

APP ANNIE

# Innovate to Win on The Next Level with Hybrid Genre Games

2021 Go Global Mobile Game  
New Insights



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# Methodology and Definition

Data in this report are compiled from App Annie Intelligence

## Terms

- Consumer spend is gross spend — the sum of payments made before Apple or Google takes a fee. iOS App Store and Google Play share of consumer spend on apps varies, but was generally 30% in this report. Consumer spend includes paid to download and in-app purchases. They do not include revenue earned from in-app advertising.
- For download and consumer spend figures, the apps in this report are counted based on unified apps made by App Annie. In unified apps, similar versions of the same apps with different names and on different platforms are unified. Apps and publishers are reported under their parent company.
- Cross-genre affinity is the likelihood that the users of one genre will use a game in another genre in comparison to the general population's likelihood.
- Data ready as of June 30, 2021

## Game Genres

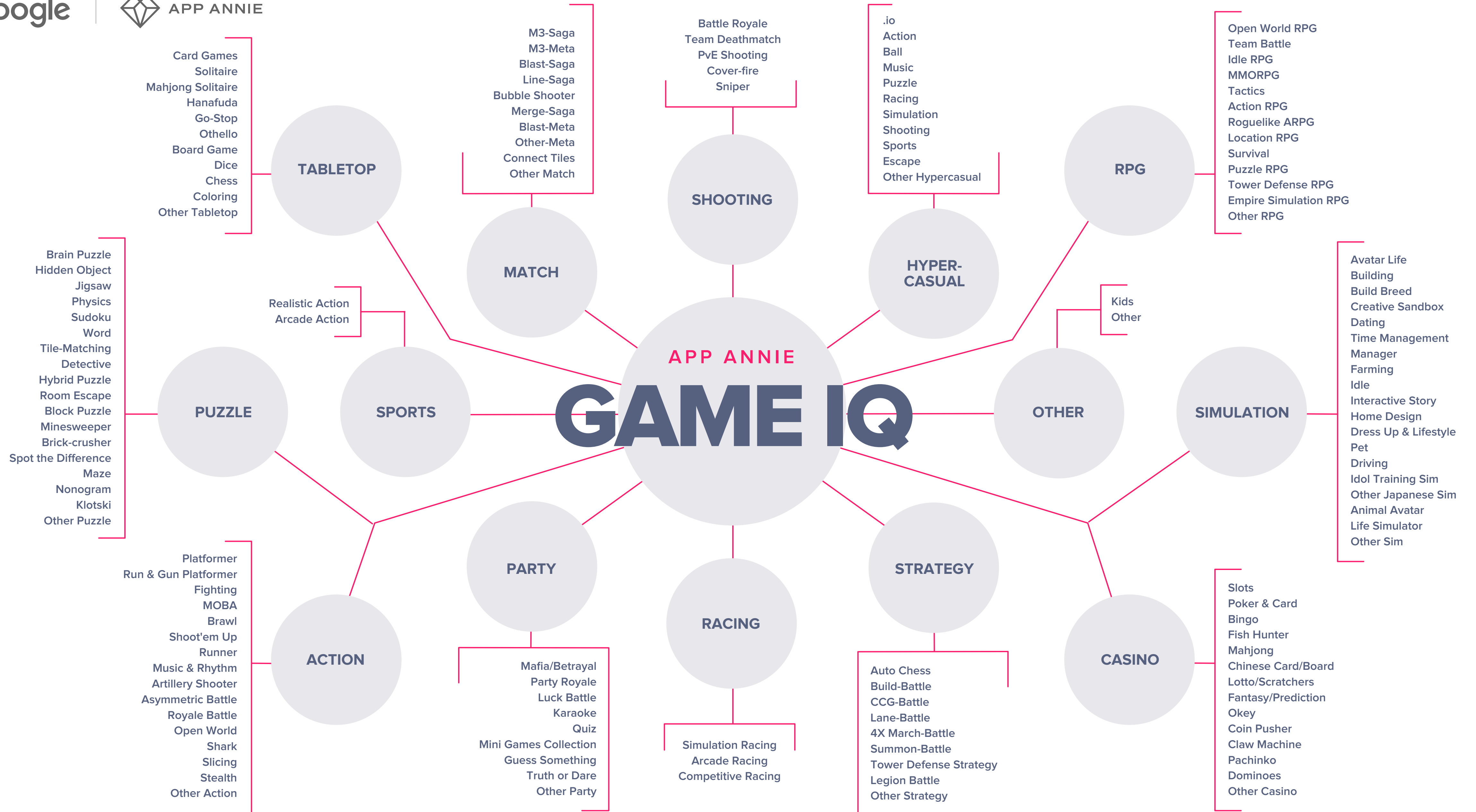
- Games are classified into genres based on App Annie's proprietary game classification taxonomy called Game IQ.
- App Annie's proprietary methodology and framework classifies mobile gaming apps by various attributes such as tuning, genre, subgenre and modifiers, in a scalable manner. This creates a unique classification of the game ecosystem.

## Publisher Headquarter

- China headquartered publishers were defined as companies which are headquartered in Mainland China. They do not include overseas publishers or companies that are subsidiaries of companies which are headquartered in Mainland China.
- Overseas acquisitions did not change the headquarter country.

## Countries and Regions

- Overseas means the markets excluding Mainland China, Hong Kong, Taiwan and Macau.
- North America: United States, Canada
- Latin America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Falkland Islands, French Guiana, Guyana, Mexico, Paraguay, Peru, Suriname, Uruguay, Venezuela
- Middle East North Africa: Egypt, Israel, Kuwait, Lebanon, Morocco, Qatar, Saudi Arabia, Turkey
- Southeast Asia: Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam
- West Europe: Denmark, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United Kingdom





## Take Your Games to the Next Level

Over the years, Google has accompanied Chinese mobile games globalization from zero to hero.

In 2021, we are delighted to see Chinese mobile games reaching new heights in overseas markets. We at Google are grateful to have the opportunity to work with all of you game developers from creating to scaling the games. We look forward to cooperating with more industry partners in 2021 and continue the breakthroughs with our Chinese developers for the next chapter.



Hui Deng  
Director, Gaming, China  
Large Customer Sales



## New Normal, New Opportunities

It has been a challenging period for everyone globally, trying to adapt to the “new normal.” Games have evolved beyond just a form of entertainment and past-time to be a source of bonding, competition, education, relief, and health.

As a global company, App Annie seeks to play our part in this ever-changing landscape by identifying the most granular gaming opportunities and uncovering the best in-game mechanics that impact retention and monetization in every type of game. Together, let us bring the joy of gaming to everyone in the world.



Junde Yu  
App Annie Vice President and  
General Manager, Gaming



**Mobile Gaming  
Continues to  
Level Up**



**Opportunities for  
Winners in all  
Kinds Genres**



**Growth Can  
Come in Many  
Forms**



## Mobile Gaming Continues to Level Up

- **The industry stepped into the new era of growth:** Downloads and time spent are coming down from their pandemic highs but settling into a healthy growth pattern.
- **Chinese games reached new heights:** Since the start of 2020, China HQ'd publishers launched 187 new games into the Top 2000 and grew 47% in consumer spend in H1 2021 to reach the leading mobile game market share position at 23%.
- **Top-grossing markets are still expanding:** Gamers in the top-grossing markets of the US, Germany, and the UK contributed the most to this growth as new areas of opportunity took shape in the markets of Chile and Egypt.





## Opportunities for Winners in all Markets and Genres

- **Top titles are key drivers of growth:** The Top 10 grossing subgenres have remained unchanged since last year while new subgenres have leaped into top positions of downloads, signaling a possible shift in gamer preferences.
- **Growth opportunities exist in all subgenres:** Applying a scoring model based on the number of games, consumer spend growth, and total time spent can help identify opportunities with subgenres. We have categorized subgenres by their score into Score Leaders, Moderate Middle, and Highly Competitive.

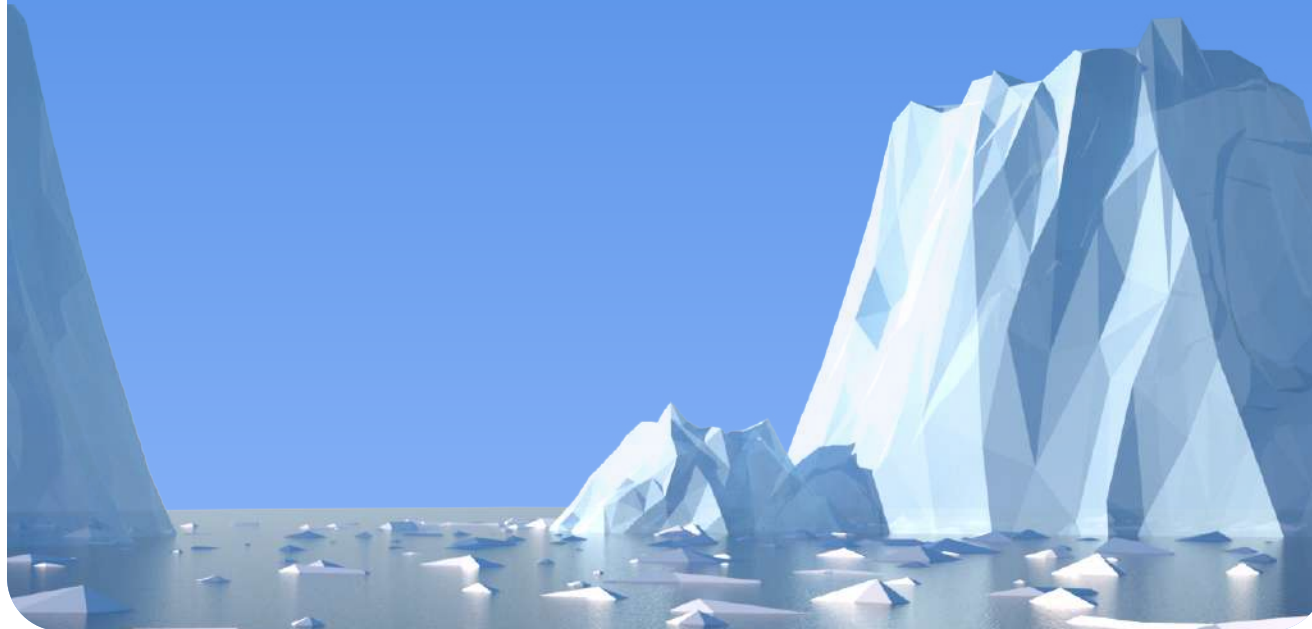


## Growth Can Come in Many Forms

- **Innovate and optimize features:** Use current market trends and top-grossing themes and features to grow engagement and revenue.
- **Breakthrough subgenre status quo barriers:** Use hybridization to leverage the strengths of another subgenre to attract a more diverse player base, increase engagement and optimize monetization.

