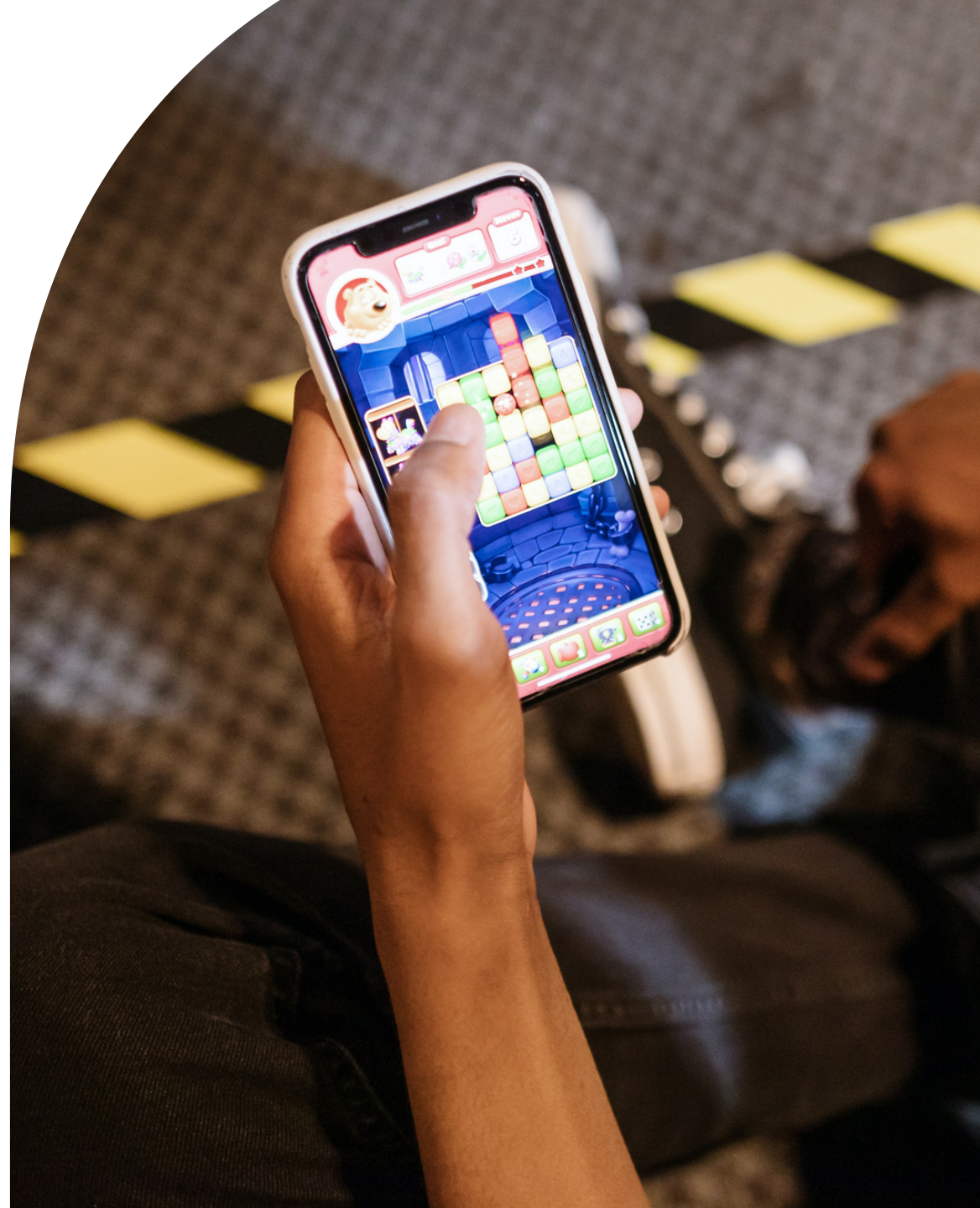


MONTHLY GAME INDUSTRY REPORT

July 2022

MOBiDiCTUM



MOBIDICTUM

BUSINESS CONFERENCE



Sep 5-6, 2022



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INDUSTRY REPORTS



Mobile game advertisers start to shift from Apple to Android

Since Apple announced the IDFA protocol in September 2020, a movement began in the mobile advertising world. The IDFA protocol, which aims to ensure users' data security, has affected both users and advertisers in many ways.

After the IDFA announcement in 2020, ATT (App Tracking Transparency) was implemented with iOS 14.5. With ATT, which aims to protect users' privacy, users began frequently encountering notifications on their mobile Apple devices asking if they wanted to share their data with third-party applications.

This brought both advantages and disadvantages. User privacy has increased, but access to some games and applications that require data sharing consent has also been restricted. On the other hand, some advertisers had difficulty accessing the data they needed to provide users with more accurate ad optimization.

Apple rolled out SkadNetwork (SKAD) arrangements in September 2021—about six months after ATT. Data collected from users is anonymized, and advertisers are given direct access to this anonymous data. While this reduced advertisers' problems, it did not completely resolve them.

You can view the full report [here](#).

