

The Year in Mobile Games

Steve Meretzky (Independent)

Dave Rohrl (Mobile Game Doctor)

Juan Gril (Microsoft)

Welcome!

- Silence your devices
- Fill out your evaluation emails



2009



#1 - The Sims 3



#2 – The Oregon Trail

2010

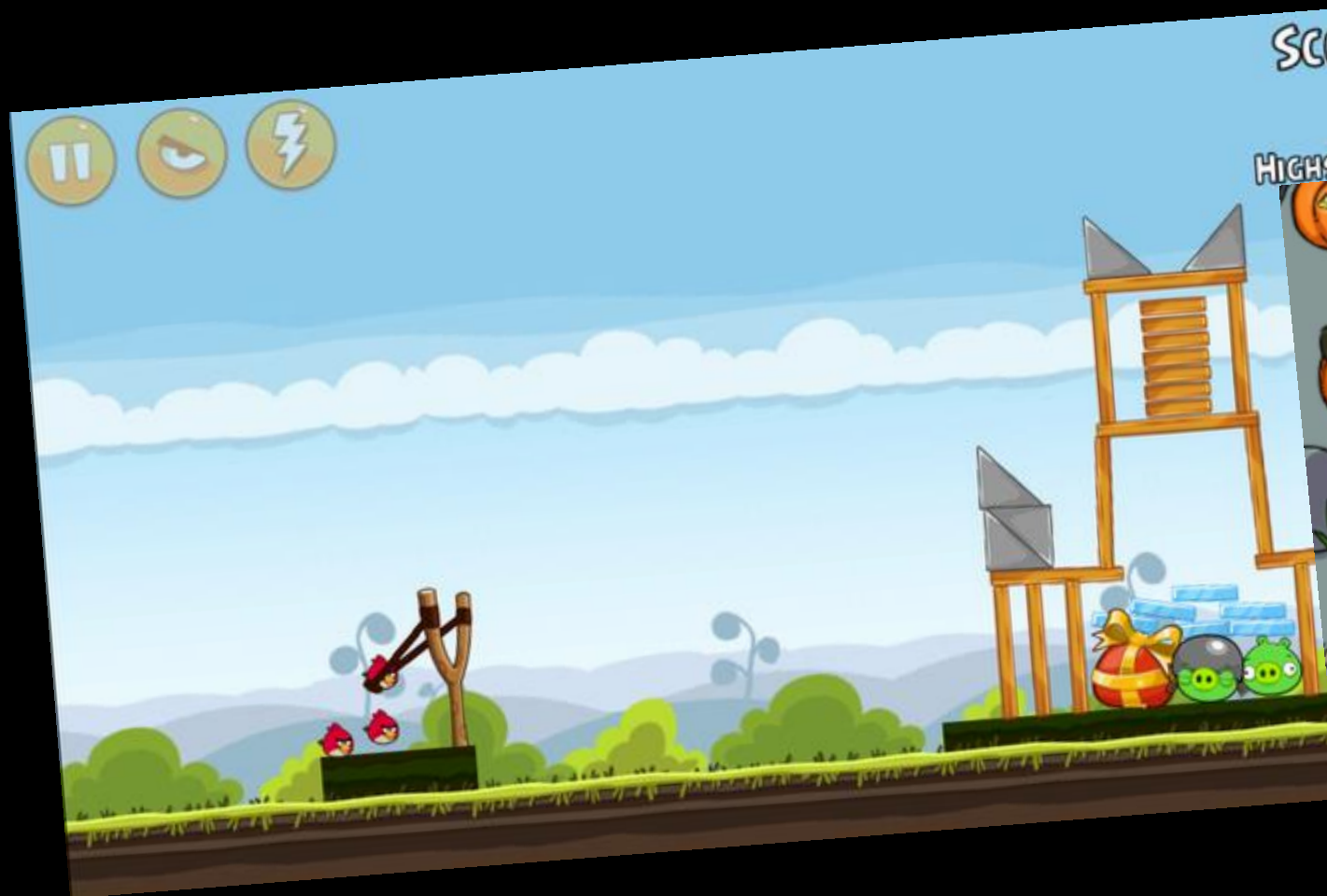


#1 – Angry Birds



#2 – Bejeweled 2

2011



#1 – Angry Birds

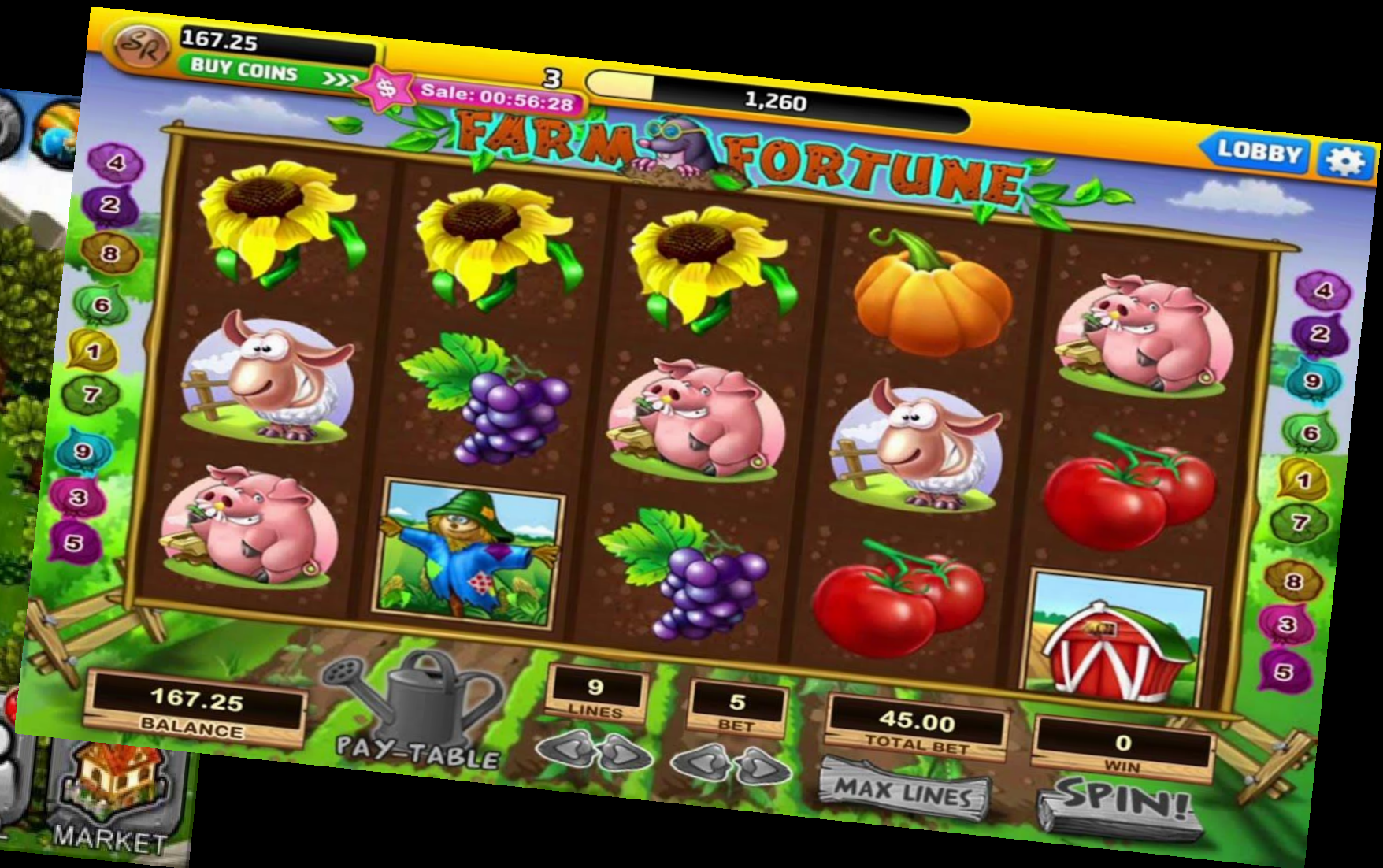


#2 – Smurfs Village

2012



#1 – DragonVale

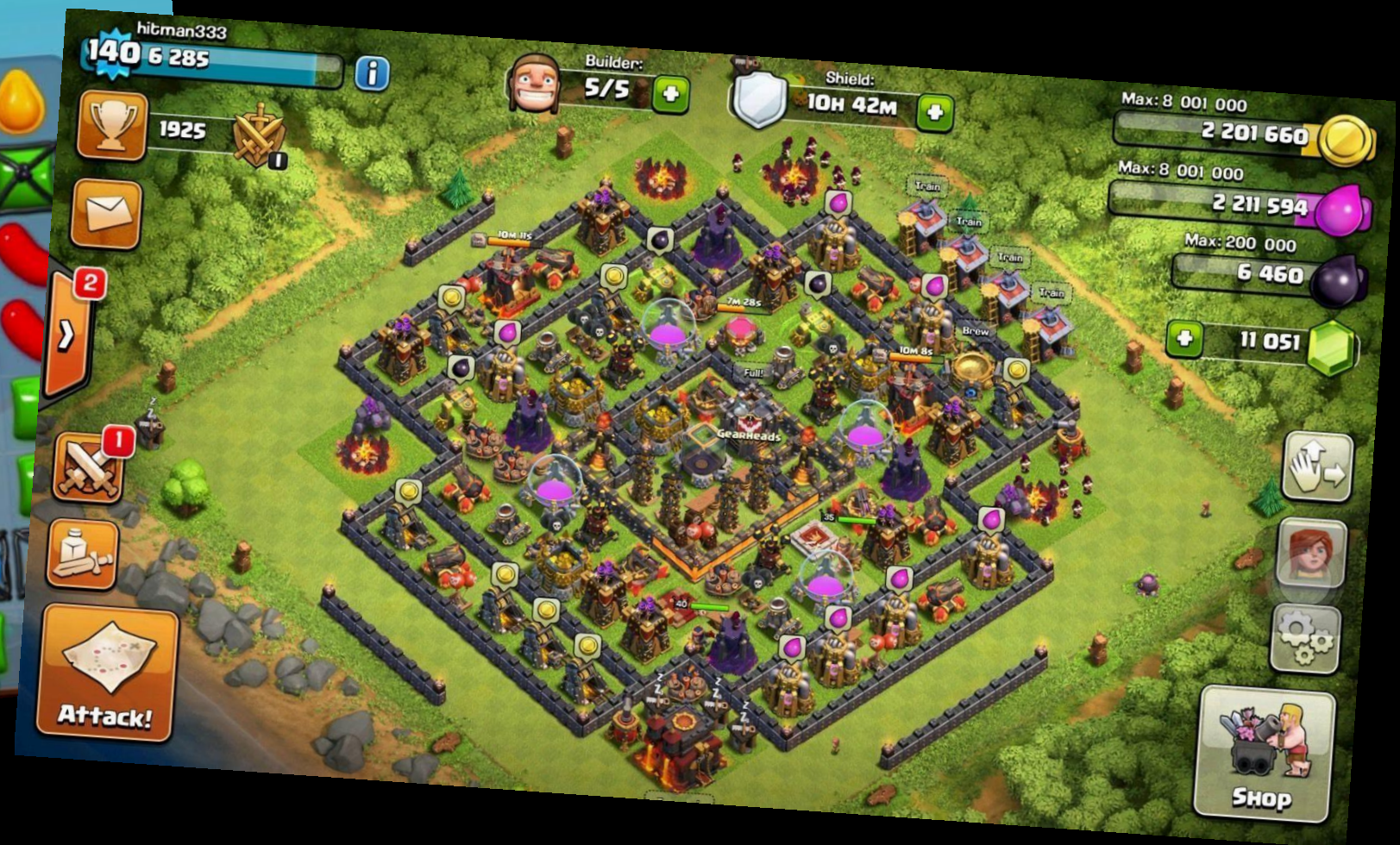


#2 – Slotomania