# Contents

**Global Market Size  
& Growth Trends**



**Genre Opportunities  
for China HQ'd  
Game Publishers**



**Deep Dive on  
Subgenre  
Opportunities**



Google



## Chapter 1

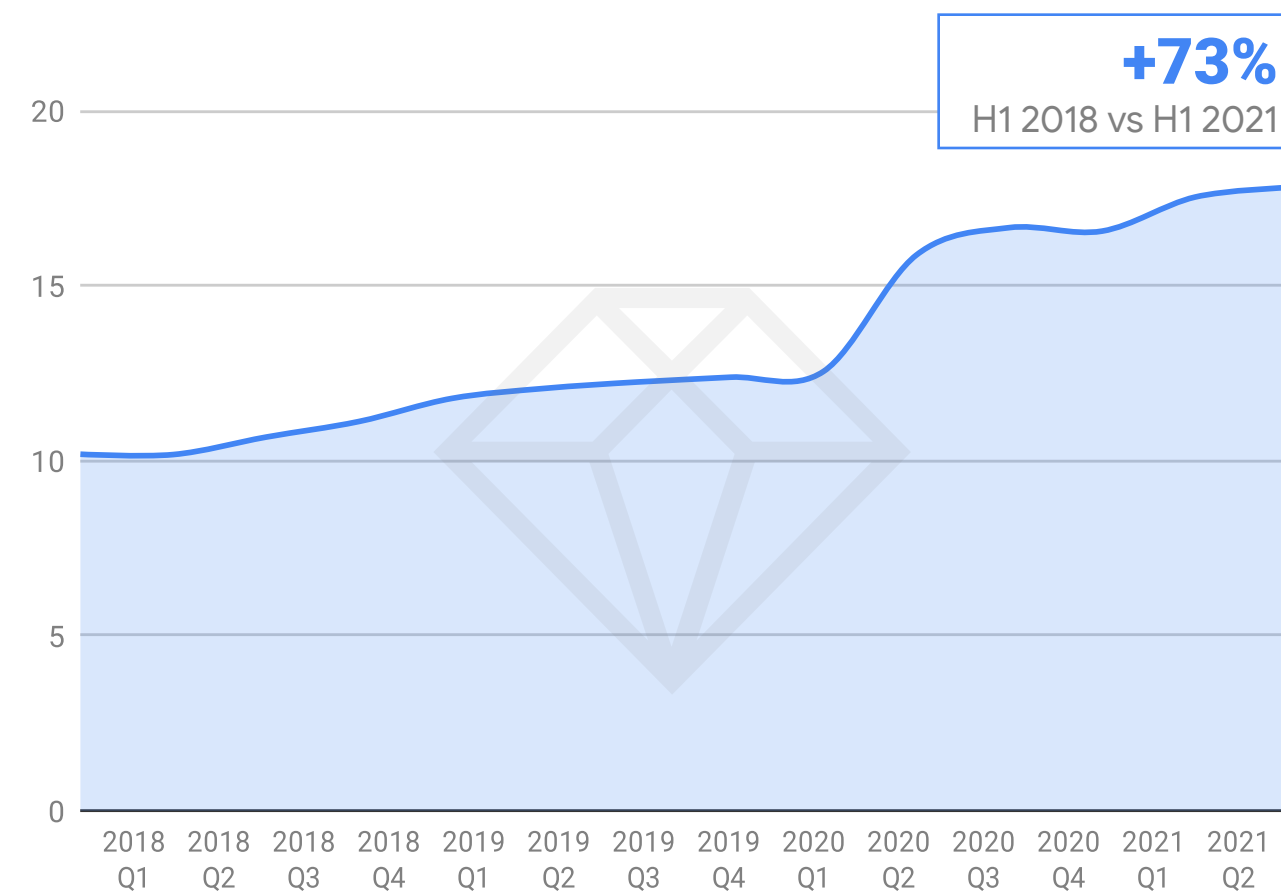
# Global Market Size & Growth Trends



# Consumer Gaming Engagement Remains Strong as Pandemic Lockdowns Lift

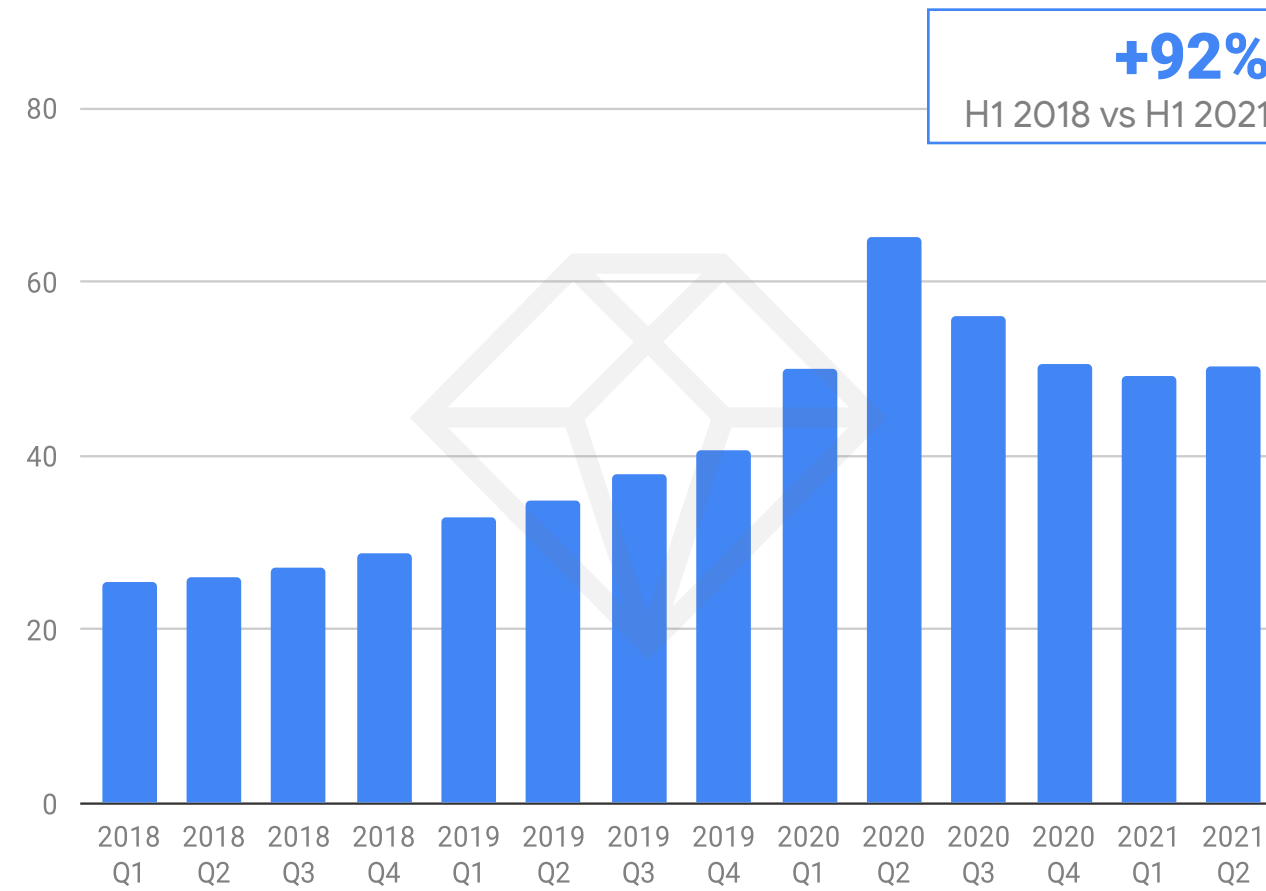
Overseas Mobile Game **Consumer Spend**

Consumer Spend (Billion USD)



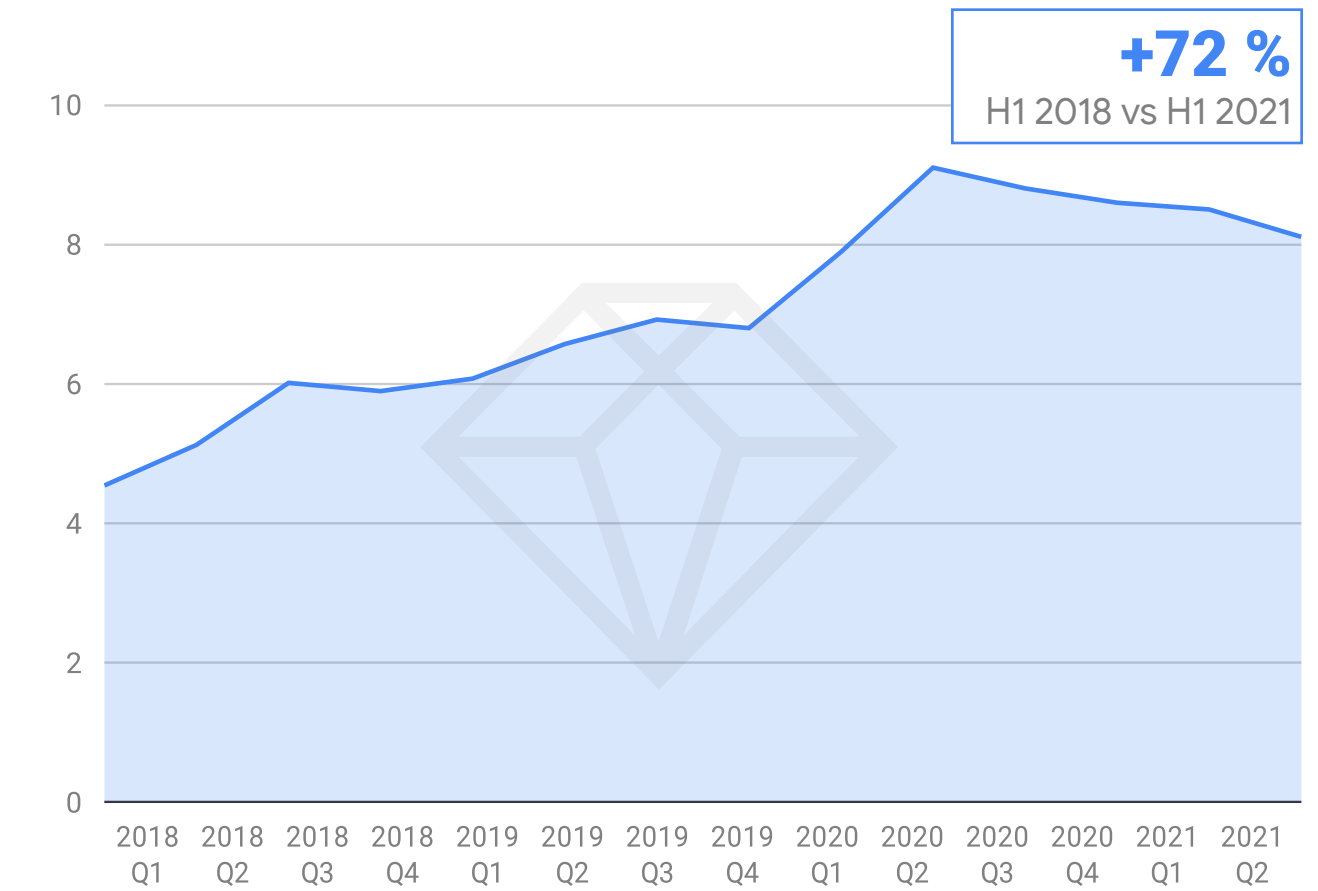
Overseas Mobile Game **Time Spend**

Time Spend (Billion Hours)



Overseas Mobile Game **Downloads**

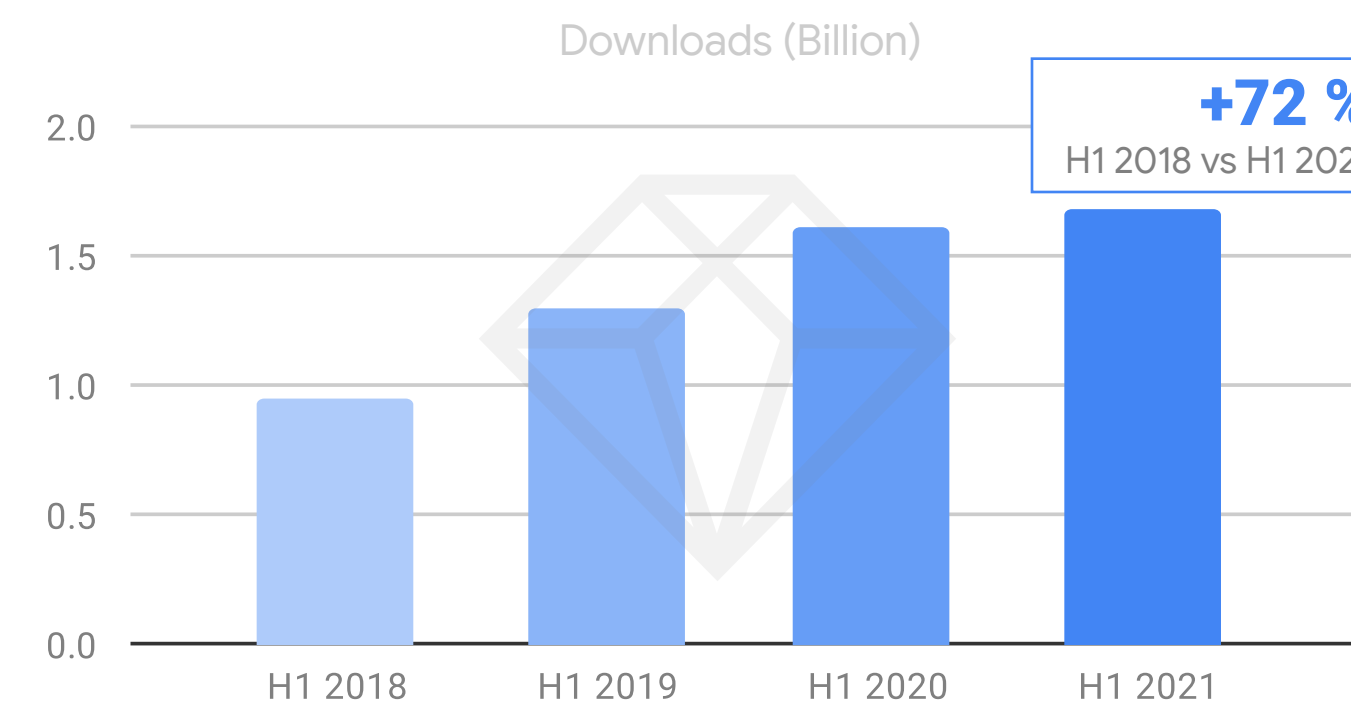
Downloads (Billion)



