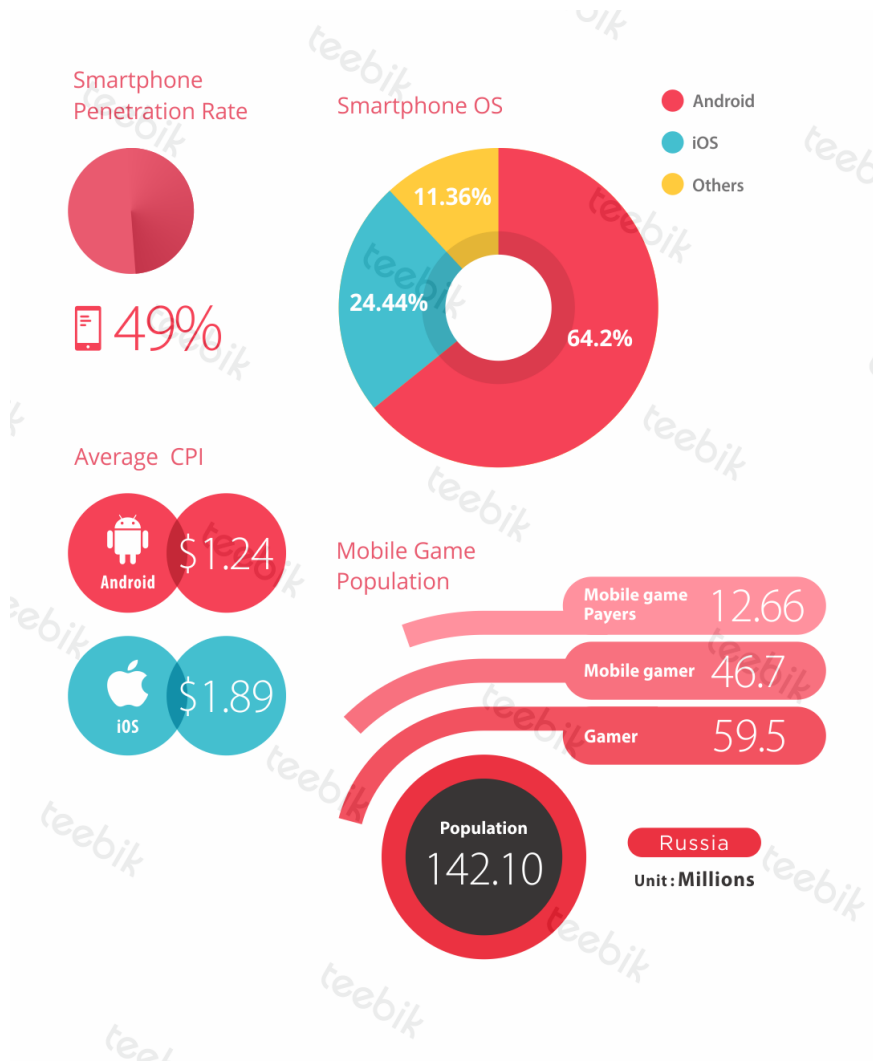


Teebik:2015 Global Mobile Game Industry Report

--Russia



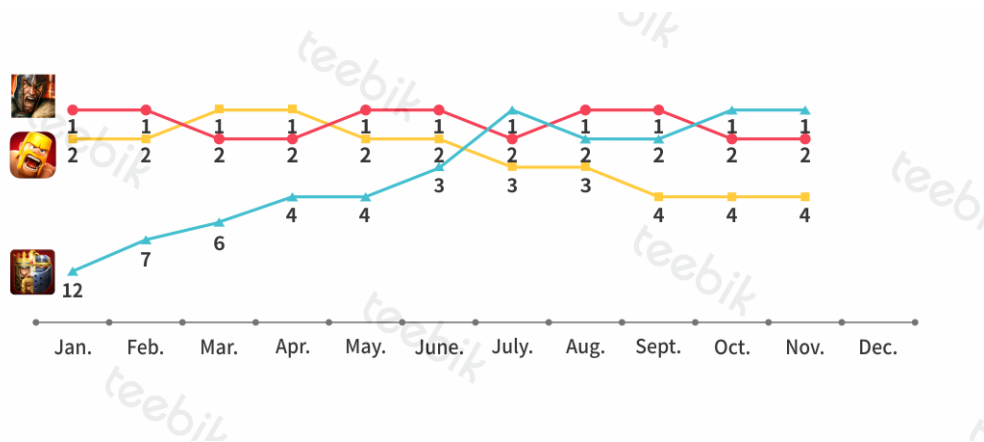
What happened to mobile game industry in 2015? Which game made big bucks? Which game lose popularity? By reviewing the mobile game markets of 2015 in Russia, Teebik will tell you the answers.