2013

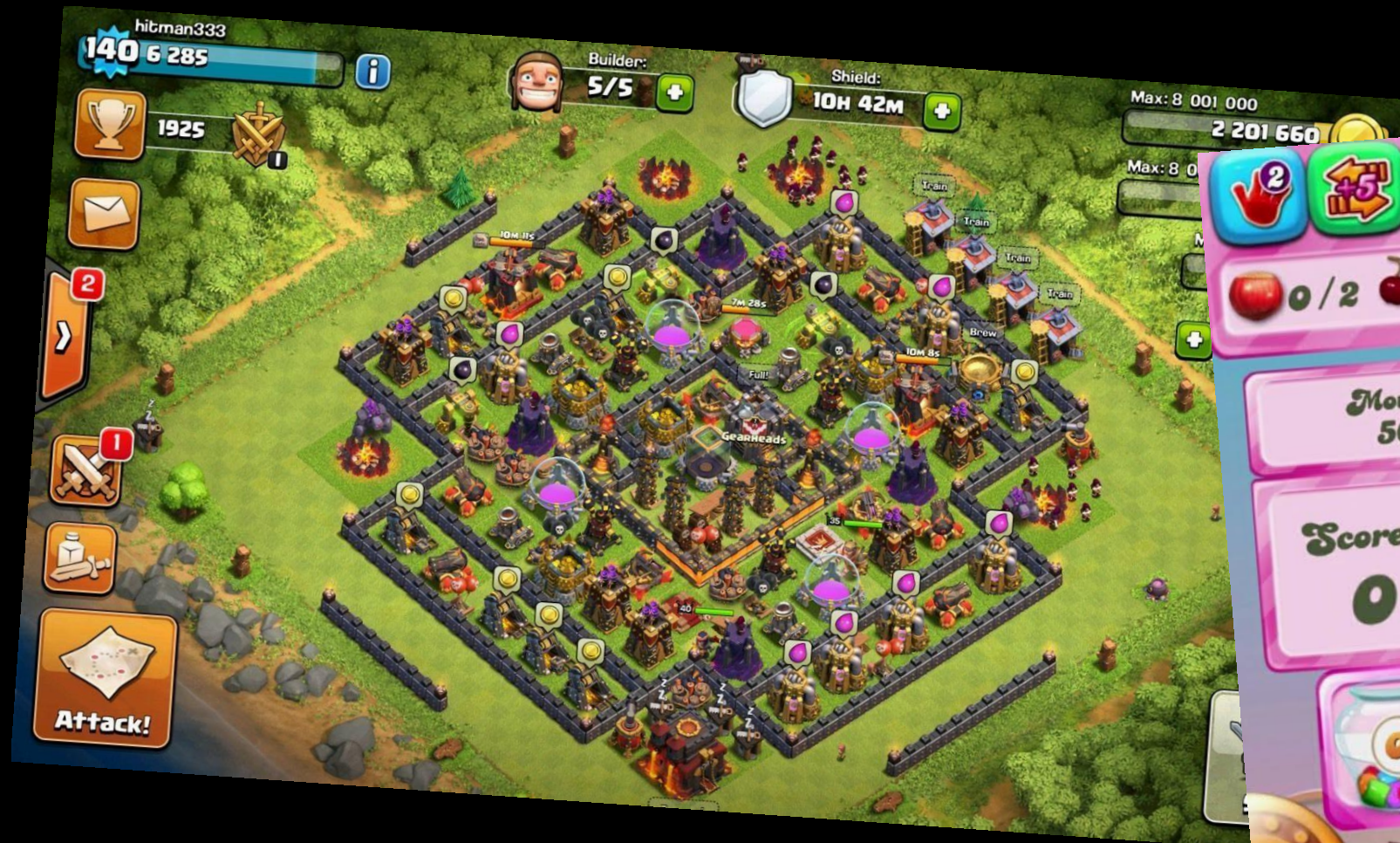


#1 – Candy Crush Saga



#2 – Clash of Clans

2014



#1 – Clash of Clans



#2 – Candy Crush Saga

2015

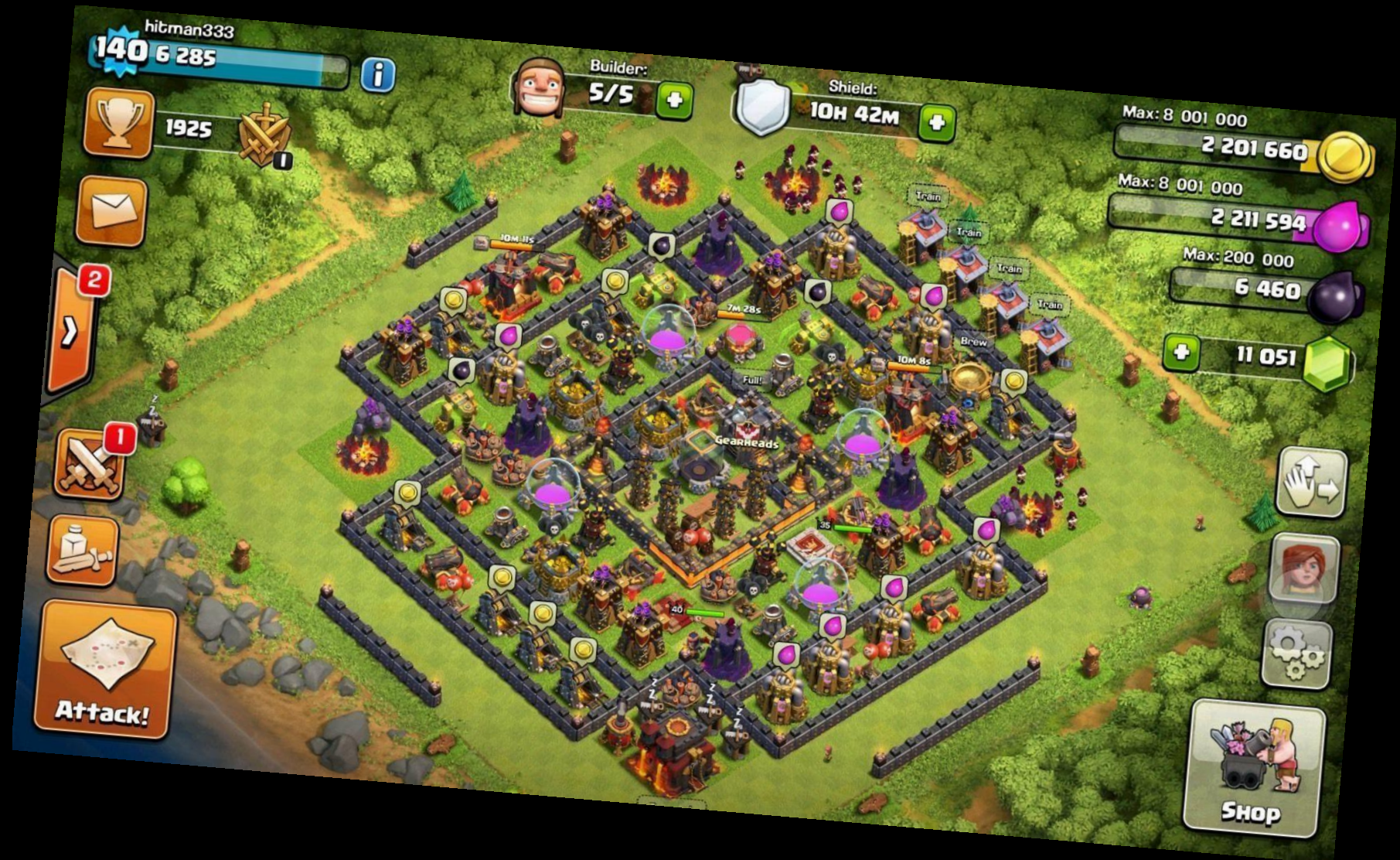
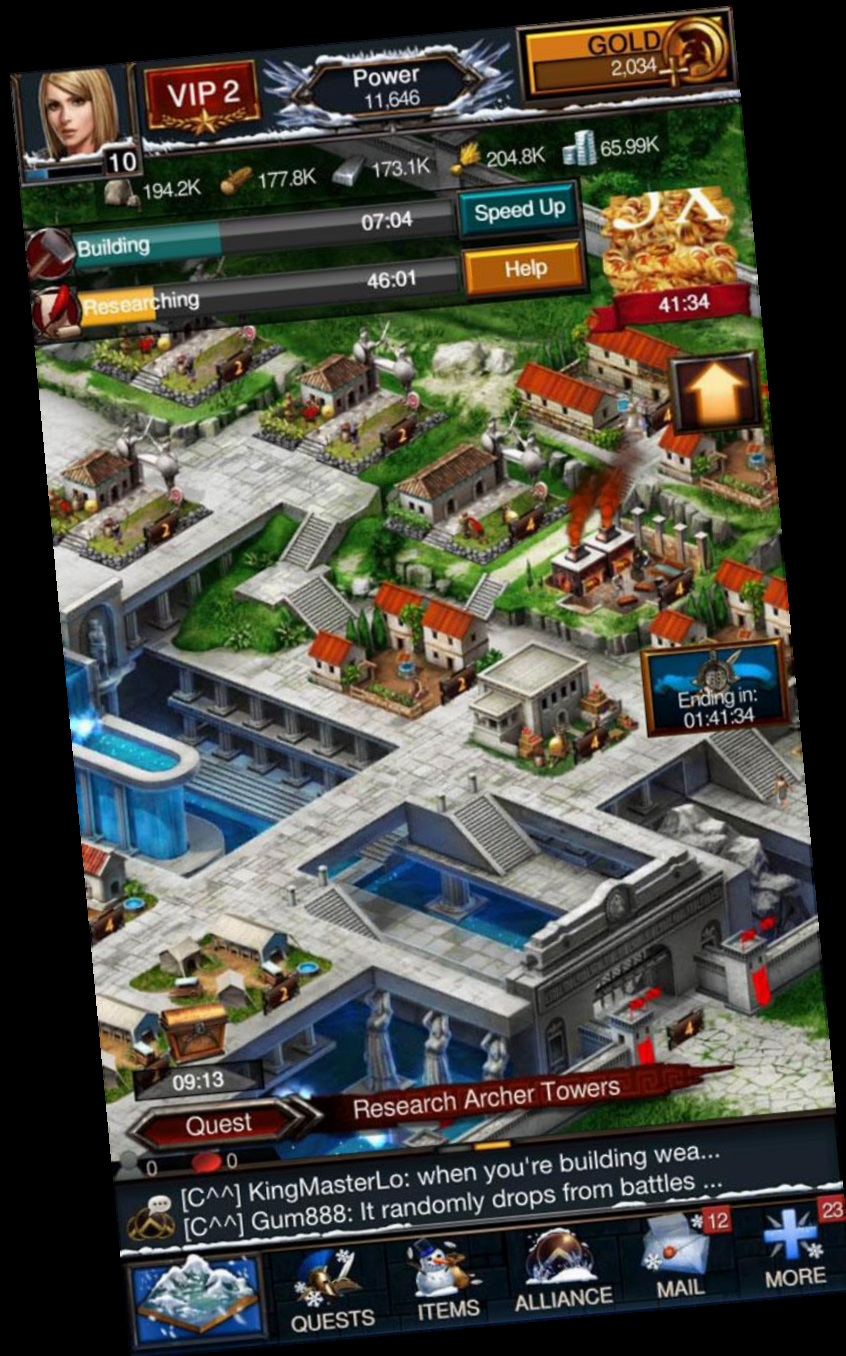


