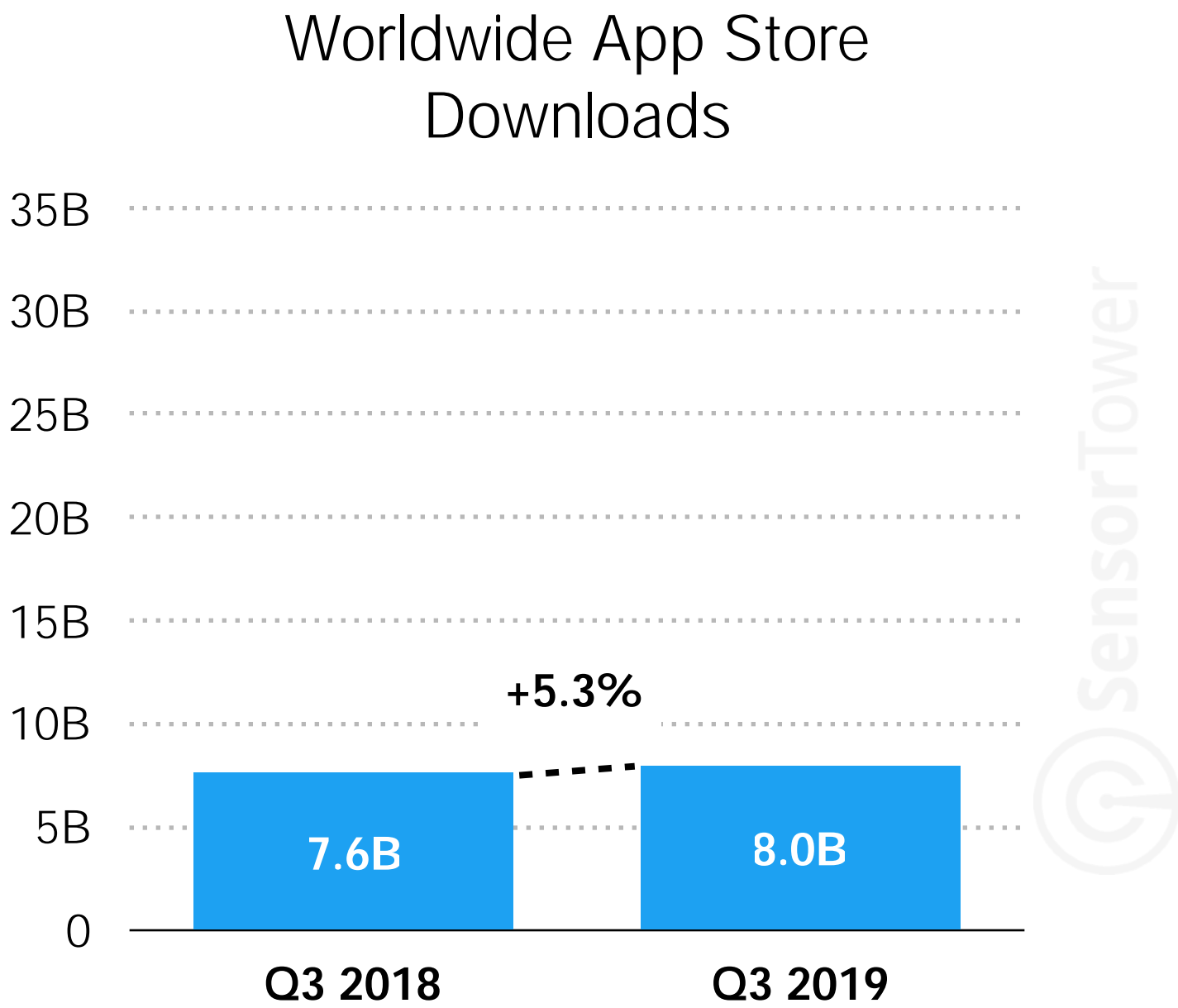
Could your business benefit from access to Store Intelligence insights and the highly accurate data used to build this report? See the fastest growing apps and publishers by downloads or revenue.

[Request Demo](#)



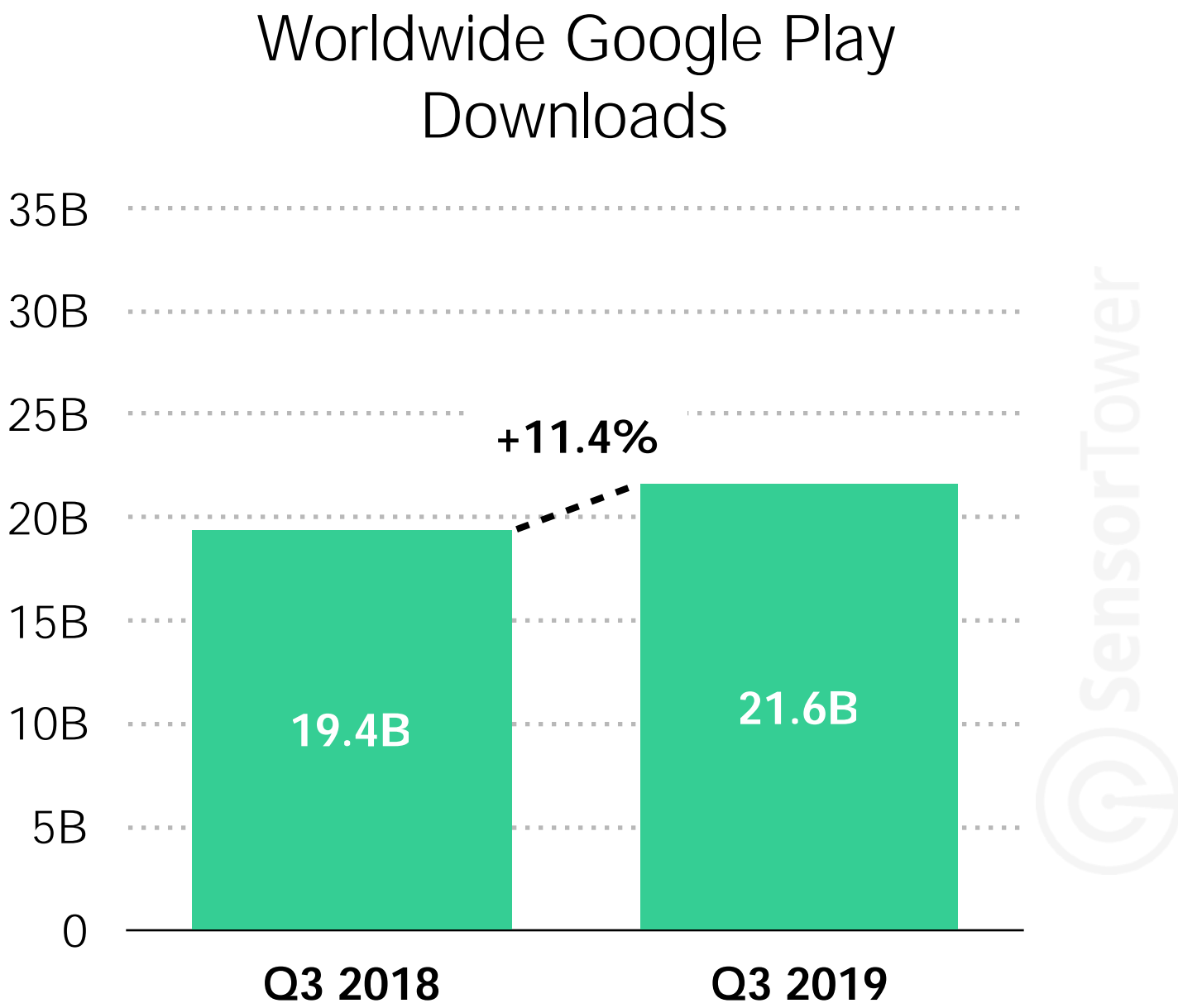
29.6 Billion

App Store + Google Play Downloads



8 Billion

App Store Downloads



21.6 Billion

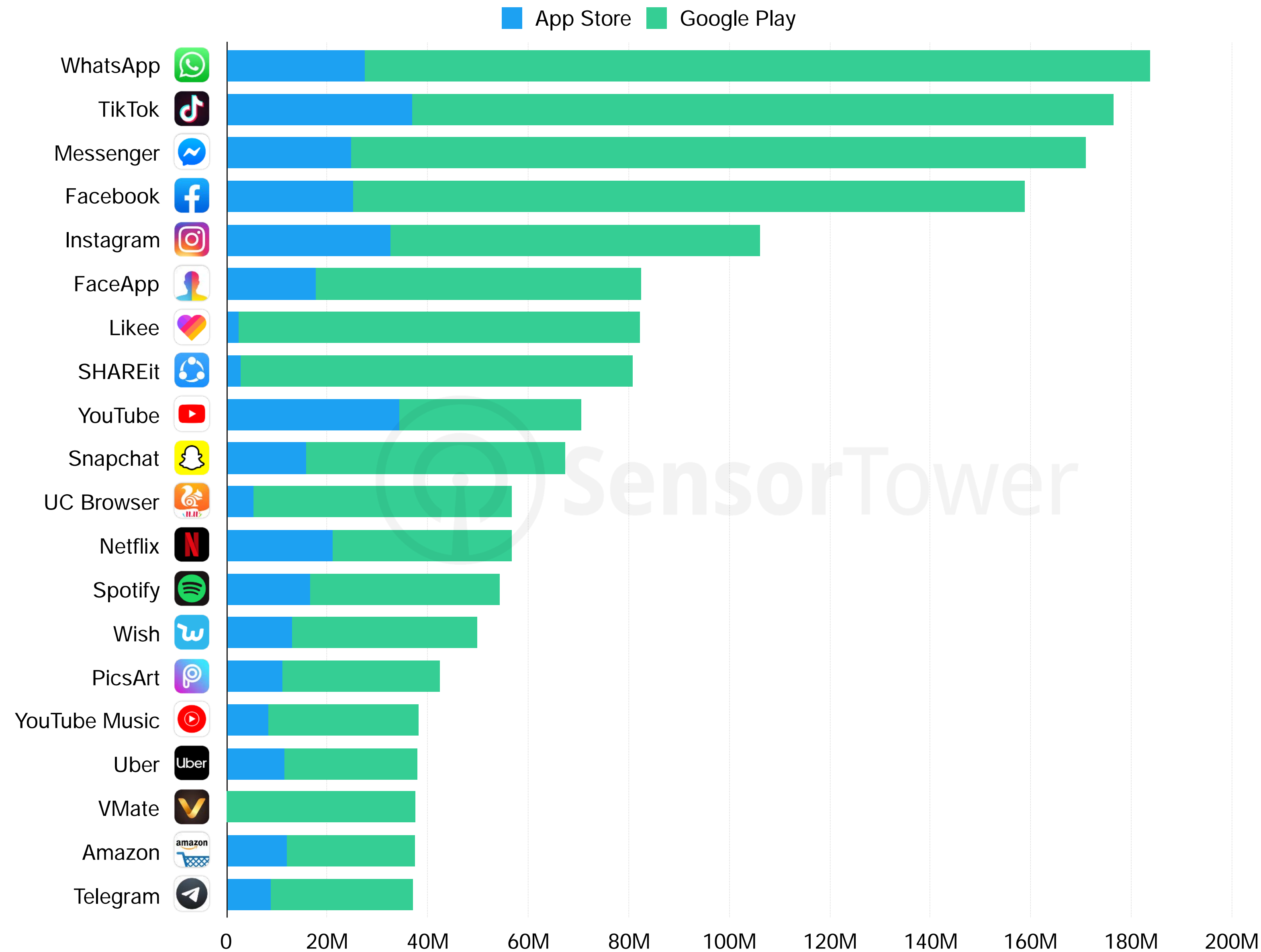
Google Play Downloads



# Top Apps



# Overall ▶ Q3 Apps by Worldwide Downloads



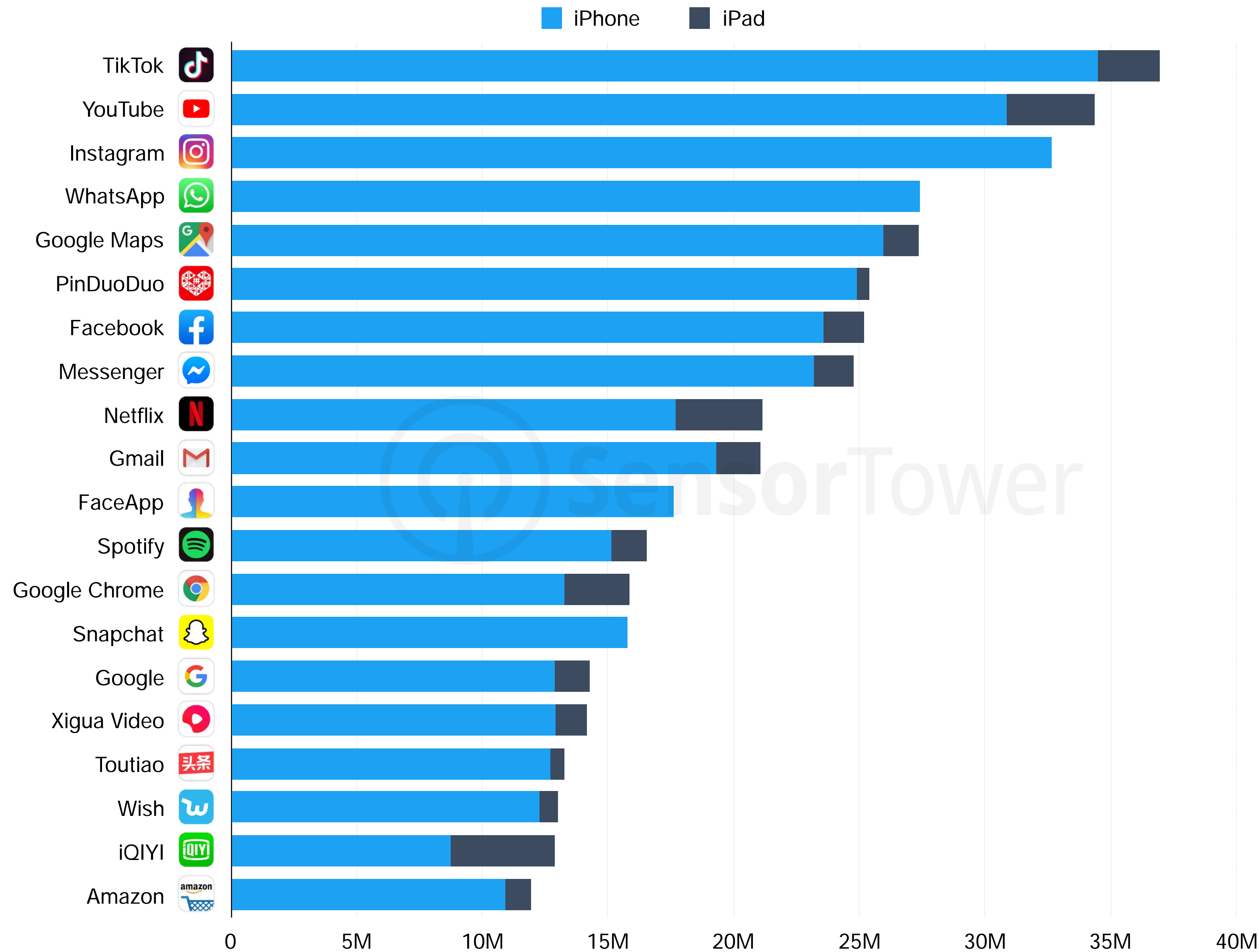
**WhatsApp was the top downloaded app in Q3 2019.** The last quarter when WhatsApp was not the top overall app was back in Q3 2016, when Pokémon GO took the top spot.

**After two quarters of declining downloads, TikTok bounced back in Q3 2019 with 13% growth quarter-over-quarter.** It moved past Messenger and Facebook this quarter.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Apps by Worldwide Downloads



After five quarters in the top spot, TikTok was surpassed by YouTube on the App Store in Q2 2019. **TikTok regained the No. 1 position in Q3 with nearly 37 million downloads.**

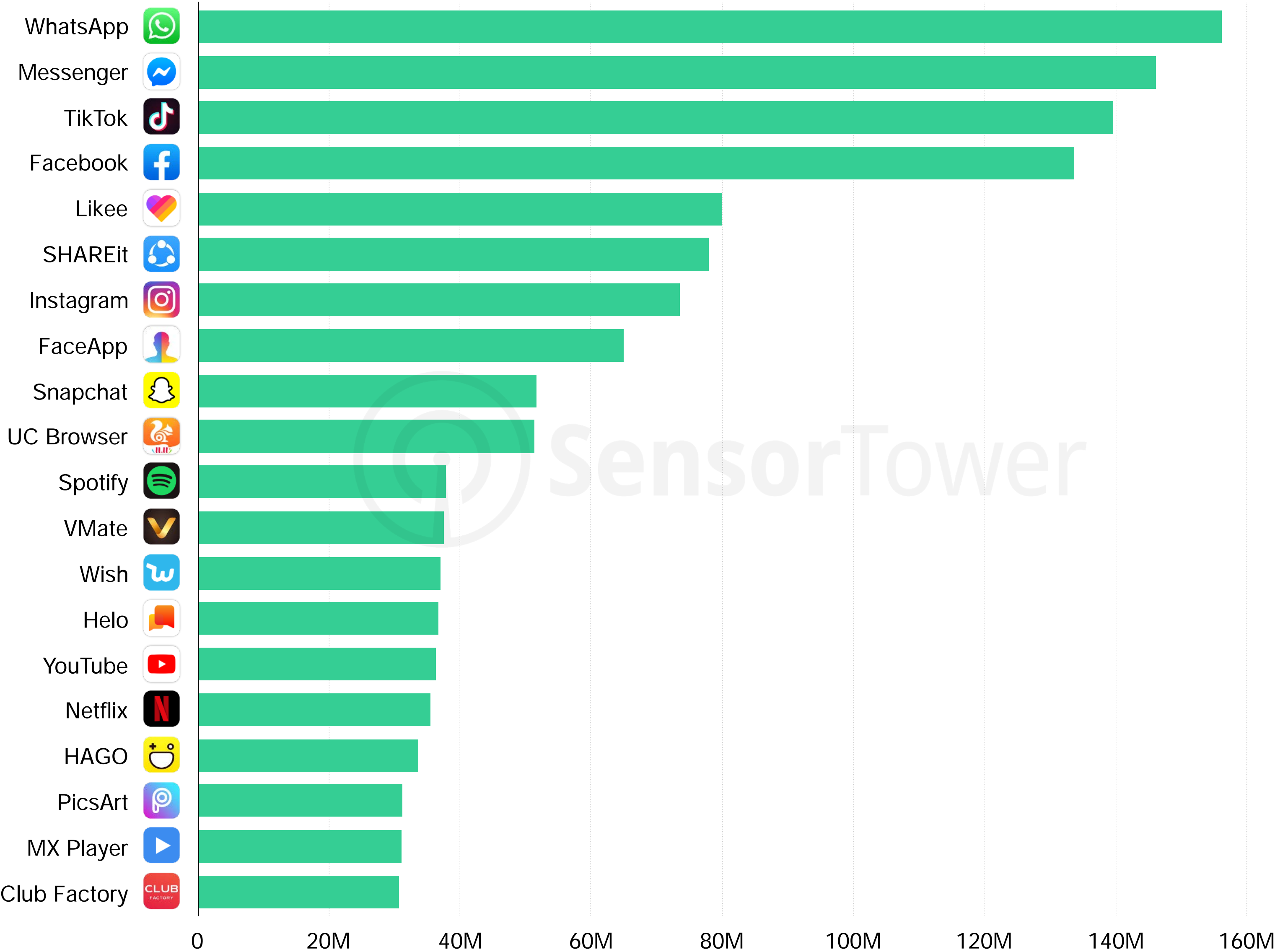
**Netflix had 23% quarter-over-quarter growth to re-enter the top 10 in Q3 2019.** This was its second best quarter on the App Store just behind Q1 2019.

