Q1 2017 Performance: Supercell, ATVI, GLUU, ZNGA, EA

Key Leanings

Supercell: At $45.6M per game in Q1, Supercell had the highest per game revenue of any publisher in the store.

ATVI: King rang up 89% of Activision Blizzard's mobile gaming revenue.

GLUU: Managed to increase average revenue per user 33 cents without an increase in active users due to its intelligent and incentivized advertising strategy.

ZNGA: Subsidiary NaturalMotion accounted for 30.5% of Zynga's revenue.

EA: Thanks to a partnership with Disney, Star Wars: Galaxy of Heroes accounted for over 20% of EA's revenue.

SUPER ERC ELL
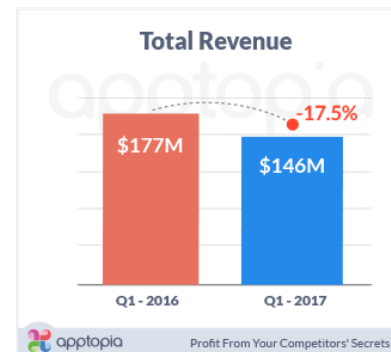
DOWNLOAD
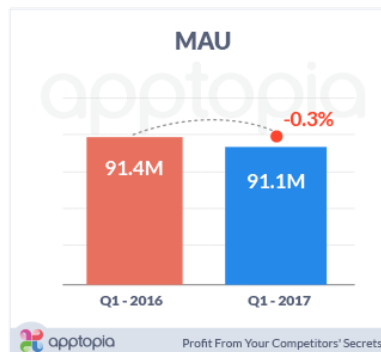51.8M

REVENUE
$146M

MAU
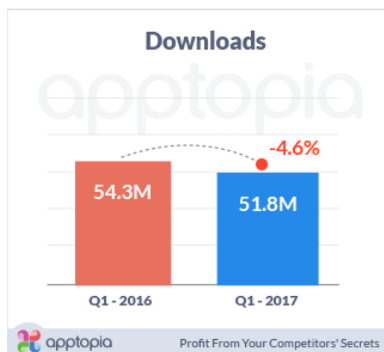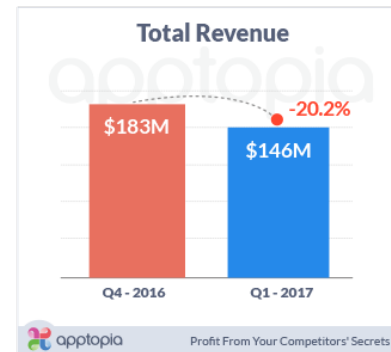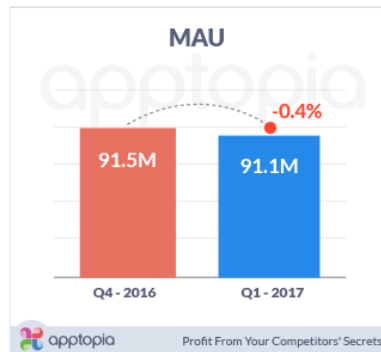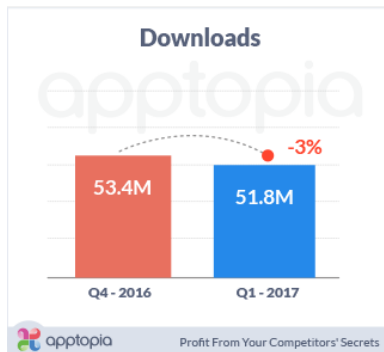91.1M

REVENUE BREAKDOWN

IAPs $145M $542k Ads

WISDOM

- While it had a killer holiday quarter, raking in $183M, its **revenue is down 18% YOY**.

- While revenue from Clash of Clans sunk 50% since Q1 2016, **Clash Royale represented 48% of Supercell's total Q1 2017 revenue**.

- Supercell's most successful games do not utilize ads for monetization as the goal is to keep players wholly involved and away from distractions.