Mobile game advertisers start to shift from Apple to Android

Tenjin asked advertisers how their iOS revenues were affected after Apple's IDFA protocol. **75% of advertisers surveyed said their revenue was negatively impacted. Ad revenue for games and apps decreased by an average of 39%, according to advertisers who disclosed revenue information.**

Some considered continuing to operate on iOS as "**putting the future of their business at risk.**"

In September 2021, Apple made a change to the SKAD protocol. Advertisers were granted direct access to anonymous SKAD data. Although this situation relieved the advertisers a little, it did not solve all the problems. On the other hand, some doubted "how reliable" these data were.

Trust in ad networks
SKAN numbers

Mainly distrust
10%

Fully trust
46%

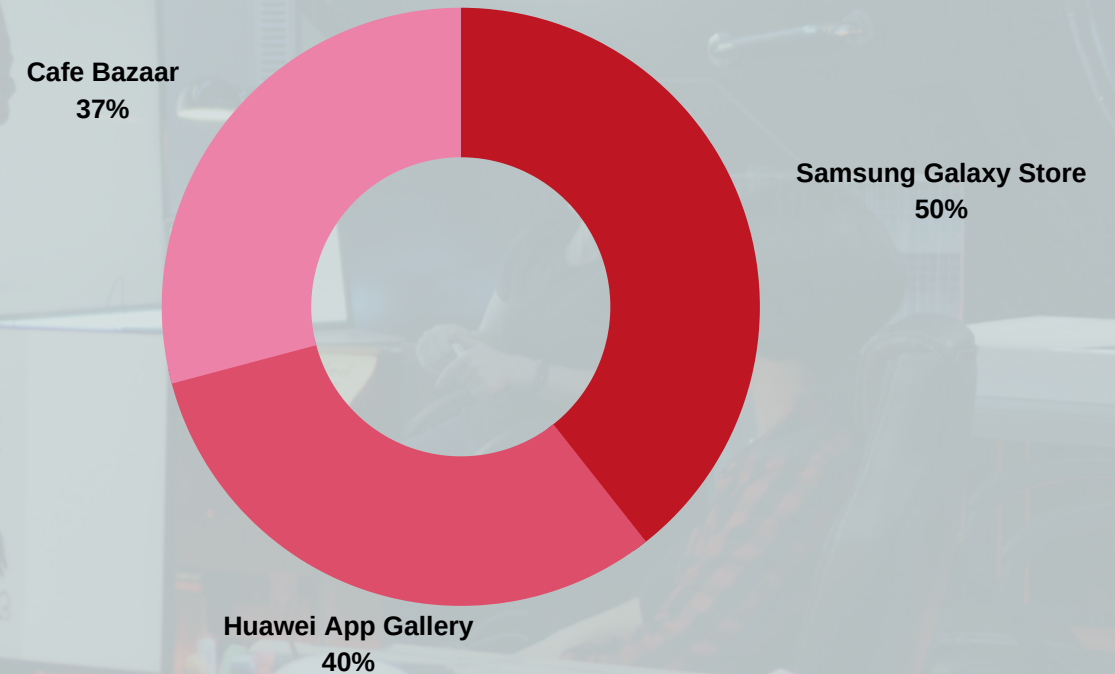
Mainly trust
44%



You can view the full report [here](#).

Developers are looking for alternative markets

- According to data provided by Tenjin, **59% of advertisers surveyed moved their ad budgets from iOS to Android**. This does not mean that these advertisers will leave iOS completely. Only some advertisers will now allocate more budget to advertising on Android platforms.
- Besides Google Play, some other Android platforms are also on the rise. 93% of advertisers surveyed by Tenjin say they are considering entering alternative Android markets outside of Google Play.



Alternative markets where participants intend to operate.

[You can view the full report here.](#)

US, China and Japan mobile game market trends

GameRefinery studied the US, China, and Japan mobile game market and determined the trends for May 2022.

In May, the number of special days that could be celebrated with events was few in the USA. That's why we didn't see any major game events. On the other hand, various in-game events were held in China as part of the May 1 celebrations. The same dynamism was seen at the Golden Week celebrations in Japan.

The rise of the 4X strategy genre continued in three markets. Developers have added new features and systems to existing games. New partnerships and collaborations established throughout the month caused activity in the list of top revenue games.

You can view the full report [here](#).

USA

Major mobile titles in the US market, such as Merge Mansion, Pokémon Unite, and State of Survival came up with new features and systems; and some new games followed this trend. Merge Mansion added an album collection system to the game to increase retention, and it worked. Pokémon Unite added monetization, launching a subscription system called UNITE club. State of Survival added the guild-based PVE mode to the game. Game of Sultans – Royal Pets has enriched its content by introducing mini-games, album collections, and a new subscription system.

- Apex Legends Mobile: Top 23
- Ni No Kuni: Cross Worlds: Top 50
- Dislyte: Top 40
- Age of Origins: Top 10
- F1 Clash: Top 170
- Allstar Renovation: Top 170
- T3 Arena: Top 143
- CounterSide: Top 117
- MU ORIGIN 3: Top 169

Games that just entered the list of top 200 revenue-generating games in the US in May 2022.

You can view the full report [here](#).