### Note Regarding Download Estimates

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



# Google Play ▶ Q3 Apps by Worldwide Downloads



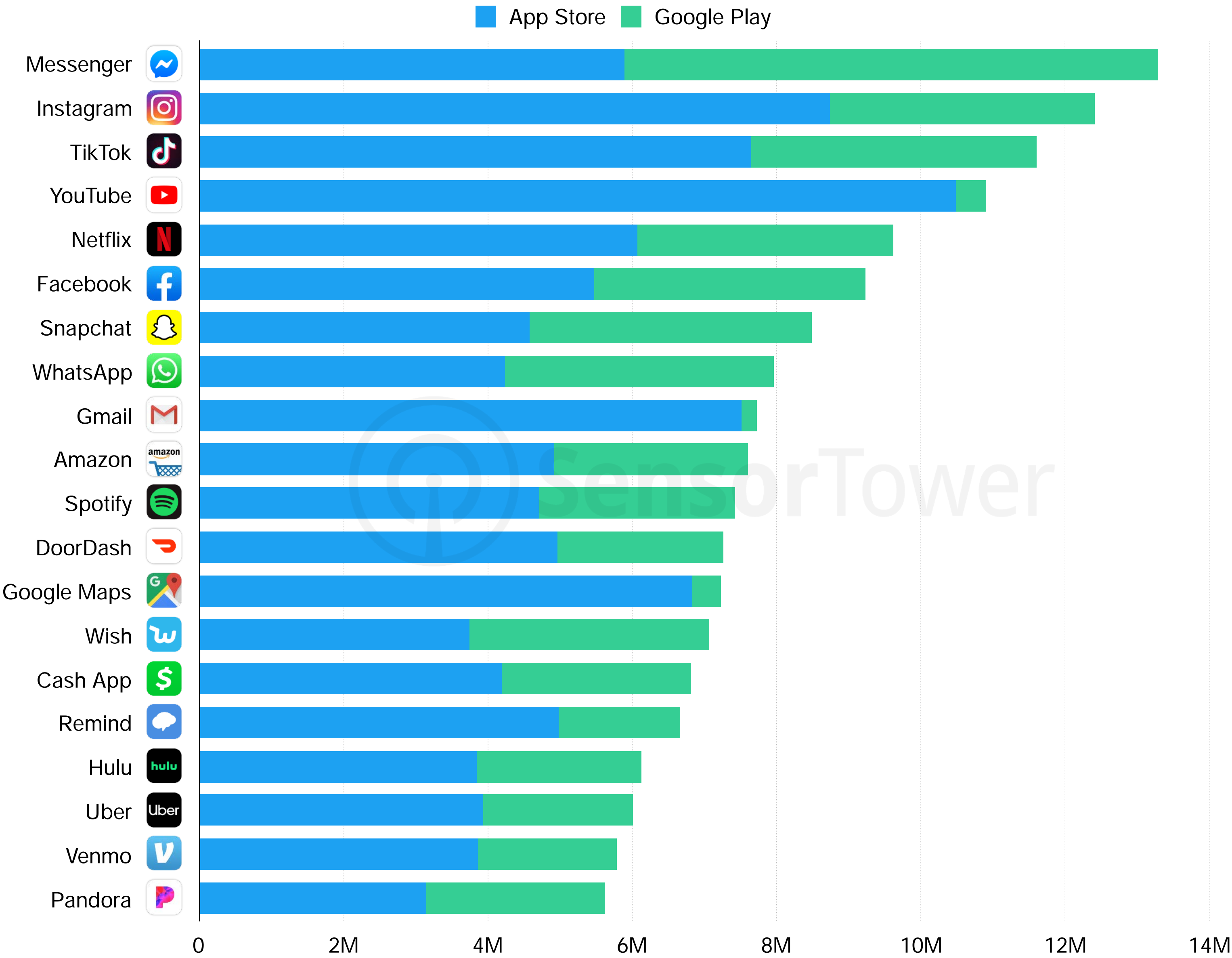
**Four apps had more than 120 million downloads on Google Play in Q3 2019**, including WhatsApp, Messenger, TikTok, and Facebook. Likee was No. 5 with 80 million installs.

**Club Factory, a popular shopping app in India, reached the top 20** apps on Google Play for the first time. Its Club Diwali Sale helped it reach No. 1 on the Top Free chart in India.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 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.

# Overall ▶ Q3 Apps by U.S. Downloads



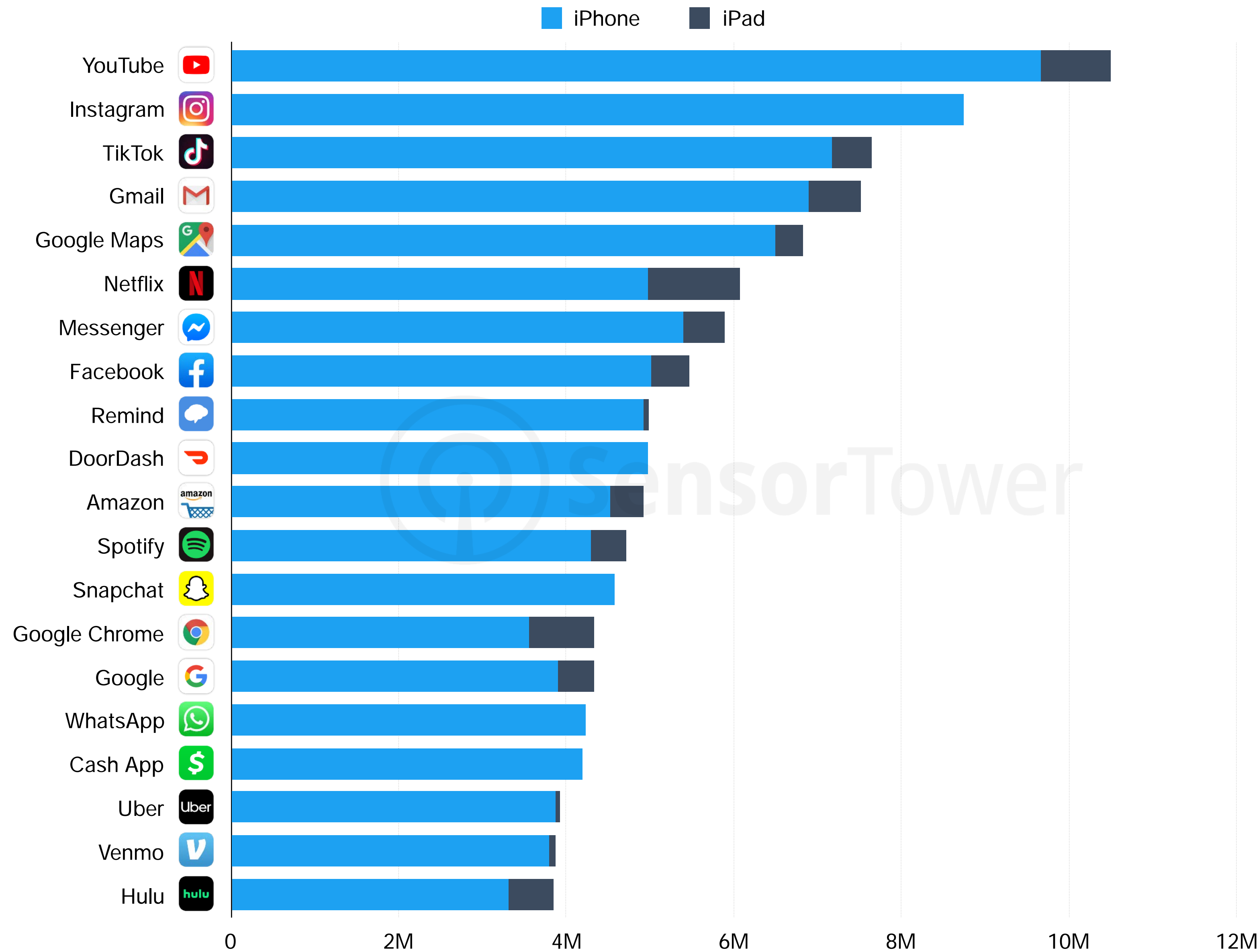
**YouTube reached 10 million U.S. downloads for the first time since 2012 in Q3 2019.** YouTube moved up three spots from last quarter to reach No. 4 in Q3.

Facebook dropped out of the top five in the U.S. in Q3 2019. **Meanwhile, Facebook’s Messenger and Instagram were the top two apps in the U.S.** and WhatsApp was at No. 8.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Apps by U.S. Downloads



**Google had three of the top five App Store apps in the U.S.,** including YouTube (No. 1), Gmail (4), and Google Maps (5). Google Chrome and Google were also among the top 20.

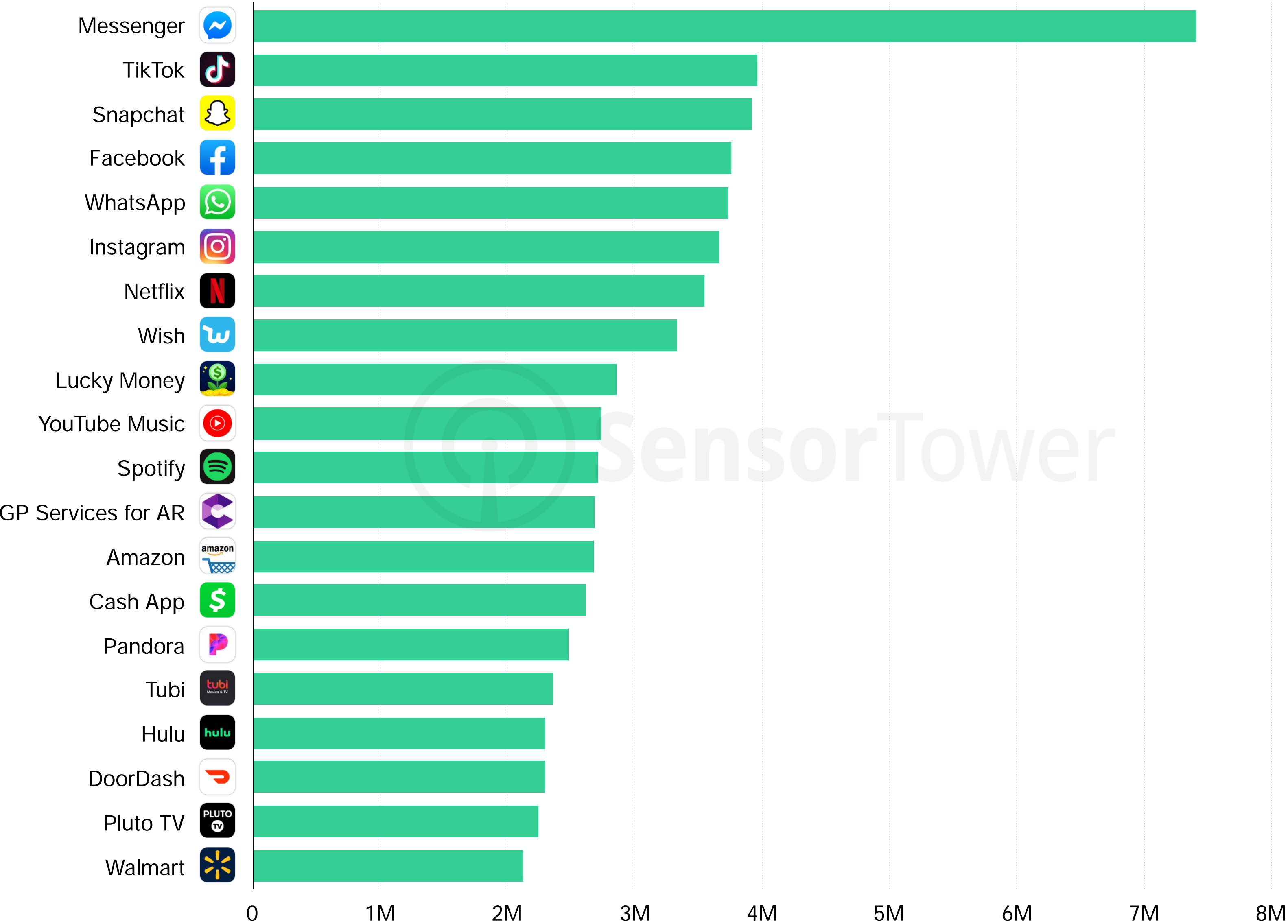
**The start of the school year helped Remind reach its best quarter yet and the top 10 in Q3 2019.** It had 9.5% growth year-over-year to move up from No. 14 in Q3 2018.

### Note Regarding Download Estimates

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



# Google Play ▶ Q3 Apps by U.S. Downloads



**Messenger had nearly twice as many U.S. downloads as the No. 2 app, TikTok, in Q3 2019 on Google Play.** Meanwhile, TikTok moved up five spots from Q2 2019.

**Ad-supported free video on demand (AVOD) apps continued to do well on Google Play,** with Tubi joining Pluto TV among the top 20. These apps rivaled video streaming app Hulu.

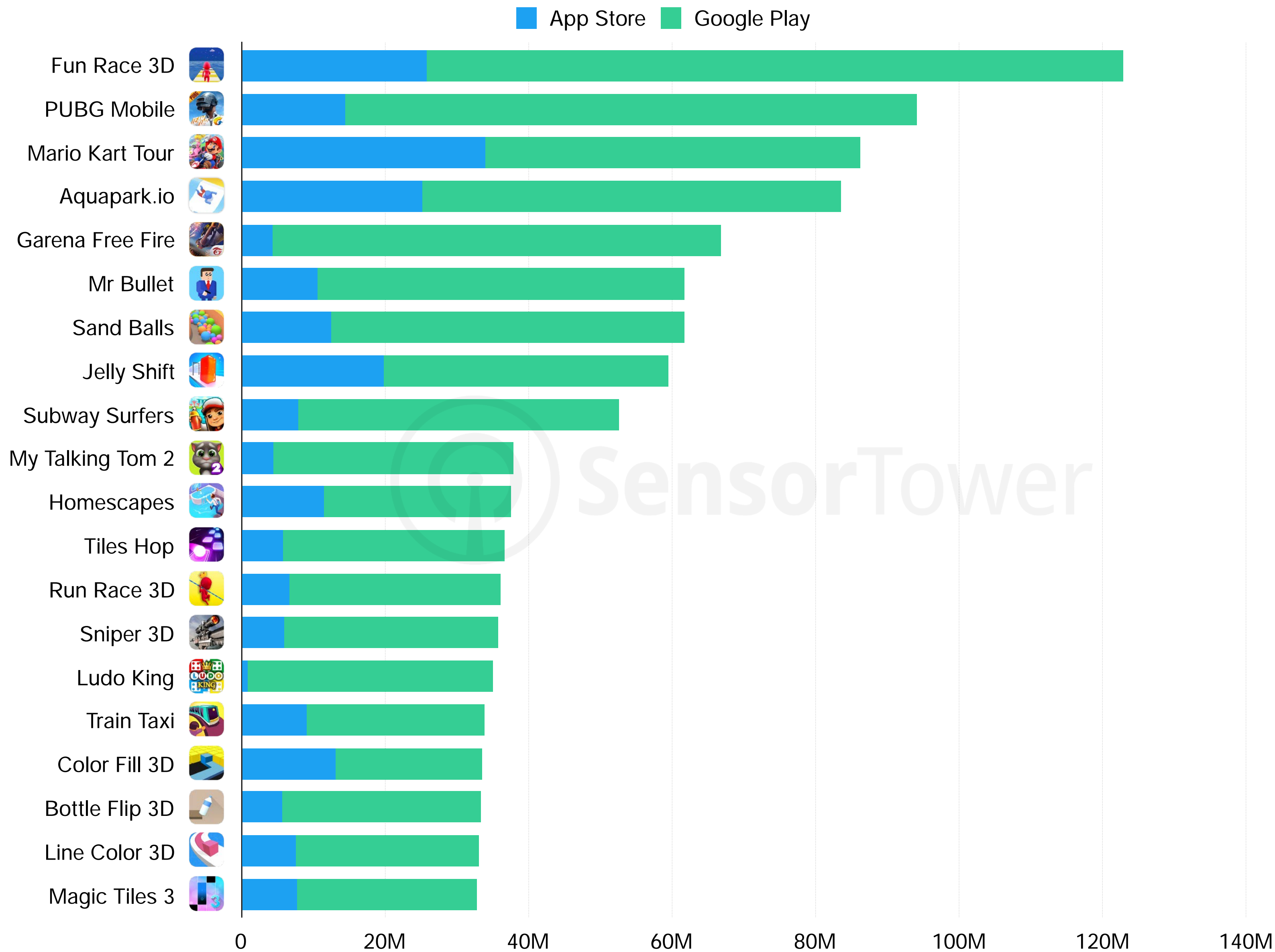
### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 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.



# Top Games

# Overall ▶ Q3 Games by Worldwide Downloads



**Mario Kart Tour was the No. 3 game in Q3 worldwide despite only being available for six days of the quarter.** The Nintendo racing game launched on September 25.

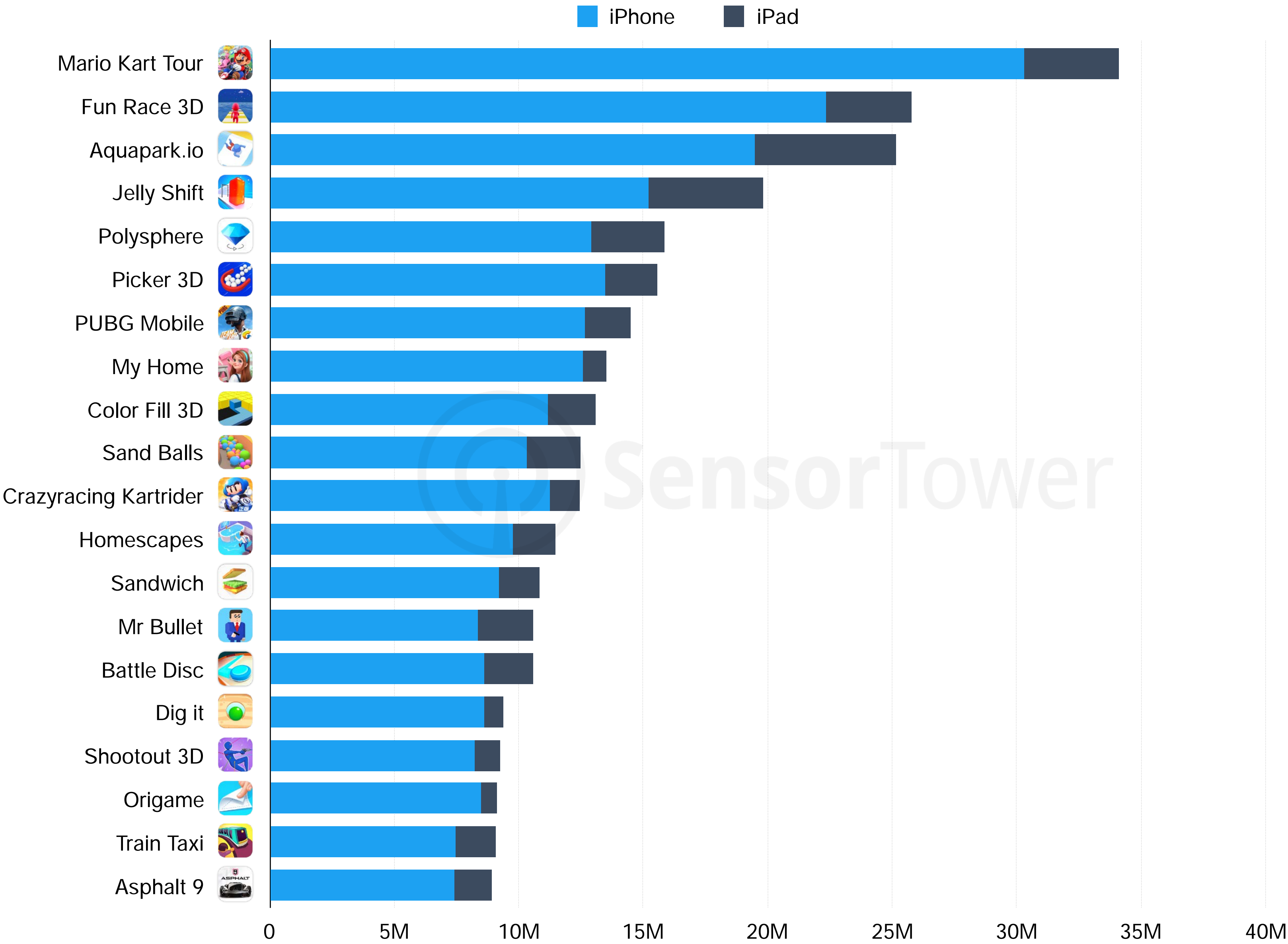
**Fun Race 3D from Good Job Games was the No. 1 game by worldwide downloads in Q3 2019.** Good Job Games also had the No. 2 game in 2Q19 and the No. 1 game in 1Q19.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Games by Worldwide Downloads