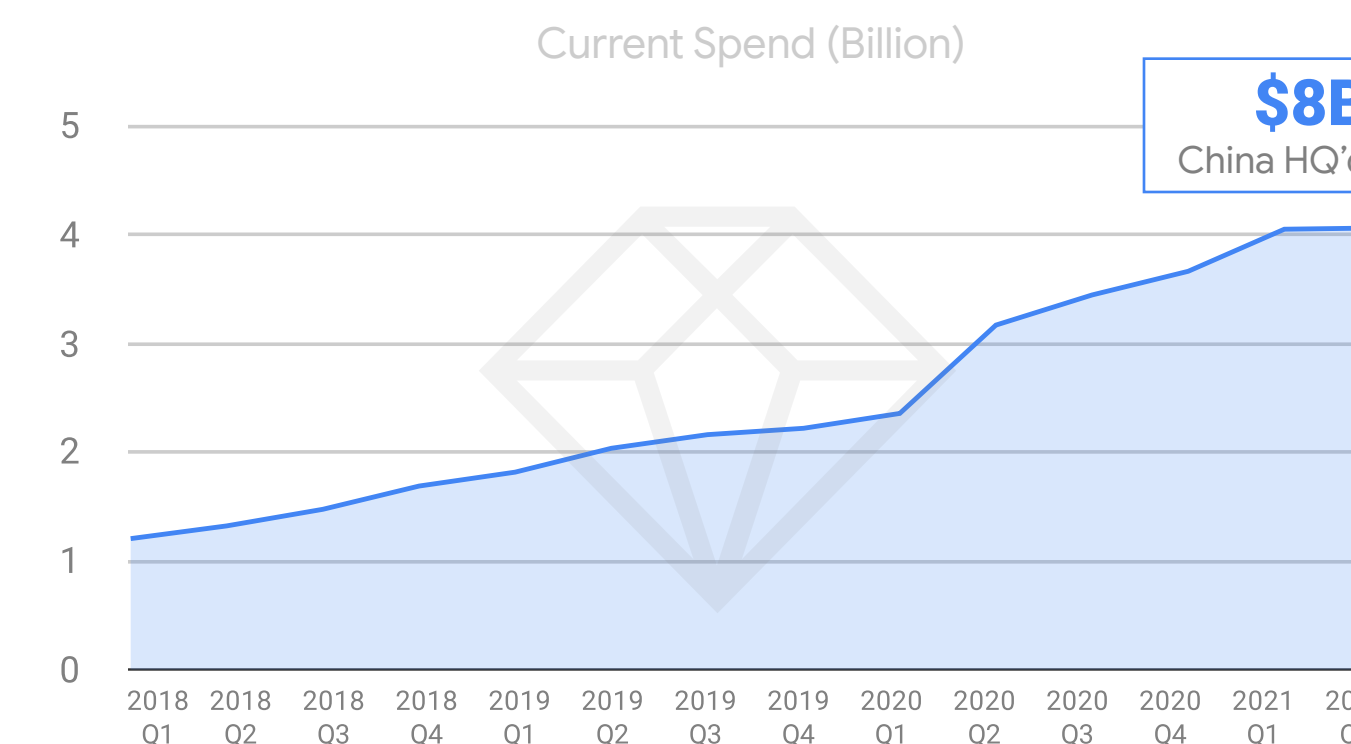
# China Mobile Gaming Exports Reached New Highs

- Demand for mobile games remains strong as evidenced by China HQ'd publishers' overseas downloads reaching 1.7B in H1 2021
- Gamers spent \$36B this year globally on mobile games of which **\$8B was spent on China mobile game exports, 47%** year-on-year growth

Downloads in Overseas Market By China HQ'd Publishers



Consumer Spend in Overseas Market By China HQ'd Publishers

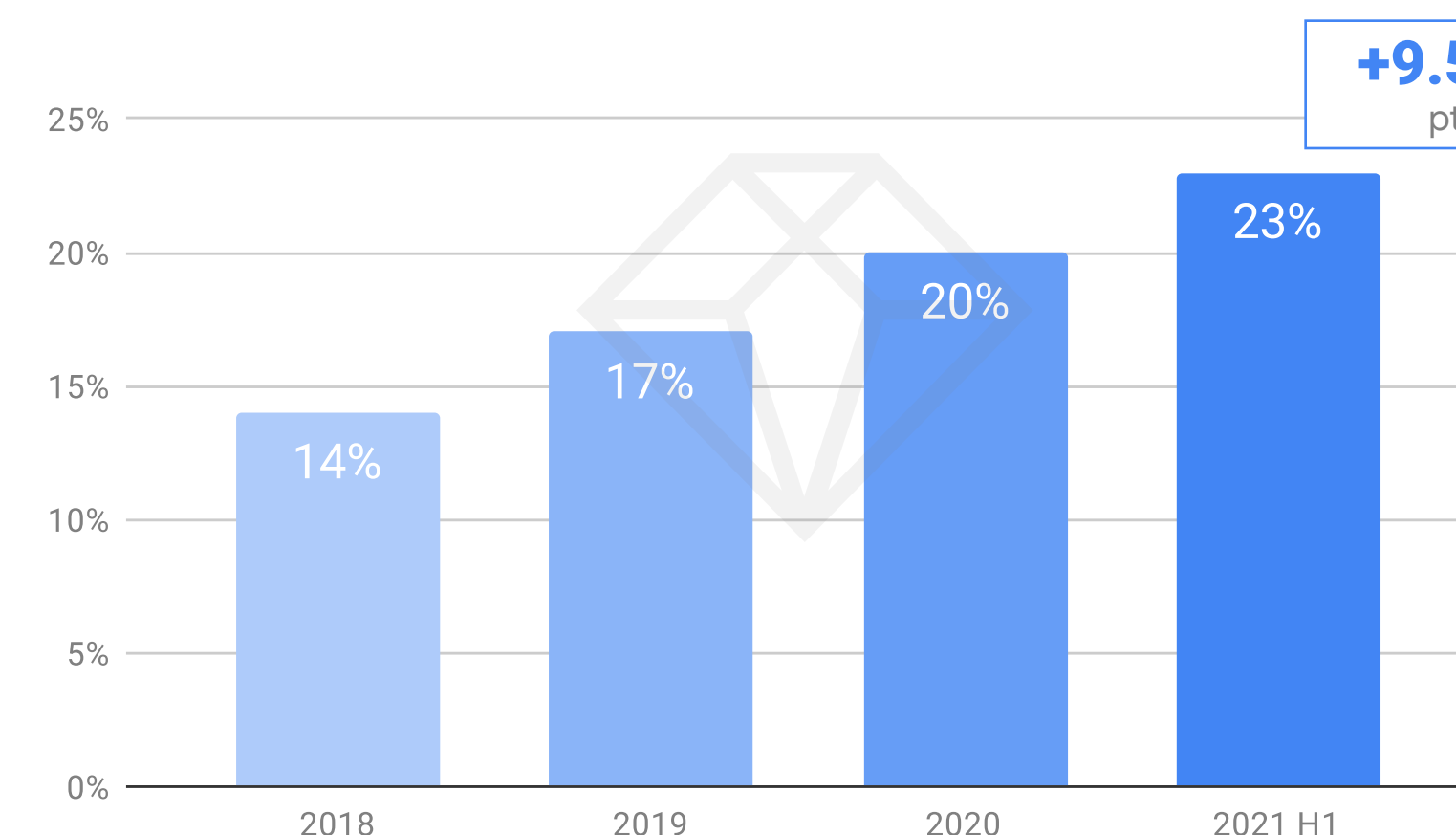


## China Grows to Account for Nearly 25% of Global Consumer Spend on Mobile Games

- The market share of China mobile game exports in overseas consumer spend has **grown steadily by an average rate of 3.2% year over year**
- Since 2018, China's share of consumer spend on mobile games has grown 9.5 percentage points

### Share of China HQ'd Consumer Spend in Overseas Gaming Market

Top 2000 games, 2018-H1 2021

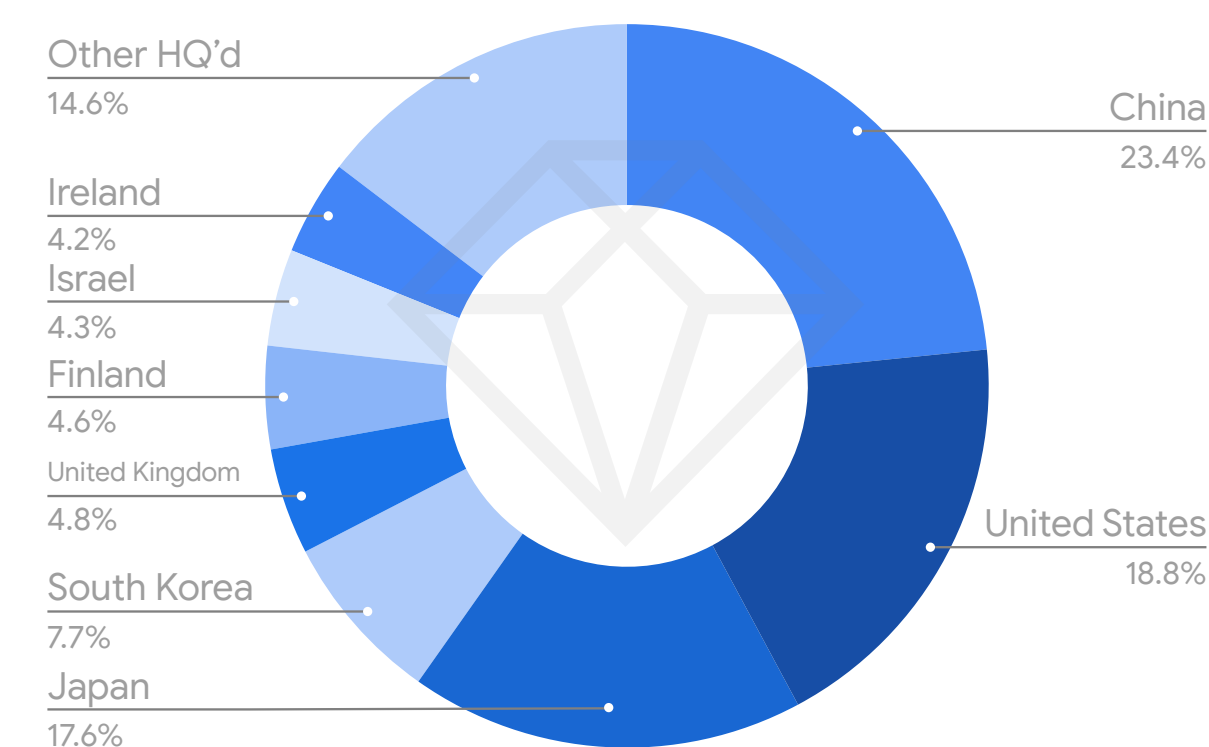


# China Game Exports Continue to Increase in Number and Quality-Driving Steady Growth

- China's market share of overseas consumer spend grew by **3.6 percentage points year over year**, establishing China as a leader
- Investments by China HQ'd publishers in **187 new game launches** from January 2020 to H1 2020 helped with this growth
- Ireland's growth among top games is primarily due to continued growth in established titles

Share of China HQ'd Consumer Spend in Overseas Gaming Market

Top 2000 games, H1 2021



Market Share YoY Percentage Point(pp) vs H1 2020

China	<b>3.6pp</b>	United Kingdom	<b>-0.5pp</b>
United States	<b>0.3pp</b>	Finland	<b>-</b>
Japan	<b>-3.7pp</b>	Israel	<b>-0.2pp</b>
South Korea	<b>-0.6pp</b>	Ireland	<b>0.8pp</b>