#1 – Clash of Clans



#2 – Game of War – Fire Age

2016



#1 – Game of War – Fire Age

#2 – Clash of Clans

2017



#1 – Candy Crush Saga



#2 – Clash Royale

2018



#1 – Candy Crush Saga

#2 – Fortnite

sources:

Gamasutra

AppAnnie

musical accompaniment:

written by Irving Gordon

sung by Nat King Cole

1. PACK ANIMALS



Hello, Bloxor1987!

Recommended

[See All](#)

##ワールド

👍 38% 👤 525



Pizza Factory Tycoon
[🚗 Delivery 🚗]

👍 89% 👤 1.2K



Work at a Pizza Place

👍 94% 👤 6K



McDonald's Tycoon
[WINTER UPDATE]

👍 69% 👤 557



Restaurant Tycoon

👍 94% 👤 1.5K



[UFO] Cursed Islands

👍 81% 👤 1.8K

[Back To Top](#)

Bloxor1987

Home

Profile

Messages1

Friends

Avatar

Inventory

Trade

Groups

My Feed

Blog

Shop

Upgrade Now

Events

Gift Cards

Default

Popular



Jailbreak

89%25.6K



Mad City

71%20.5K



Welcome to Bloxburg [BETA]

96%20.8K



Royale High

88%22.2K



[SLEEPING BAG] MeepCity

89%21.3K



[TakiK1!] Ro-Ghoul [ALPHA]

86%9K



Phantom Forces

93%8.4K



Super Power Training Simulator

67%8K



Murder

93%

See All

Top Rated



Vesteria Alpha

97%83



[UPDATE] Heroes Online

96%292



Broken Bones IV [OPEN ALPHA]

93%1.7K



Welcome to Bloxburg [BETA]

96%20.8K



Zombie Rush

94%1.8K



[Trading!] Hero Havoc [Alpha]

94%180



Zombie Attack

94%2K



rockefeller street

92%195



Boku Remas

93%

See All

Featured



Master Keys Dungeon Shooter

80%294



Feline's Destiny

81%1K



Blox Hunt | v2.7.0

87%1.4K



Escape Room

76%742



[FRIENDLIST] Dread

62%322



Agents

59%194



Hunted

85%467



Pinewood Computer Core

82%348



Fairy S

50%

See All

allygotdimples	6
jessman070606	4
paitonsns	3
RoeVsBlox	1
unicorn_star571	1

ESCAPE CANDYLAND FOR A SURPRISE!