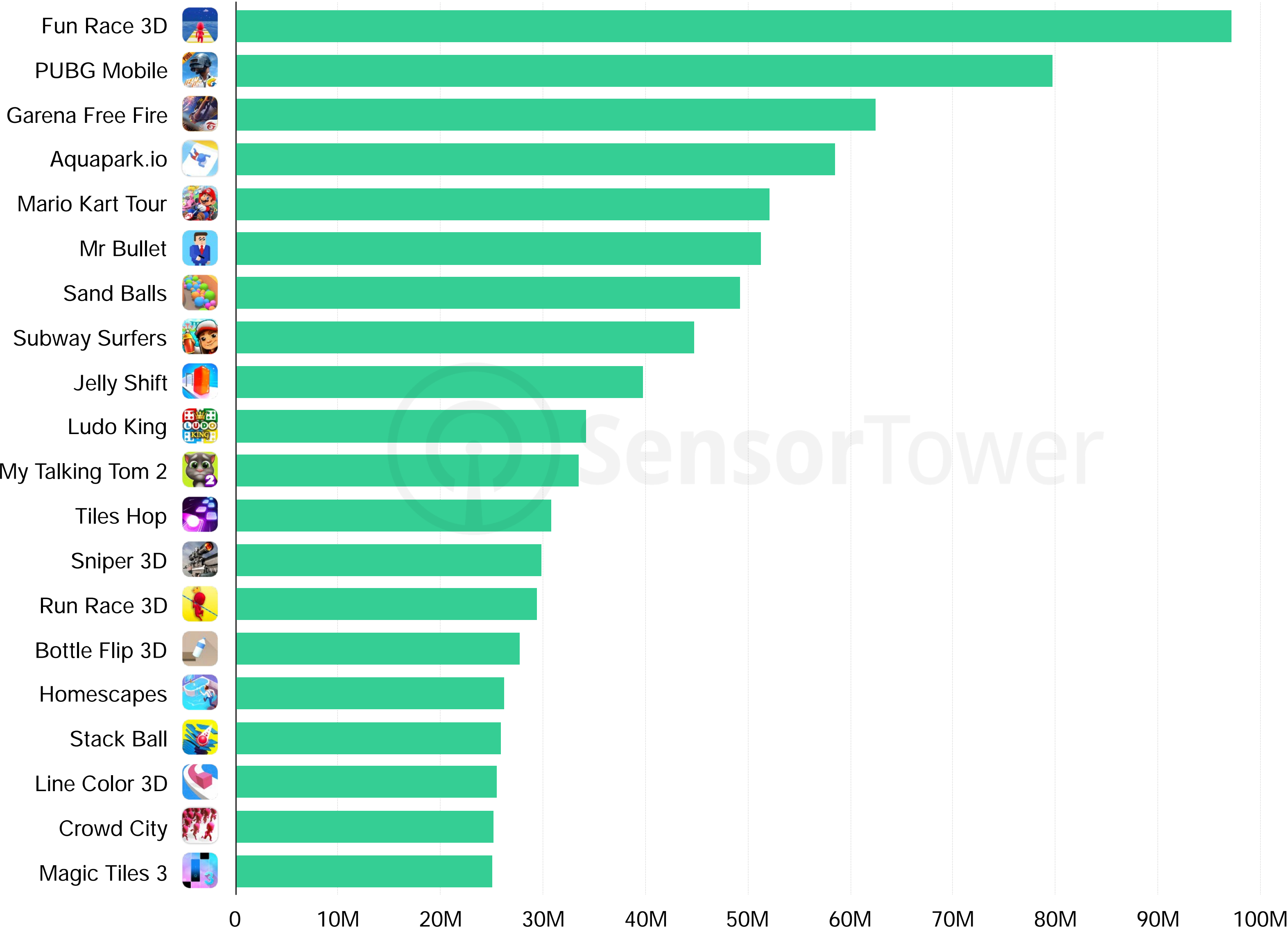
**Mario Kart Tour** raced to **34 million App Store downloads** in just **six days, outpacing all other games in the quarter**. It was Nintendo’s fastest-ever mobile game launch.

**Belarus-based publisher Say Games** had a **strong quarter on the App Store**, with **Jelly Shift** (No. 4), **Sand Balls** (10), **Battle Disc** (15), and **Train Taxi** (19) among the top 20 titles in Q3.

### Note Regarding Download Estimates

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

# Google Play ▶ Q3 Games by Worldwide Downloads



After slipping a little last quarter, **PUBG Mobile responded with its best quarter on Google Play yet with nearly 80 million installs.** This was more than 100% growth Q/Q.

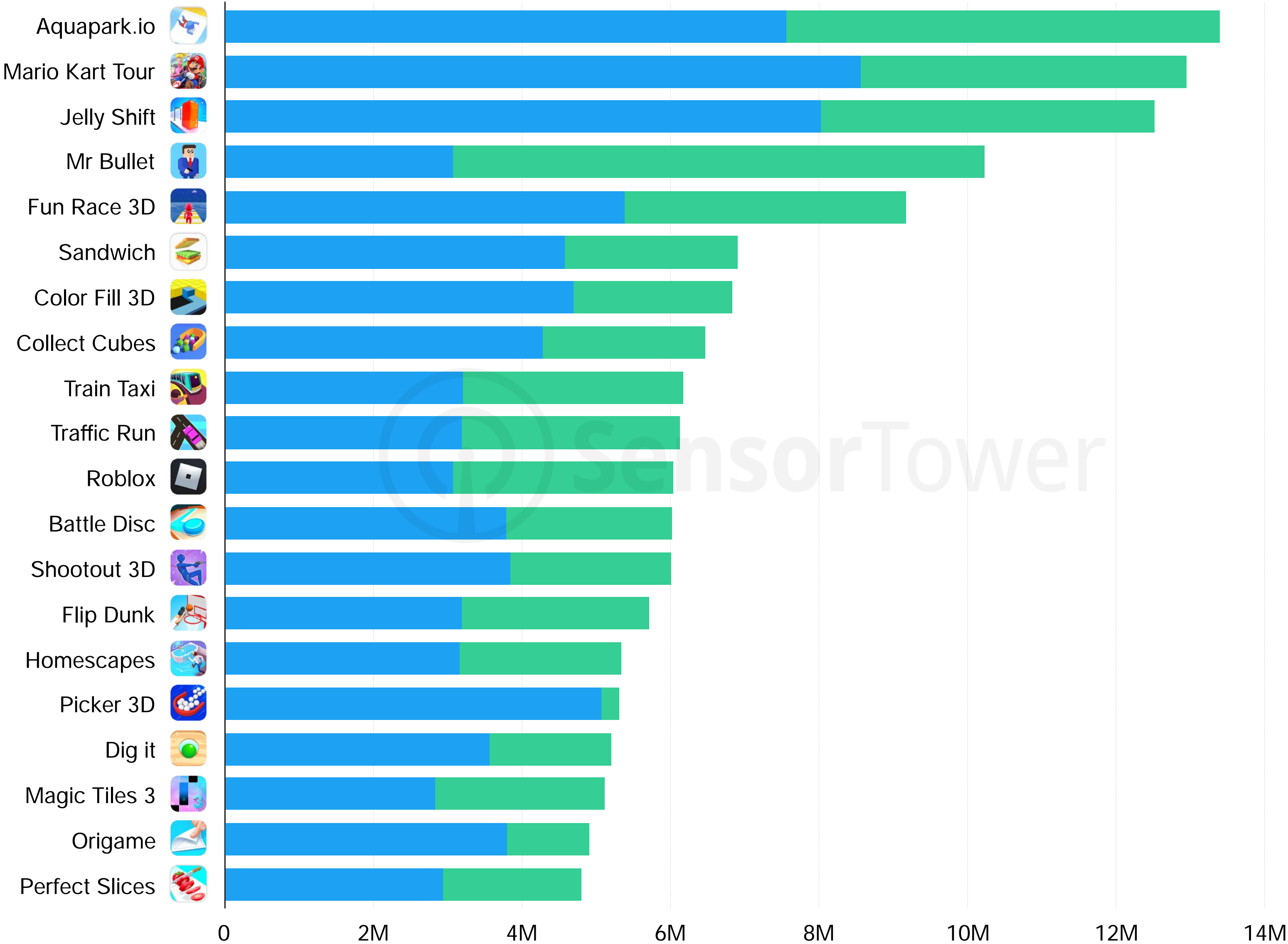
Another battle royale title, **Garena Free Fire, was in the top three for the fourth straight quarter.** It led with nearly 200 million Google Play installs in the first three quarters of 2019.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 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.

# Overall ▶ Q3 Games by U.S. Downloads

App Store Google Play



**Aquapark.io was the top downloaded game in the U.S. in Q3 2019** and is Voodoo’s No. 5 game in the U.S. all-time. This was Voodoo’s first top game since Paper.io 2 in Q4 2018.

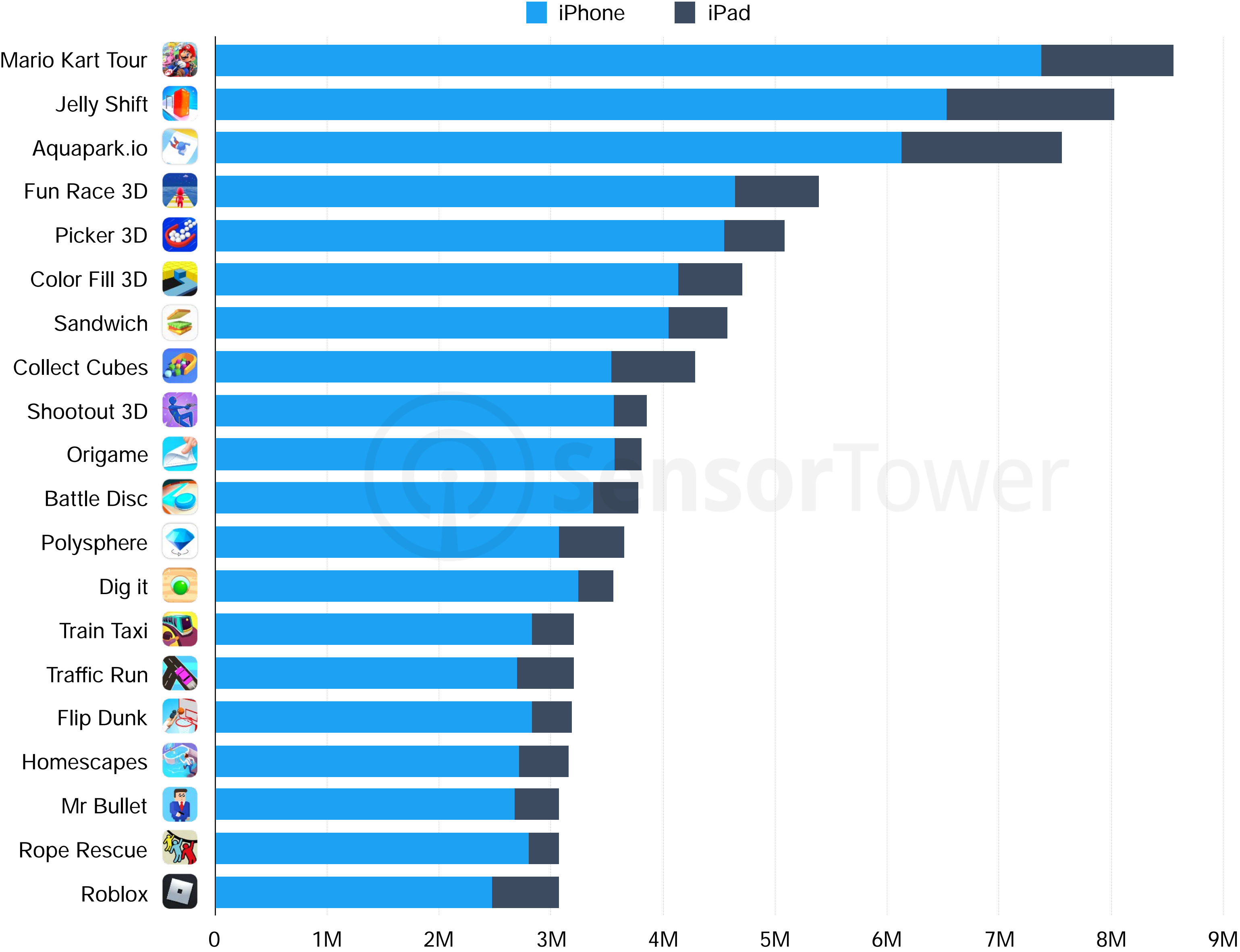
**Roblox had its best quarter in the U.S. with more than 6 million downloads.** Excluding hyper-casual games, it was the No. 2 game in the quarter behind Mario Kart Tour.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Games by U.S. Downloads



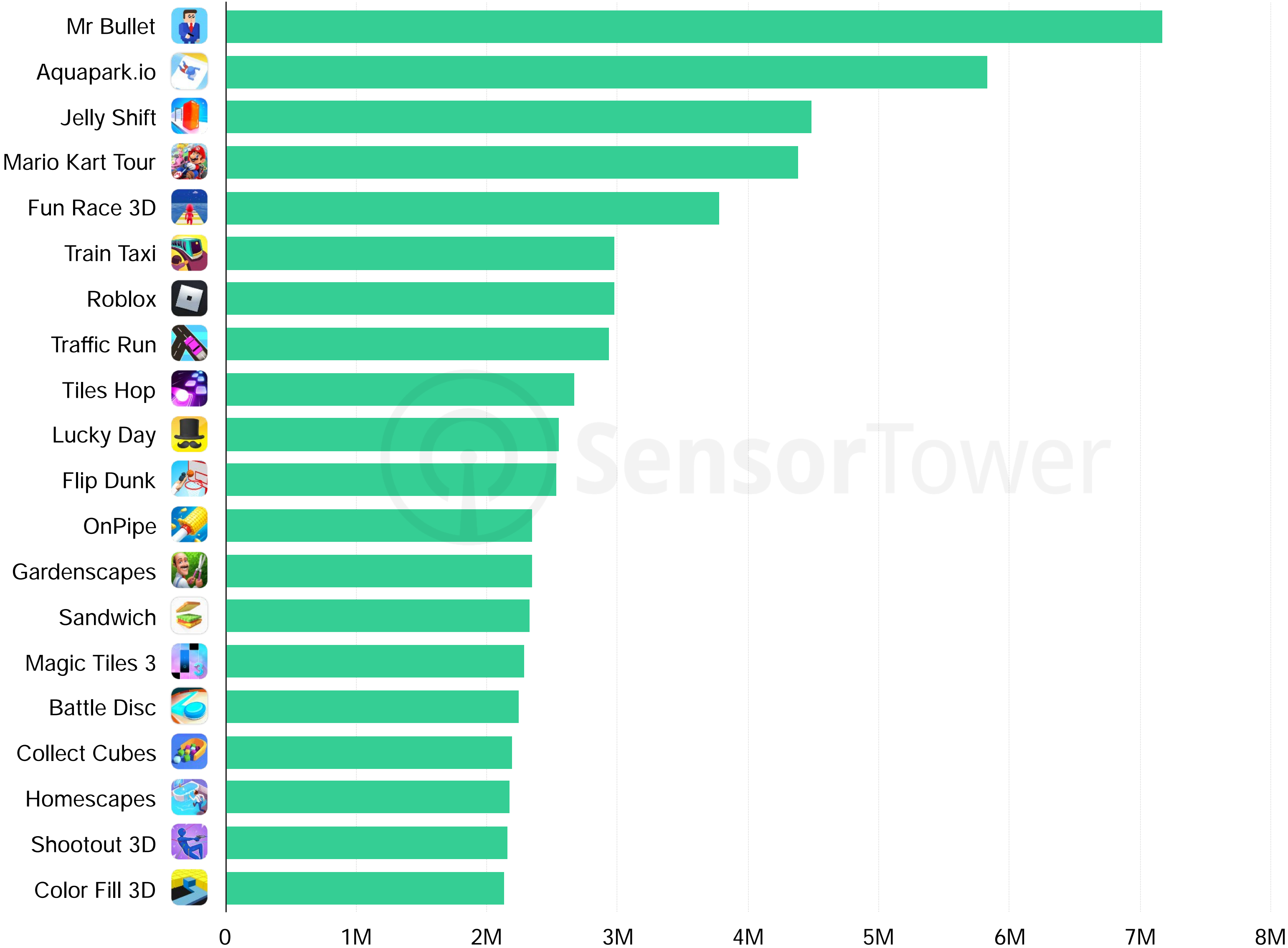
**Mario Kart Tour was also the top iOS game in the U.S.** It had nearly nine million App Store installs in the U.S. in its first week, compared to Animal Crossing: Pocket Camp's 3.9 million.

**Only six games from top 20 last quarter returned in Q3 2019, demonstrating the fast turnover among hyper-casual games.** These included Aquapark.io and Homescapes.

### Note Regarding Download Estimates

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

# Google Play ▶ Q3 Games by U.S. Downloads



**Say Games had six of the top 25 games in the U.S. on Google Play,** including Jelly Shift (No. 3), Train Taxi (6), OnPipe (12), Battle Disc (16), Sand Balls (21), and Perfect Slices (25).

**Gardenscapes (No. 13) and Homescapes (18), puzzle games from Playrix,** combined for 4.5 million U.S. downloads on Google Play (135% Y/Y growth).

### Note Regarding Download Estimates

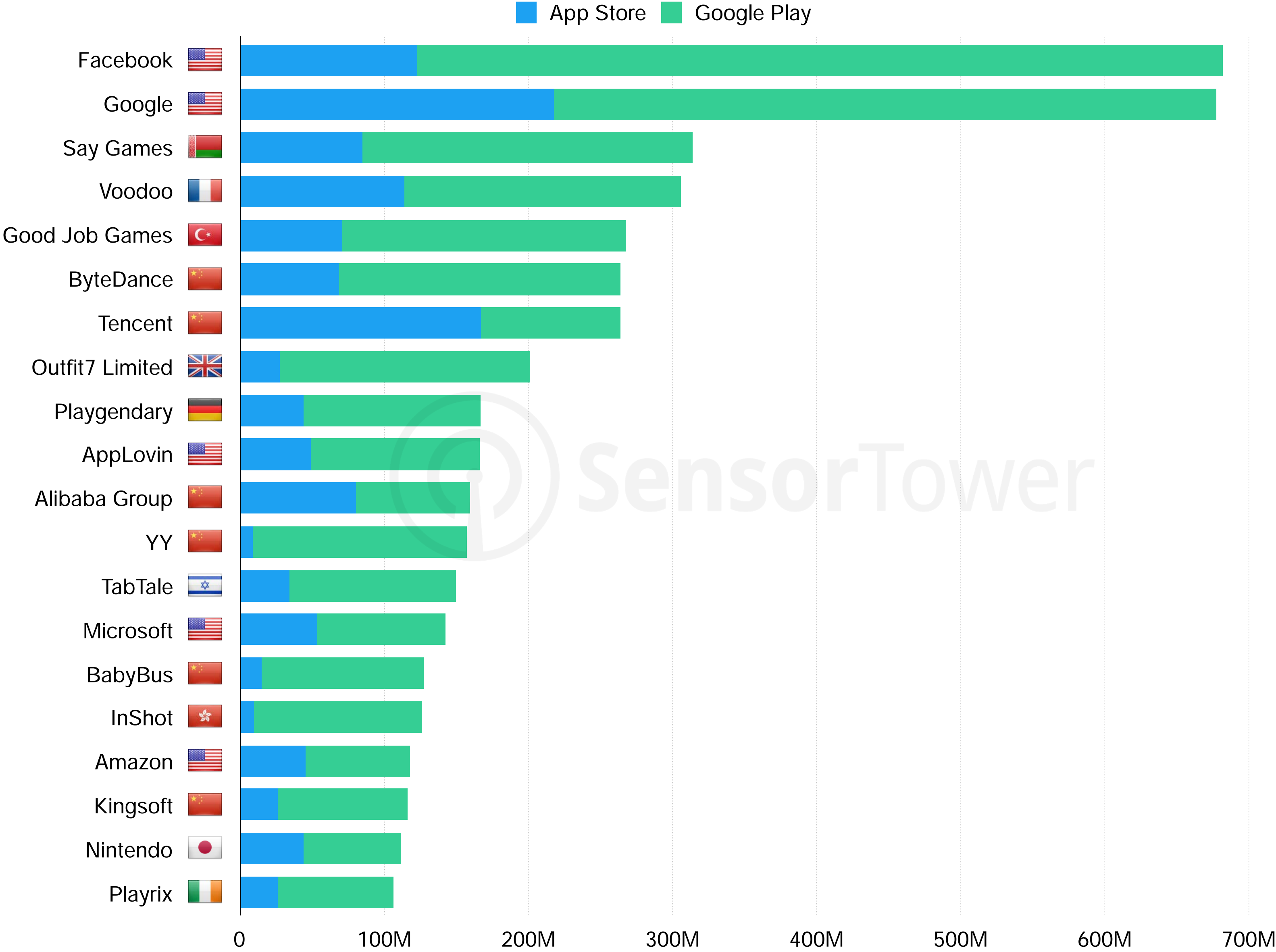
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# Top Publishers