China

Games in the Chinese market introduced new features based on team play throughout May. Battle of the Golden Spatula has launched a new PvP game mode, in which players in teams of two share the same HP and compete with their opponents cooperatively. The 4X strategy games Red Alert Online and Fu-sheng wei Qing-ge have developed mission systems that players must do together.

The culture and policies implemented in China focus on improving the ability of players to cooperate. For this reason, many games develop cooperative game models. Thus, the games become team-based and more competitive. On the other hand, China implements strict policies on games. It also seems likely that these team-focused game add-ons are related to these policies.

- Dou Gui: Top 150
- Girls Frontline: Project Neural Ground: Top 120
- Chunbai Hexian: Top 100

Games that just entered the list of 200 most revenue-generating games in China in May 2022.

The Chinese market has been less permissive for new games to rise compared to the US. One of the biggest reasons for this is the restrictions applied in China. Foreign mobile games cannot enter the market without the approval of the Chinese government.

You can view the full report [here](#).

In May, there were prominent Golden Week events in Japan. Many games have organized login events and handed out various prizes. The Seven Deadly Sins: Grand Cross was the most striking among all these events and games. With the help of its anniversary event, the game managed to become one of the top three revenue-generating games in Japan.

Japan was more active in partnership and cooperation in May than the other two markets. Monster Strike organized an event in collaboration with Detective Conan. LINE PokoPoko has partnered with Disney to add Mickey Mouse and some other characters to the game.

- Dead by Daylight Mobile: Top 110-180
- Aglet: Top 25
- The Grand Mafia: Top 100
- Code Geass: Lelouch of the Rebellion: Lost Stories: Top 20
- Apex Legends Mobile: Top 50
- Dragon Quest Builders: Top 100

Games that just entered the list of 200 highest-grossing games in Japan in May 2022.

You can view the full report [here](#).

American player habits

Entertainment Software Association has done a very comprehensive study in America. According to the report, **66% of Americans play games every week.**

48% of the American gamer community is female and 52% is male.

71% of Americans under 18 and 65% of those over 18 play games.

87% of American gamers think that everyone can find a game that suits their taste.

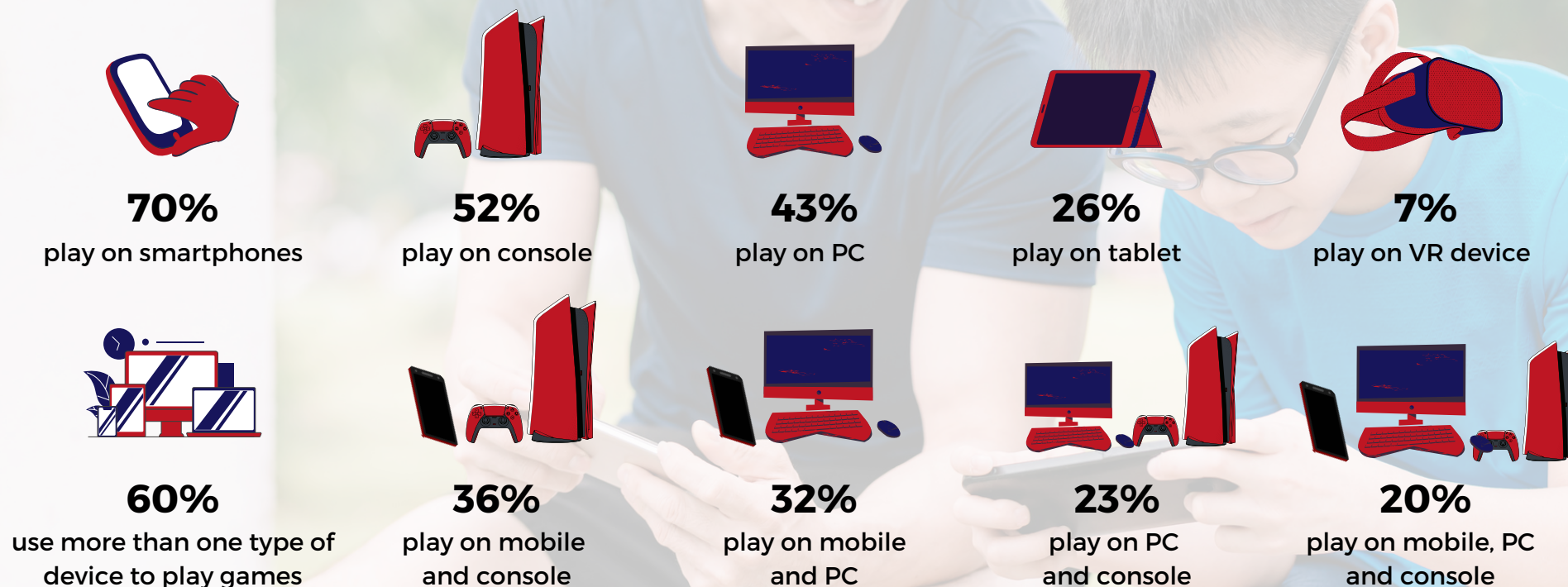


You can view the full report [here](#).

