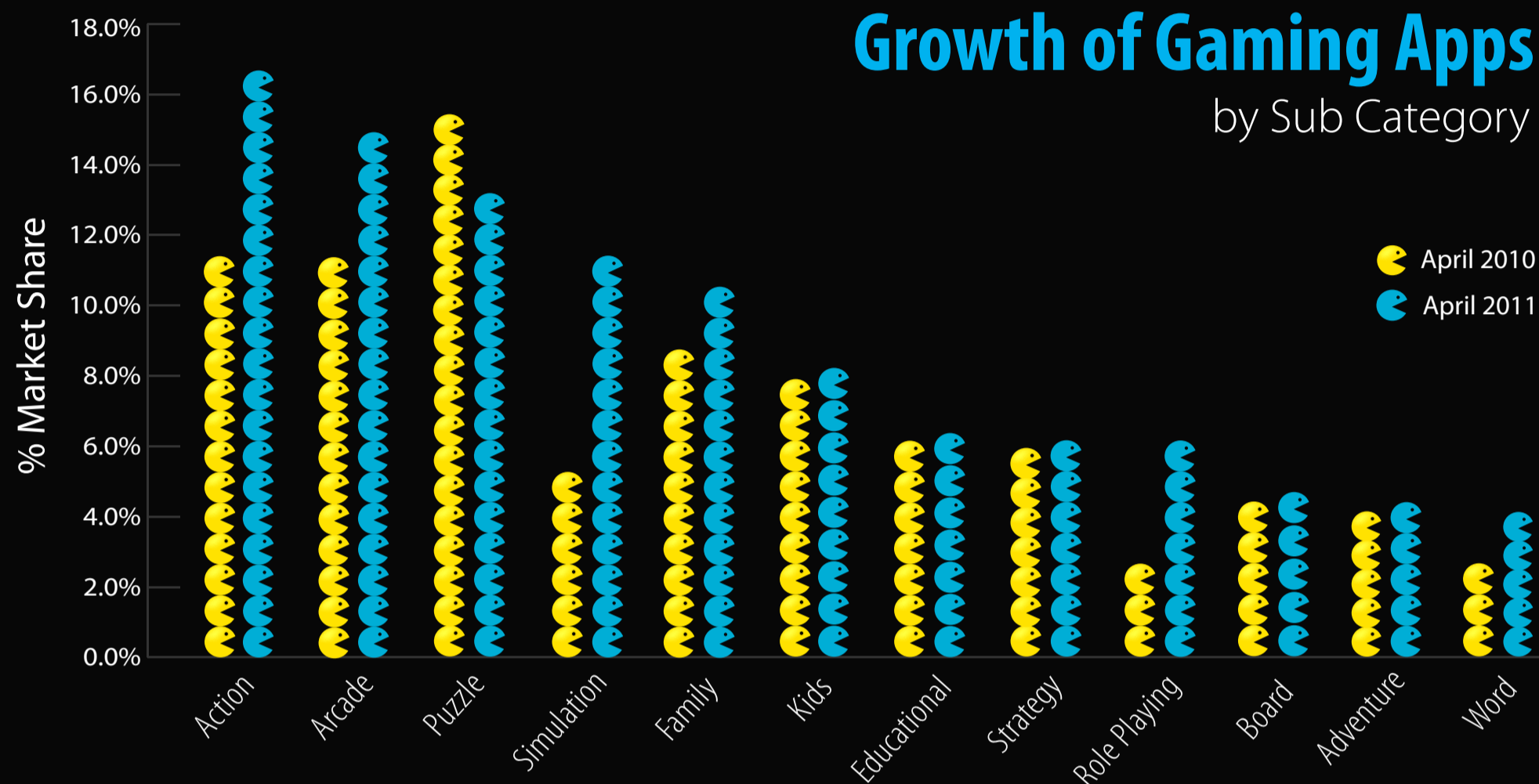


Gaming_{the}AppStore



The **Action** subcategory has the highest market share of iOS gaming apps with **16.93%**



Back in May 2010, **Puzzle** had the highest market share with **15.64%**

iPad Gaming Apps have the highest average eCPM with **\$1.75**, followed by iPhone with **\$1.38** and then Android with **\$0.98**

iPad Gaming Apps have the highest CTR, **8X higher** than Android & **3.5X higher** than iPhone Gaming Apps

Multiplayer Games have increased by **155%** accounting for **6%** of gaming apps

62% of users spend the most time playing games on their smartphones, followed by **22%** who spend more time on consoles

Users who have **10+** gaming apps downloaded on their phones, spend an average of **87mins/day** playing games