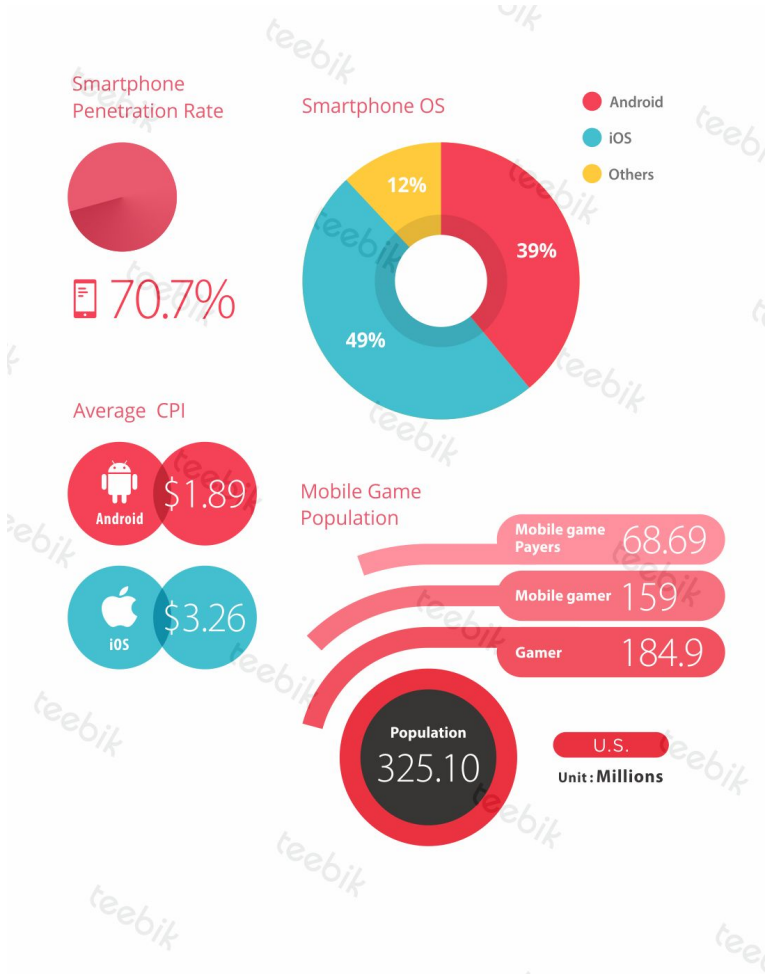


Teebik:2015 Global Mobile Game Industry Report

--- U.S.



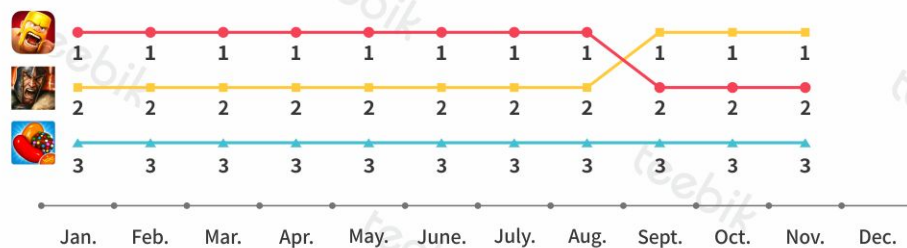
What happened to mobile game industry in 2015? Which game made big bucks? Which game lose popularity? By reviewing the mobile game markets of 2015 in US, Teebik will tell you the answers.



2015 iOS & Google Play Mobile Game Revenue US TOP 10

Game	Genre	Developer	Publisher
Clash of Clans	SLG	Supercell (FI)	Supercell (FI)
Game of War - Fire Age	SLG	Machine Zone (US)	Machine Zone (US)
Candy Crush Saga	PUZ	King (UK)	King (UK)Tencent (CN)
Candy Crush Soda Saga	PUZ	King (UK)	King (UK)
Boom Beach	SLG	Supercell (FI)	Supercell (FI)
DoubleDown Casino	Casino	DoubleDown Interactive (US)	International Game Technology (US)
Big Fish Casino	Casino	Big Fish Games (US)	Churchill Downs (US)
Slotomania	Casino	Playtika (IR)	Caesars Entertainment (US)
Hay Day	Casual	Supercell (FI)	Supercell (FI)
Farm Heroes Saga	PUZ	King (UK)	King (UK)

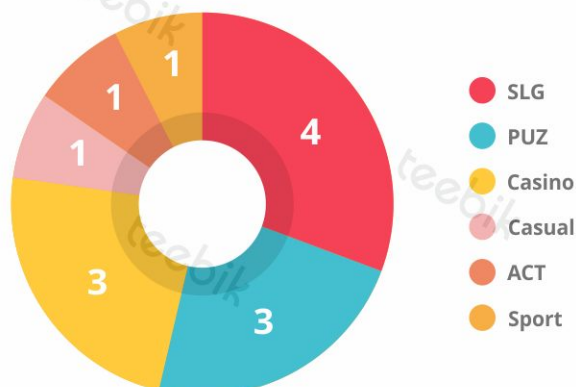
TOP 3 on 2015 iOS & Google Play Mobile Game Revenue US chart were Clash of Clans, Game of War-Fire Age and Candy Crush Saga. The ranking of Clash of Clans and Game of War-Fire Age reversed in August. Candy Crush Saga remained No. 3 for the entire year.