Worldwide YOY Data

Downloads

54.3M | 51.8M
-4.6%
Q1 - 2016 | Q1 - 2017

apptopia — Profit From Your Competitors' Secrets

MAU

91.4M | 91.1M
-0.3%
Q1 - 2016 | Q1 - 2017

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Total Revenue

$177M | $146M
-17.5%
Q1 - 2016 | Q1 - 2017

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Worldwide QOQ Data

Downloads

53.4M | 51.8M
-3%
Q4 - 2016 | Q1 - 2017

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MAU

91.5M | 91.1M
-0.4%
Q4 - 2016 | Q1 - 2017

apptopia — Profit From Your Competitors' Secrets

Total Revenue

$183M | $146M
-20.2%
Q4 - 2016 | Q1 - 2017

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ACTIVISION BLIZZARD Q1 2017

DOWNLOAD
90.5 M

REVENUE
$116M

MAU
257M

REVENUE BREAKDOWN

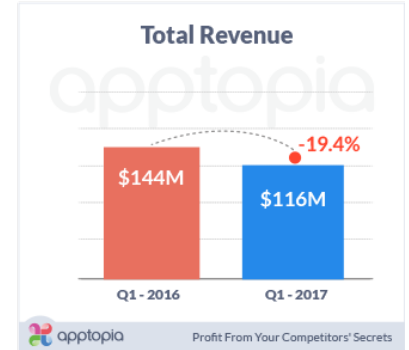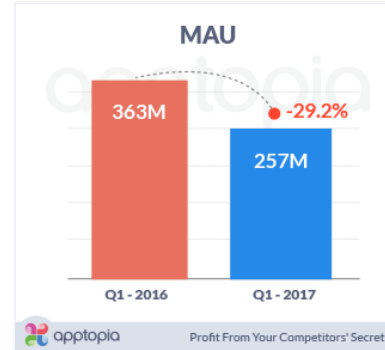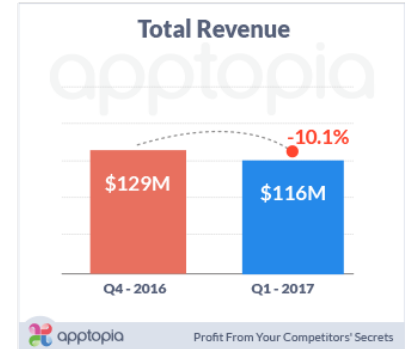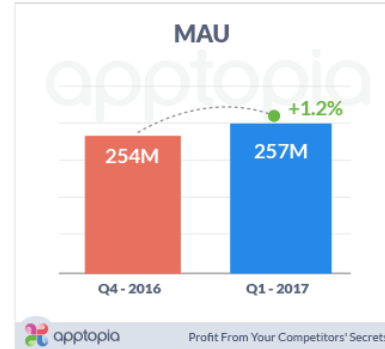| IAPs	$114M	$1.6m	Ads

WISDOM

*Activision Blizzard's numbers include those from **Activision**, **Blizzard** and **King**. Activision merged assets with Blizzard in 2008 and the company acquired King for $5.9B early last year.

- Activision Blizzard **dropped 19.4% in Q1 2017 revenue**.
- Breakdown: Activision was responsible for 2%, Blizzard came in at 9%, and **King rang up 89%**.
- Combined, **Candy Crush Saga** and **Candy Crush Soda Saga** created 47% of Activision Blizzard's revenue.