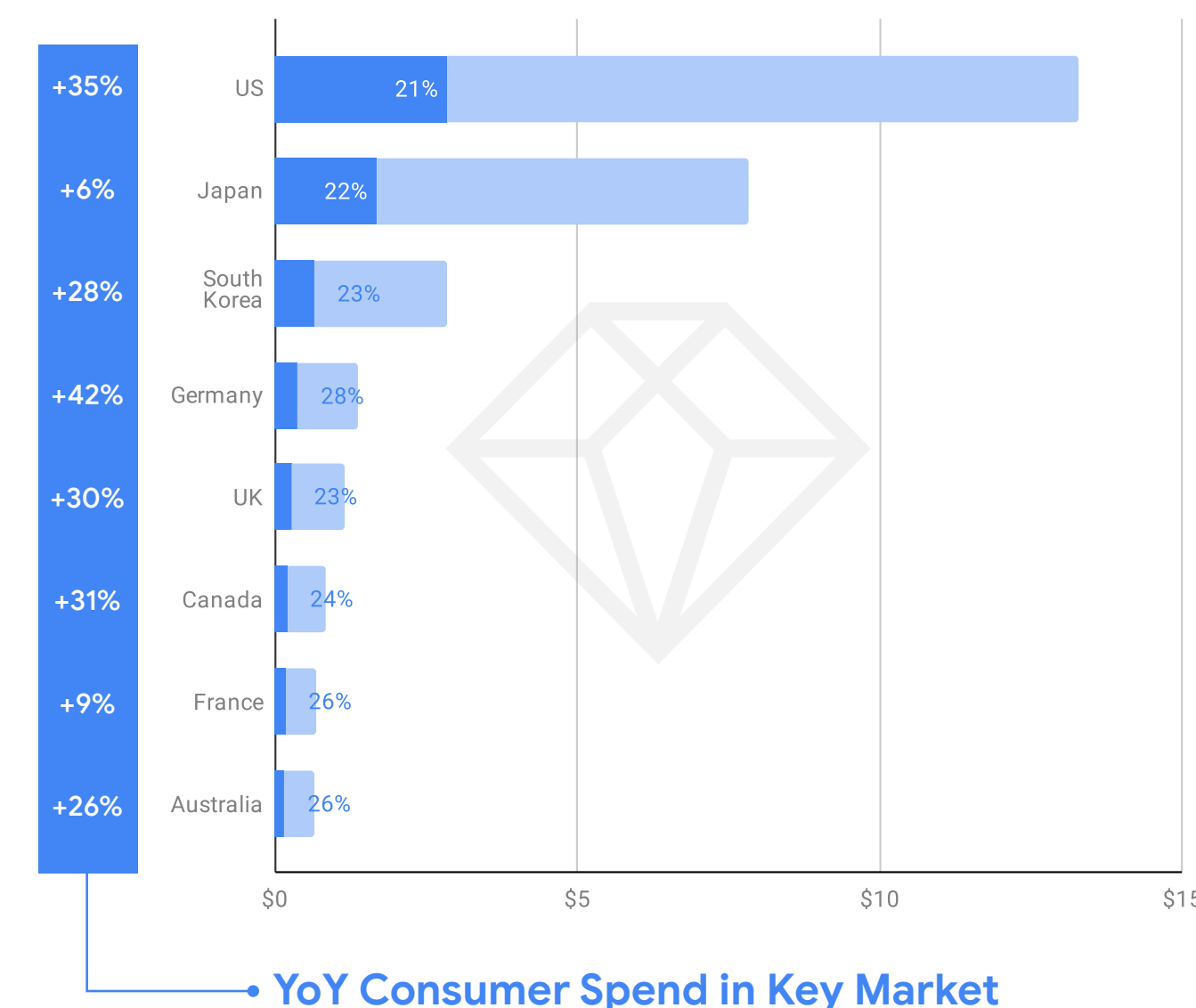


# China Publishers Gain Market Share in Top Grossing Markets

- The market share of consumer spend by China HQ'd publishers in Germany surged to 28% in H1 2021
- Slowest market share growth in South Korea (15%) while consumer spend grew 28%.
- China HQ'd publishers saw strong YoY growth in consumer spend in other markets like Chile (+86%) and Egypt (+58%)

Share of China HQ'd Games in Key Markets for Overseas Consumer Spend

Top 2000 games, H1 2021, Billion USD



## Chapter 2

# Genre Opportunities for China HQ'd Game Publishers



## Strategy, Match and RPG Subgenres Remain among the Top-grossing Genres, while Hypercasual Genres Jump in Downloads Rankings for Overseas Spend

Top 10 Subgenres by Overseas Consumer Spend, Top 2000 Games, H1 2021

Rank in H1 2021	vs 2020	Subgenres
1	+1	4X March-Battle (Strategy)
2	-1	Team Battle (RPG)
3	=	Slots (Casino)
4	=	MMORPG (RPG)
5	+1	M3-Meta (Match)
6	+2	M3-Saga (Match)
7	=	Battle Royale (Shooting)
8	-3	Puzzle RPG (RPG)
9	+2	Creative Sandbox (Simulation)
10	-1	Simulation Sports (Sports)

Top 10 Subgenres by Overseas Downloads, Top 2000 Games, H1 2021

Rank in H1 2021	vs 2020	Subgenres
1	=	M3-Meta (Match)
2	=	Runner (Action)
3	+5	4X Match-Battle (RPG)
4	+1	Simulation Sports (Sports)
5	+1	Board Game (Tabletop)
6	+6	Creative Sandbox (Simulation)
7	-3	Battle Royale (Shooting)
8	+1	Team Deathmatch (Shooting)
9	+18	Music (Hypercasual)
10	+3	M3-Saga (Match)



# Diverse Game Play Preferences across Select Markets are Reflected in the Top Subgenres

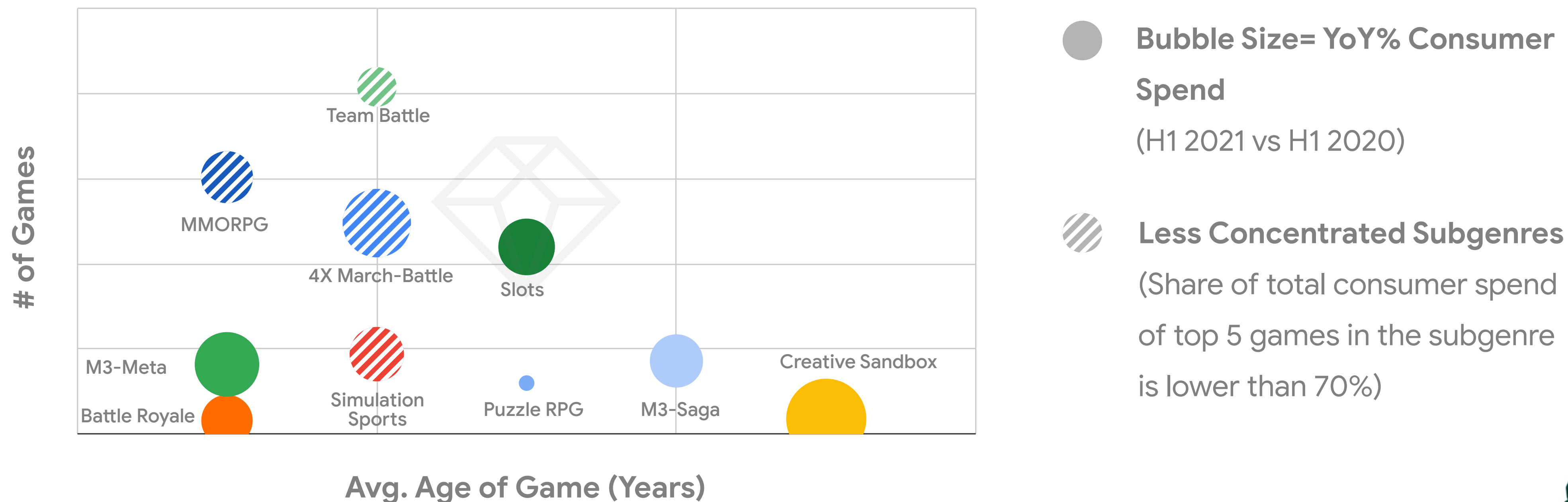
## Top 3 Subgenres by Overseas Consumer Spend in Select Markets Top 2000 Games (H1 2021)

	US		Japan		Korea		Germany	
1	Slots	15%	Team Battle	21%	MMORPG	49%	4X March-Battle	19%
2	4X March-Battle	13%	Idol Training Sim	13%	Team Battle	11%	M3-Meta	9%
3	M3-Meta / Team Battle	7%	Puzzle RPG	10%	4X March-Battle	9%	Team Battle	7%
	UK		Indonesia		Brazil		Egypt	
1	4X March-Battle	17%	4X March-Battle	18%	Battle Royale	12%	4X March-Battle	28%
2	M3-Meta	9%	Battle Royale	11%	4X March-Battle	12%	Battle Royale	21%
3	M3-Saga	7%	MMORPG	7%	Luck Battle	8%	Simulation Sports	4%



# Additional Opportunity to Expand Market Share Still Exists in Some Top Subgenres where Mature Titles Have Driven Growth

Count of Games in Subgenre x Average Age of Game  
 Top 10 Subgenres by Overseas Consumer Spend, Top 2000 Games, H1 2021



## Identifying Opportunities for Growth

We analyzed the Top 2000 games published before May 2020 and scored the subgenres using a combination of:

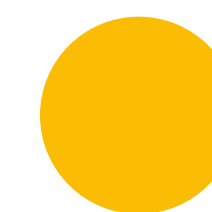
- Number of games in the subgenre and their average ranking by consumer spend
- YoY consumer spend growth (H1 2021 vs H1 2020)
- H1 2021 total time — representing the user base of the subgenre

Grouping subgenres by their score into three categories based on their score may help identify specific areas of opportunity for new game launches or growth in existing games.



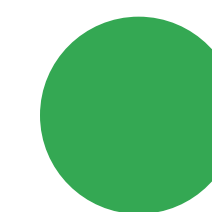
Score  
Leaders

May require more initial resources to break into these subgenres but adding their features to your game may help improve monetization.



Moderate  
Middle

Consistent monetization and higher average ranking of these subgenres; lower risk for iterative innovations to break away from the competition.



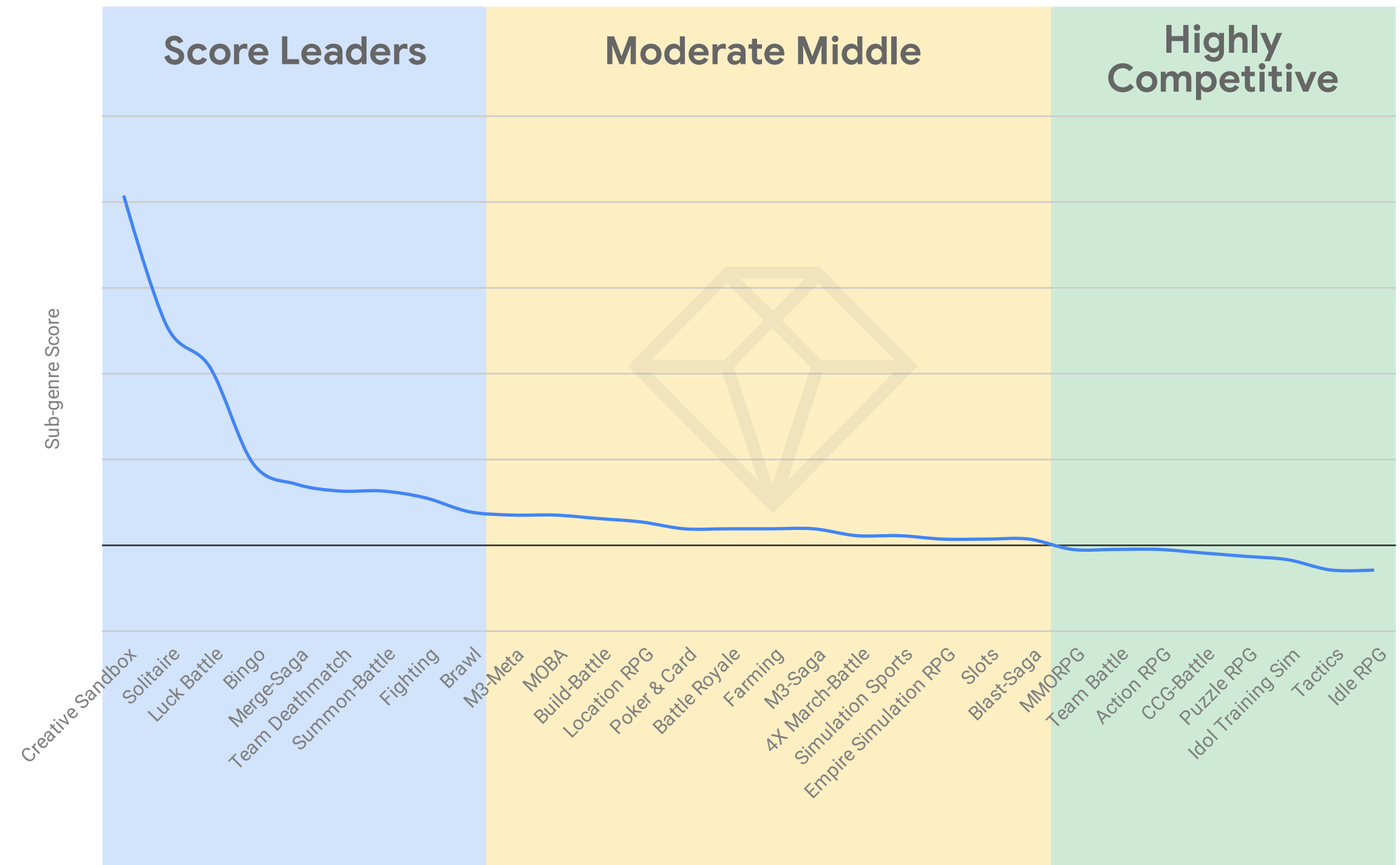
Highly  
Competitive

Creative performance marketing and continuous gameplay optimization may spur growth in these unique subgenres.