unicorn_star571



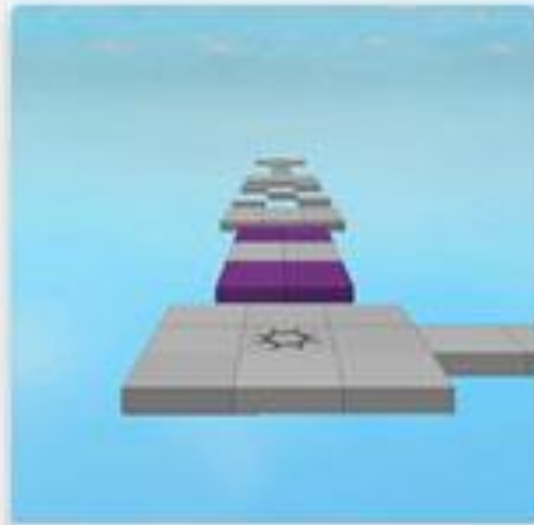
All Templates

Theme

Gameplay



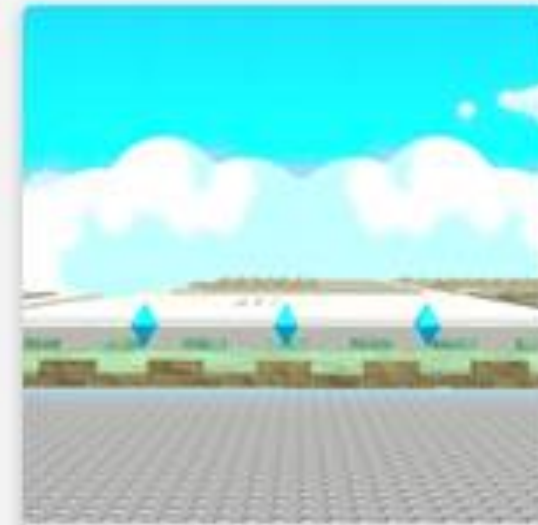
Racing



Obby



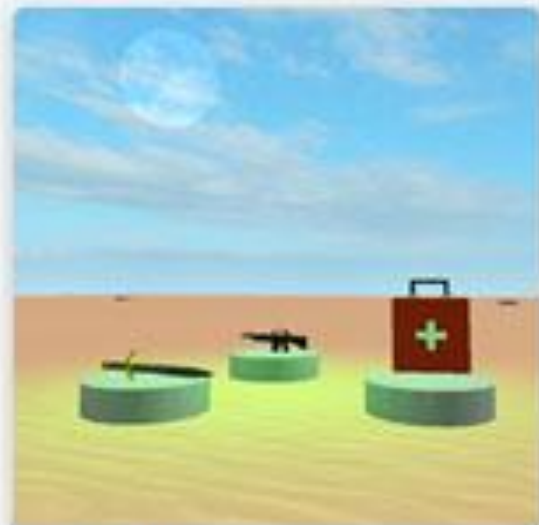
Line Runner



Infinite Runner



Capture The Flag



Combat



Team/FFA Arena

[MONETIZATION](#)[CODING AND SCRIPTS](#)[CROSS-PLATFORM](#)[GAMEPLAY](#)[INTERNATIONAL](#)[STUDIO BASICS](#)[CREATING](#)[OPTIMIZATION](#)[RDC 2018](#)[SOUND, LIGHTING & FX](#)[ANALYTICS](#)[ALL CONTENT](#)

Learning Materials

[All](#)[Articles](#)[Videos](#)[Recipes](#)[Featured Content](#)

VIDEOS



Intro to Scripting: Hello World

VIDEOS

15 min



Intro to Studio: Interface and Camera

VIDEOS



The Move Tool

VIDEOS



The Scale Tool and Collisions

VIDEOS



Parts - Color

VIDEOS



Parts - Materials

Make parts look like grass or bricks by changing its material

VIDEOS



Team Create

ARTICLES

30 min



Making Your Own Obby Game

Build an obby with this introductory tutorial, perfect for those new to Roblox

Avatar Editor

Explore the catalog to find more clothes!

[Get More](#)



Body Type

0%



Scaling options are available under Body category. Check **Body > Scale**

[Got it](#)

Packages have been moved to Costumes. Check **Costumes > Preset Costumes**

[Got it](#)

Recent ▾

Clothing ▾

Body ▾

Animations ▾

Costumes ▾

Recent > All



Man



ROBLOX Boy



ROBLOX Boy Ri...



Man Head



Man Left Leg



Blue and Black ...



Brown Charmer...



Pal Hair



ROBLOX Boy To...



Black Jeans wit...



Blonde Spiked ...



ROBLOX Boy Ri...



Green Jersey



ROBLOX Boy Le...



Dark Green Jeans

Catalog

Category

View All Items

Featured

[All Featured Items](#)

Featured Accessories

Featured Animations

Featured Faces

Featured Gear

Featured Bundles

Collectibles

Clothing

Body Parts

Gear

Accessories

Avatar Animations

Search

Featured



Featured Items on Roblox

Buy Robux



RTHRO

Mech Golem

Rs 300



RTHRO

Malivinius

Rs 300



RTHRO

Lady Darkshade

Rs 250



Bear Face Mask

Rs 100



LIMITED

The Classic ROBLOX Hat

Was Rs 900

Rs 57,998



Classic Swords

Rs 150



Black Wings

Rs 1,000



Beautiful Hair

Rs 95



Sparkling Angel Wings

Rs 1,000



RTHRO

Magma Fiend

Rs 300



Err...

Rs 70



Let's play!

What's up?

Hey guys!

Let's dance!





The Year in **MOBILE** Games



52°F
MONDAY, JANUARY 21



Candy Crush Saga



Candy Crush Soda



Toy Blast



Toon Blast



Township



Fishdom



Gardenscapes



Homescapes



MLB Derby



Looney Tunes



Star Trek Fleet Command



Disney Heroes



Reigns



Roblox



Coin Master



Matchington



Pocket Camp



FE Heroes



Monument Valley



Daleks



Design Home



See All

Recommended



Escape Spongebob Obby!
54% 1.2K



The Really Easy Obby!
64% 3.6K



Escape Banana Guy!
47% 1.3K



Weight Lifting Simulator 3
90% 7.9K



Water park
82% 577



Escape The North Pole Obby!
47% 1.6K



Pizza Factory Tycoon [BIG UPDATE]
89% 5K



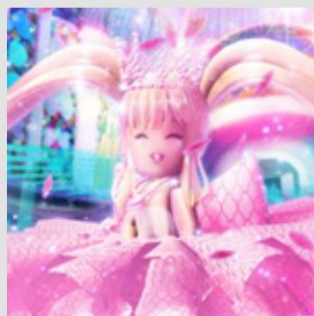
Escape House
65%

See All

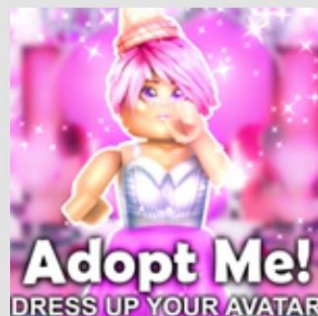
Popular



MeepCity
89% 30.7K



Royale High
88% 28K



Adopt Me! [DRESS UP]
88% 20.8K



Welcome to Bloxburg [BETA]
96% 20.7K



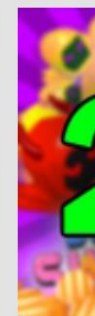
Work at a Pizza Place
94% 16.8K



Jailbreak
89% 12.8K



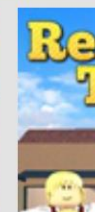
Murder Mystery 2
93% 10.2K



2X EVENT
91%

See All

Top Rated



Avatar



R6 R15



Currently Wearing



All



Premium Shop



\$10,000 Cash
50 R\$



\$20,000 Cash
100 R\$



\$40,000 Cash
200 R\$



Infinite Cash
800 R\$



Infinite Gems
120 R\$



VIP
98 R\$



Mega VIP
200 R\$



Follow me on Twitter!
Codes coming soon!

@UltrawRbx



You need 2 more ROBUX to buy the Skip Stage Product. Would you like to buy 80 ROBUX?

The remaining 78 ROBUX will be credited to your balance.

Buy

Cancel

Skip Stage



RTHRO

Overseer: Assassin

RS 300



RTHRO

Sheriff Buffington

RS 200



RTHRO

Knights of Redcliff: ...

RS 300



RTHRO

The Hig

RS 250



New

Milk Carton Bac...

RS 250



New

Ice Cream Beanie

RS 25



New

Dinner Doggie ...

RS 50



New

Vanilla Ice Crea...

RS 100



New

Hot Pepper Mo...



New

Kebab Back Sw...



LIMITED U

Midnight Blue S...