# Overall ▶ Q3 Publishers by Worldwide Downloads



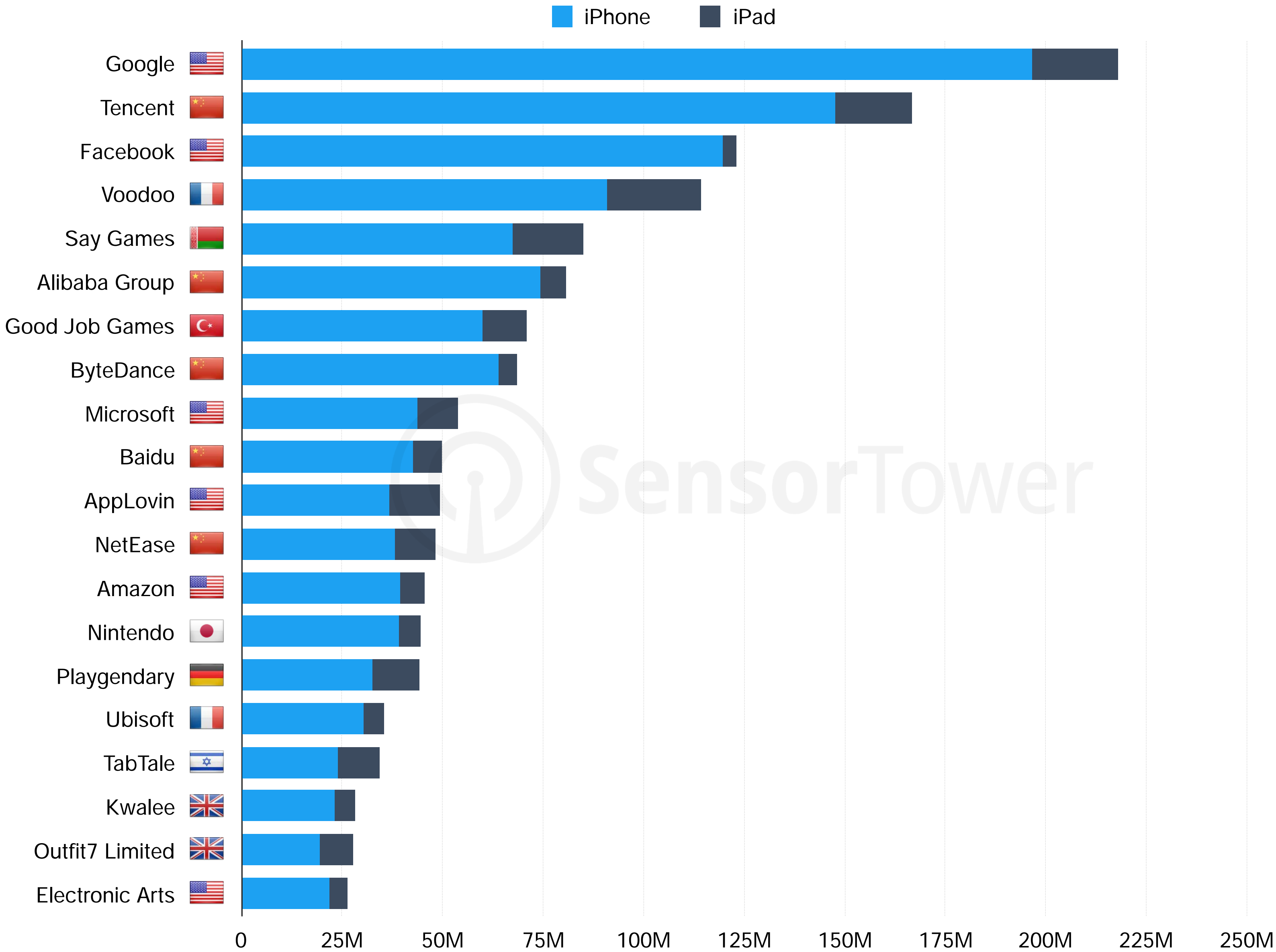
**Google nearly caught Facebook as the top publisher worldwide in Q3 2019.** Fewer than five million downloads separated the two publishers this quarter compared to 150 million in Q2.

**Three hyper-casual games publishers followed Facebook and Google, including Say Games, Voodoo, and Good Job Games.** Say Games moved up three spots to No. 3.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Publishers by Worldwide Downloads



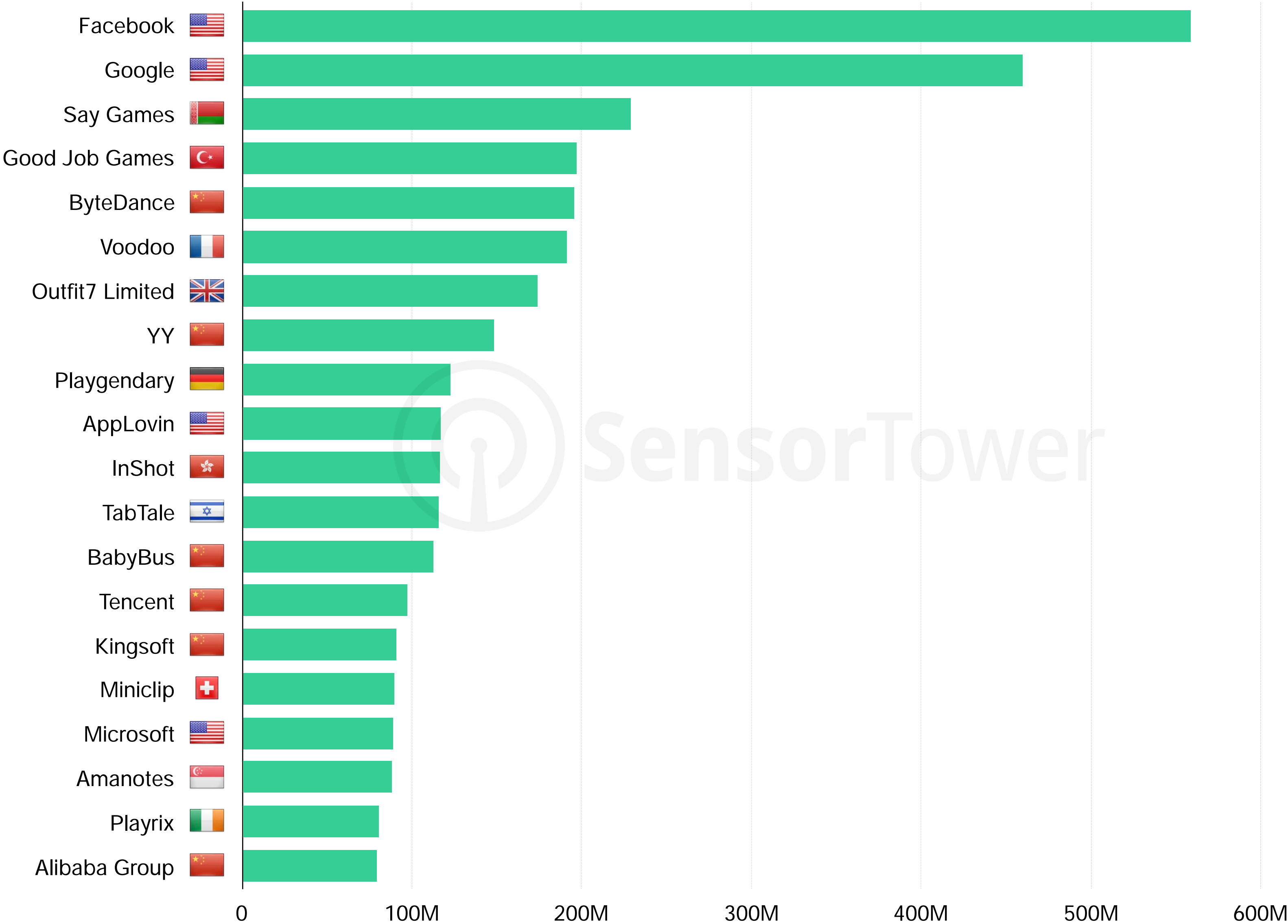
**Microsoft and Baidu moved into the top 10 publishers by App Store downloads in Q3 2019 replacing TabTale and NetEase.** The rest of the top 10 returned from Q2 2019.

**The launch of Mario Kart Tour helped Nintendo to reach 44 million App Store downloads in the quarter,** well above its previous high of 25 million in Q4 2016.

### Note Regarding Download Estimates

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

# Google Play ▶ Q3 Publishers by Worldwide Downloads



China had six publishers among the top 20 by downloads on Google Play, led by TikTok publisher **ByteDance**. Tencent, Kingsoft, and Alibaba moved into the top 20.

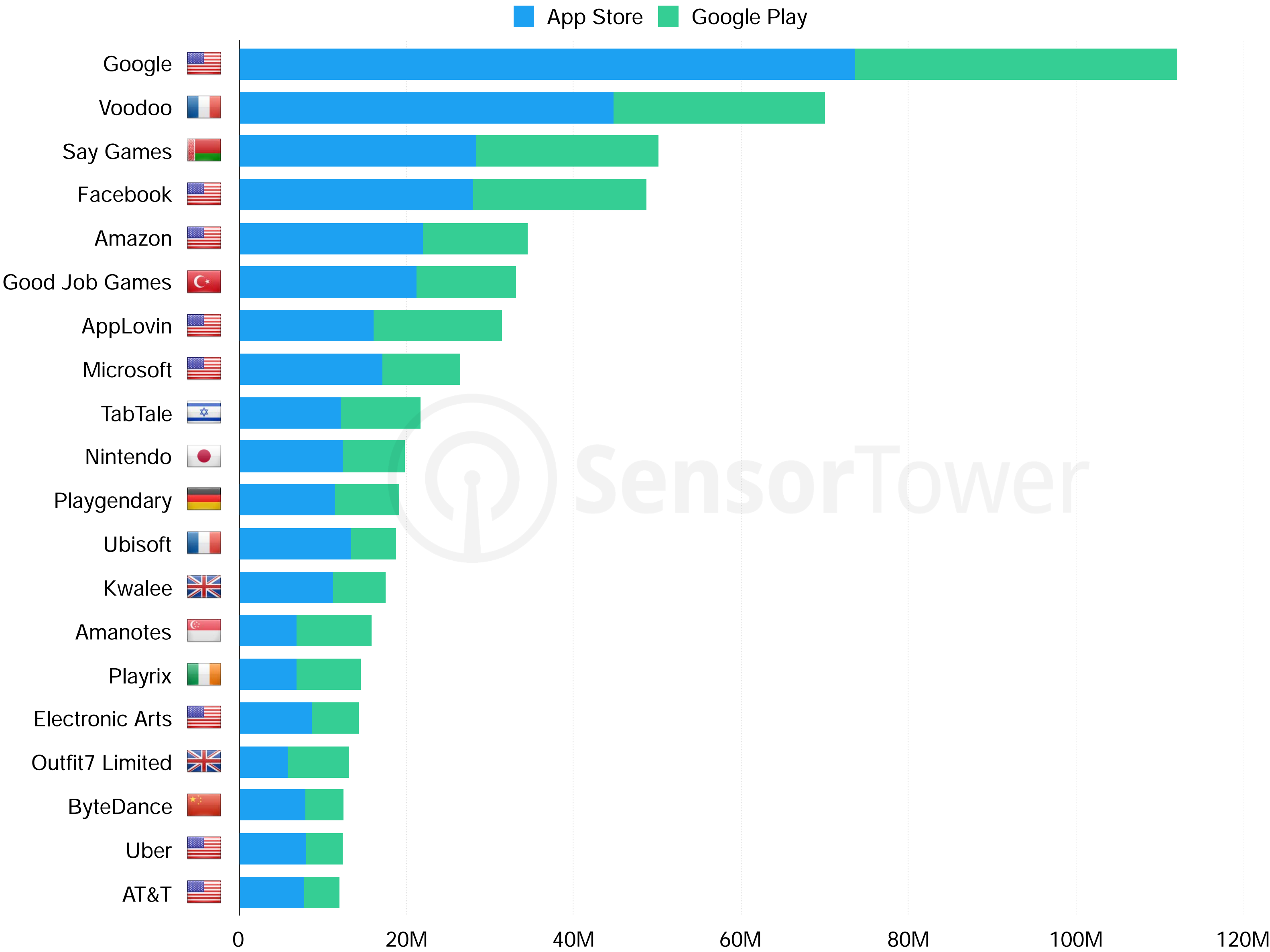
**YY acquired BIGO Technology** earlier this year and was the **No. 8 publisher this quarter**. HAGO and BIGO's video apps Likee and BIGO LIVE drove most of its installs in Q3.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 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.



# Overall ▶ Q3 Publishers by U.S. Downloads



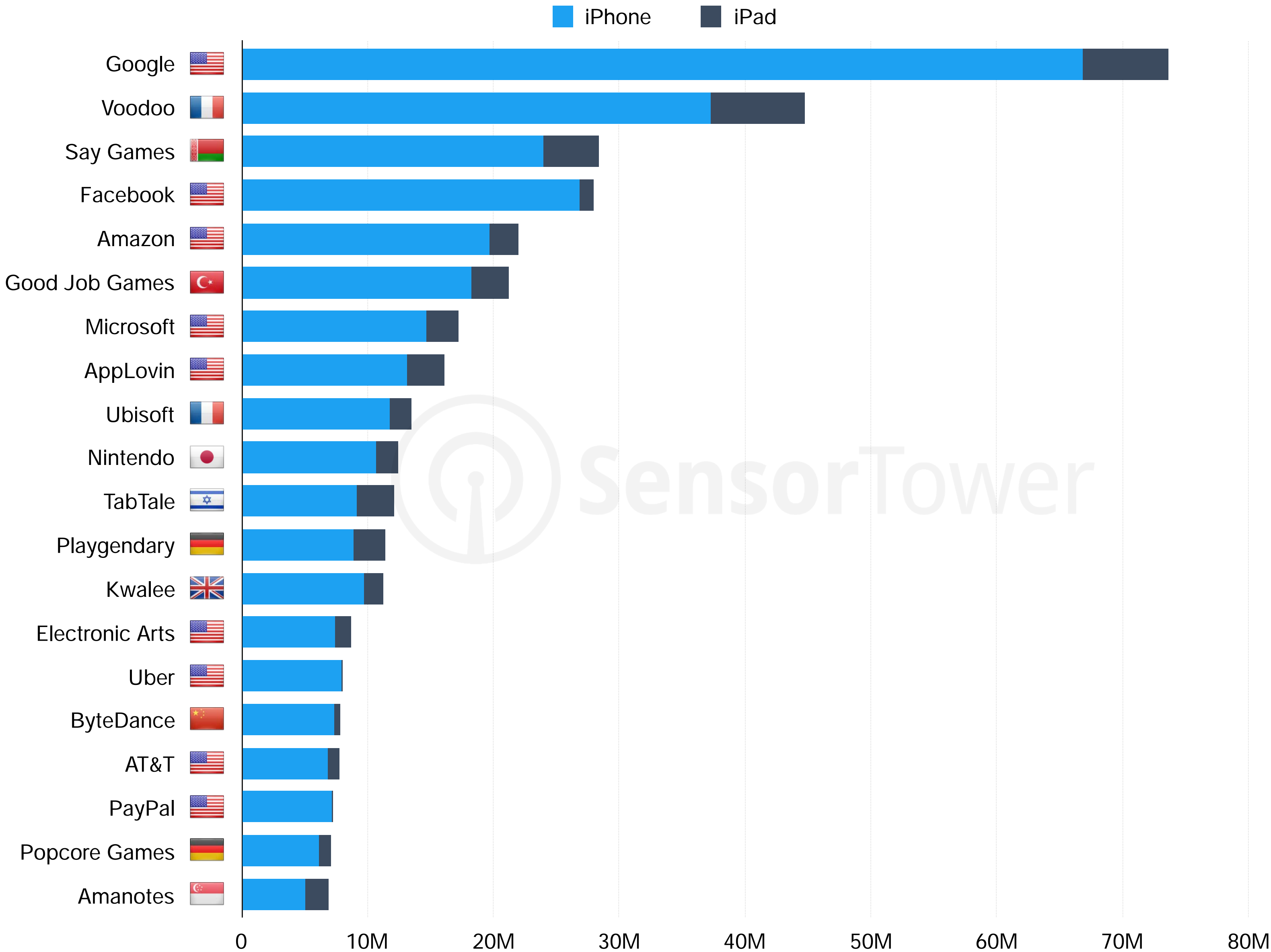
**Say Games continued to climb in the U.S. from the No. 6 publisher in Q2 2019 to No. 3 this quarter.** Jelly Shift was its top game at No. 3 behind Aquapark.io and Mario Kart Tour.

**U.S.-based publishers took five of the top 10 spots by U.S. downloads this quarter.** AppLovin-owned Lion Studios joined Google, Facebook, Amazon, and Microsoft.

### Note Regarding Download Estimates

Our estimates include worldwide downloads for iPhone, iPad, and Google Play for Jul. 1 through Sep. 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 ▶ Q3 Publishers by U.S. Downloads



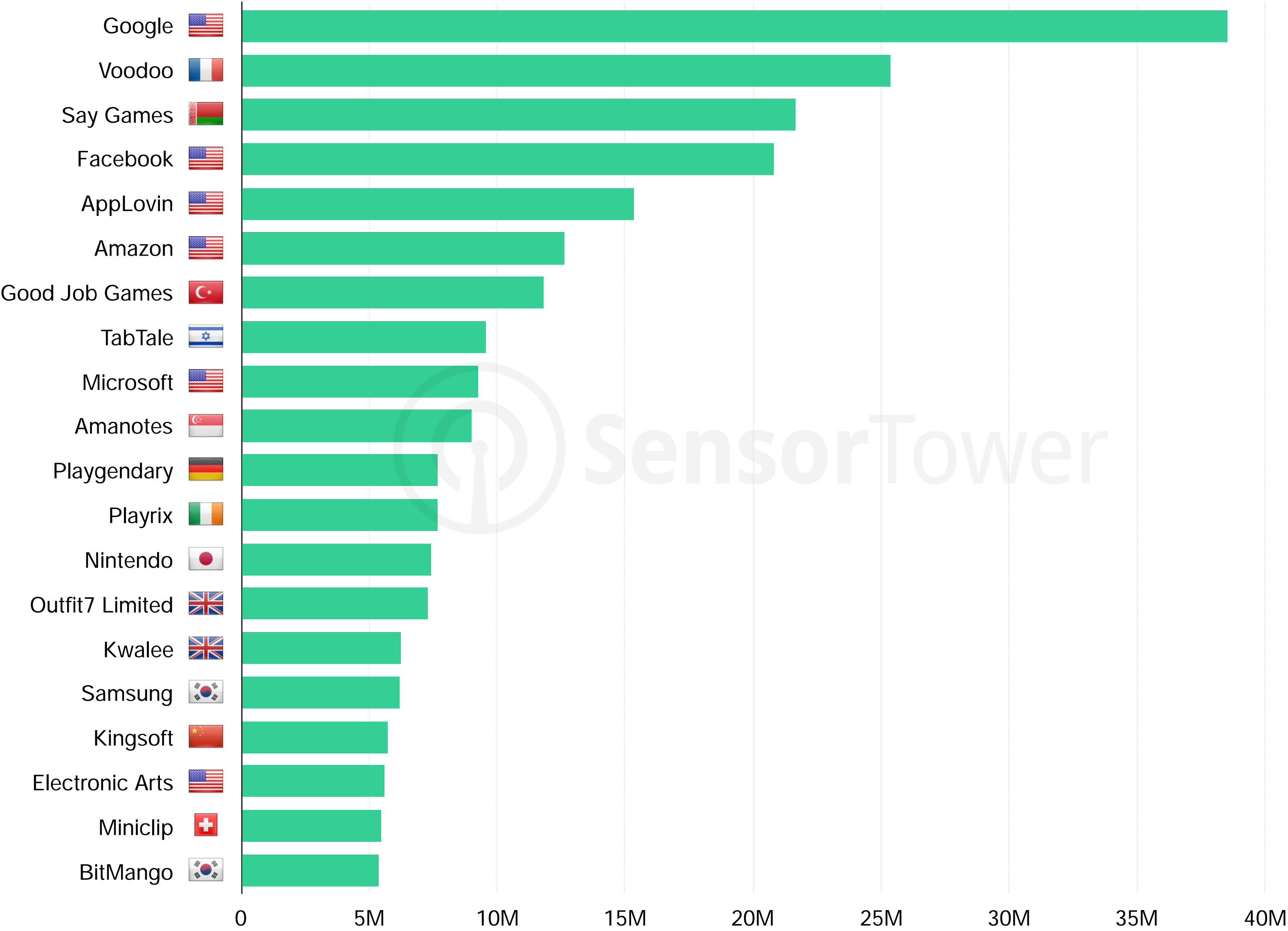
**Say Games was the first publisher to enter the top three by U.S. App Store downloads since Q3 2017.** Google, Voodoo, and Facebook had held the top three spots.