American gamer habits: Device preferences

The majority of American gamers prefer to play games on mobile devices. On the other hand, PC and consoles have a stable player base. VR lags far behind the others.

PREFERRED DEVICES FOR PLAYING GAMES:



You can view the full report [here](#).

American player habits: Popular game genres by age group

- **62% of players aged 18-34 like to play arcades and other games, 55% like puzzles and adventure, and 54% like to play shooters.**
- **69% of players aged 34-44 are interested in puzzles, 54% in arcades and others, 52% in games of skill and chance.**
- **74% of players between the ages of 45-54 prefer to play puzzles, 56% play arcade, and other games, and 54% prefer games of skill and chance.**
- **76% of players aged 55-64 play puzzles, 59% play skill, and luck, and 41% play arcade and other types of games.**

The most popular platform among all age groups is mobile devices. While players in the 55-64 age group do not play any console games, in all other groups, consoles are in second place, and PC is in third place.

You can view the full report [here](#).

Most revenue-generating games in Turkey

According to Oyunfor, **in-game purchases in Turkey increased by 27% year on year.**

Mobile games made the most in-game sales. PC and console games, on the other hand, maintained their average sales volume.

Tencent owns 6 out of 10 games with the most in-game purchases in Turkey.

The three provinces of the country that make the most in-game purchases are Istanbul, Ankara, and Izmir, respectively.

Top 10 spending games in Turkey

- **PUBG MOBILE**
- **Valorant**
- **Garena Free Fire**
- **Call of Duty Mobile**
- **League of Legends**
- **PUBG: New State**
- **Apex Legends Mobile**
- **CS:GO**
- **Roblox**
- **Arena of Valor**

You can view the full report [here](#).

Most popular F2P monetization methods: Battle Pass

According to GameRefinery's data, more than half of the games today use the battle pass system. The widespread use of the system brings along innovative searches.

The most important feature of the battle pass is that it can be used in almost every game genre. It is possible to see battle pass in 4X strategy, Match-3, turn-based RPG, FPS, and others. Regardless of the genre of game, the developers can easily use the battle pass, and this provides diversity within the system.

Battle pass doesn't negatively impact the gaming experience. Intrusive ads or in-game items that must be purchased to progress aren't fancied by users. For this reason, battle pass significantly reduces risks such as game imbalance and player dissatisfaction compared to other monetization methods.

Battle pass increases retention and triggers a sense of achievement. Players with a Battle pass play the game more often and get a sense of success with the rewards they earn.

Battle pass positively affects game revenues indirectly as well as directly. Players buy the ticket by paying money to provide direct income to the game. Retention increase, and the tendency of players who do not have a battle pass to spend money by emulating others also provide an indirect income increase.

You can view the full report [here](#).

Innovative battle pass mechanics

Auto-renew subscription battle pass

This system, which we see in Call of Duty: Mobile, is the transformation of the battle pass, which changes with a new one every month, into a kind of membership system. With an auto-renew subscription, players do not have to repurchase tickets every month, and their battle pass memberships are renewed unless they cancel. Permanent rewards are given as an incentive to users who start a membership once, even if they cancel their membership later. This significantly increases the game's revenues and makes the revenues more regular.

Battle pass with piggy bank system

This system appears in the Mech Arena as the Gold Pass. Gold Pass holders collect a kind of points during the battle pass season, accumulating them in the "Seasonal Credit Stash." Points in the Seasonal Credit Stash, which acts as a kind of points piggy bank, give users additional premium rewards at the end of the season.

Ad-monetized battle pass

Solitaire Home Design uses a hybrid battle pass model. In this system, players who have purchased tickets by paying can directly access the battle pass rewards. Players who have not purchased tickets can get battle pass rewards by watching advertisements. Thus, income is also obtained from users who do not directly spend money on the game.

Gifts for teammates

In this system, which we see in Royal Match, an automatic gift is sent to the friends of the player who buys the battle pass. This system provides a significant advantage in guilt-based and social interactive games.

Co-operative battle pass

Top War: Battle Game uses this system. Unlike other individual battle passes, in this formula, players collect points collectively. The co-operative battle pass is the battle pass of guilds, not individuals, and each player must do their part to unlock the rewards. In addition, users who want to access all the rewards from the battle pass must also purchase tickets.

You can view the full report [here](#).

Most popular F2P monetization methods: Gacha

The Gacha formula is one of the most important monetization methods that can surpass the popularity of the battle pass. Gacha system is heavily used in the USA, Japan, and China, the largest mobile game markets.

In the simplest way, we can describe "Gacha" as a "random reward" system. This randomness can appear in various parts of the game. The most common gacha system is random in-game store offers that change periodically. These are limited-time offers and if the user misses the opportunity the probability of seeing the desired item in the store again depends entirely on luck. Various gacha systems are used in many other games, especially loot boxes.

Although the gacha system is quite profitable for developers, it is criticized by some players. In fact, some countries have restricted the use of the gacha system because of its "gambling mechanics" and addictive effect.

You can view the full report [here](#).