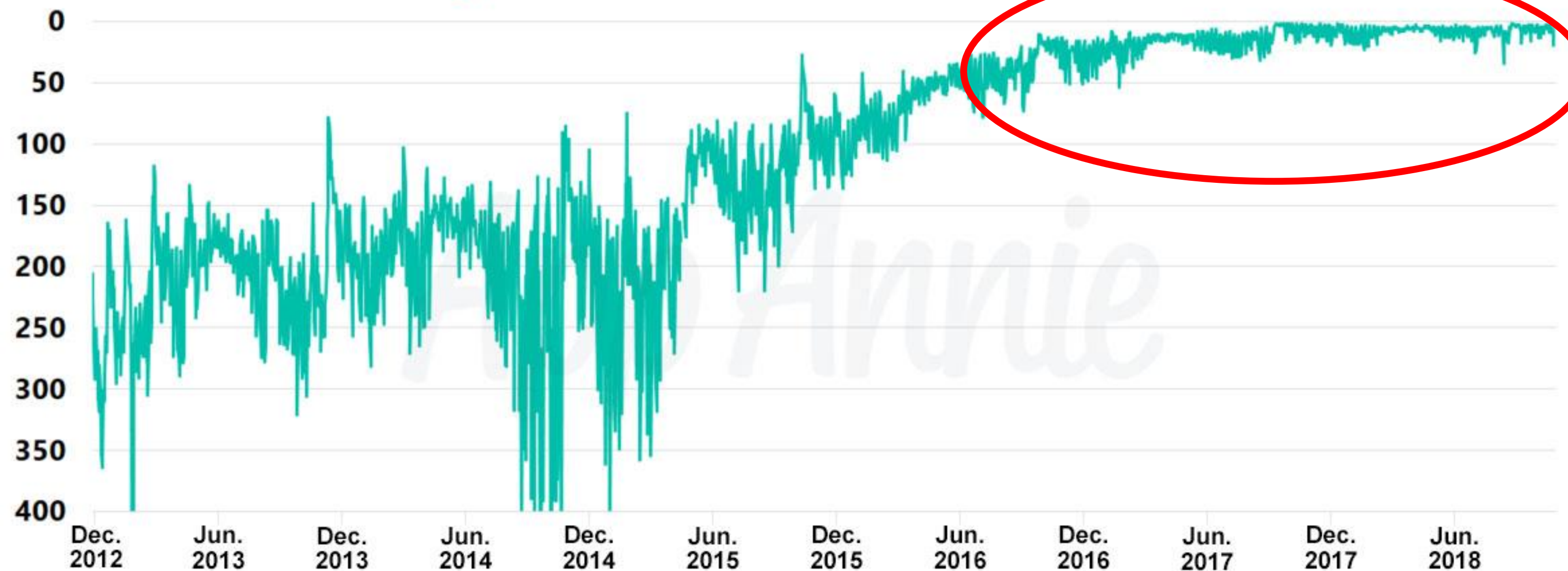
LIMITED U

Earl of the Fede...



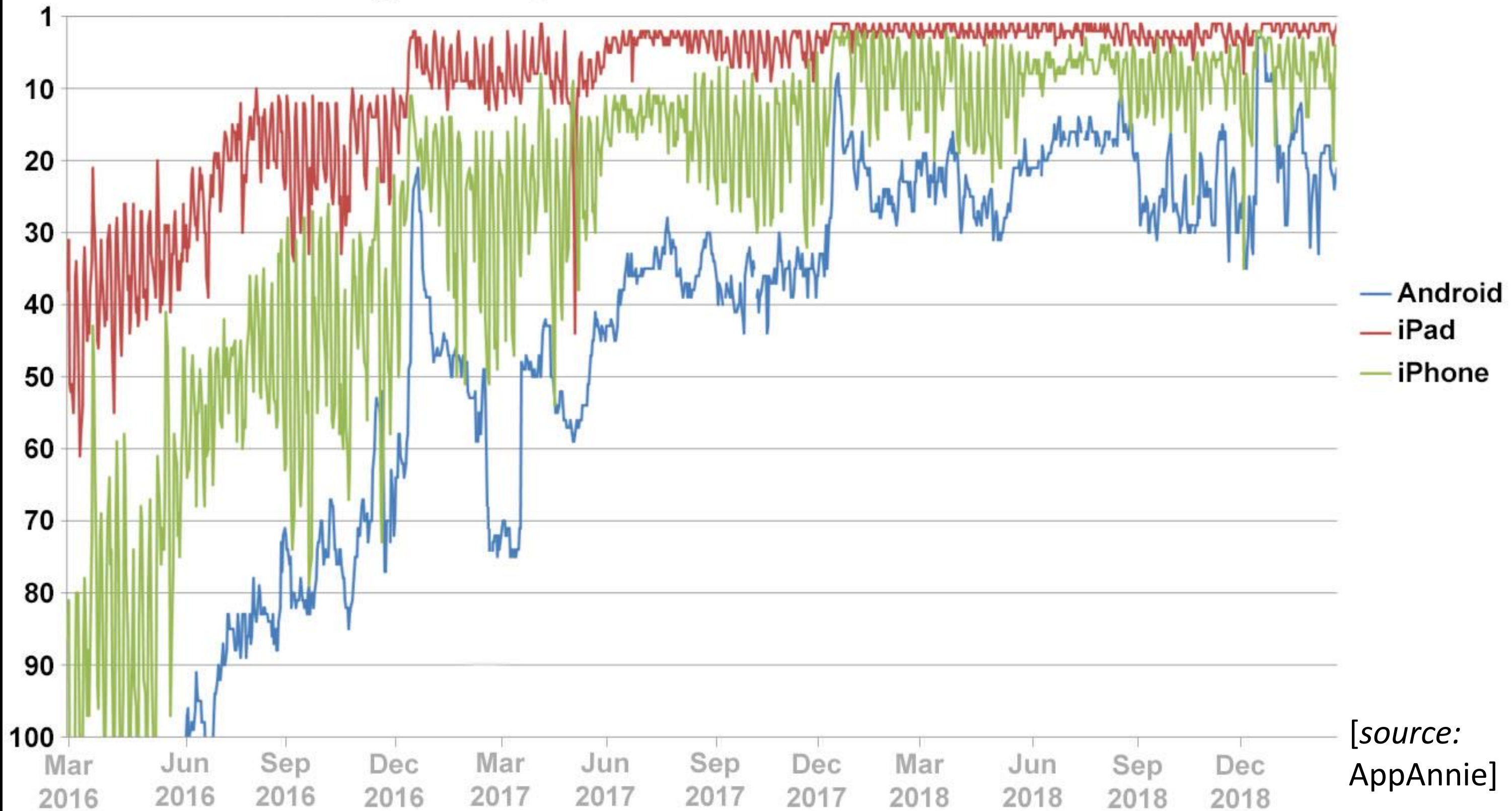
The **Year** in Mobile Games

Roblox Grossing Ranks - iPhone - U.S.