IOS & Google Play Mobile Game Revenue US TOP 10 during 2015

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Hay Day	Casual	Supercell (FI)	Supercell (FI)
Farm Heroes Saga	PUZ	King (UK)	King (UK)
Marvel Contest of Champions	ACT	Marvel Entertainment (US)	Kabam (US)
Clash of Kings	SLG	ELEX Technology(CN)	ELEX Technology(CN)
Madden NFL Mobile	Sport	Electronic Arts (US)	Electronic Arts (US)

13 games made it to iOS & Google Play Mobile Game Revenue US TOP 10 during 2015. SLG, PUZ and Casinos were popular.



Compared to other countries, US players prefer casino game. App Annie report showed that the global mobile casino game revenue would exceed \$2.7 billion. 50% social casino

players of US will conduct in-game purchase.

DoubleDown Casino, Big Fish Casino and Slotomania gained popularity in US in the past year, and their developers and publishes made big bucks.

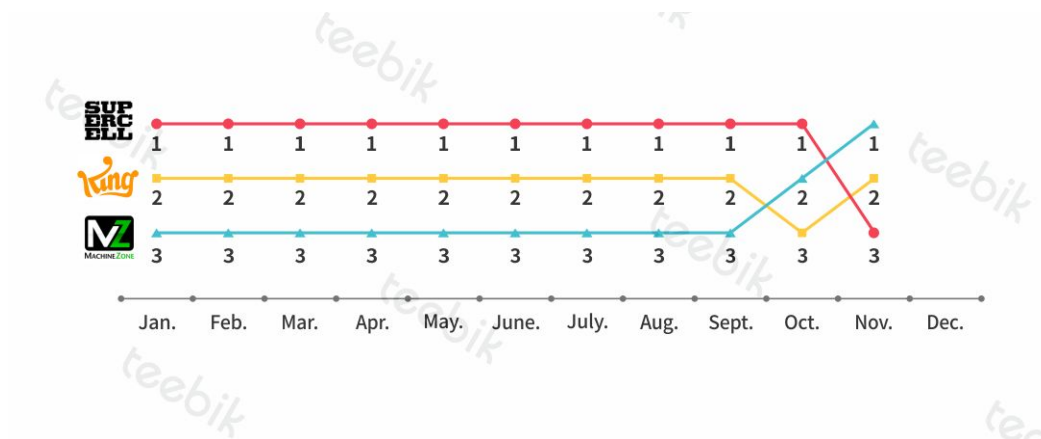
As we could see, there was only one game developing by Asia (CN). Asian games have a low acceptance in US. Cooperation with local publisher and localization are crucial for their entrance to US.

2015 iOS & Google Play Publisher Revenue US TOP 10

Name	Game	Country
Supercell	Clash of Clans	FI
King	Candy Crush Saga	UK
Machine Zone	Game of War - Fire Age	US
Caesars Entertainment	Slotomania	US
Electronic Arts	The Simpsons: Tapped Out	US
Zynga	Zynga Poker - Texas Holdem	US
Churchill Downs	Big Fish Casino	US
Kabam	Marvel Contest of Champions	US
International Game Technology	DoubleDown Casino	US
Glu	Kim Kardashian: Hollywood	US

❑ With Clash of Clans, Boom Beach and Hay Day, Supercell remained No. 1 from January to October on 2015 publisher revenue US chart. Though declined to No. 3 in November, it' s still the winner in mobile game market.

With Candy Crush Saga, Candy Crush Soda Saga and Farm Heroes Saga, King ranked the second on 2015 publisher revenue US chart. With the popularity of Game of War-Fire Age, Machine Zone won the first place in November.



Caesars Entertainment, Zynga, International Game Technology are companies focusing on the developing and operation of casino games. The number of casino game fans is small, and the revenue relies on hard core players. However, large casino game companies have been acquired by offline gambling companies, therefore, offline light players will contribute a lot to the revenue in the future, and casino mobile games still has potential.

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Churchill Downs	Big Fish Casino	US
Kabam	Marvel Contest of Champions	US
International Game Technology	DoubleDown Casino	US
Glu	Kim Kardashian: Hollywood	US
Sony	Fresh Deck Poker - Live Texas Hold'em	JP
GAMEVIL	Summoners War	KR
SGN	Cookie Jam	US

❑ 13 companies made it to iOS & Google Play Publisher Revenue US TOP 10 during 2015, 9 were from US. Except for super publishers like Supercell and King, entering US market is a barrier for publishers from other countries.

Mobile Game Globalization Tip:

- 1. Cooperation with local publisher, figuring out local players behavior, and localization are crucial for entrance to US.**
- 2. Most developers pay attention to COC. Since US players prefer casino games, developing casino may have unexpected results.**

For more information please visit www.teebik.com

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