# Subgenre Opportunity Analysis

	<h3>Score Leaders</h3>	<p>These subgenres have fewer titles with higher average rankings. They have seen significant growth in consumer spend across larger than average user bases (avg total).</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Luck Battle</li> <li>- Merge-Saga</li> <li>- Brawl</li> </ul>
	<h3>Moderate Middle</h3>	<p>These subgenres are more densely populated with average ranking games. Growth in consumer spend and user bases (avg total time) were modest or below average compared to the other top 30 subgenres.</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- M3-Meta</li> <li>- 4X March-Battle</li> <li>- Simulation Sports</li> </ul>
	<h3>Highly Competitive</h3>	<p>While some of these subgenres have high total consumer spend, subgenre in this category have seen below average growth rates in consumer spend shrinking user bases (avg total time) compared to lower ranking titles.</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>- Idol Training Sim</li> <li>- Team Battle</li> <li>- Puzzle RPG</li> </ul>



Google

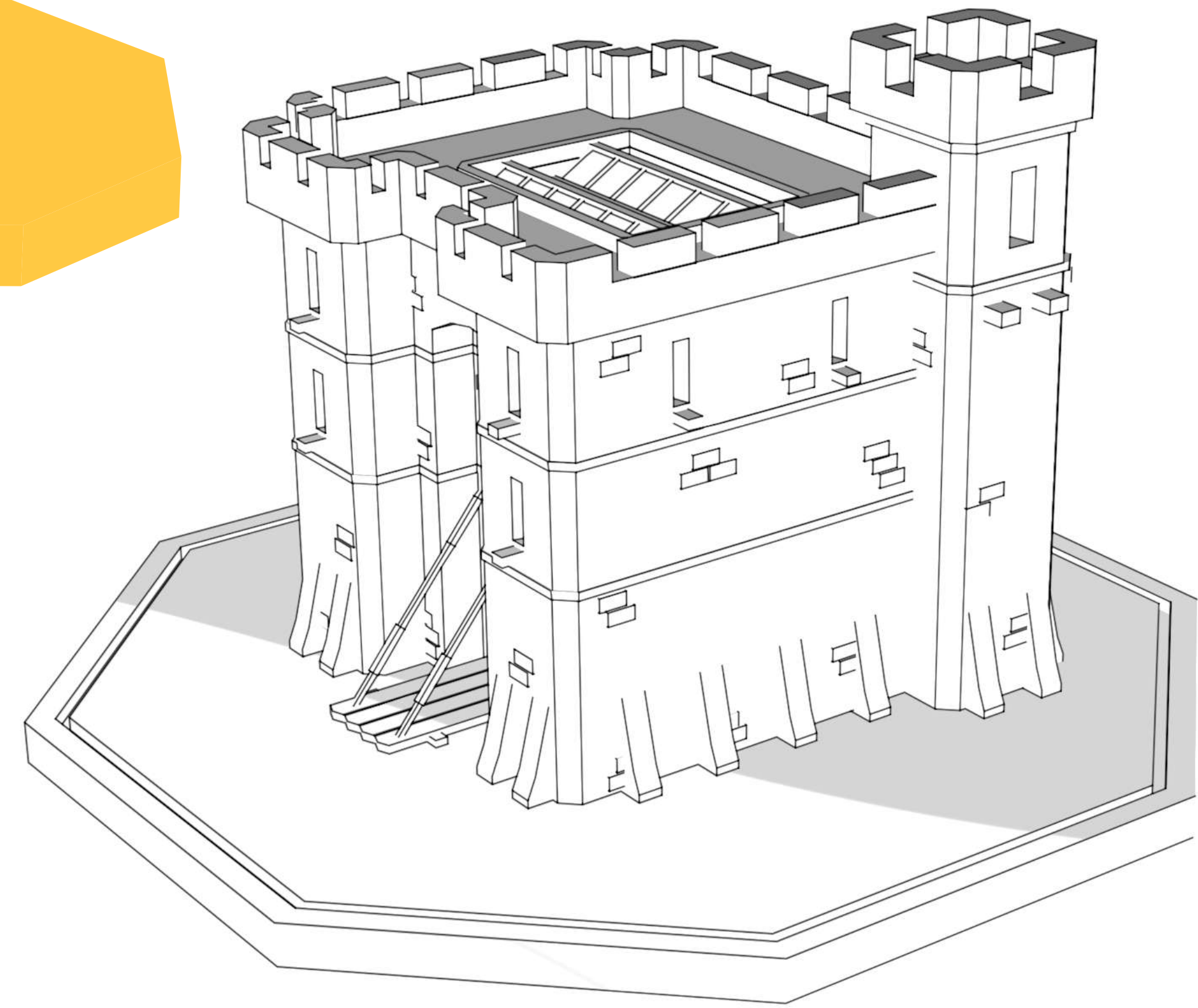


## Chapter 3

# Deep Dive on Sub-genre Opportunities







# Score Leaders

Luck Battle   Merge Saga

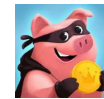
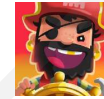
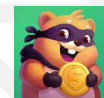
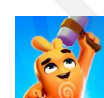
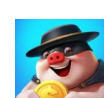




Luck  
Battle

Player engages with a chance-based game system to battle/loot from other real players

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank	Game Name
1	 Coin Master
2	 Pirate Kings
3	 Island King
4	 Dice Dreams
5	 Piggy GO



## Luck Battle | Market Overview

Focused on social and community, Luck Battle is one of the top grossing genres where growth predominately comes from a few mature titles

**+19%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

Gamers from US,  
Germany, and UK  
spent the most

**-28%**

**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in  
Brazil, US, and Malaysia

**+23%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

Brazil, US, and France  
were the top markets  
for time spent



## Luck Battle | Market Opportunities

Broaden appeal of this high-retention subgenre by incorporating farming gameplay and multiplayer elements

### Grow with Fan Favorites

Attention getters:

- Themes - Fantasy, War, and Asian Culture - Nijigen

Engagement and monetization drivers:

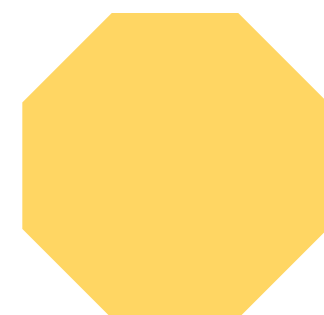
- External Friend Invites (Social)
- Consumables (Monetization)
- Tournaments (Social)
- Any Competitive Multiplayer (Social)
- Events (Gameplay Features)

### Expand with High Affinity Subgenres

Luck Battle players also enjoy playing games from these subgenres:






#### Cross Subgenre Usage

- 4X March-Battle  13%
- Farming 13%
- Slots 12%



Games with a focus on merging similar items to create more powerful unites or items as well as utilizing saga-based progression

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank	Game Name
1	 Merge Dragons
2	 EverMerge
3	 Merge Magic
4	 Mergical
5	 Merge Gardens



## Merge Saga | Market Overview

Maturing category leaders are being challenged by newer games offering fresh combinations that are capturing player spend and attention

**+21%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

US, UK, and Germany  
gamers spent the most

**-26%**

**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in the  
US, Russia, and Brazil

**+11%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

US, Germany, and India  
were the top  
markets by time spent



## Merge Saga | Market Opportunities

Iterate on the merge core genre with casual genre combinations or fantasy themes to reach optimal ecosystem mix

### Grow with Fan Favorites

Attention getters:

- Themes - Fantasy, Lifestyle - Farming

Engagement and monetization drivers:

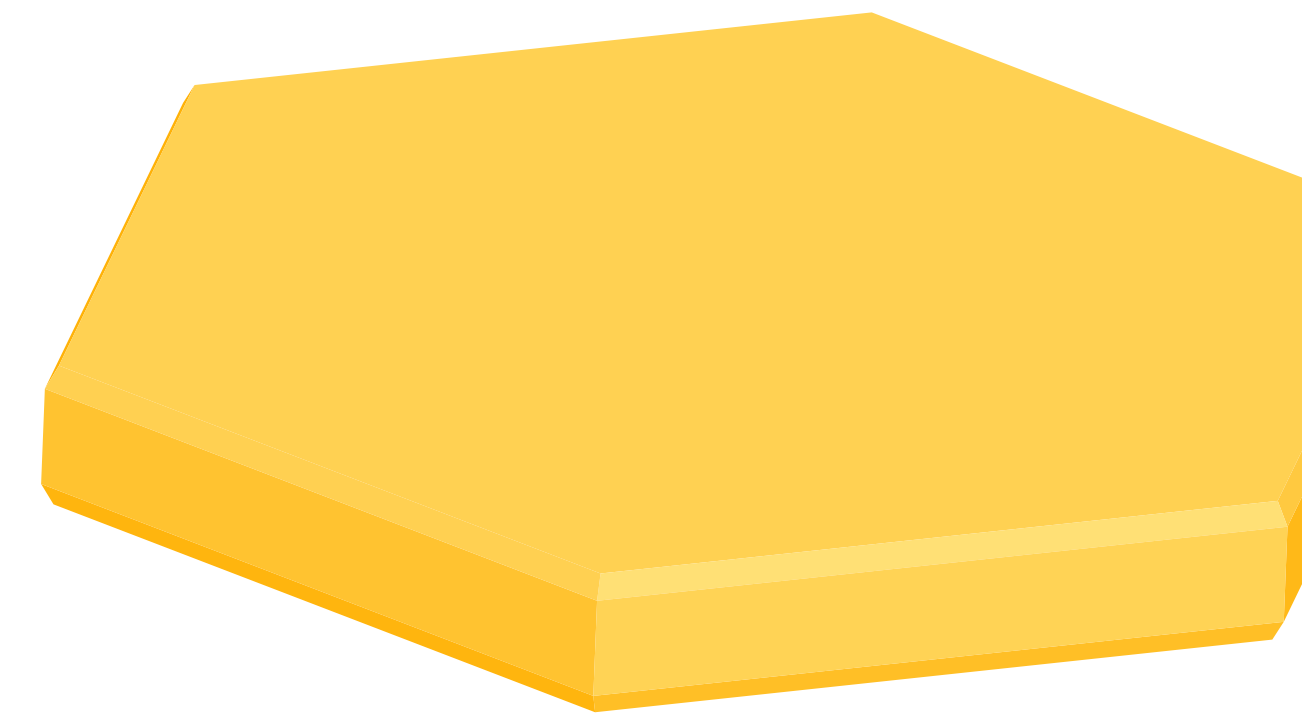
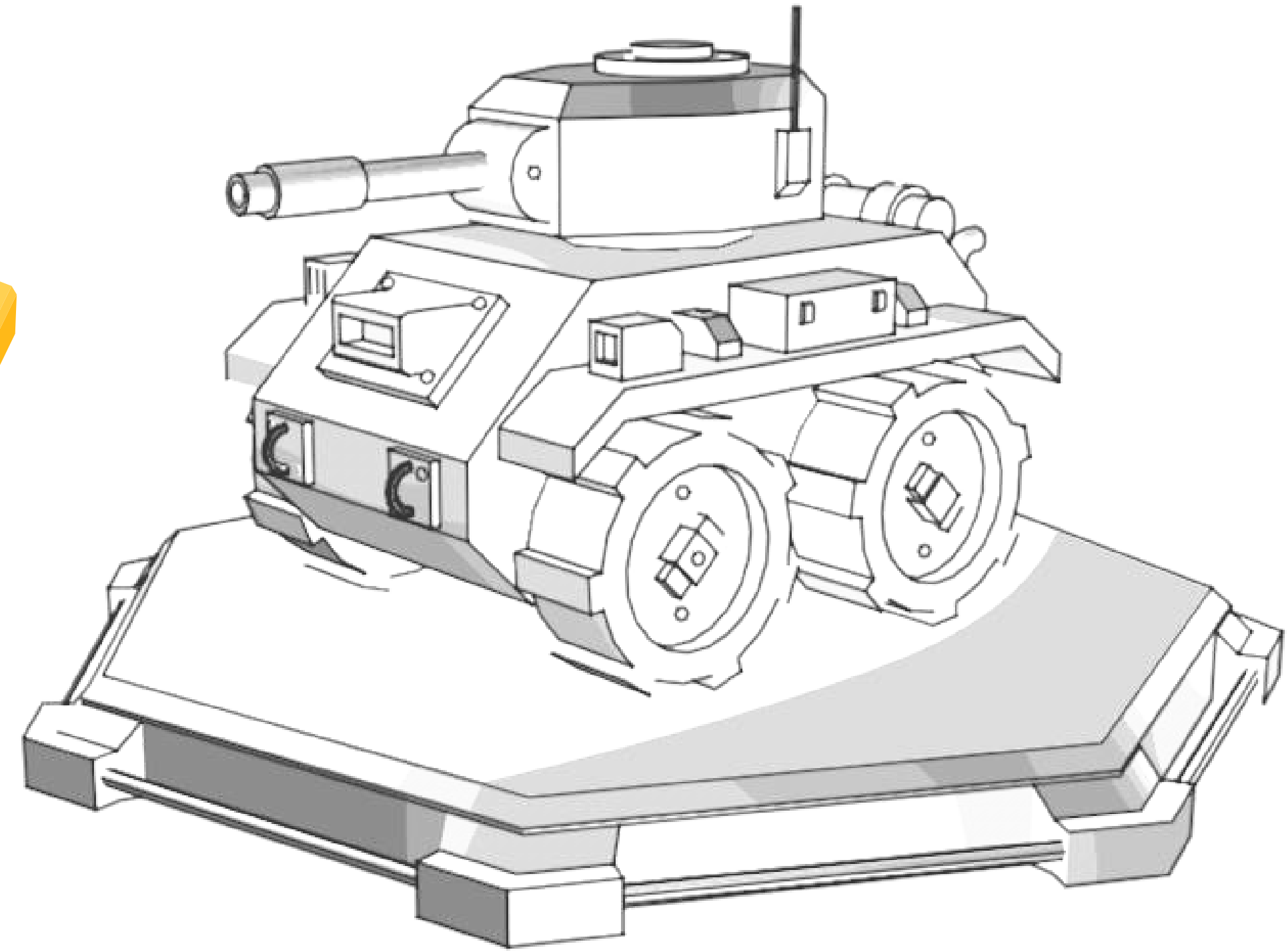
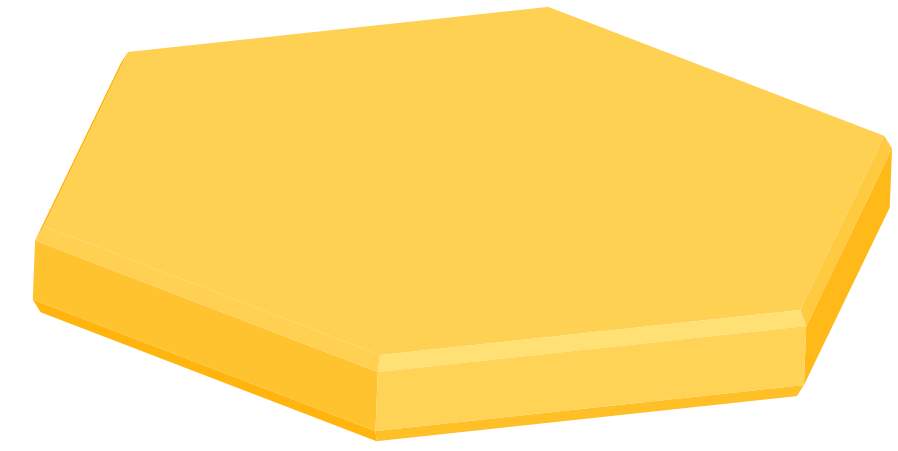
- Advertising (monetization)
- Events (gameplay features)
- Power Ups (monetization)
- Gacha / Loot Boxes (monetization)
- Consumables (monetization)

### Expand with High Affinity Subgenres

Merge Saga players also enjoy playing games from these subgenres:

#### Cross Subgenre Usage

- Idle  18%
- Coloring 15%
- Farming 13%



# Moderate Middle

4X March Battle M3-meta



## 4X March Battle

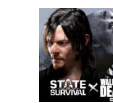
Games where the player grows a city and builds an army that attacks through timed marches on a map

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank

Game Name

1



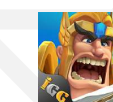
State of Survival

2



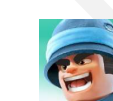
Rise of Kingdoms

3



Lords Mobile

4



Top War: Battle Game

5



Mafia City

## 4X March-Battle | Market Overview

Dominant Strategy genre where growth is mainly driven by existing titles scaling

**+51%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

Consumers from US,  
Japan, and Germany  
spent the most

**+15%**

**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in the  
US, India, and Brazil

**+31%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

US, Japan, and Indonesia  
is the top market on  
time spend



## 4X March-Battle | Market Opportunities

Diversify appeal and widen monetization with IP along with simplified casual and core hybridization

### Grow with Fan Favorites

Attention getters:

- Themes - War, Fantasy, and Western Historical - Medieval


Engagement and monetization drivers:

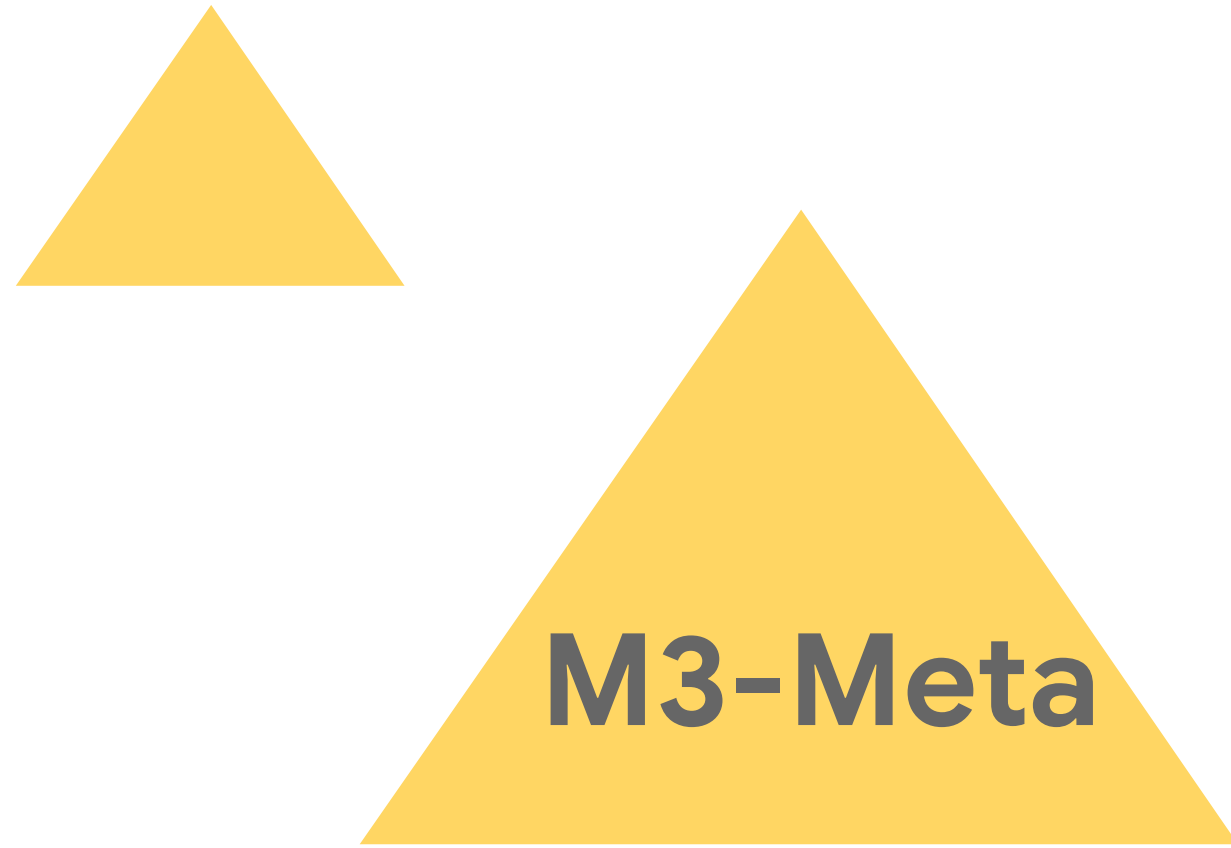
- Guilds/Clans (Social)
- Chat (Social)
- Events (Gameplay Features)
- Consumables (Monetization)
- Any Competitive Multiplayer (Social)

### Expand with High Affinity Subgenres

4X March-Battle players also enjoy playing games from these subgenres:



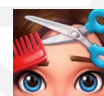

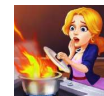
#### Cross Subgenre Usage

- Idle  18%
- Team Battle 17%
- Shooting 11%



Match 3 swapping games with a focus on some form of building in its meta game

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank	Game Name
1	 Homescapes
2	 Gardenscapes - New Acres
3	 Project Makeover
4	 Fishdom: Deep Dive
5	 Matchington Mansion



## M3-Meta | Market Overview

Loyal player appetite for different kinds of meta concepts have helped drive consumer spend growth in this crowded casual category

**+42%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

Consumers from the US,  
Japan, and Germany  
spent the most

**-30%**

**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in India,  
US, and Brazil;  
with Brazil seeing the largest growth

**-2%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

US, Russia, and Japan were  
the top markets; with US and  
Russia continuing to grow



## M3-Meta | Market Opportunities

Match genre with maturing player expectations, new meta concepts, and simplified core genre features focused on motivations of the player

### Grow with Fan Favorites

Attention getters:

- Themes -Home Design, Female Oriented, and Western Historical - Medieval

Engagement and monetization drivers:

- Power Ups (monetization)
- Events (Gameplay Features)
- Leaderboards (Social)
- Consumables (monetization)
- Social Assists (Social)