[source:
AppAnnie]

Roblox Grossing Ranks, March 2016-March 2019



Roblox

Explosive Growth



2017 Top Mobile Games (1-2-2017)

	iPhone	iPad	Android
1	Pokemon GO	Game of War: Fire Age	Pokemon GO
2	Game of War: Fire Age	Candy Crush Saga	Mobile Strike
3	Clash Royale	Candy Crush Soda Saga	Game of War: Fire Age
4	Marvel Contest of Champions	Clash of Clans	Clash of Clans
5	Candy Crush Saga	ROBLOX	Clash Royale
6	Mobile Strike	DoubleDown Casino	Candy Crush Saga
7	Clash of Clans	House of Fun Slots	Candy Crush Soda Saga
8	Madden NFL Mobile	Heart of Vegas Slots	Marvel Contest of Champs
9	Dragon Ball Z Dokkan Battle	Mobile Strike	Summoners War
10	8 Ball Pool	Marvel Contest of Champions	Star Wars: Galaxy of Heroes
11	Candy Crush Soda Saga	Clash Royale	Clash of Kings
12	Super Mario Run	Minecraft: Pocket Edition	Dragon Ball Z Dokkan Battle
13	Toy Blast	Jackpot Party Casino	Madden NFL Mobile
14	Slotomania	GSN Casino	Slotomania
15	Episode	Big Fish Casino	8 Ball Pool
16	Summoners War	Slotomania HD	Toy Blast
17	Star Wars: Galaxy of Heroes	Toy Blast	Heart of Vegas Slots
18	Minecraft: Pocket Edition	Madden NFL Mobile	House of Fun Slots
19	House of Fun Slots	Gummy Drop	Gardenscapes
20	ROBLOX	Slotomania	Minecraft: Pocket Edition
21	DoubleDown Casino	Bingo Blitz	ROBLOX
22	Big Fish Casino	Hay Day	Walking Dead
23	Heart of Vegas Slots	Gardenscapes	DoubleDown Casino
24	World Series of Poker	Bingo Bash	Lords Mobile
25	NBA Live Mobile Basketball	Wizard of Oz Slots	Jackpot Party Casino

[source:
AppAnnie]

2018 Top Mobile Apps (1-8-2018)

	iPhone - Grossing	iPad - Grossing	Android - Grossing
1	Candy Crush Saga	Candy Crush Saga	Candy Crush Saga
2	Candy Crush Soda Saga	ROBLOX	Candy Crush Soda Saga
3	Clash Royale	Candy Crush Soda Saga	Slotomania
4	ROBLOX	Heart of Vegas Slots	Final Fantasy XV: A New Empire
5	Episode: Pitch Perfect	DoubleDown Casino	Clash of Clans
6	Choices	Big Fish Casino	Gardenscapes
7	Clash of Clans	Gardenscapes	Homescapes
8	Marvel Contest of Champions	Clash of Clans	Marvel Contest of Champions
9	Slotomania	House of Fun	Star Wars: Galaxy of Heroes
10	Toy Blast	Homescapes	Dragon Ball Z Dokkan Battle
11	Final Fantasy XV: A New Empire	Bingo Blitz	Clash Royale
12	Homescapes	Slotomania HD	Pokemon Go
13	Gardenscapes	Jackpot Party Casino	Toy Blast
14	Toon Blast	Minecraft	Summoners War
15	Madden NFL Football	Slotomania	King of Avalon
16	Pokemon GO	Fishdom	Lords Mobile
17	Lords Mobile	Toy Blast (n.c.)	ROBLOX
18	Big Fish Casino	Cashman Casino	House of Fun
19	Design Home	DoubleU Casino	Cashman Casino
20	Star Wars: Galaxy of Heroes	Huuuge Casino	Huuuge Casino
21	Word Series of Poker	Seekers Notes	Bingo Blitz
22	8 Ball Pool	Hay Day	Toon Blast
23	Summoners War	Toon Blast	Fishdom
24	Minecraft	Clash Royale	Fate/Grand Order
25	House of Fun	Wizard of Oz Slots	Clash of Kings

[source:
AppAnnie]

2019 Top Mobile Apps (1-7-2019)

	iPhone	iPad	Android
1	Fortnite	ROBLOX	Candy Crush Saga
2	Candy Crush Saga	Fortnite	Dragon Ball Z Dokkan Battle
3	Clash of Clans	Candy Crush Saga	Toon Blast
4	ROBLOX	Slotomania	Pokemon GO
5	Toon Blast	DoubleDown Casino	Slotomania
6	Clash Royale	Clash of Clans	Clash of Clans
7	Golf Clash	Candy Crush Soda Saga	Candy Crush Soda Saga
8	Pokemon GO	House of Fun	ROBLOX
9	Brawl Stars	Bingo Blitz	Bingo Blitz
10	Episode	Heart of Vegas Slots	Fate/Grand Order
11	Slotomania	Jackpot Party Casino	House of Fun
12	Candy Crush Soda Saga	DoubleU Casino	Empire & Puzzles
13	Toy Blast	Toon Blast	Guns of Glory
14	Dragon Ball Z Dokkan Battle	Gardenscapes	Gardenscapes
15	Choices	Homescapes	Final Fantasy XV
16	Matchington Mansion	Cashman Casino	Coin Master
17	Homescapes	Fishdom	Lords Mobile
18	House of Fun	Seekers Notes	Homescapes
19	Marvel Contest of Champions	Matchington Mansion	POP! Slots
20	Gardenscapes	Toy Blast	Golf Clash
21	PUBG Mobile	Big Fish Casino	Candy Crush Friends Saga
22	Lords Mobile	June's Journey	Jackpot Party Casino
23	Final Fantasy XV	Golf Clash	Toy Blast
24	DoubleDown Casino	Minecraft	Brawl Stars
25	Candy Crush Friends Saga	Candy Crush Friends Saga	Fishdom

[source:
AppAnnie]