Innovative gacha mechanics

Milestone/pity gacha

In this system, which items and at what rate will come out of a loot box is clear. The more boxes users open in a row, the better their chances of getting the item they want. To explain with an example, a weapon with a 0.25% probability of coming out of the first box you open in Call of Duty: Mobile is more likely to come out of the 20th box. The game gradually increases the chance of the desired item coming out of the box. You can see the odds in such games in the description of the items.

Player's choice gacha

This system is used extensively in games of Chinese origin. Players prepare their own loot box and add the items they want to get out of it. The algorithm of the game gives these items a rate and determines the price of the box.

Joint-pull gacha

In this system, which we can also describe as "joint pool gacha," players come together and share the prizes in a prize pool. Which player gets which prize is entirely random.

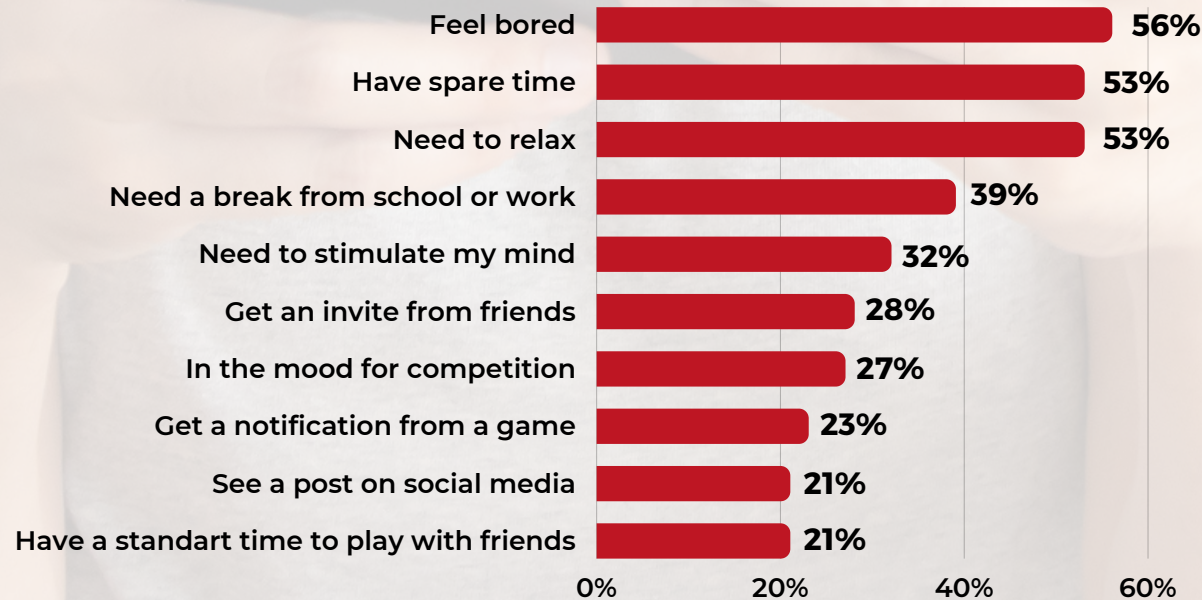
Gacha mechanics find an interesting response in players. Players with rarer items in Gacha feel special. Many games restrict gacha items from being acquired without spending money, so players feel they are getting a special reward for their money.

You can view the full report [here](#).