Worldwide YOY Data

Downloads
Q1 - 2016: 128M
Q1 - 2017: 90.5M
-29.3%

MAU
Q1 - 2016: 363M
Q1 - 2017: 257M
-29.2%

Total Revenue
Q1 - 2016: $144M
Q1 - 2017: $116M
-19.4%

Worldwide QOQ Data

Downloads
Q4 - 2016: 91.3M
Q1 - 2017: 90.5M
-0.9%

MAU
Q4 - 2016: 254M
Q1 - 2017: 257M
+1.2%

Total Revenue
Q4 - 2016: $129M
Q1 - 2017: $116M
-10.1%

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4

DOWNLOAD
39.4M

REVENUE
$52.5M

MAU
85.2M

REVENUE BREAKDOWN

| IAPs | $35.8M | $16.7M | Ads |

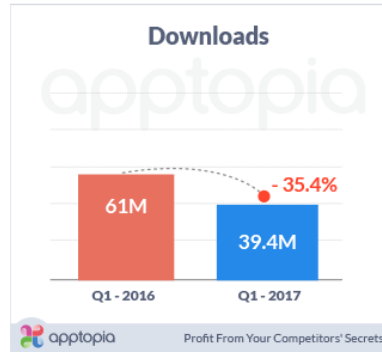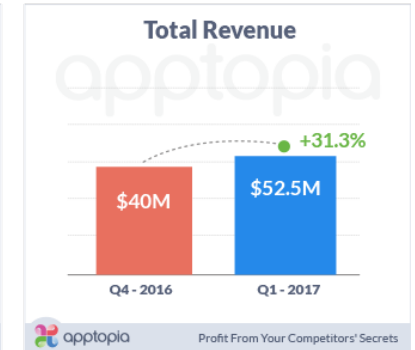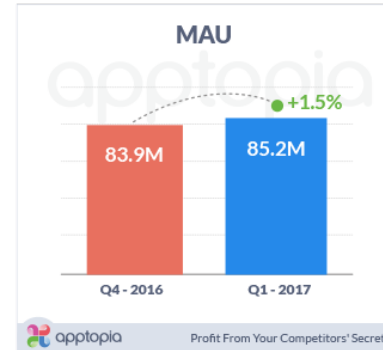## WISDOM

- Glu increased its **ARPU from $1.07 to $1.40**.

- Glu's most publicized game, **Kim Kardashian: Hollywood**, sunk in revenue 19% YOY.

- Revenues increased 281% YOY from its massively popular game, **Deer Hunter Classic**, and 175% from **Diner Dash**.

Worldwide YOY Data

Downloads

61M (Q1 - 2016), 39.4M (Q1 - 2017), -35.4%

MAU

135M (Q1 - 2016), 85.2M (Q1 - 2017), -36.9%

Total Revenue

$45.1M (Q1 - 2016), $52.5M (Q1 - 2017), +16.5%

Worldwide QOQ Data

Downloads

42M (Q4 - 2016), 39.4M (Q1 - 2017), -6.2%

MAU

83.9M (Q4 - 2016), 85.2M (Q1 - 2017), +1.5%

Total Revenue

$40M (Q4 - 2016), $52.5M (Q1 - 2017), +31.3%

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zynga

Q1 2017
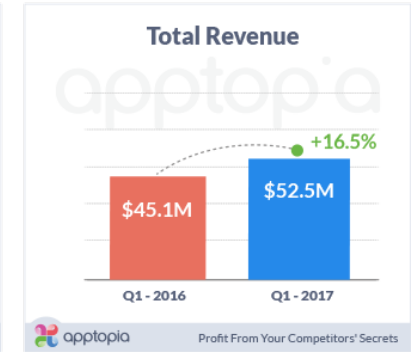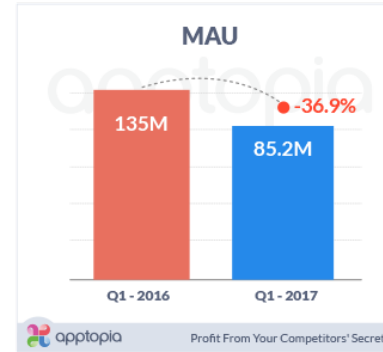
DOWNLOAD
49 M

REVENUE
$75.7M

MAU
78M

REVENUE BREAKDOWN

IAPs | $63.5M | $12.3M | Ads
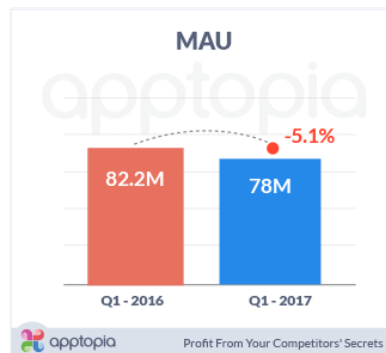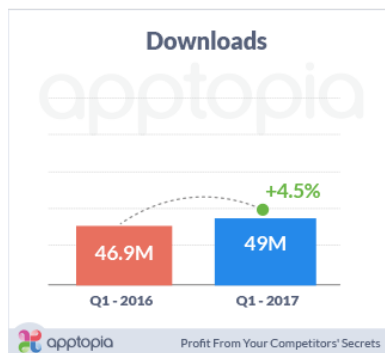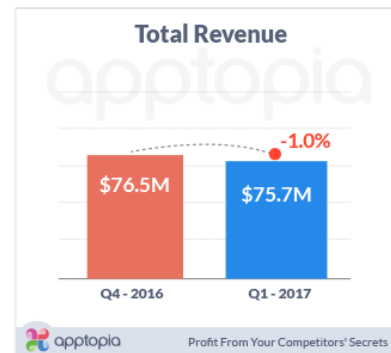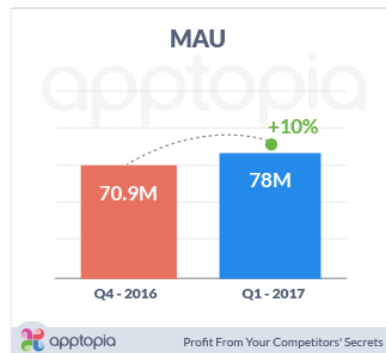

WISDOM

*Zynga's numbers include those from **NautralMotion** which it acquired in 2014 for $527M. Zynga acquired **Harpan** for $42.5M in mid-March of this year.