### Expand with High Affinity Subgenres

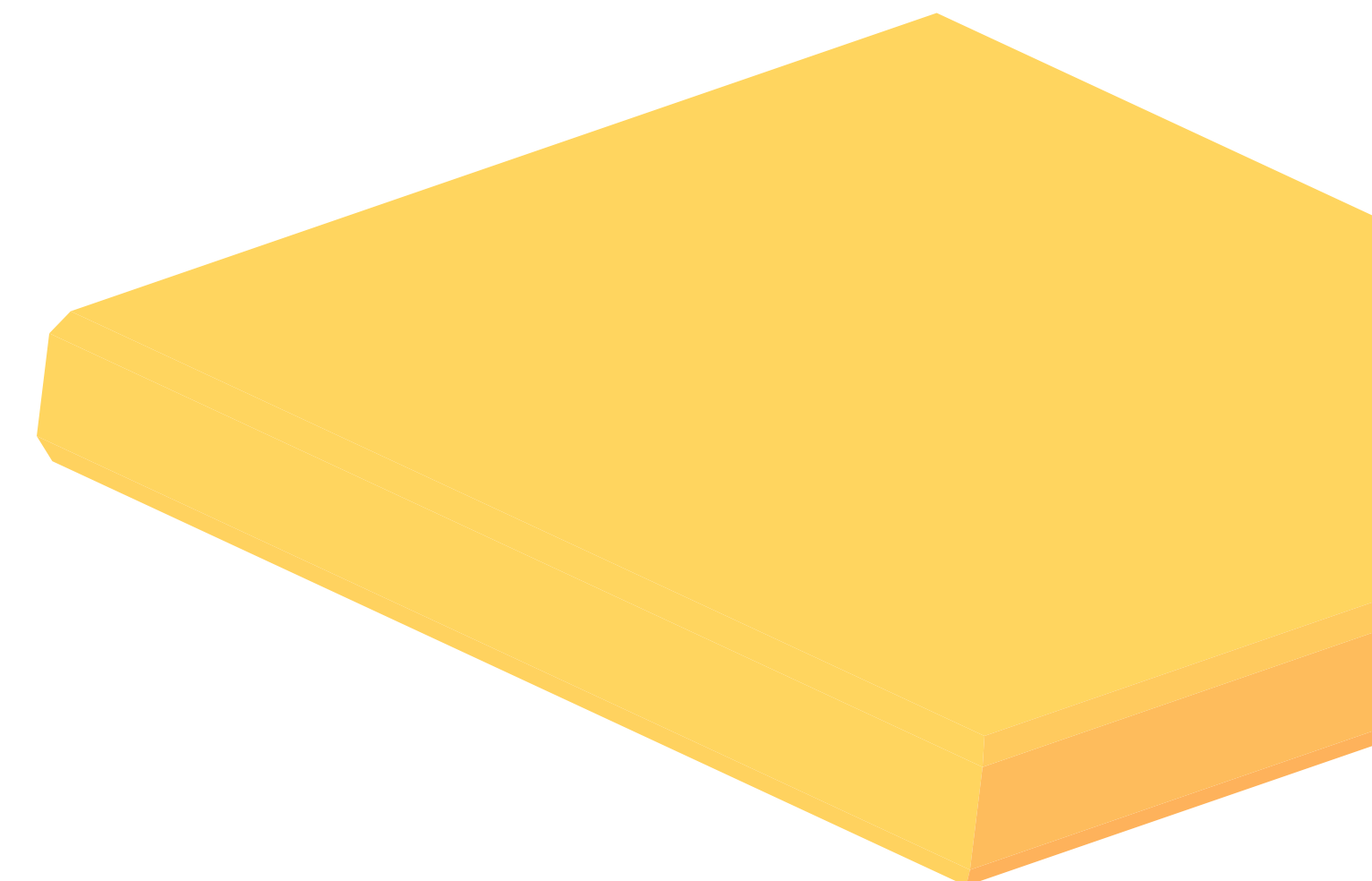
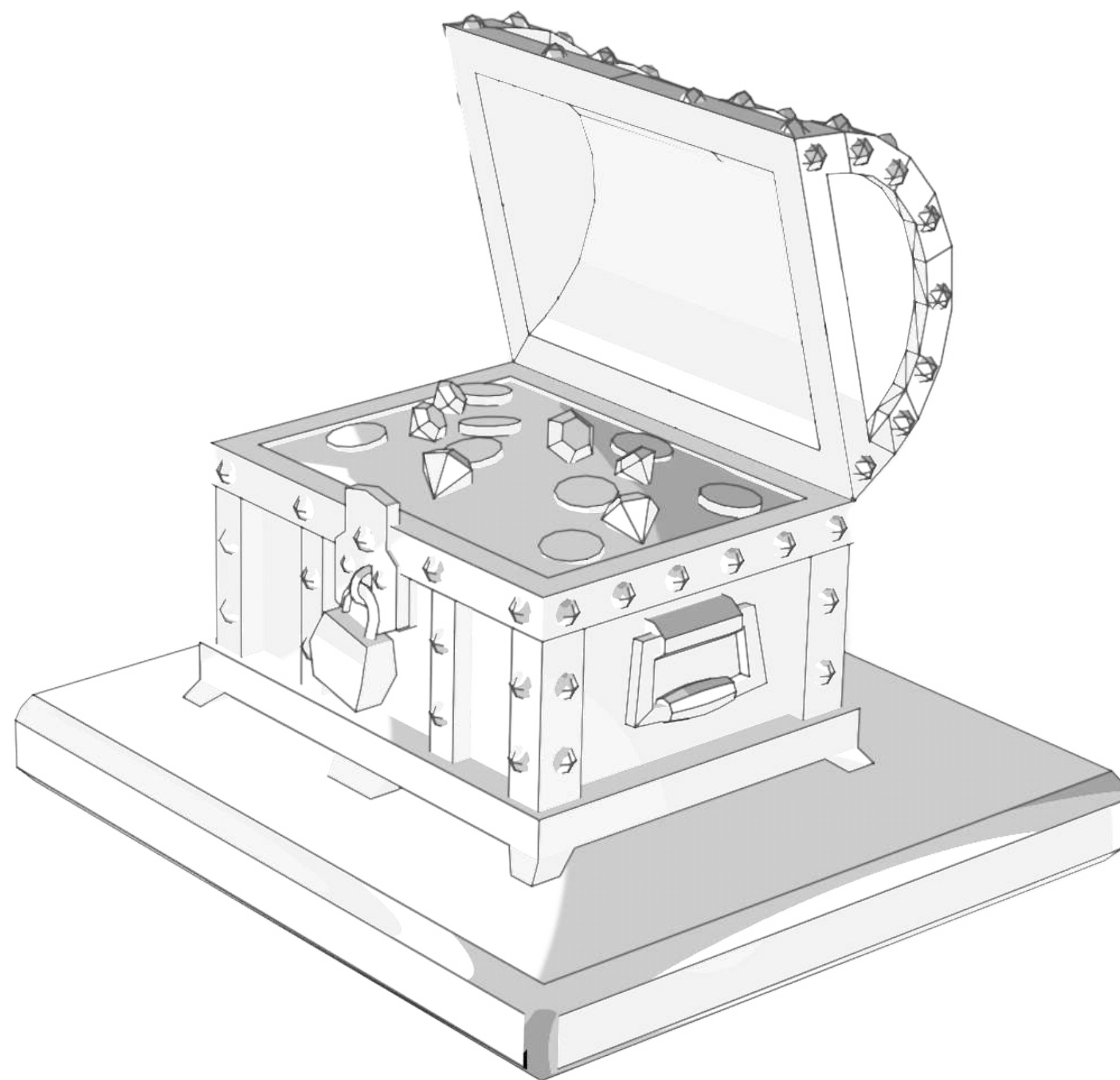
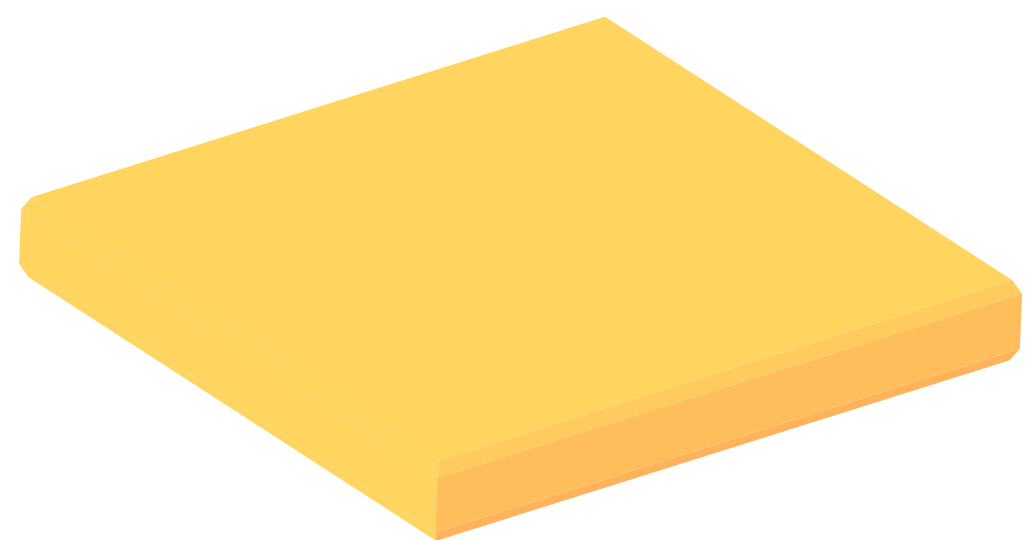
M3-Meta players also enjoy playing games from these subgenres:

#### Cross Subgenre Usage

- Coloring
- Farming
- Solitaire



11%  
10%  
10%



# High Competition

Idol training




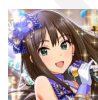

Puzzle RPG



**Idol  
Training**

Games in which players train and level up Japanese-style idols against different types of activities or professions

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank	Game Name
1	 Uma Musume Pretty Derby
2	 Ensemble Stars Music
3	 Project Sekai Colorful Stage! feat. Hatsune Miku
4	 THE IDOLM@STER Starlight Stage
5	 BanG Dream





## Idol Training | Market Overview

Breakout growth driven by a few new title launches from Japan and China HQ'd publishers

**+129%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

Japan, Korea and US  
gamers spent the most

**+127%**

**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in  
Japan, Korea, and US

**+59%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

Japan, Korea, and Indonesia  
were the top markets  
for time spent



## Idol Training | Market Opportunities

Gacha and Loot Boxes catapult newly launched titles into revenue leader statuses while social features that connect VIPs increase retention and engagement

### Grow with Fan Favorites

Attention getters:

- Themes - Idol Raising, Asian Culture - Nijigen, and Sports - Other Sport

Engagement and monetization drivers:

- Daily Login Rewards (gameplay features)
- Consumables (monetization)
- Events (gameplay features)
- Gacha / Loot Boxes (monetization)
- Achievements (gameplay features)

### Expand with High Affinity Subgenres

Idol Training players also enjoy playing games from these subgenres:


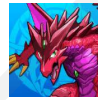



#### Cross Subgenre Usage

- Dating  12%
- Japanese Sim 12%
- Party 11%

Puzzle RPG

RPG games that utilize a puzzle system as the primary combat mechanism

## Top 5 Games by Overseas Consumer Spend in H1 2021

Rank	Game Name
1	 <b>Monster Strike</b>
2	 <b>Puzzle &amp; Dragons</b>
3	 <b>Empires &amp; Puzzles</b>
4	 <b>Best Fiends</b>
5	 <b>YO-KAI WATCH Wibble Wobble</b>



## Puzzle RPG | Market Overview

User acquisition challenges due to new user privacy policies may be impacting growth overall but pockets of it can be found in the subgenre's biggest market, Japan, as well as in the US and Germany

**-12%**

**Consumer Spend**  
growth worldwide  
2021 H1 vs 2020 H1

Gamers from Japan, US, and Germany spent the most, with Germany seeing 17% growth

**-27%**

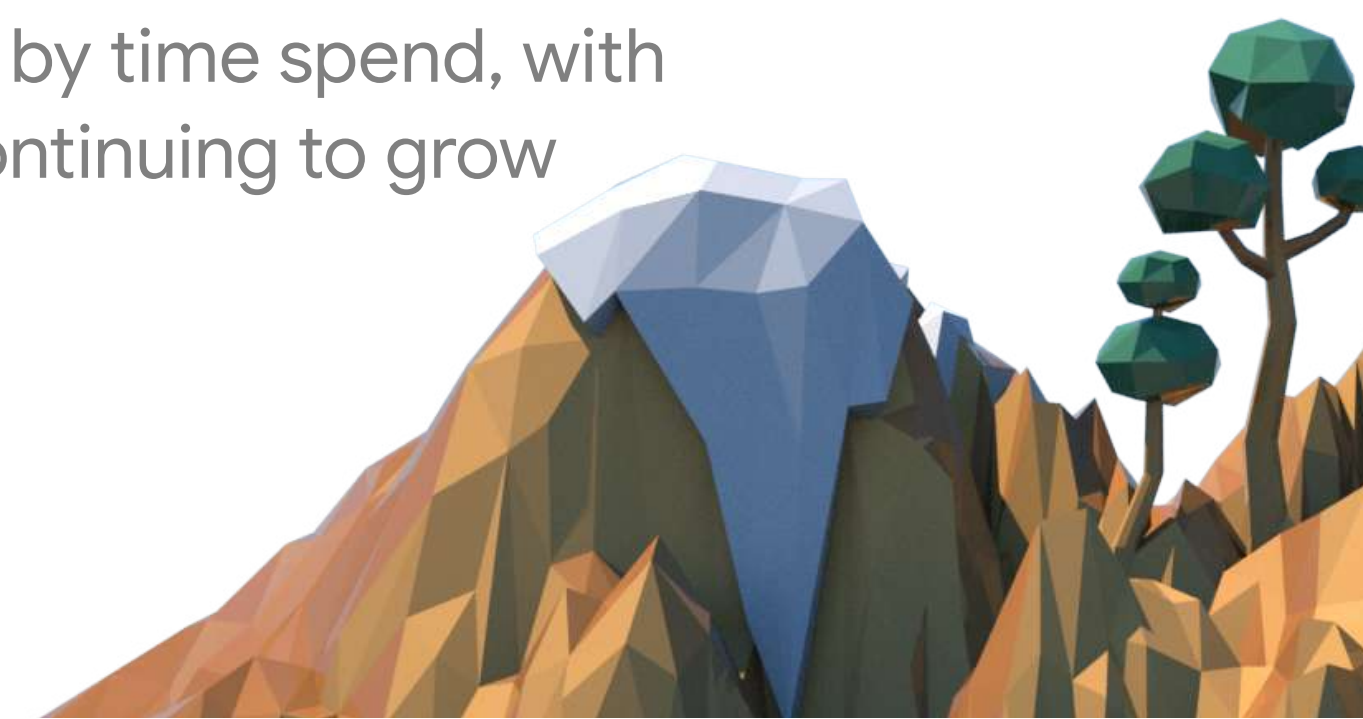
**Downloads**  
growth worldwide  
2021 H1 vs 2020 H1

Most downloaded in Japan, US, and Russia; downloads have grown significantly in Egypt and Philippines

**-3%**

**Total Time Spent**  
growth worldwide  
2021 H1 vs 2020 H1

Japan, Russia, and US were the top markets by time spend, with Russia continuing to grow



## Puzzle RPG | Market Opportunities

Nijigen themes are the next opportunity attracting gamers, while for creative design consider incorporating some hardcore game elements into consideration, e.g. Team Battle and 4X March-Battle.