**Hyper-casual games publishers again took many of the top spots,** including Voodoo (No. 2) Say Games (3), Good Job Games (6), Ubisoft (9), TabTale (11), and Playgendary (12).

### Note Regarding Download Estimates

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

# Google Play ▶ Q3 Publishers by U.S. Downloads



**Google’s U.S. downloads on Google Play grew 14% Y/Y to 38.5 million,** followed by Voodoo (25 million) and Say Games (22 million). Facebook and AppLovin rounded out the top five.

**Lion Studios,** a hyper-casual games division of AppLovin, **moved up eight spots to enter the top five in 3Q19.** The only games publishers with more installs were Voodoo and Say Games.

### Note Regarding Download Estimates

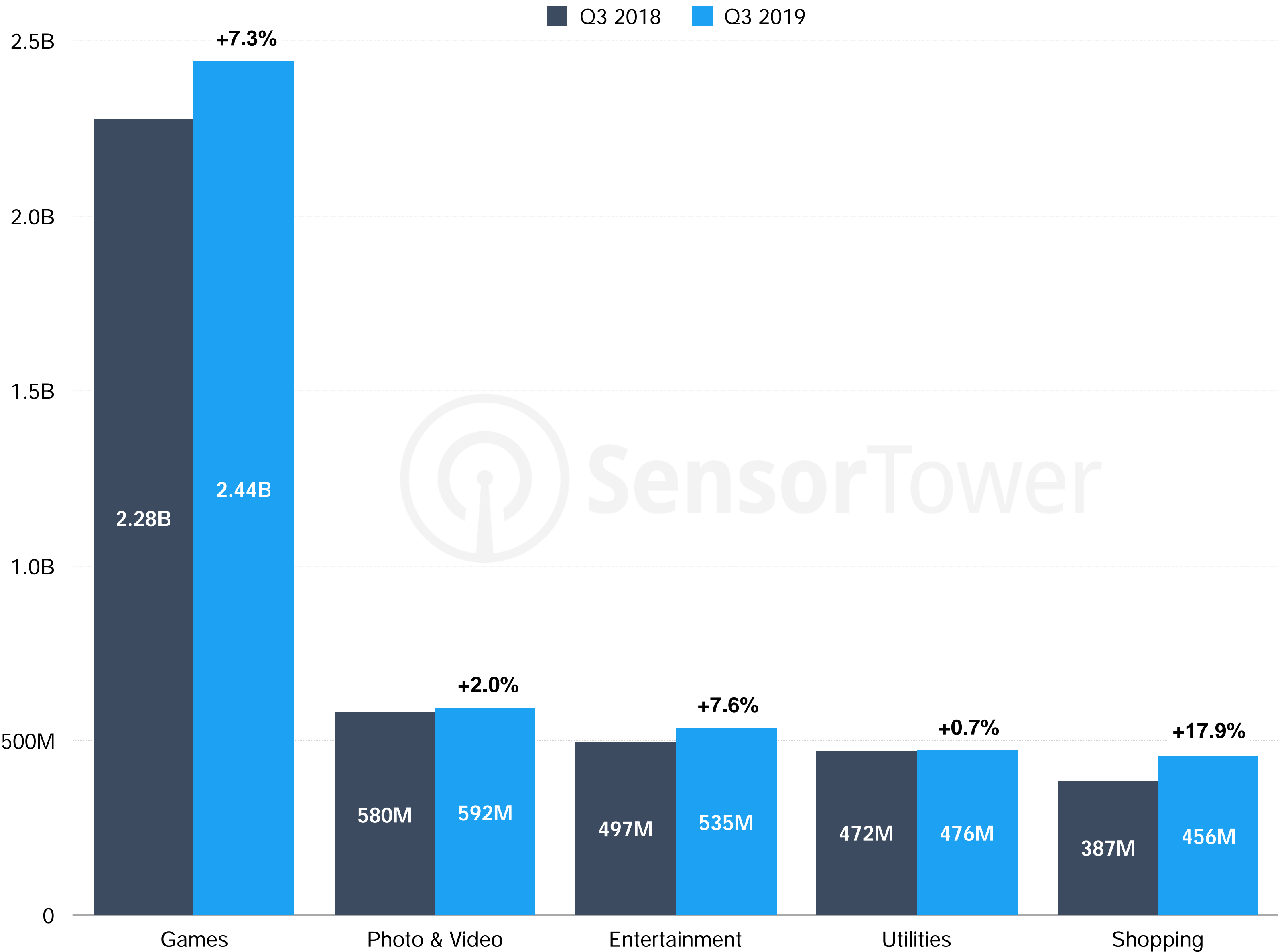
Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 30, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of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





# Top Categories

# App Store ▶ Q3 Categories by Worldwide Downloads



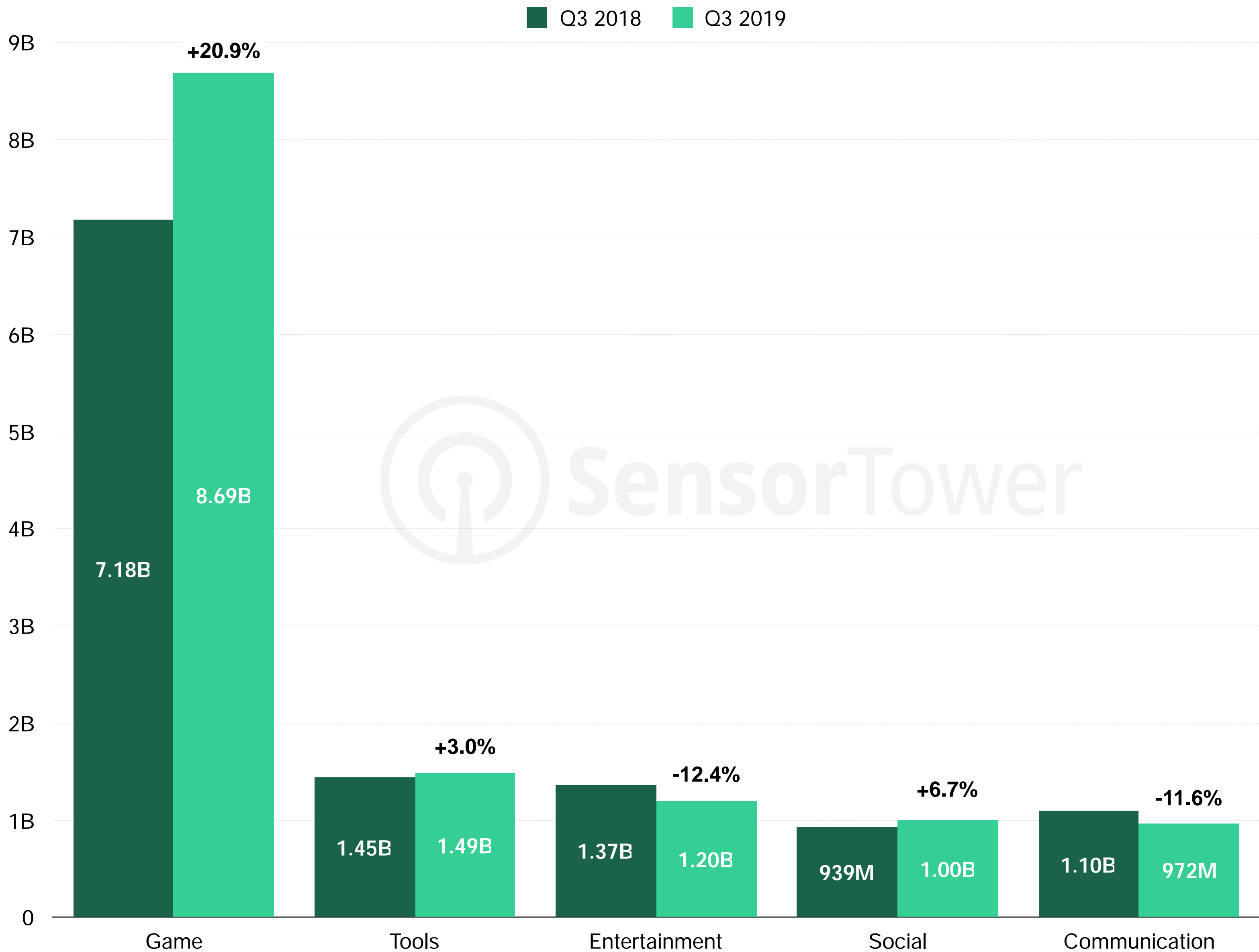
The Games category grew 7.3% compared to 2.6% growth for non-games. The 2.44 billion installs in Q3 2019 were an all-time high, edging out the 2.43 billion from Q1 2018.

Shopping passed Social Networking to become the fifth largest App Store category in Q3 2019. 20% Q/Q growth in China helped fuel a resurgence in the Shopping category.

### Note Regarding Download Estimates

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

# Google Play ▶ Q3 Categories by Worldwide Downloads



Game downloads increased 20.9% Y/Y after 4.7% Y/Y growth in 2Q19. Meanwhile, **non-game download growth slowed to 6.5% in Q3 2019** after 22.3% Y/Y growth in Q2.

**The Entertainment and Communication categories remained in the top five despite a decline in installs Y/Y.** The order of the top five was the same as in Q2.

### Note Regarding Download Estimates

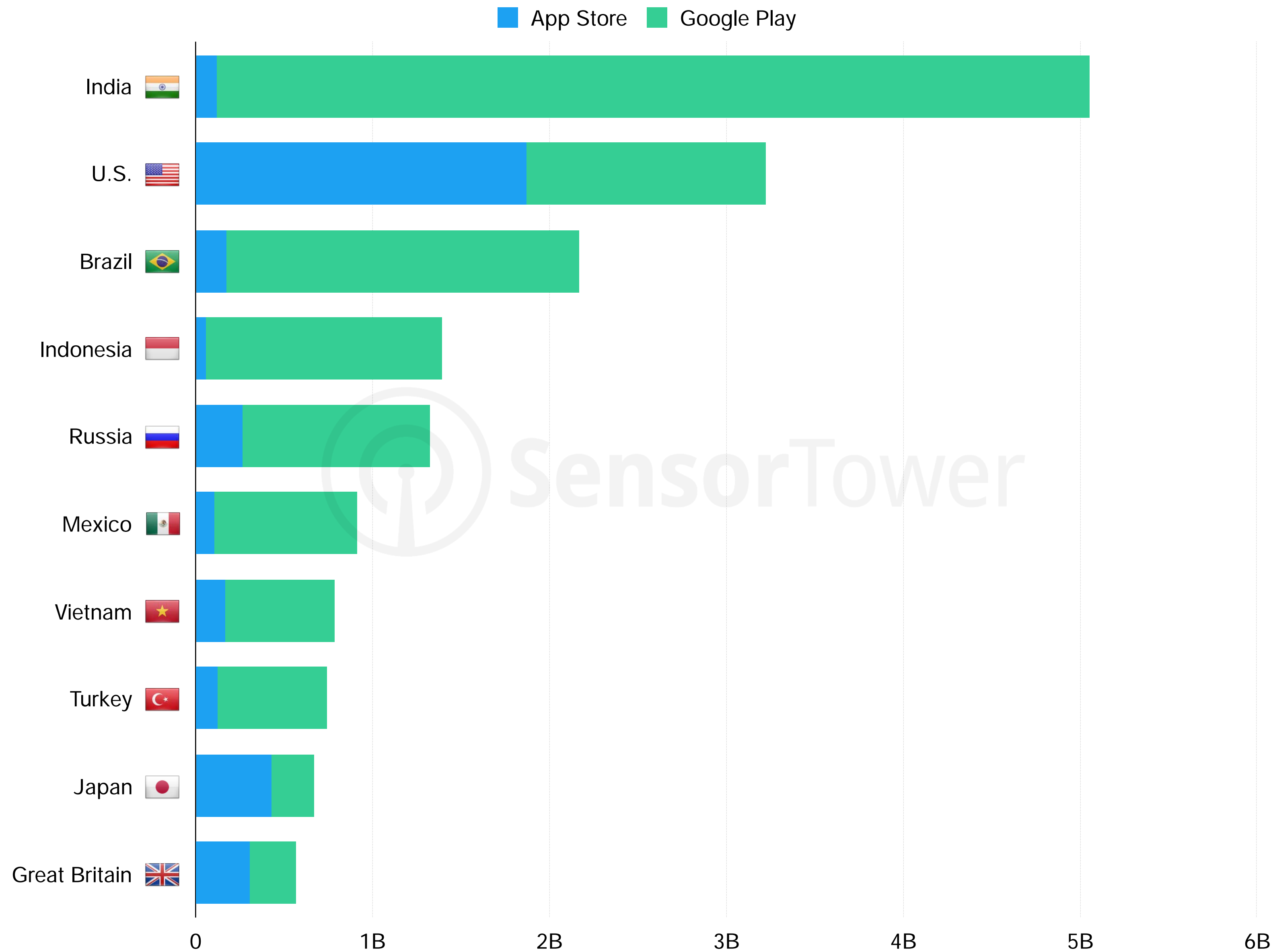
Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 30, 2019. We report unique installs only (one download per User). Google pre-installed apps are excluded. Android download estimates do not include third-party stores. Figures represent aggregate installs of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





# Top Countries

# Overall ▶ Q3 Countries by Worldwide Downloads



**Downloads in India fell slightly Q/Q, with its Google Play installs dipping below five billion in the country.**  
Indonesia also saw downloads decrease 10% Q/Q.

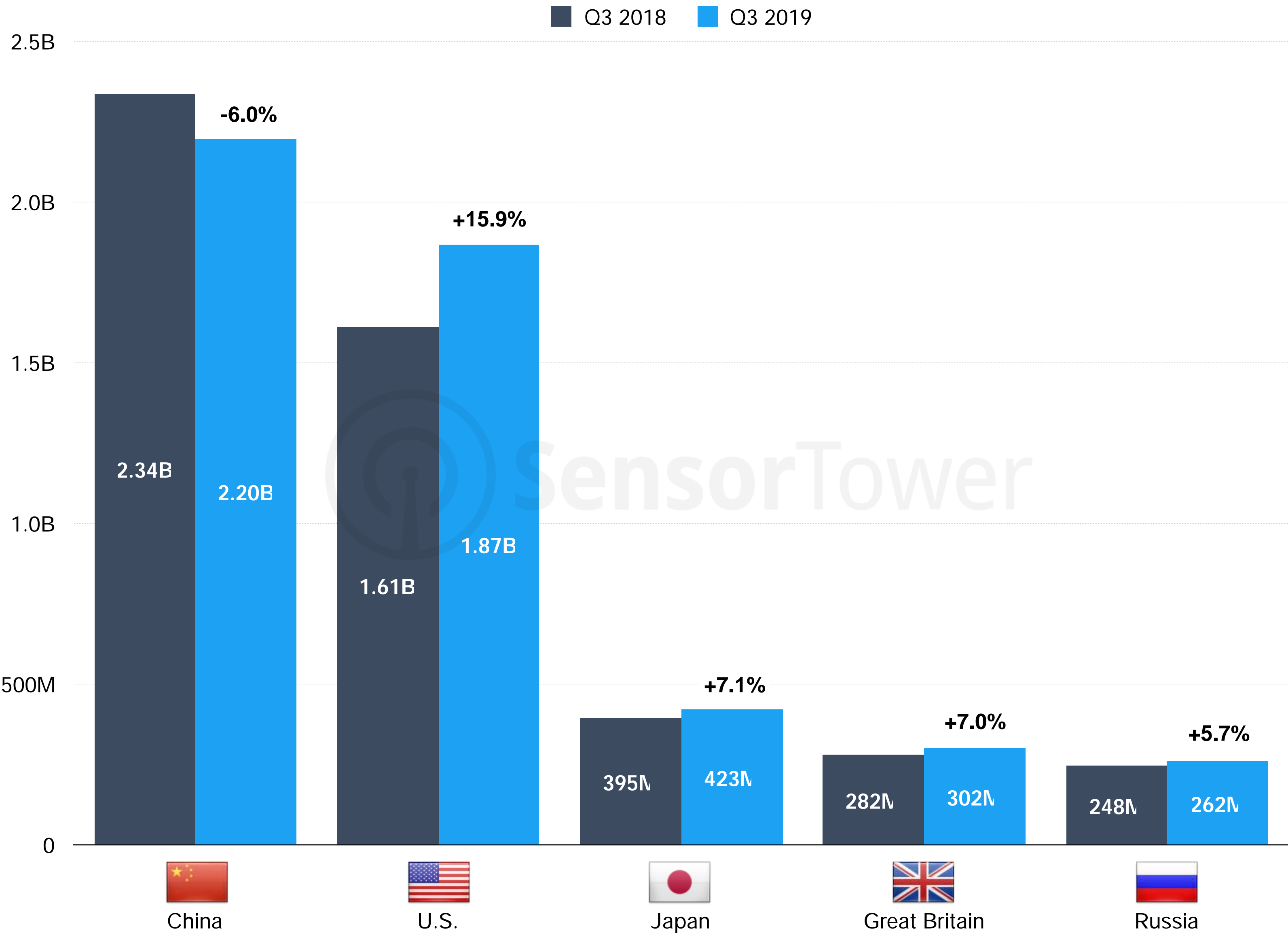
**The top 10 were the same as in Q2 except for Great Britain passing Thailand to take the tenth spot.** It was the third country to rank No. 10 this year (South Korea was No. 10 in Q1).

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for iPhone and iPad for Jul. 1 through Sep. 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 ▶ Q3 Countries by Worldwide Downloads



**Downloads fell 6% Y/Y in China to 2.2 billion in Q3 2019.** However, this was a 9% Q/Q increase and China's first quarter with positive Q/Q growth after three quarters of decline.

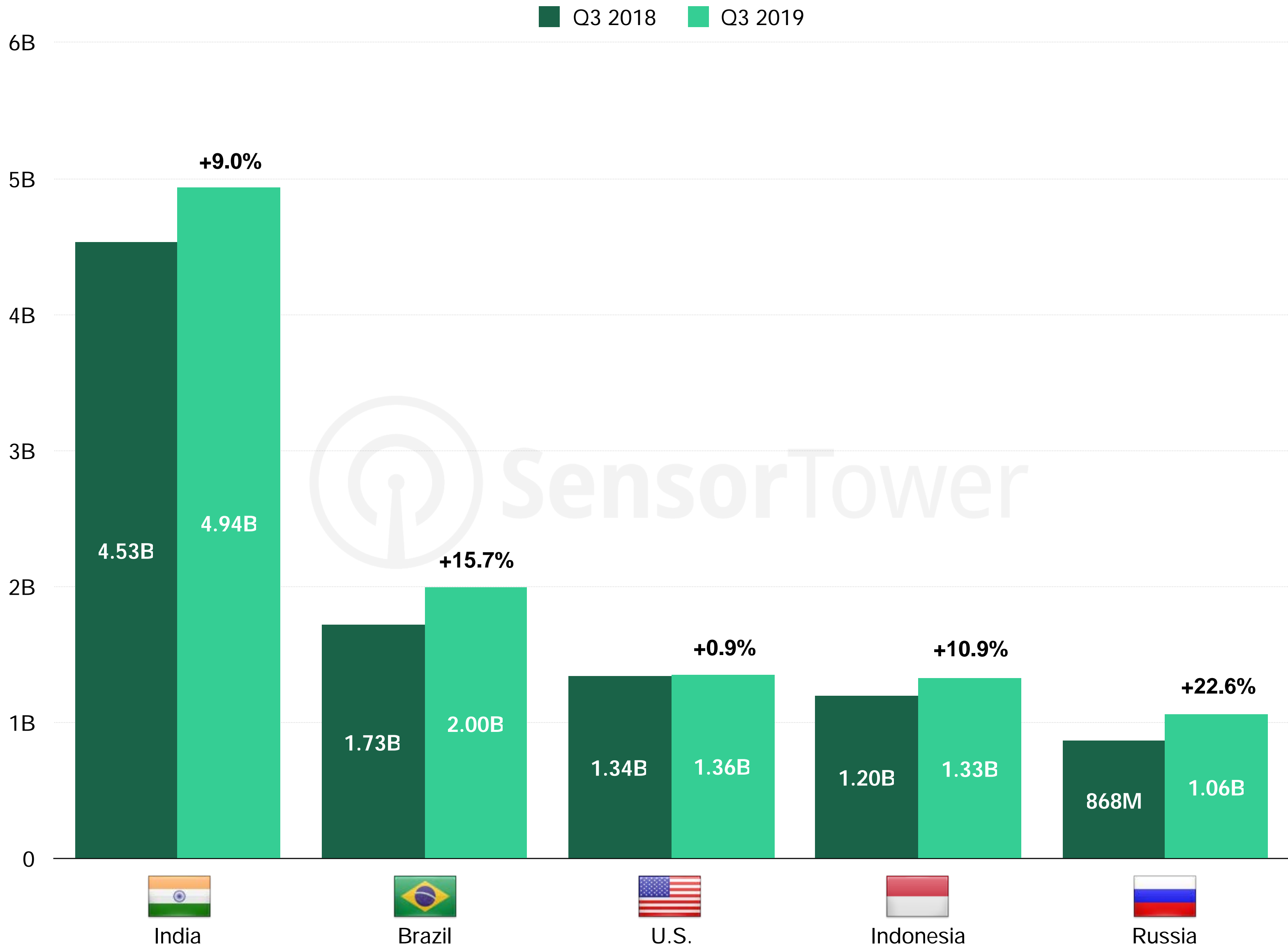
**Strong growth in the U.S. continued in with nearly 16% growth Y/Y.** The No. 3-5 countries also displayed solid growth, though their totals remained well below the U.S. and China.