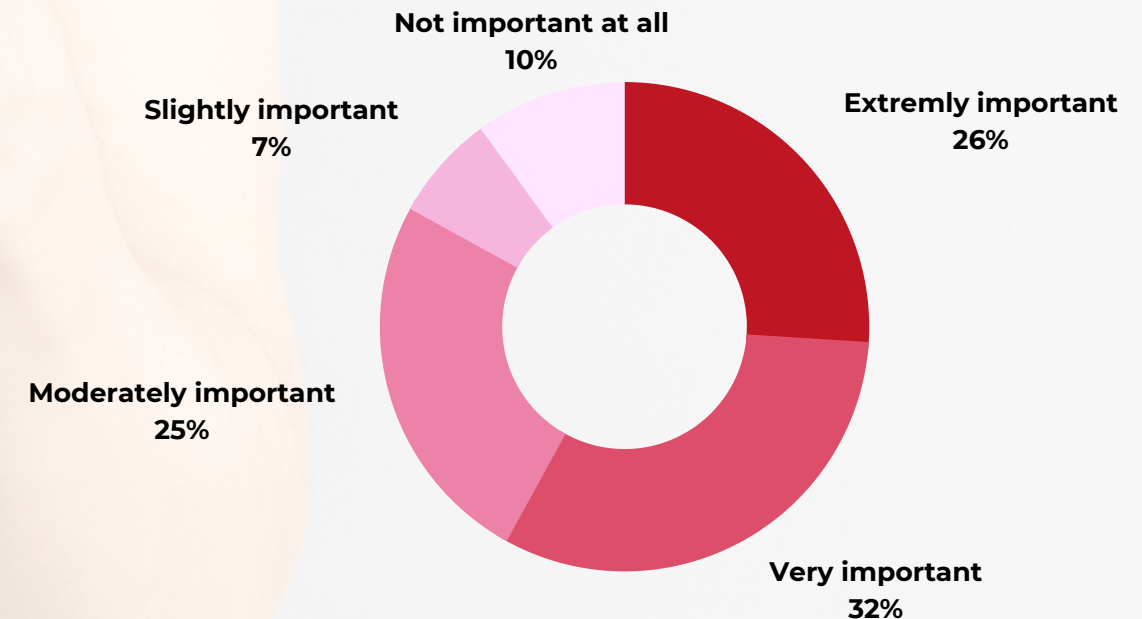
Player's gaming motivations

According to Google, mobile players usually start playing games when they feel bored (56%), have spare time at hand (53%), or when they want to relax (53%). Needing a break from school or work also stands out with 39%, one may combine this stat with wanting to relax, but it's up to you to make use of these stats however you can. Also, over 60% of mobile gamers consider localization to be extremely important (26%) or very important (32%). There is also a significantly increased interest in diversity, equality, and inclusion.

Why do mobile players start playing games?



How important is it to mobile players that a game's content is localized to their country or region?



You can view the full report [here](#).

Top 10 revenue generating games

According to SensorTower, Tencent's mobile MOBA game Honor of Kings was the top-grossing mobile game of May, with \$268 million in player spending. PUBG: Mobile, the game of the same company, took second place with \$ 206.3 million.

In May 2022, the global mobile game market experienced an 8% year-over-year decline. While player expenditures amounted to 6.8 billion dollars, most of these were made in the USA (because Google Play was not used in China). The United States accounted for 28% of total worldwide spending, with \$1.9 billion in player spending. China followed this rate with 20.4% and Japan with 17.8%.

Games by total revenue:

1. Honor of Kings
2. PUBG: Mobile
3. Candy Crush Saga
4. Genshin Impact
5. Coin Master
6. Roblox
7. Fantasy Westward Journey
8. Three Kingdoms Tactics
9. Pokémon GO
10. Lineage W

Games by App Store revenue:

1. Honor of Kings
2. PUBG: Mobile
3. Genshin Impact
4. Fantasy Westward Journey
5. Three Kingdoms Tactics
6. Candy Crush Saga
7. Roblox
8. Monster Strike
9. Rise of Kingdoms
10. Uma Musume Pretty Derby

Games by Google Play revenue:

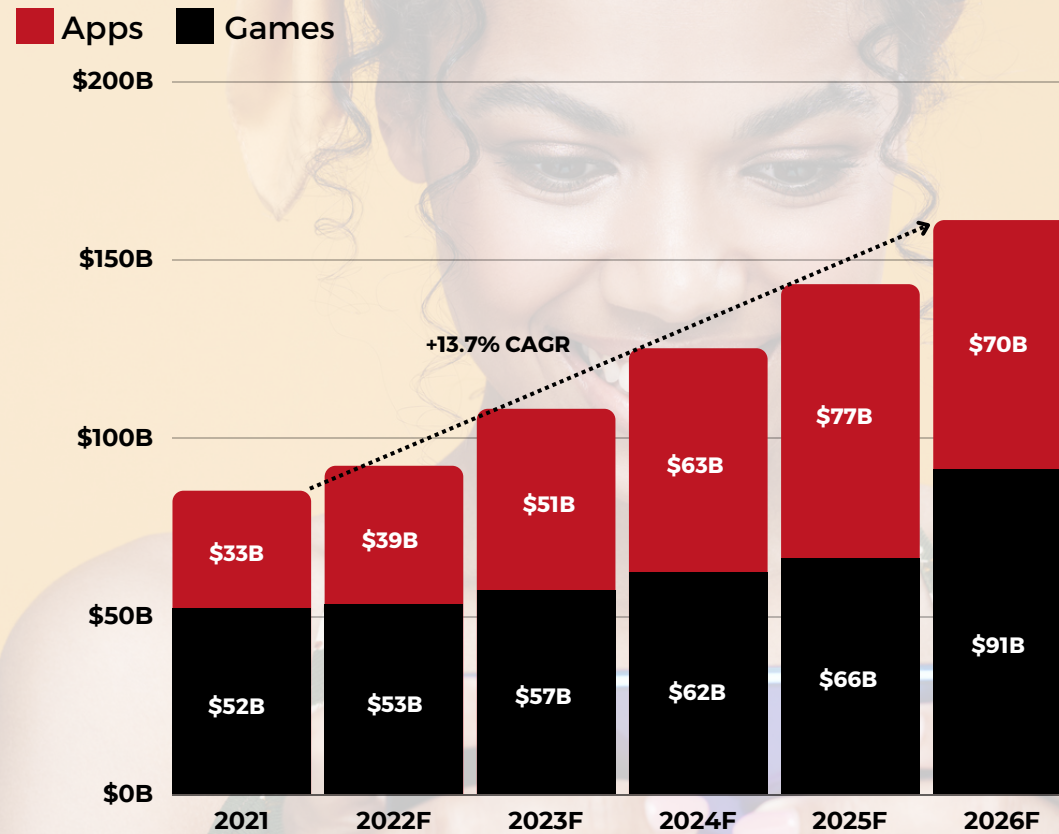
1. Coin Master
2. Lineage W
3. Candy Crush Saga
4. Garena Free Fire
5. PUBG: Mobile
6. Pokémon GO
7. Roblox
8. State of Survival
9. Lineage M
10. Evony

You can view the full report [here](#).