- Both Zynga itself and NautralMotion grew profits, leading to a **13% increase in YOY revenue** on the whole.
- **NatrualMotion was responsible for 30.5% of Zynga's stated Q1 2017 revenue**.
- **Zynga Poker - Texas Holdem** (released 2010) is still growing; it increased YOY revenue and MAU 45% and 29% respectively.
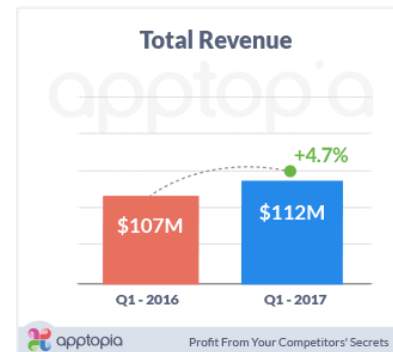
Worldwide YOY Data

Downloads

Q1 - 2016	Q1 - 2017
46.9M	49M

+4.5%

MAU

Q1 - 2016	Q1 - 2017
82.2M	78M

-5.1%

Total Revenue

Q1 - 2016	Q1 - 2017
$67M	$75.7M

+12.9%

Worldwide QOQ Data

Downloads

Q4 - 2016	Q1 - 2017
53.3M	49M

-8.1%

MAU

Q4 - 2016	Q1 - 2017
70.9M	78M

+10%

Total Revenue

Q4 - 2016	Q1 - 2017
$76.5M	$75.7M

-1.0%

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DOWNLOAD
133M

REVENUE
$112M

MAU
254M

REVENUE BREAKDOWN

IAPs — $91.6M — $20.3M — Ads
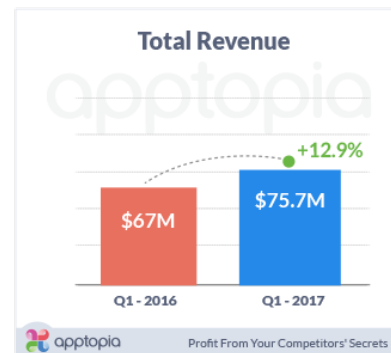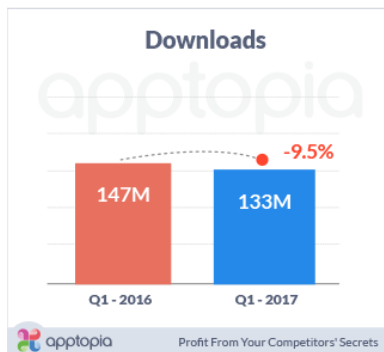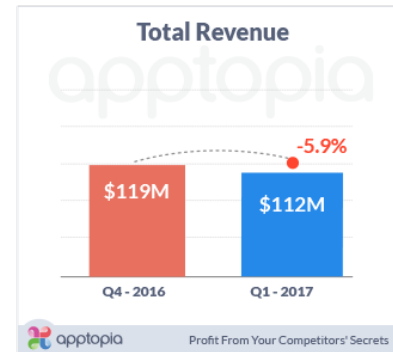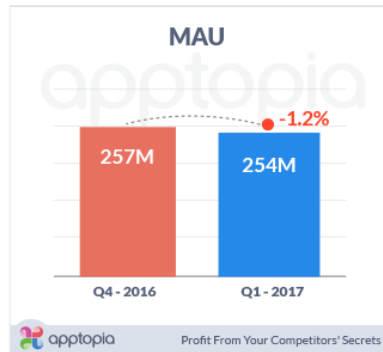
WISDOM

- Managed to **increase revenues 4.7% on a 15% drop in MAU.**

- Over the year, EA added advertising to as a form of monetization to select games.