### Note Regarding Download Estimates

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



# Google Play ▶ Q3 Countries by Worldwide Downloads



Google Play downloads in India have a CAGR of 58% since 2016, increasing from fewer than one billion in Q1 2016 to five billion in Q3 2019. Downloads fell 6% Q/Q.

The U.S. passed Indonesia to regain the No. 3 spot in Q3 2019. This quarter was the first the U.S. had positive Y/Y growth since Q2 2018 and its best quarter since Q1 2018.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for Google Play for Jul. 1 through Sep. 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.



# Nintendo's Mobile Games



**Nintendo** released **Mario Kart Tour** on September 25 and it was the No. 3 game by worldwide downloads this quarter in just six days. This was Nintendo's fastest launch ever and sets it up well to be a top grossing game next quarter.

- **Mario Kart Tour's 90.1 million downloads in its first week was easily Nintendo's most to date for any mobile game.** Only Super Mario Run had more all-time downloads as of the start of Q4 2019.
- **Nintendo's past titles relied on success in Japan and the U.S. for their revenue.** These markets have contributed 31% of Nintendo's downloads and 85% of Nintendo's revenue to date.
- **Nintendo has also used different monetization methods.** Gacha systems were successful for Fire Emblem Heroes and Dragalia Lost but made less of an impact for puzzle game Dr. Mario World, released earlier this year.








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# Nintendo ▶ Game Information

App information for Nintendo’s mobile game titles

App	Launched	Monetization	Worldwide All-Time Downloads	Worldwide All-Time Gross Revenue
 Super Mario Run	December 2016	Free to start, one-time purchase to unlock full game	230M	\$74M
 Fire Emblem Heroes	February 2017	In-app purchases including gacha	16M	\$620M
 Animal Crossing: Pocket Camp	November 2017	In-app purchases; Loot boxes introduced in 2018	31M	\$112M
 Dragalia Lost	September 2018	In-app purchases including gacha system for unlocking characters and weapons	3.3M	\$109M
 Dr. Mario World	July 2019	In-app purchases, gacha system for unlocking doctors and assistants	8.5M	\$2.7M
 Mario Kart Tour	September 2019	Gacha system for characters and karts, “Gold Pass” monthly subscription	86M	\$10.9M

**Mario Kart Tour had more downloads in its first week than all other Nintendo games all-time** except for Super Mario Run. Its revenue also surpassed Dr. Mario World.

**Fire Emblem Heroes and Dragalia Lost's popularity in Japan and gacha monetization helped drive huge revenue totals,** particularly relative to their downloads.

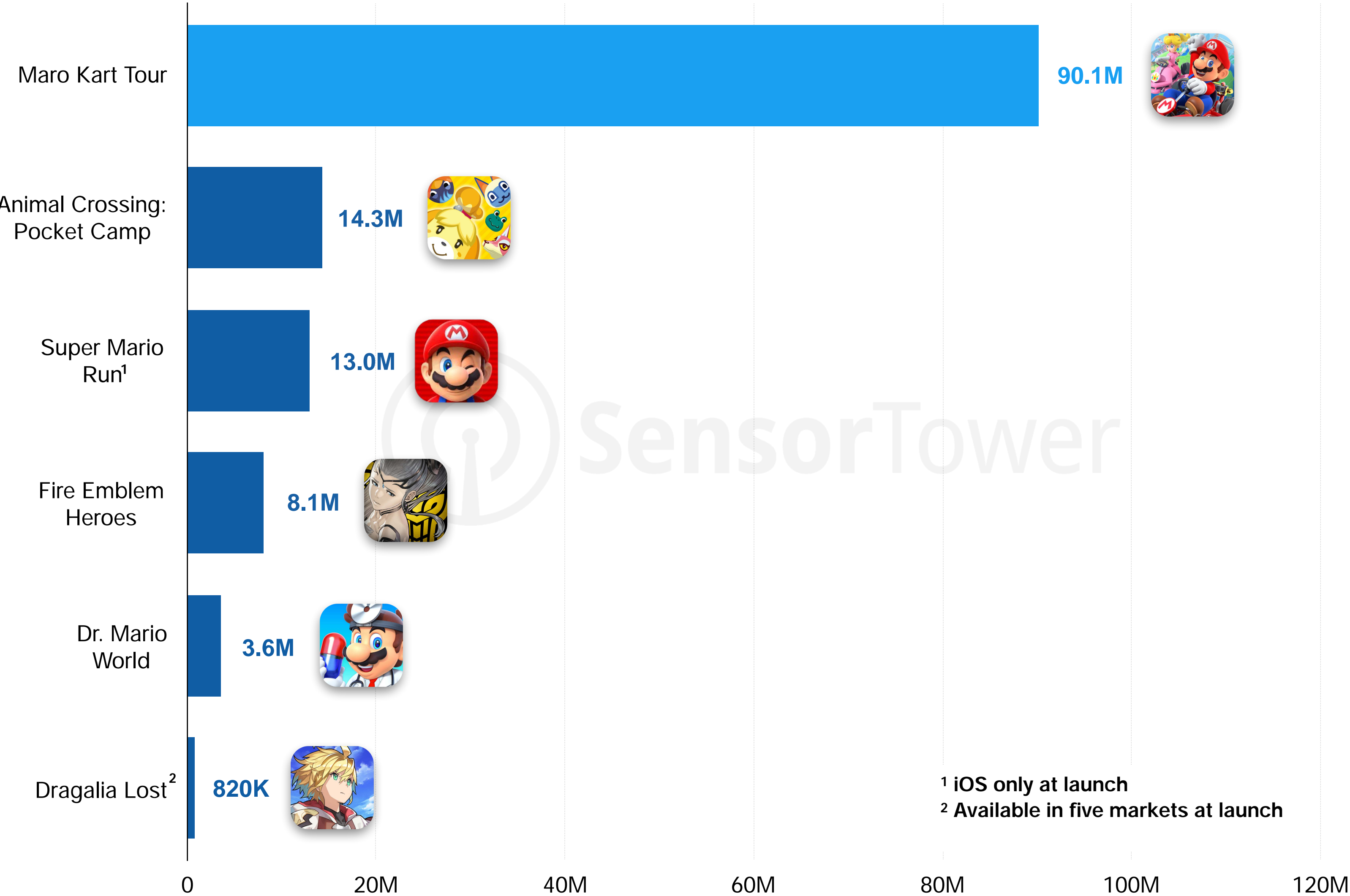
**Note Regarding Download / Revenue Estimates**  
Our estimates include worldwide daily download and revenue totals for App Store and Google Play for Jan. 1, 2014 through Sep. 30, 2019. We report gross revenue (including the cut for Apple or Google). Android estimates do not include third-party stores.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

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



# Nintendo First Week Downloads

Worldwide downloads during the first week after launch, App Store and Google Play



**Mario Kart Tour was far and away Nintendo's fastest mobile game launch with 90 million downloads in the first week.** Animal Crossing: Pocket Camp was a distant second.

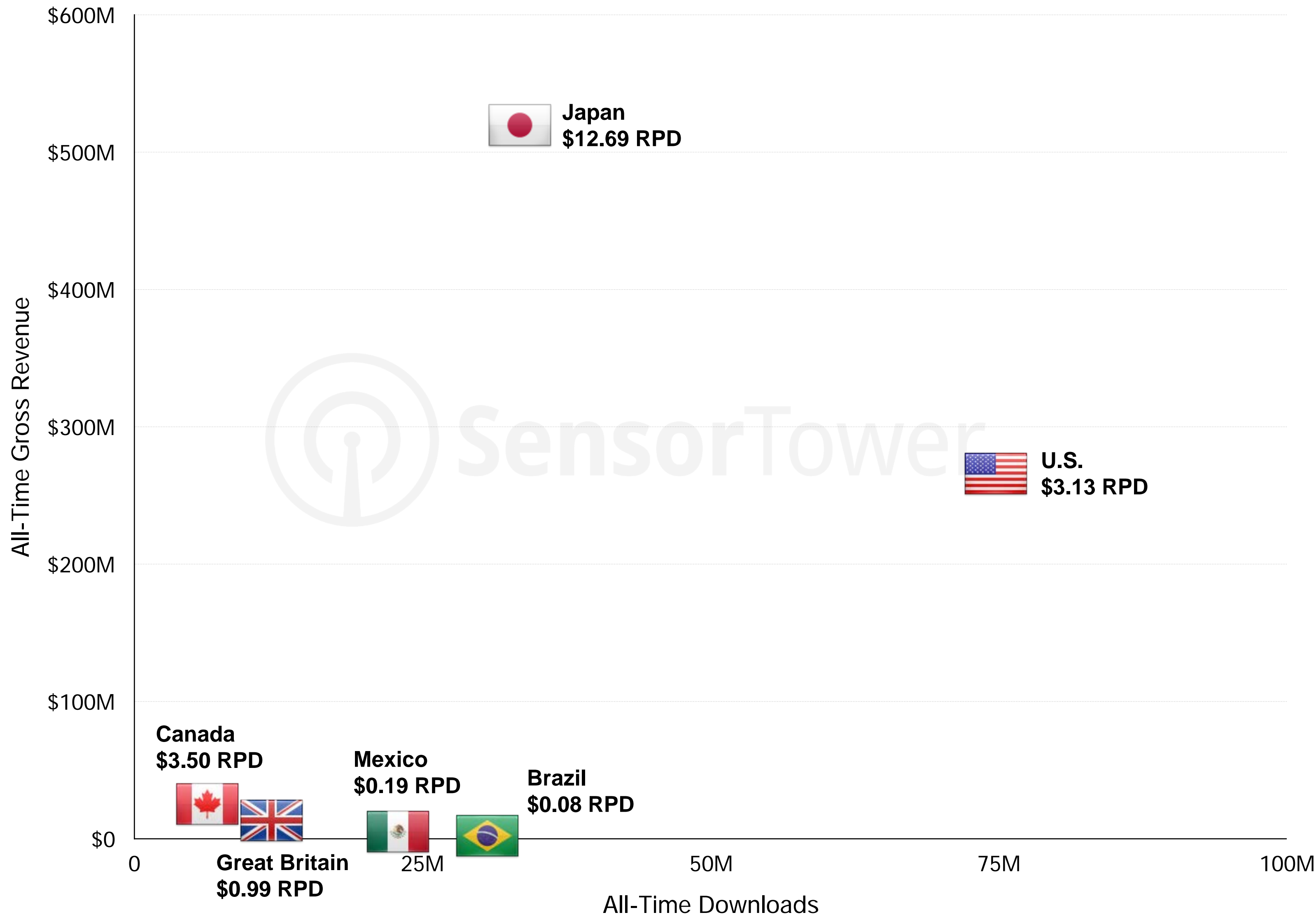
**The U.S. was the top country for Mario Kart Tour downloads at 13.2 million (15%),** followed by Brazil (10.7 million, 12%) and Mexico (5.8 million, 6%). 60% of installs were on Android.

### Note Regarding Download Estimates

Our estimates include worldwide daily download totals for App Store and Google Play for Mar. 1, 2016 through Oct. 1, 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.

# Nintendo ▶ Downloads and Revenue by Country

Nintendo mobile downloads and revenue by country, App Store and Google Play



**Japan and the U.S. were responsible for 85% of Nintendo’s mobile game revenue through Q3 2019.** Japan alone contributed \$520 million or 56%.

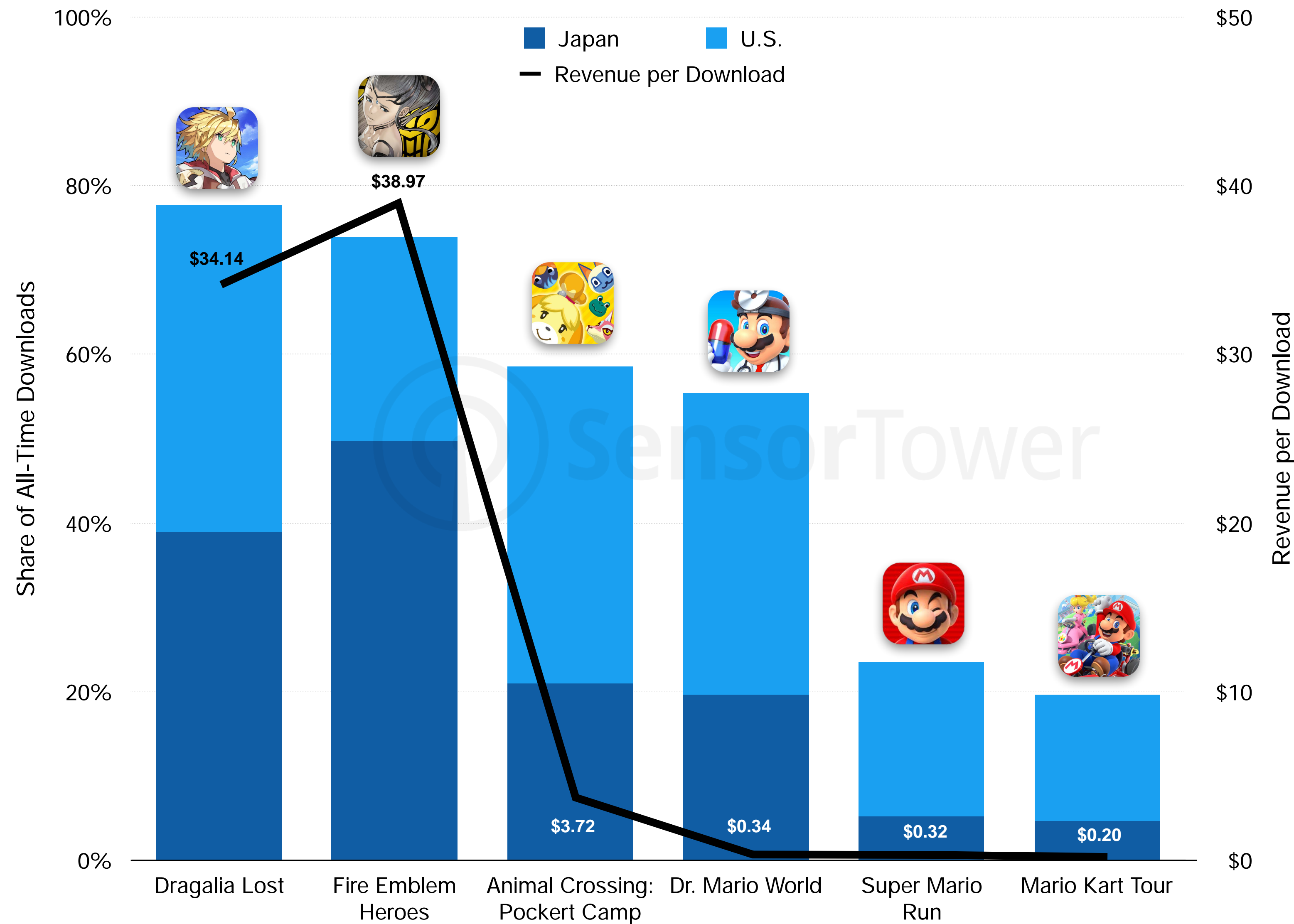
**No other country contributed more than 3% of Nintendo's revenue.** Installs were more evenly distributed with eight countries having more than 3% of Nintendo's downloads.

### 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 Sep. 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.

# Nintendo ▶ Japan & U.S. Download Share vs. RPD

Share of all-time downloads from Japan and the U.S. vs. all-time RPD



Success in Japan and the U.S. has been critical for Nintendo's past titles with RPD of more than \$12 in Japan and \$3.13 in the U.S. RPD in other markets was only \$0.50.

It's worth noting Mario Kart Tour monetization has barely begun. It has a gacha model that worked well for some past Nintendo games and also includes a monthly subscription.

### Note Regarding Download / Revenue Estimates

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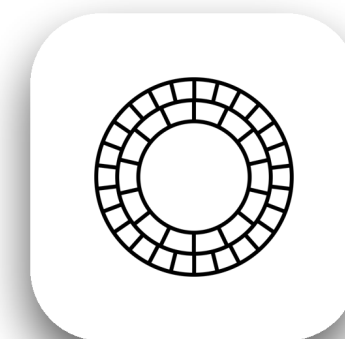


# The State of Photo & Video



**Photo & Video** was the fastest growing category on the **App Store** for app revenue. Top apps such as **YouTube** were able to use subscriptions to increase revenue by more than 100% year-over-year.

- **Photo & Video apps grossed more than \$500 million in Q3 2019, up 75% year-over-year.** The category's revenue had a CAGR of 101% since 2016.
- **YouTube's revenue on the App Store grew even faster than the rest of the Photo & Video category.** YouTube was responsible for approximately 30% of the category's revenue in Q3 2019.
- **Some smaller Photo & Video apps also reached new revenue milestones in Q3 2019.** Twenty-two apps had at least \$3 million in gross revenue, compared to just three apps reaching this threshold two years prior.

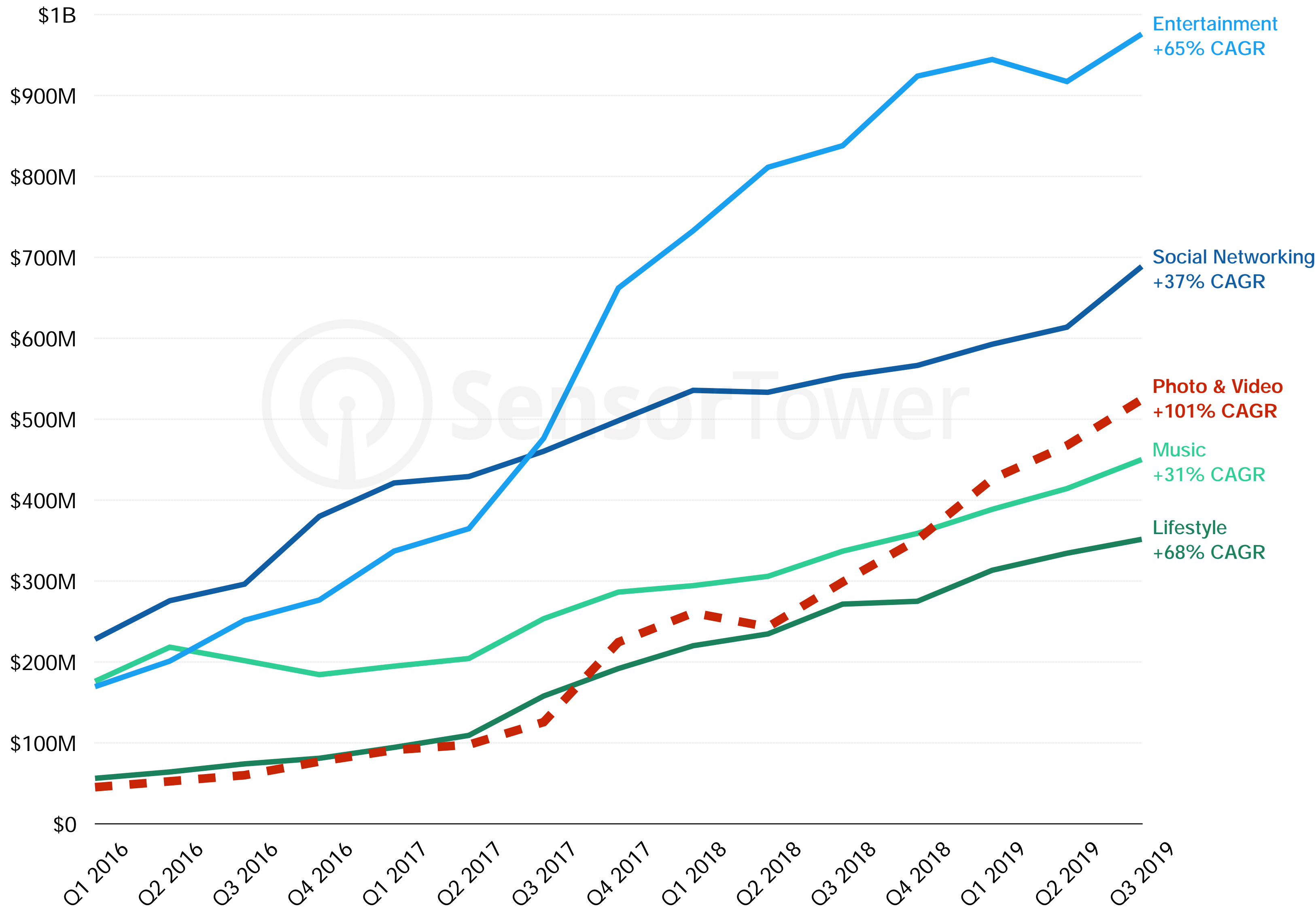


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# Photo & Video ▶ App Store Revenue Growth

Quarterly worldwide gross revenue for top App Store categories



**Photo & Video apps have been the fastest growing category by worldwide revenue** with 101% compound annual growth rate (CAGR) since 2016.