### Grow with Fan Favorites

Attention getters:

- Themes - Fantasy, War, and Asian Culture - Nijigen

Engagement and monetization drivers:

- Consumables (monetization)
- Events (gameplay features)
- Gacha / Loot Boxes (monetization)
- IAPs - Starter Pack (monetization)
- External Friend Invites (Social)

### Expand with High Affinity Subgenres

Puzzle RPG players also enjoy playing games from these subgenres:

#### Cross Subgenre Usage

- 4X March-Battle  20%
- Location RPG 12%
- Summon Battle 12%



# Strategy

## 4X Match-Battle

## Build-Battle

## Summon-Battle

## CCG-Battle

1



State of Survival



Clash of Clans



Clash Royale



Yu-Gi-Oh! Duel Links

2



Rise of Kingdoms



Forge of Empires



The Battle Cats



WWE SuperCard

3



Lords Mobile



Castle Clash



Mighty Party



Hearthstone: Heroes of Warcraft

4



Top War: Battle Game



Boom Beach



Castle & Dragon



Shadowverse

5



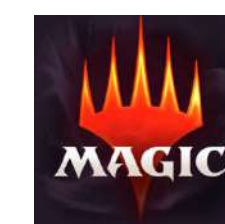
Mafia City



Ark of War











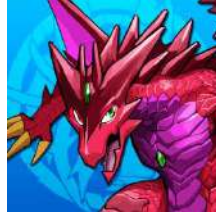









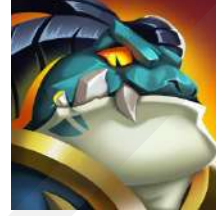

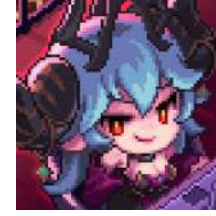


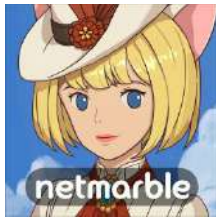




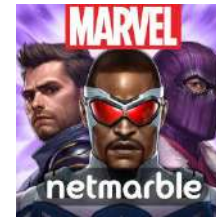

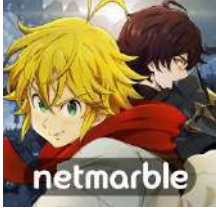
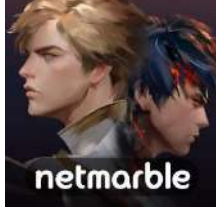





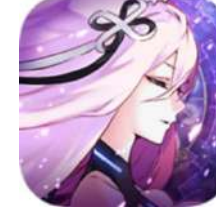


Art of Conquest



Magic: The Gathering Arena











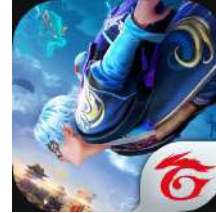




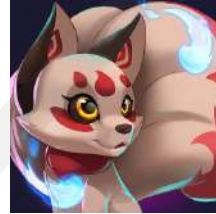



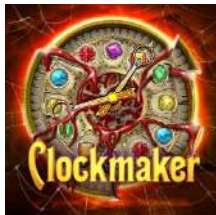
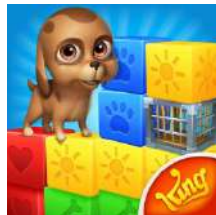








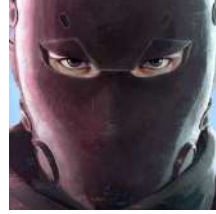
# RPG

	Team Battle	MMORPG	Puzzle RPG	Location RPG	Idle RPG	Empire Simulation RPG	Action RPG	Tactics
1	 Fate/Grand Order	 Lineage M	 Monster Strike	 Pokémon GO	 AFK Arena	 Game of Sultans	 Honkai Impact 3	 Dragon Quest Tact
2	 Dragon Ball Z Dokkan Battle	 Lineage 2M	 Puzzle & Dragons	 Dragon Quest Walk	 Girls Chronicle	 Be The King	 Colopl Rune Story	 Final Fantasy Brave Exvius War Of The Visions
3	 RAID: Shadow Legends	 Crasher: Origin	 Empires & Puzzles	 Jurassic World Alive	 Idle Heroes	 Call Me Emperor	 Guardian Tales	 Fire Emblem Heroes
4	 Hero Wars	 Ni no Kuni: Cross Worlds	 Best Fiends	 Eki Memo Station Memories	 Mobile Legends: Adventure	 Emperor And Beauties	 MARVEL Future Fight	 Langrisser
5	 The Seven Deadly Sins: Hikari to Yami no Grand Cross	 Seven Knights 2	 YO-KAI WATCH Wibble Wobble	 The Walking Dead: Our World	 God and Devil Three Kingdoms	 Kings Throne: Game of Lust	 BLEACH Brave Souls	 For Whom the Alchemist Exists



# Match

# Shooting

	M3-Meta	M3-Saga	Blast-Saga	Merge-Saga	Battle Royale	Team Deathmatch
1	 Homescapes	 Candy Crush Saga	 Toon Blast	 Merge Dragons	 PUBG MOBILE	 Call of Duty: Mobile
2	 Gardenscapes - New Acres	 Candy Crush Soda Saga	 Toy Blast	 EverMerge	 Free Fire	 War Robots
3	 Project Makeover	 Farm Heroes Saga	 Angry Birds Dream Blast	 Merge Magic	 Knives Out	 World of Tanks Blitz
4	 Fishdom: Deep Dive	 Clockmaker	 Pet Rescue Saga	 Mergical	 Bullet Echo	 War Machines : 3D Multiplayer Tank Arena
5	 Matchington Mansion	 PokoPoko	 Sugar Blast	 Merge Gardens	 Creative Destruction	 Standoff 2

# Simulation

# Action

## Creative Sandbox

## Idol Training Sim

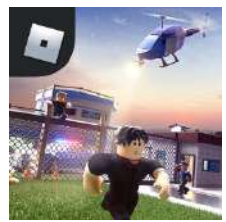
## Farming

## Brawl

## MOBA

## Fighting

1



ROBLOX



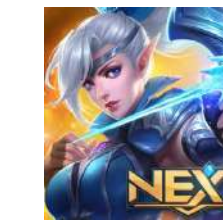
Uma Musume Pretty Derby



Township



Brawl Stars



Mobile Legends: Bang Bang

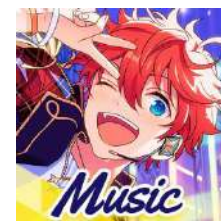


Marvel Contest of Champions

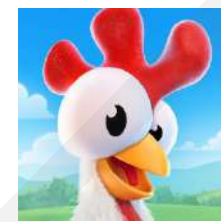
2



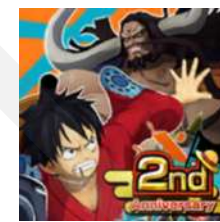
Minecraft Pocket Edition



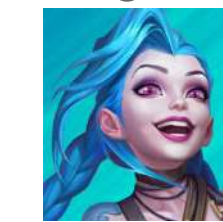
Ensemble Stars Music



Hay Day



ONE PIECE Bounty Rush



League of Legends: Wild Rift



MORTAL KOMBAT X

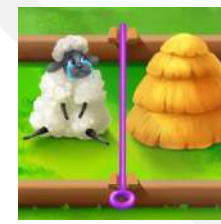
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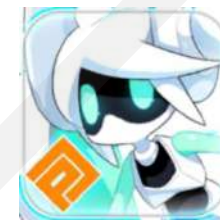
Growtopia



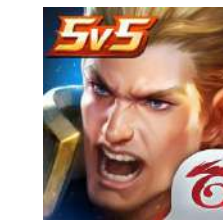
Project Sekai Colorful Stage! feat. Hatsune Miku



Klondike Adventures



#Compass

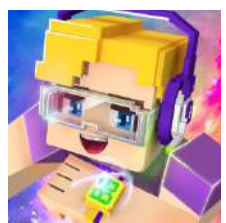


Arena of Valor



Injustice 2

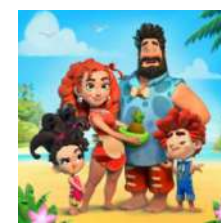
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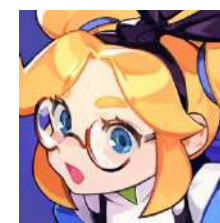
Blockman Go



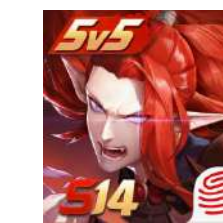
THE IDOLM@STER Starlight Stage



Family Island



SMASH LEGENDS



Onmyoji Arena



Shadow Fight 3

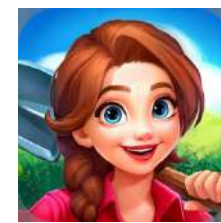
5



WorldBox



BanG Dream



Dragonscapes Adventure



Marvel Realm of Champions



Heroes Evolved



Injustice: Gods Among Us

Casino

Party

Sports

Tabletop

Poker & Card

Slots

Bingo

Luck Battle

Simulation Sports

Solitaire

1



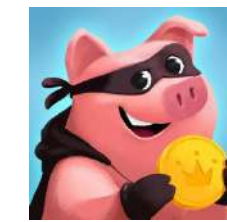
World Series of Poker



Slotomania



BINGO Blitz



Coin Master



Professional Baseball Spirits A



Solitaire - Grand Harvest

2



Zynga Poker



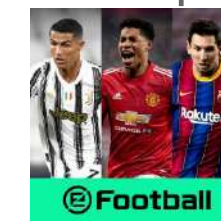
Jackpot Party Casino



Bingo Story



Pirate Kings



eFootball PES 2020



Solitaire TriPeaks

3



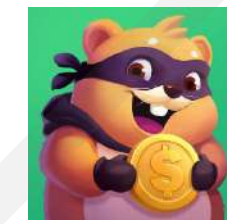
Pokerist Texas Poker



Cash Frenzy



Bingo Bash



Island King

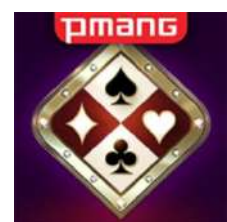


Golf Clash



Solitaire Cruise TriPeaks Game

4



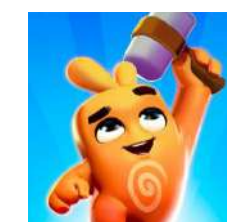
Poker by Neowiz



DoubleDown Casino



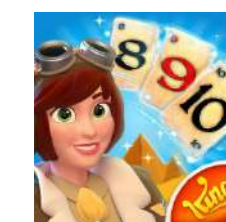
Bingo Party



Dice Dreams

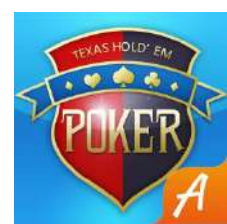


8 Ball Pool



Pyramid Solitaire Saga

5



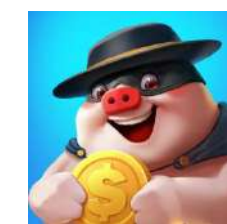
Playshoo Texas Poker



Cashman Casino



Bingo Pop



Piggy GO



Fash: Fish Gishing Clame 2020



Solitaire TriPeaks Journey



Google



APP ANNIE