- EA's top game, **Star Wars: Galaxy of Heroes**, accounted for 21% of its Q1 2017 revenue but only 3.5% of its MAU.

Worldwide YOY Data

Downloads
- Q1 - 2016: 147M
- Q1 - 2017: 133M (-9.5%)

MAU
- Q1 - 2016: 300M
- Q1 - 2017: 254M (-15.3%)

Total Revenue
- Q1 - 2016: $107M
- Q1 - 2017: $112M (+4.7%)

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Worldwide QOQ Data

Downloads
- Q4 - 2016: 157M
- Q1 - 2017: 133M (-15.3%)

MAU
- Q4 - 2016: 257M
- Q1 - 2017: 254M (-1.2%)

Total Revenue
- Q4 - 2016: $119M
- Q1 - 2017: $112M (-5.9%)

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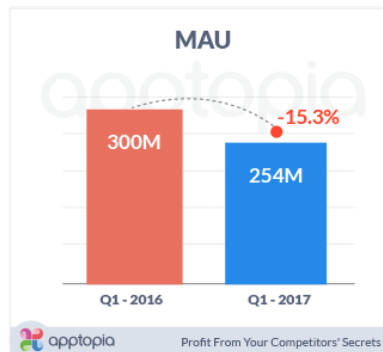
DATA
METHODOLOGY

Where does Apptopia get its data?

When it comes to data, size matters. We work with a wide variety of data sources to create the most accurate and reliable picture of the app economy.

APP ANALYTICS

Downloads, Revenue & Advertising Data

250k apps (over 11% of the app ecosystem) use our analytics and marketplace products. In return, sharing their data with us. This direct measurement makes up our learning and training sets.

APP BINARY ANALYSIS & TRAFFIC SNIFFING

SDK Intelligence, API Usage, and Ad intelligence

We run every app and decrypt, decompile and and sniff its traffic so that we know what SDKs are in it and what ads its showing. We not only do static but also dynamic analysis of every app.

WEB CRAWLERS

App Metadata, Store Ranks, Keywords & Ad Intelligence

Our web crawlers index every app store worldwide collecting over a billion publicly available data points every hour.

Technology - Data Sourcing

01. Data Collection, Structure, Transformation and Normalization

After collecting volumes of raw private and public data from our data sources above. Our algorithms: remove biases, filter noise, and intelligently combine and normalize the data.

02. Machine Learning and Prediction

Applying various machine learning techniques we transform the data into meaningful insights and accurate projections on every app in the world.
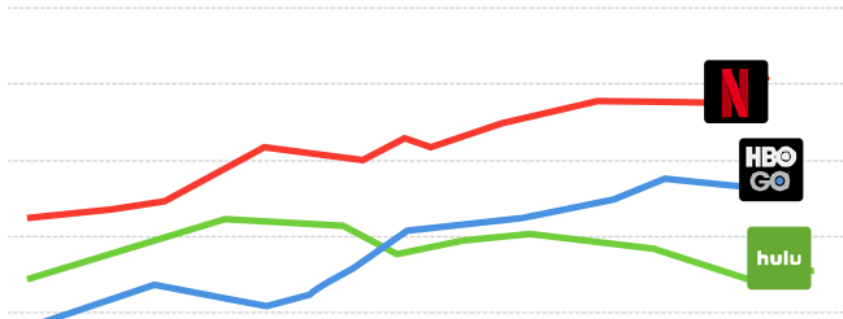
03. Insights

Powerful insights for humans not analysts. We do all the heavy lifting so our users can find immediate answers to their most pressing questions. Enabling them to react to the ever-changing mobile markets.

About Apptopia

We empower the biggest companies in mobile to make data driven decisions

facebook.

Google

verizon wireless

Fidelity™ INTERNATIONAL

ticketmaster®

Pinterest

ANDREESSEN HOROWITZ

MATTEL®

Localytics

Adobe

Worldwide Downloads

NETFLIX

HBO GO

hulu

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Data We Offer

From granular insights to market predictions we've got you covered.

- ✔ Downloads
- ✔ In-App Purchase & Advertising Revenue
- ✔ Daily & Monthly Active Users
- ✔ SDK Intelligence
- ✔ 30 Day Retention
- ✔ Breakout Predictions
- ✔ Demographics
- ✔ Company Information

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Interested in learning more?

To schedule a demo, please contact   **sales@apptopia.com**

Media contact: **Adam Blacker, ablacker@apptopia.com**