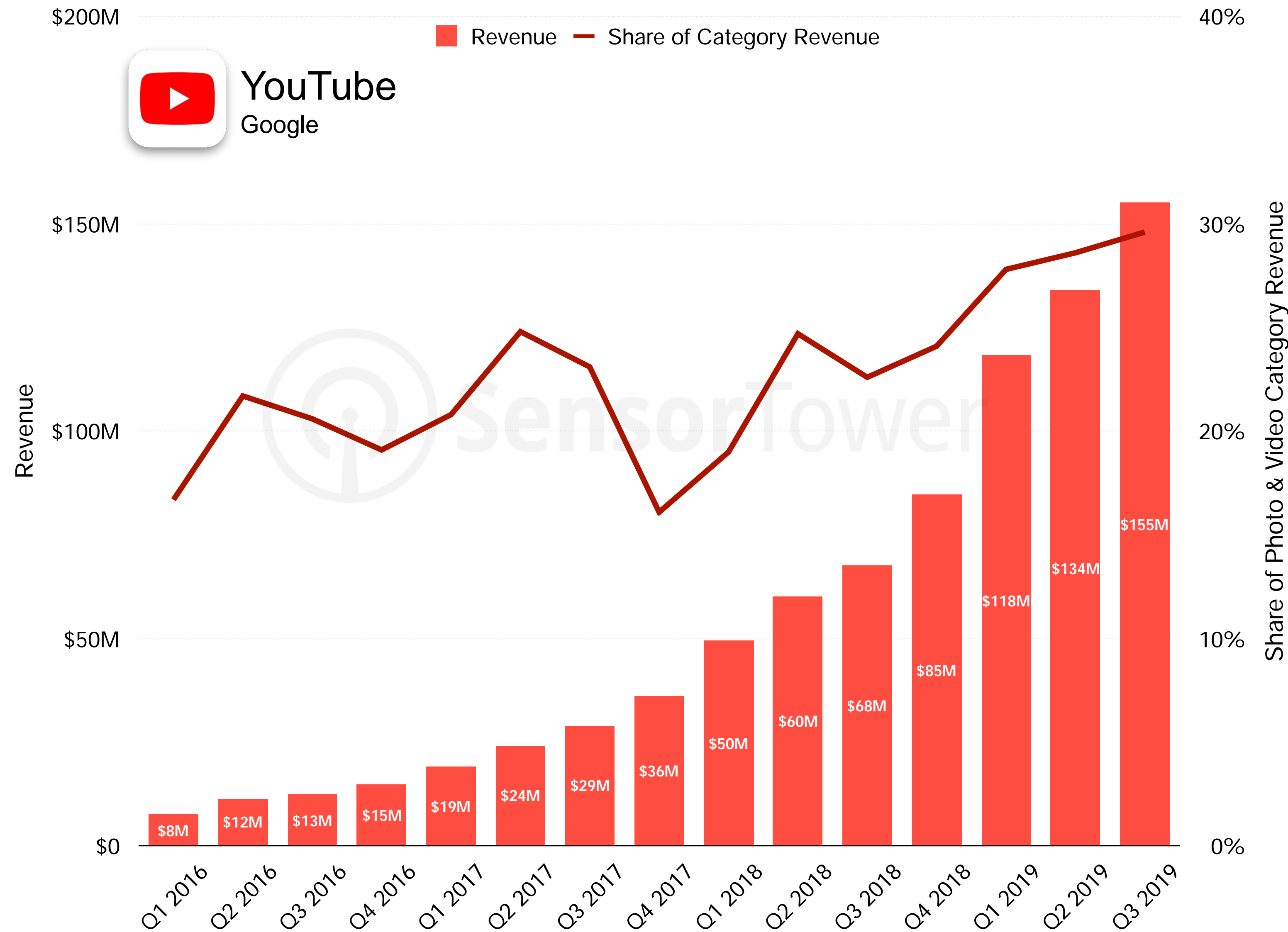
**The Photo & Video category passed the Music and Lifestyle categories** in recent years to become the fourth largest by revenue, behind Games, Entertainment, and Social Networking.

### Note Regarding Revenue Estimates

Our estimates include U.S. daily revenue totals for App Store for Jan. 1, 2016 through Sep. 30, 2019. We report gross revenue (including the cut for Apple). Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.

# Photo & Video ▶ YouTube Share of Revenue

YouTube’s worldwide gross revenue and share amongst Photo & Video apps, App Store



**YouTube’s revenue growth even outpaced that of the Photo & Video category.** YouTube had a CAGR of 136% since 2016, compared to 91% for other Photo & Video apps.

**YouTube was responsible for nearly 30% of Photo & Video app revenue in Q3 2019.** YouTube’s share grew steadily in recent quarters up from a low of 17% in Q4 2017.

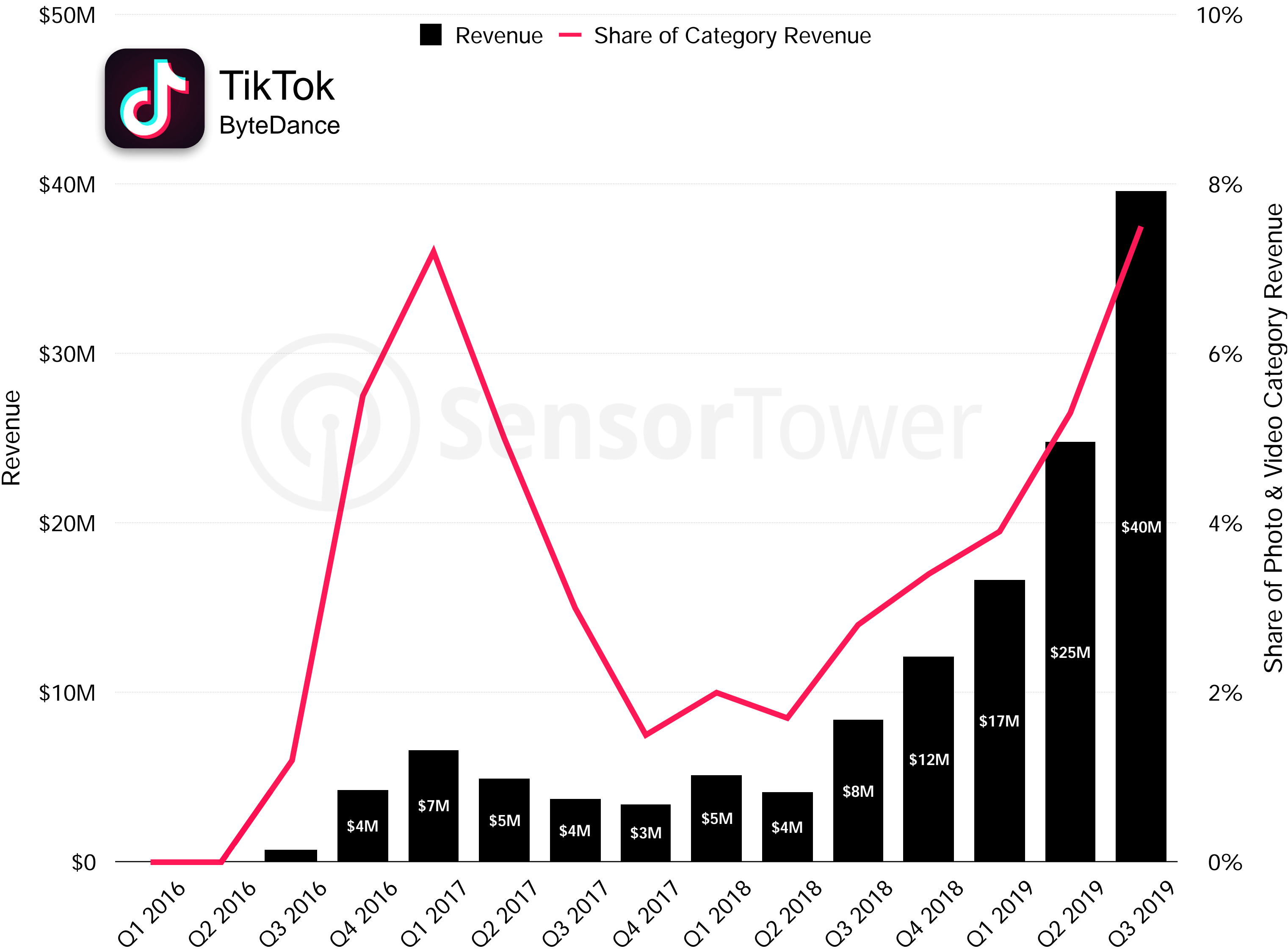
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# Photo & Video ▶ TikTok Share of Revenue

TikTok's worldwide gross revenue and share amongst Photo & Video apps, App Store



**TikTok grossed almost \$40 million on iOS in Q3 2019, up 371% Y/Y and its all-time high.** It was third among Photo & Video apps by revenue this quarter behind YouTube and Kwai.

**TikTok accounted for 7.5% of App Store revenue in the category in Q3 2019.** The last time it was above 7% was in 2017 when the app was still musical.ly in the U.S.

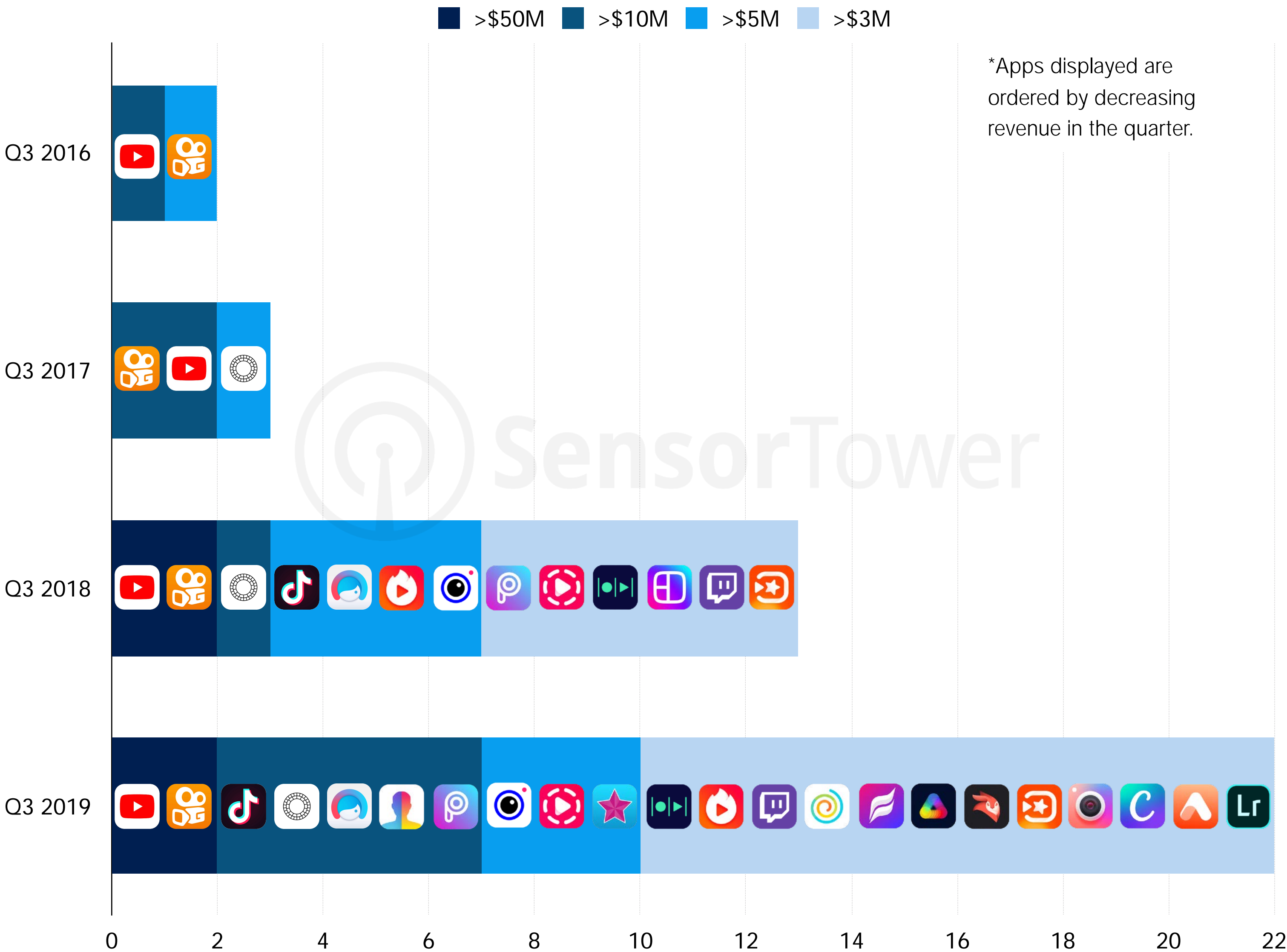
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# Photo & Video ▶ Top Apps by Revenue

Number of apps exceeding \$3 million quarterly worldwide revenue on the App Store



Top apps were not the only ones to experience huge revenue growth in recent years. **22 apps exceeded \$3 million in Q3 2019, compared to just two (YouTube and Kwai) in Q3 2016.**

**Seven apps had more than \$10 million in App Store revenue last quarter**, including TikTok, Facetune2, and PicsArt. YouTube and Kwai earned more than \$50 million.

### Note Regarding Revenue Estimates

Our estimates include U.S. daily revenue totals for App Store for Jul. 1, 2016 through Sep. 30, 2019. We report gross revenue (including the cut for Apple). Figures represent aggregate revenue of all app versions, ex: Facebook and Facebook Lite.



# The State of Sports Apps

**Sports app** revenue growth was strong in Q3 2019, particularly for a few large apps like **ESPN** and **DAZN**. There is still room for growth in among this category, with Sports ranking as the No. 12 category by App Store revenue in Q3 2019 and ranking No. 13 on Google Play.

- **ESPN and DAZN, two sports apps that used subscription services for video streaming, each earned more in Q3 2019 than the top five sports apps earned combined a year prior.** DAZN led the way with \$29.6 million with ESPN close behind at \$27.7 million.
- **DAZN found success in markets that traditionally have not spent on sports apps.** It grossed \$10.4 million in Europe, or 38% of total sports app revenue in the region, in Q3 2019.

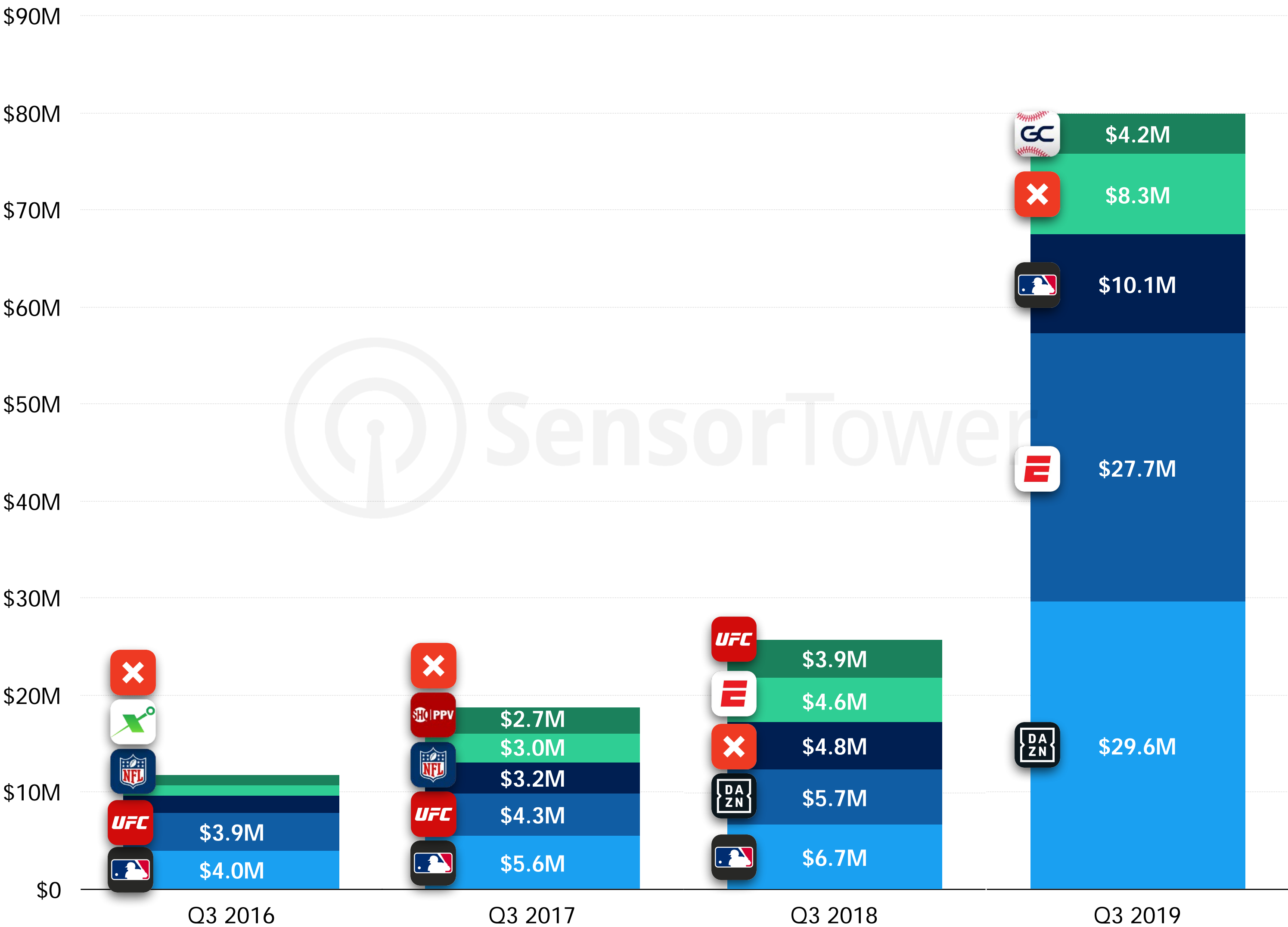
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# Sports Apps ▶ Top Apps by Revenue

Quarterly worldwide gross revenue for top 5 sports apps, App Store and Google Play



**Sports apps grossed more than \$150 million in Q3 2019, an increase of 73% year-over-year.** Top apps grew even faster, with revenue from the top five sports apps growing 210% Y/Y.

**DAZN and ESPN each earned more in Q3 2019 than the top five sports apps combined in Q3 2018.** They also each grossed nearly as much as the entire Sports category in Q3 2016.