Mobile app revenues will surpass mobile games by 2026

The mobile game industry continues to grow. On the other hand, the revenues of the game industry, which jumped with the effect of the pandemic, will begin to stabilize in the coming period. According to Sensor Tower, the mobile game industry will continue to grow, but by 2026 mobile app revenue will surpass mobile games.

Global Spending in Apps and Games on Apple's App Store 2021-2026



You can view the full report [here](#).

Metaverse will reach \$5 trillion by 2030

- **In 2021, the investment in the metaverse was \$13 billion. In the first six months of 2022, the industry volume exceeded \$120 billion.**
- McKinsey & Co. did a metaverse search. According to the research results, investments in the metaverse will increase rapidly, and the **industry will reach 5 trillion dollars by 2030.**
- **59% of consumers** surveyed by McKinsey & Co **are interested in metaverse technologies.** Similarly, **57% of companies are considering working on the metaverse.**
- According to the research, the metaverse will not be limited to the game only. Studies on the metaverse will increase entertainment, daily life, communication, and many more.

Interest in the Metaverse has increased tremendously recently. Google searches about metaverse increased by 7200% last year, and the number of Roblox users reached 55 million daily. Facebook changed its name to Meta and set up a special section worth 10 billion dollars.

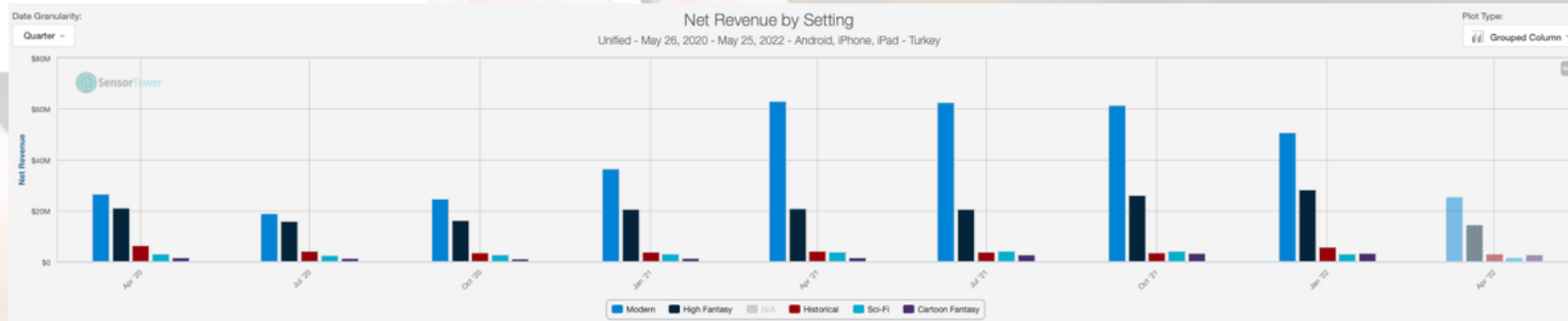
The fact that Roblox is a game with 55 million users, virtual land sales reached 500 million dollars, and Meta's realization of these breakthroughs created the perception that the industry is open to development and worth investing in. Andreessen Horowitz recently launched the \$600 million Games Fund One fund specifically for the metaverse.

Senior leaders think the metaverse will have a significant impact on the industry and has the potential to drive financial growth. 95% of leaders say they expect the metaverse to positively impact the industry in five to ten years, while 31% say the metaverse will fundamentally change the industry.

You can view the full report [here](#).

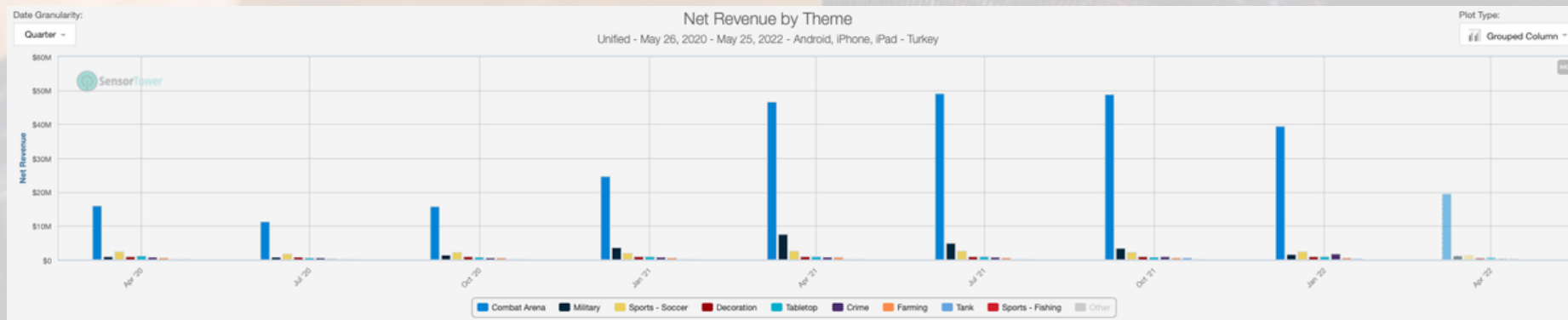
The most profitable game settings in Turkey

AppQuantum has prepared a special report for Mobidictum. The Turkish game market was examined in the report, and the most profitable game settings were analyzed.