2015 iOS & Google Play Mobile Game Revenue RUS TOP 10

Game	Genre	Developer	Publisher
Game of War - Fire Age	SLG	Machine Zone (US)	Machine Zone (US)
Clash of Clans	SLG	Supercell (FI)	Supercell (FI)
Clash of Kings	SLG	ELEX Technology (CN)	ELEX Technology (CN)
World of Tanks Blitz	ACT	Wargaming (CY)	Wargaming (CY)
Galaxy Legend	RPG	Tap4Fun (CN)	Tap4Fun (CN)
Castle Clash	RPG	IGG (CN)	IGG (CN) Tencent (CN)
Boom Beach	SLG	Supercell (FI)	Supercell (FI)
Hay Day	Casual	Supercell (FI)	Supercell (FI)
Heroes Charge	RPG	uCool (CN)	uCool (CN)
Stormfall: Rise of Balur	SLG	Plarium (IR)	Plarium (IR)

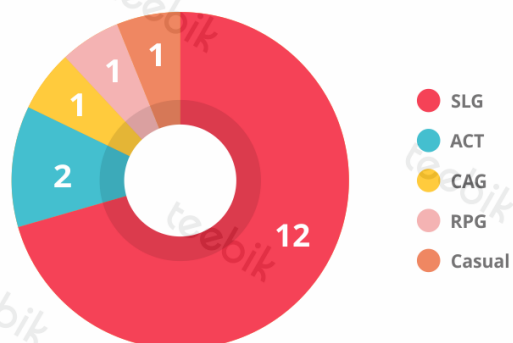
❑ TOP 2 on 2015 iOS & Google Play Mobile Game Revenue RUS were Game of War-Fire Age by Machine Zone and Clash of Clans by Supercell. Clash of Kings by ELEX Technology, China made it to TOP 10 at the beginning of this year and got No. 1 several times.



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World of Tanks Blitz	ACT	Wargaming (CY)	Wargaming.net (CY)
Galaxy Legend	SLG	Tap4Fun (CN)	Tap4Fun (CN)
Castle Clash	SLG	IGG (CN)	IGG (CN) Tencent (CN)
Hay Day	Casual	Supercell (FI)	Supercell (FI)
Boom Beach	SLG	Supercell (FI)	Supercell (FI)
Heroes Charge	RPG	uCool (CN)	uCool (CN)
Evolution: Battle for Utopia	SLG	Mail.Ru Group (RUS)	Mail.Ru Group (RUS)
Iron Force	ACT	Cool Fish Games (US)	Electronic Arts (US)
Clash of Kings	SLG	ELEX Technology(CN)	ELEX Technology(CN)
Age of Warring Empire	SLG	ELEX Technology(CN)	ELEX Technology(CN)
Stormfall: Rise of Balur	SLG	Plarium (IR)	Plarium (IR)
Hearthstone: Heroes of Warcraft	CAG	Activision Blizzard (US)	Activision Blizzard (US)
Empire: Four Kingdoms	SLG	Goodgame Studios (GER)	Goodgame Studios (GER)
Vikings: War of Clans	SLG	Plarium (IR)	Plarium (IR)
Magic Rush: Heroes	SLG	Elex Technology (ELEX Technology)	Elex Technology (ELEX Technology)

❑ Russian players prefer hard core SLG. There were 12 SLGs and only one casual game which was Hay Day by Supercell on the chart. King' s three classic PUZ games missed the chart.



❑ Compared to other countries, Russian players prefer tank SIM. World of Tanks Blitz and Iron Force made it to monthly mobile game revenue TOP 10 chart several times.

2015 iOS & Google Play Publisher Revenue RUS TOP 10

Name	Game	Country
Supercell	Clash of Clans	FI
Machine Zone	Game of War - Fire Age	US
ELEX Technology	Clash of Kings	CN
Wargaming.net	World of Tanks Blitz	CY
Tap4Fun	Galaxy Legend	CN
IGG	Castle Clash	CN
Electronic Arts	Iron Force	US
Gameloft	Despicable Me: Minion Rush	FR
Kabam	Marvel Contest of Champions	US
Plarium Global	Stormfall: Rise of Balur	IR

❑ Supercell was still the biggest winner in Russia in 2015. Publishers of US and China both took 3 places on the chart.

12 publishers made it to iOS & Google Play Publisher Revenue RUS TOP10 during 2015. China shared the largest number, which was 4. Thus, China has taken its place in Russia.

The only local publisher on chart is Mail. Ru Group with its Evolution: Battle for Utopia.

Other Russian mobile game publishers are social quantum, zeptolab, and etc.

iOS & Google Play Publisher Revenue RUS TOP10 during 2015

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Supercell	Clash of Clans	FI
Machine Zone	Game of War - Fire Age	US
ELEX Technology	Clash of Kings	CN
Wargaming.net	World of Tanks Blitz	CY
Tap4Fun	Galaxy Legend	CN
IGG	Castle Clash	CN
Electronic Arts	The Simpsons: Tapped Out	US
Gameloft	Despicable Me: Minion Rush	FR
Kabam	Marvel Contest of Champions	US
Plarium Global	Stormfall: Rise of Balur	IR
uCool	Heroes Charge	CN
Mail.Ru Group	Evolution: Battle for Utopia	RUS

Mobile Game Globalization TIP:

1. Russian players are not interested in light games, but prefer SLG. Developers could focus on either hard core SLG or tank SIM.
2. Games from China has high acceptance in Russia, Chinese developers could give it a try.

For more information please visit www.teebik.com

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