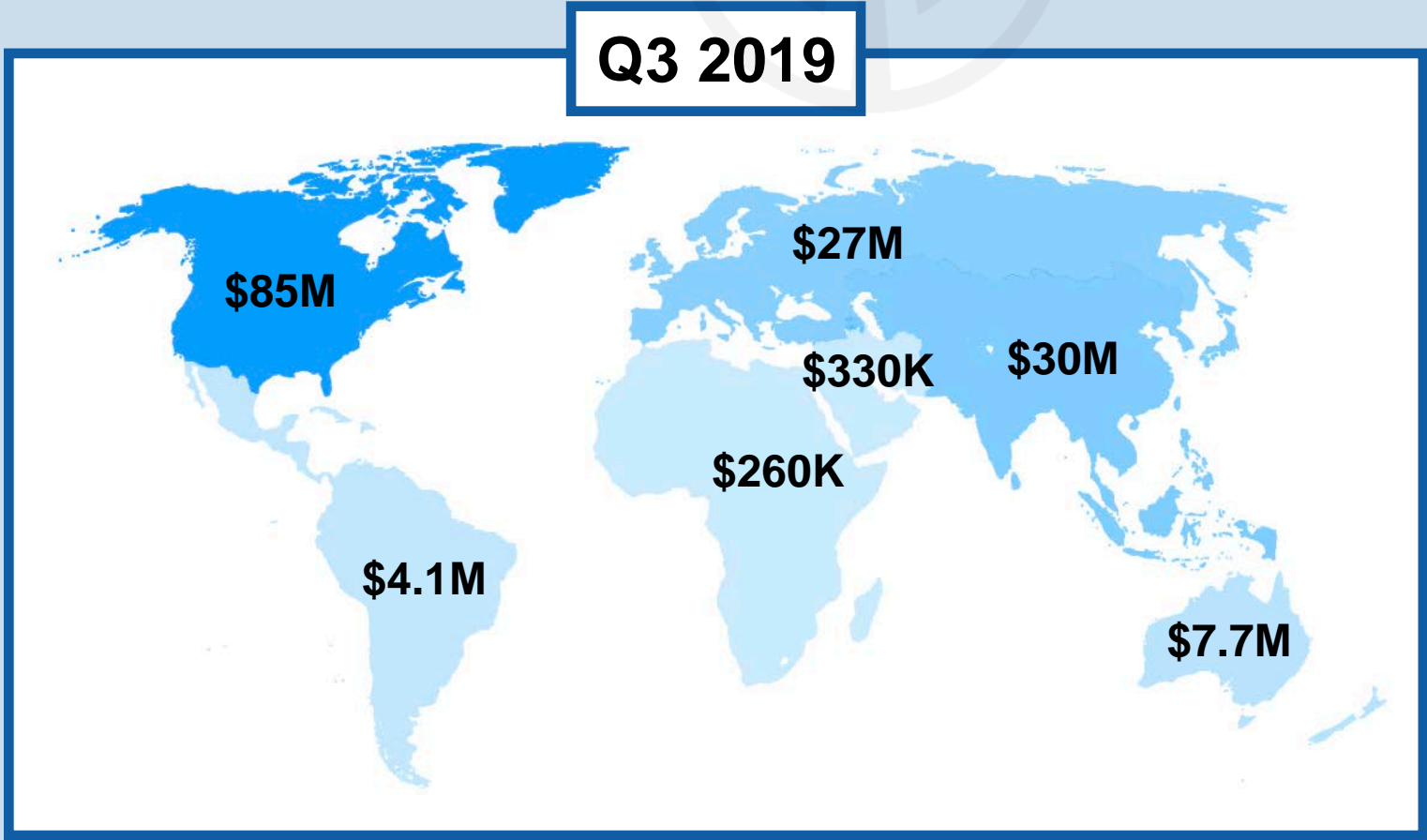
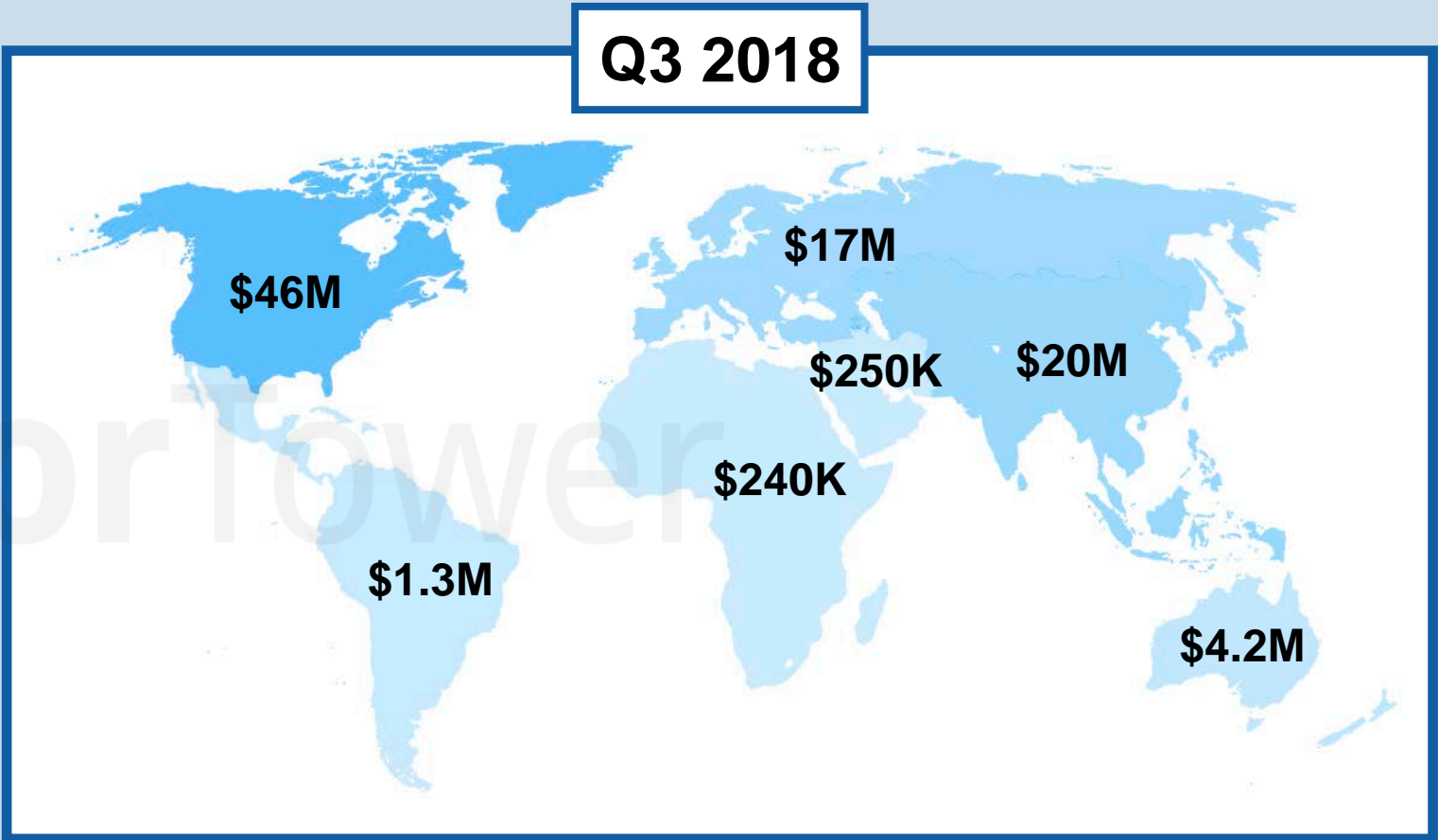
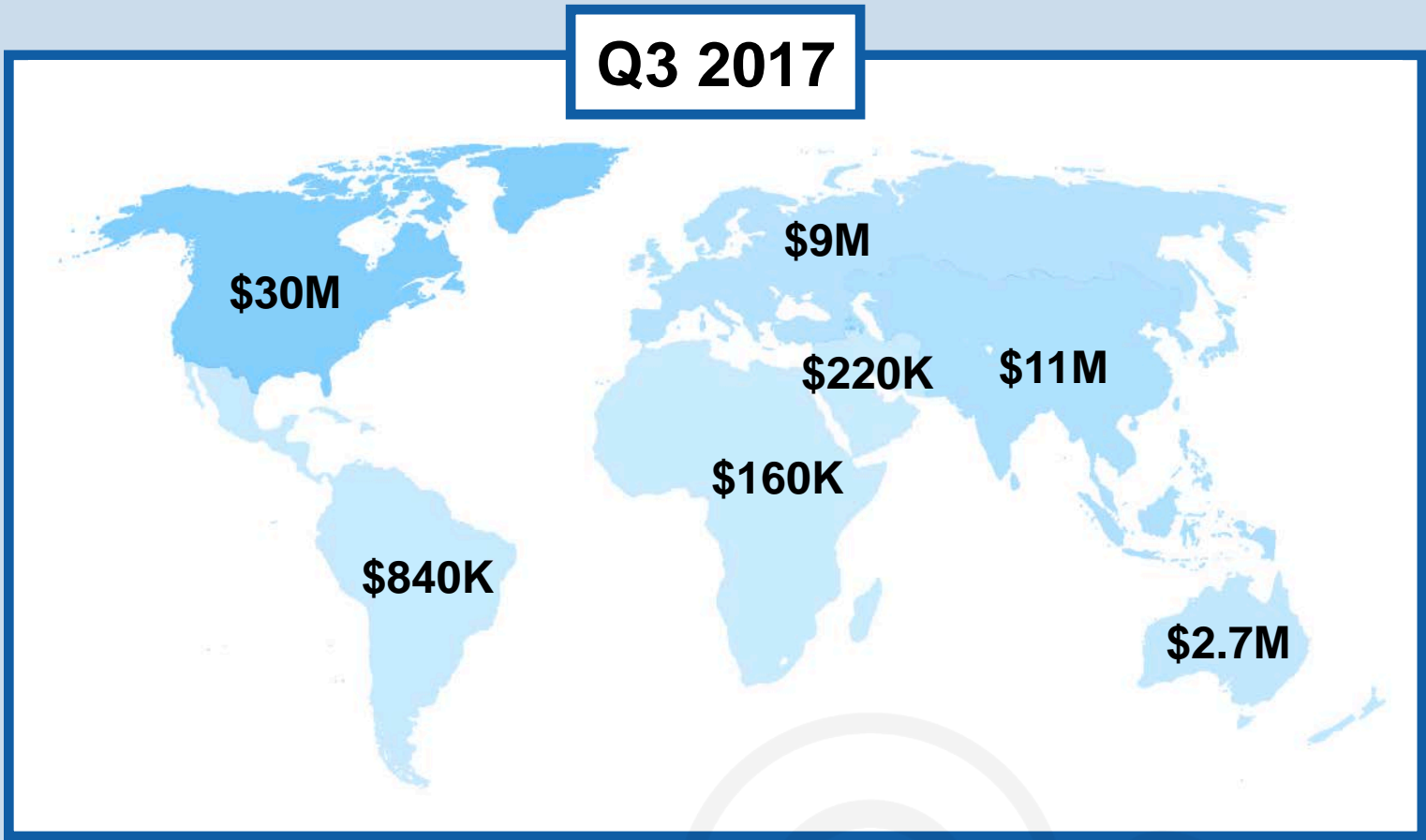
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# Sports Apps ▶ Revenue by Region

Quarterly gross revenue by region for the Sports category, App Store and Google Play



Revenue growth was strong in most regions, including North America and Europe. Sports app revenue grew 85% year-over-year in North America and 58% in Europe.

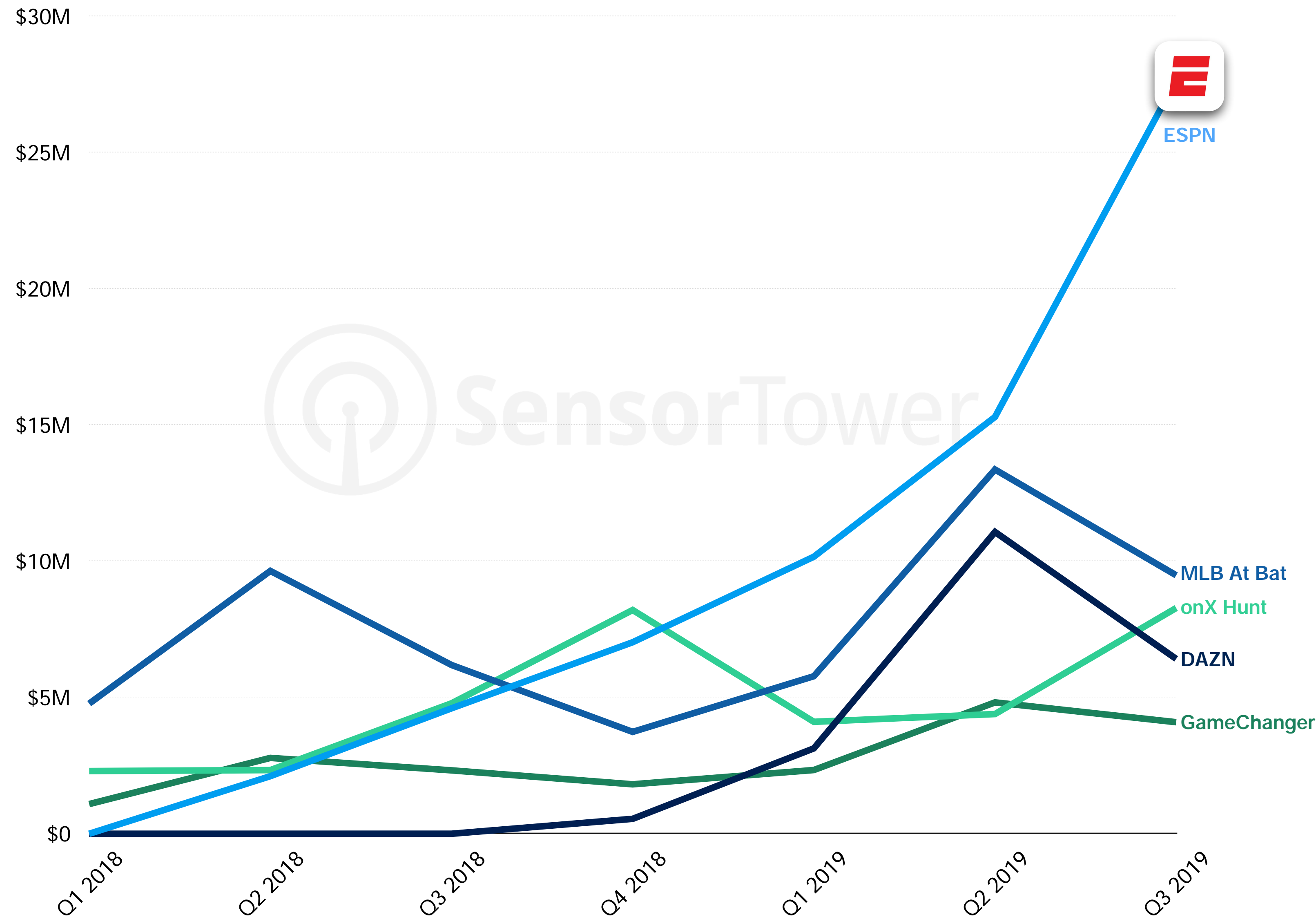
Latin America had the fastest revenue growth for Sports apps of any region at 219% Y/Y. It still only accounted for 2.6% worldwide revenue in the quarter.

### Note Regarding Revenue Estimates

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# Sports Apps ▶ Top Apps in the U.S.

Quarterly U.S. gross revenue for top sports apps, App Store and Google Play



**ESPN released its subscription service, ESPN+, in April 2018.** It became the top grossing sports app in the U.S. in Q1 2019 and earned \$27.6 million in Q3 2019.

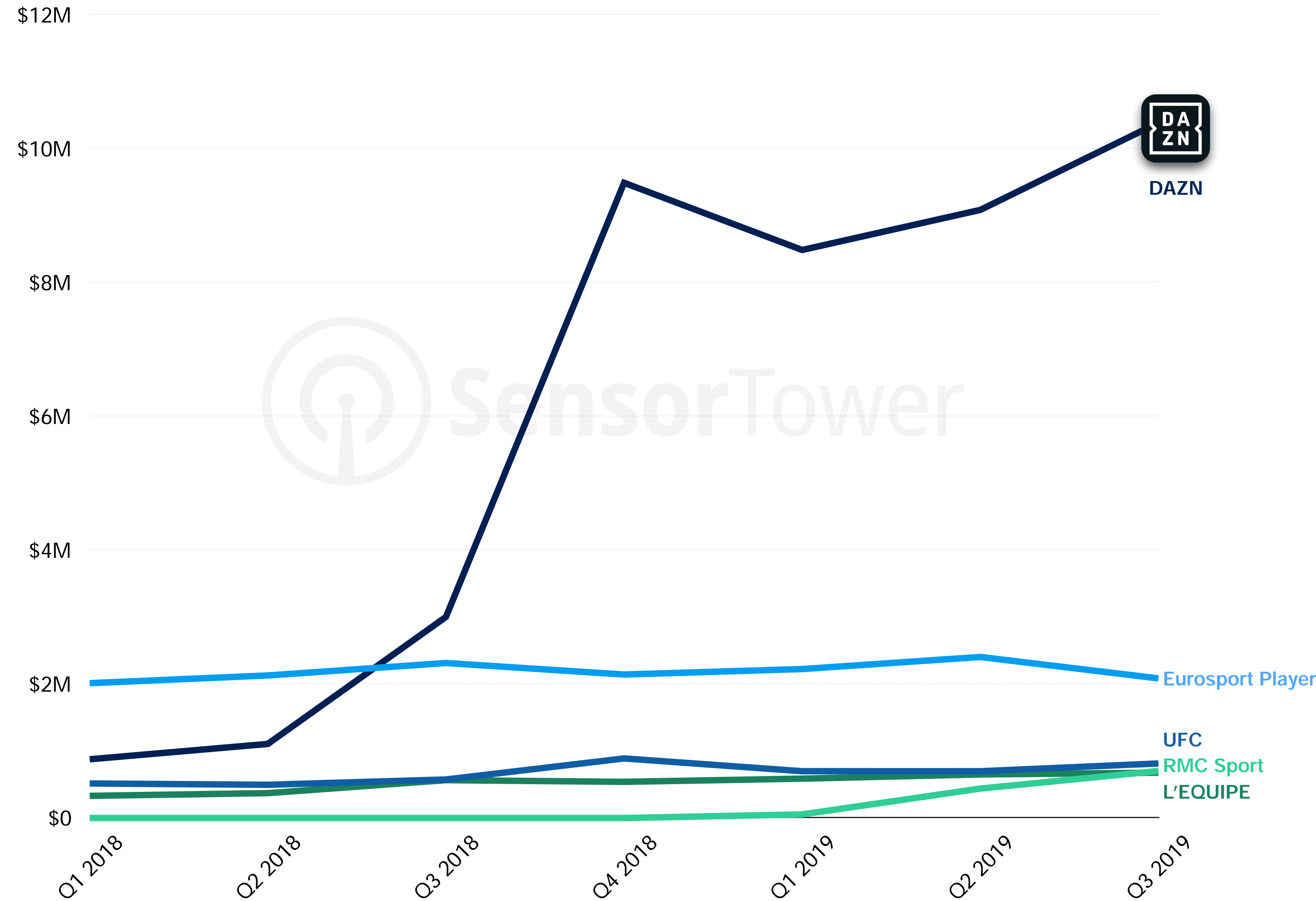
**DAZN also emerged as a top sports app in the U.S. in 2019.** Its U.S. revenue is primarily driven by subscribers for boxing matches, though it does also stream baseball and MMA.

### Note Regarding Revenue Estimates

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# Sports Apps ▶ Top Apps in Europe

Quarterly European gross revenue for top sports apps, App Store and Google Play



**DAZN was responsible for most of the revenue growth in Europe**, with 38% of the total sports app revenue in 3Q19. DAZN has earned 85% of sports app revenue in Italy so far in 2019.

DAZN was available in five European countries including Italy, Germany, and Spain. **It earned nearly \$4 million in both Italy and Germany and \$1.7 million in Spain during Q3 2019**

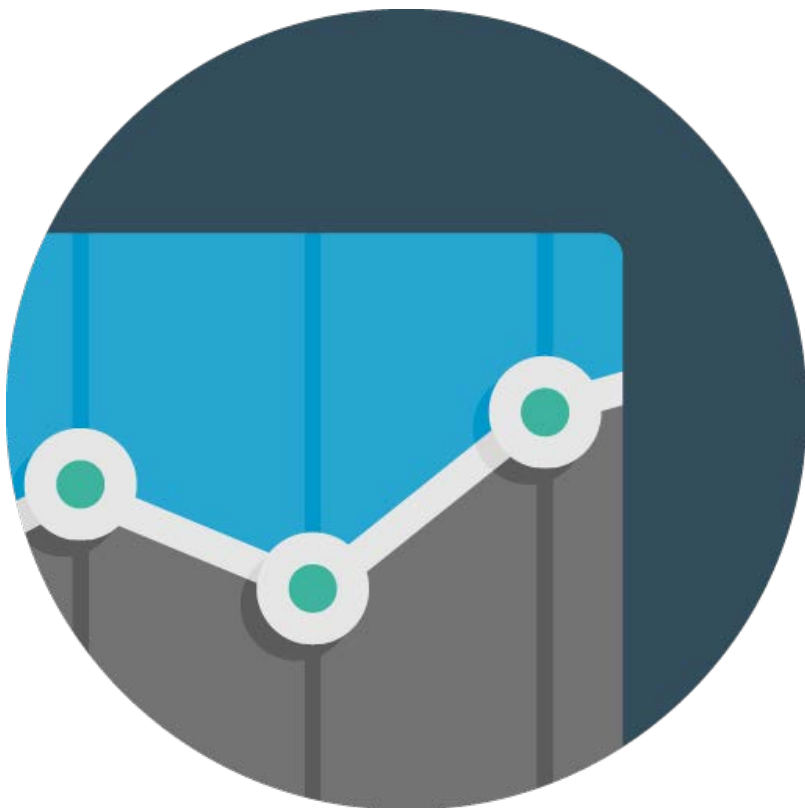
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