The game category that earned the most in Turkey was "Modern". PUBG: Mobile has great influence here.

Among the sub-headings of the modern settings, the most prominent and revenue-generating games were "combat arena" games.

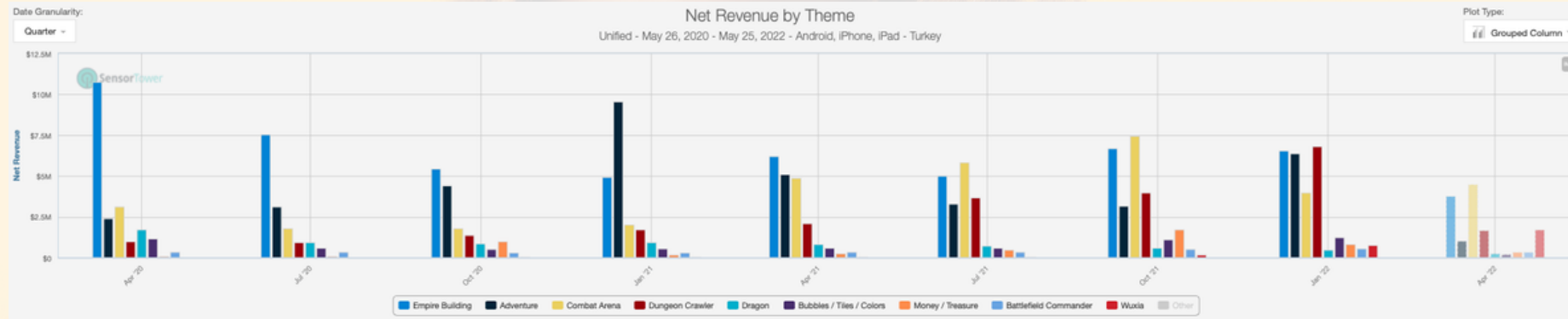


The most lucrative subgenre of the modern category is the combat arena.

You can view the full report [here](#).

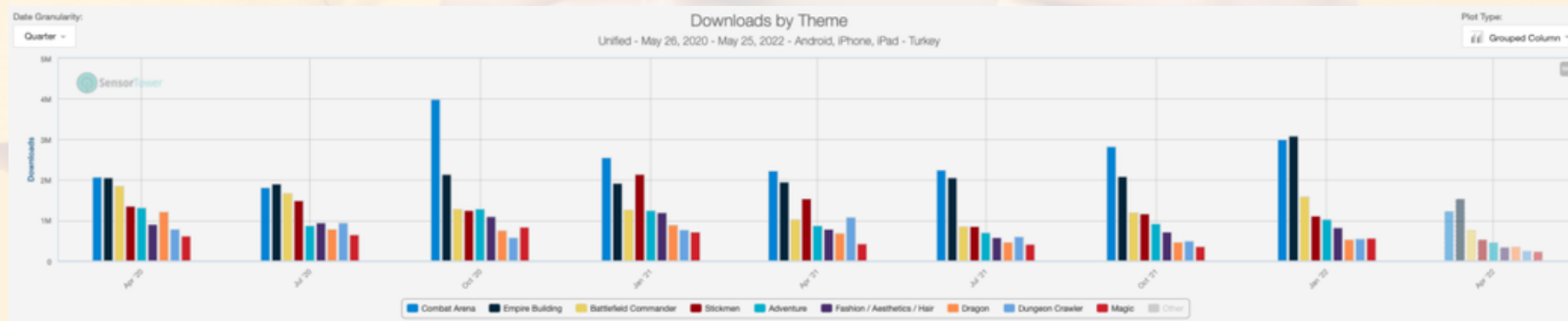
The most profitable game settings in Turkey

The high fantasy category is also quite popular in Turkey. Games in the subgenre of "empire-building" are very popular.



Empire-building and adventure games in the high fantasy setting come to the fore.

Combat arena games in the high fantasy category are among the most downloaded games in Turkey. Empire building by a small margin follows it.



The most downloaded subgenre of high fantasy setting is battle arena.

You can view the full report [here](#).

Turkey's game industry is growing rapidly

- In 2020, Turkey was ranked 21st in the world in terms of mobile game revenues. The country's 2020 gaming revenues were approximately \$242 million.
- In 2021, Turkey made a significant breakthrough and rose to 14th place in the world. Game revenues exceed \$416 million.
- In the first half of 2022, Turkey's game industry continued to grow and ranked 12th in the world in revenue. In the first five months of 2022, the country's game revenues exceeded 171 million dollars.

In the report prepared by AppQuantum for Mobidictum, game settings, themes, atmosphere, and genres were examined separately. The Turkish game market's most downloaded and grossing game settings were determined. You can access the full report below.

You can view the full report [here](#).

MONTHLY MOBILE GAME INDUSTRY REPORT

July 2022

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