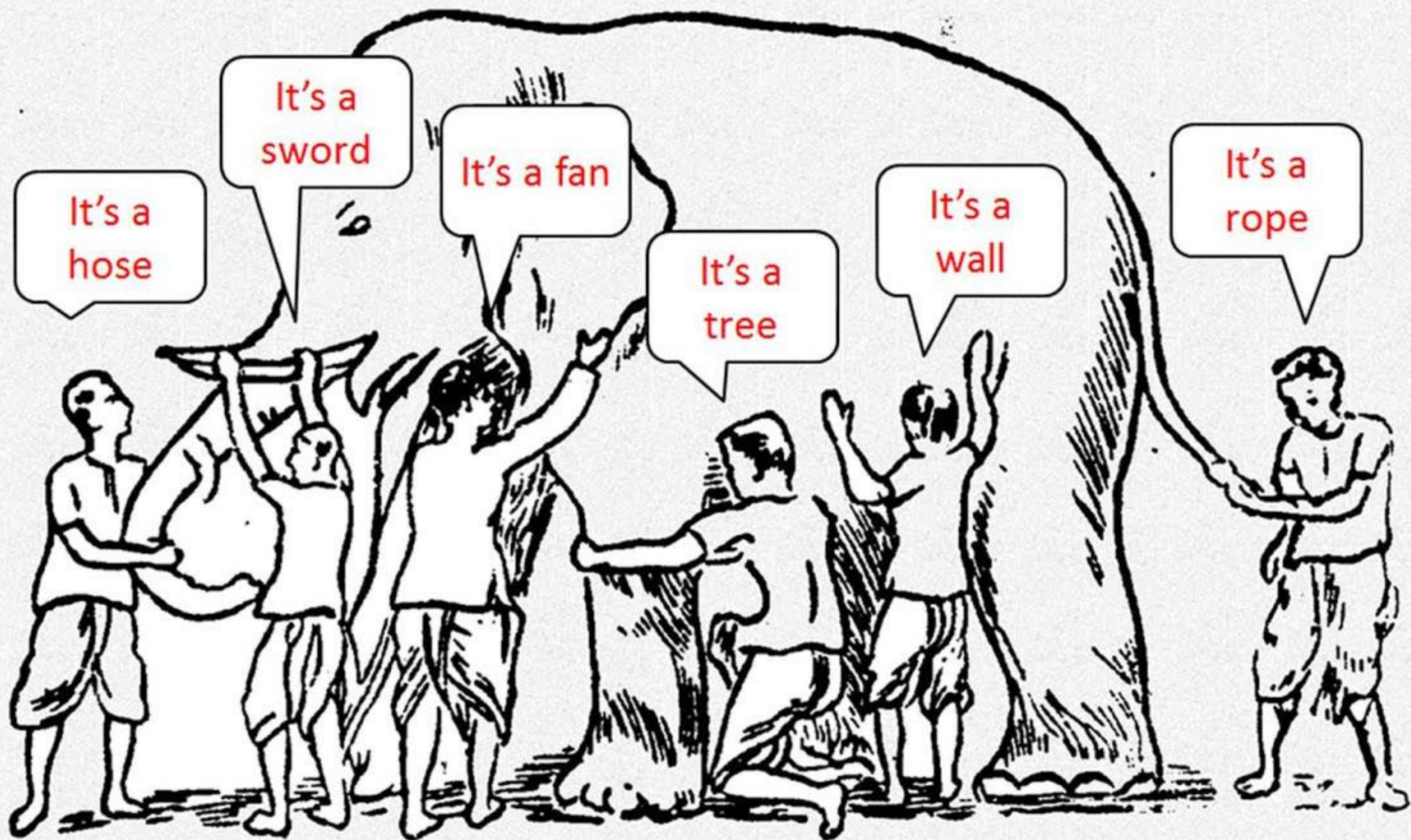


ROBLOX



The Mechanics of Explosive Growth

Adam Miller

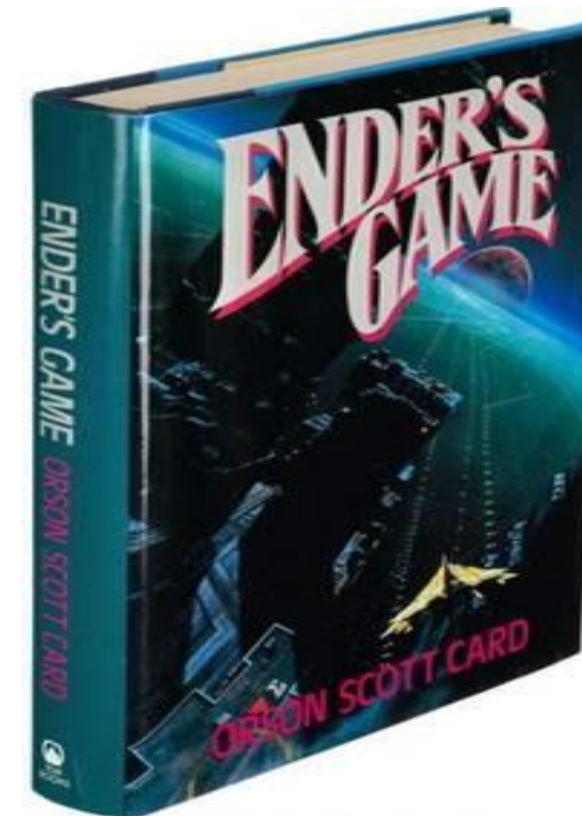
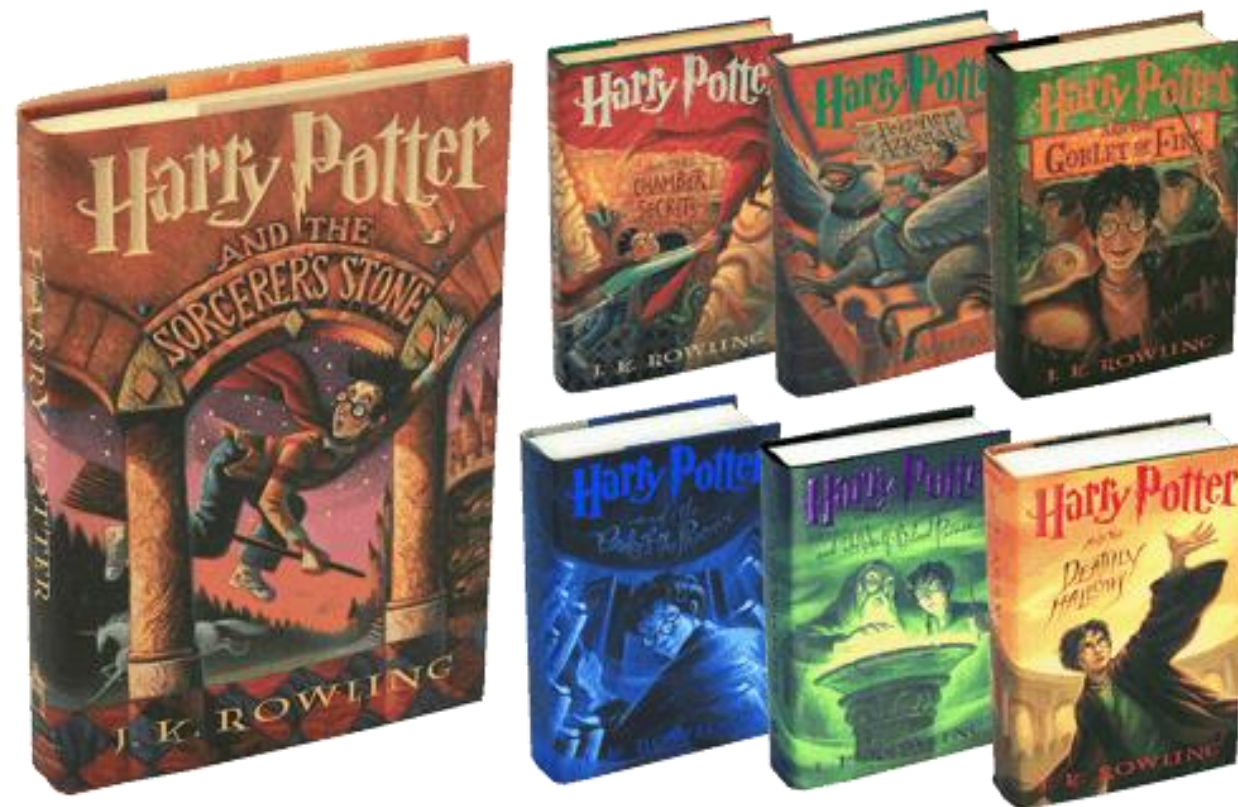
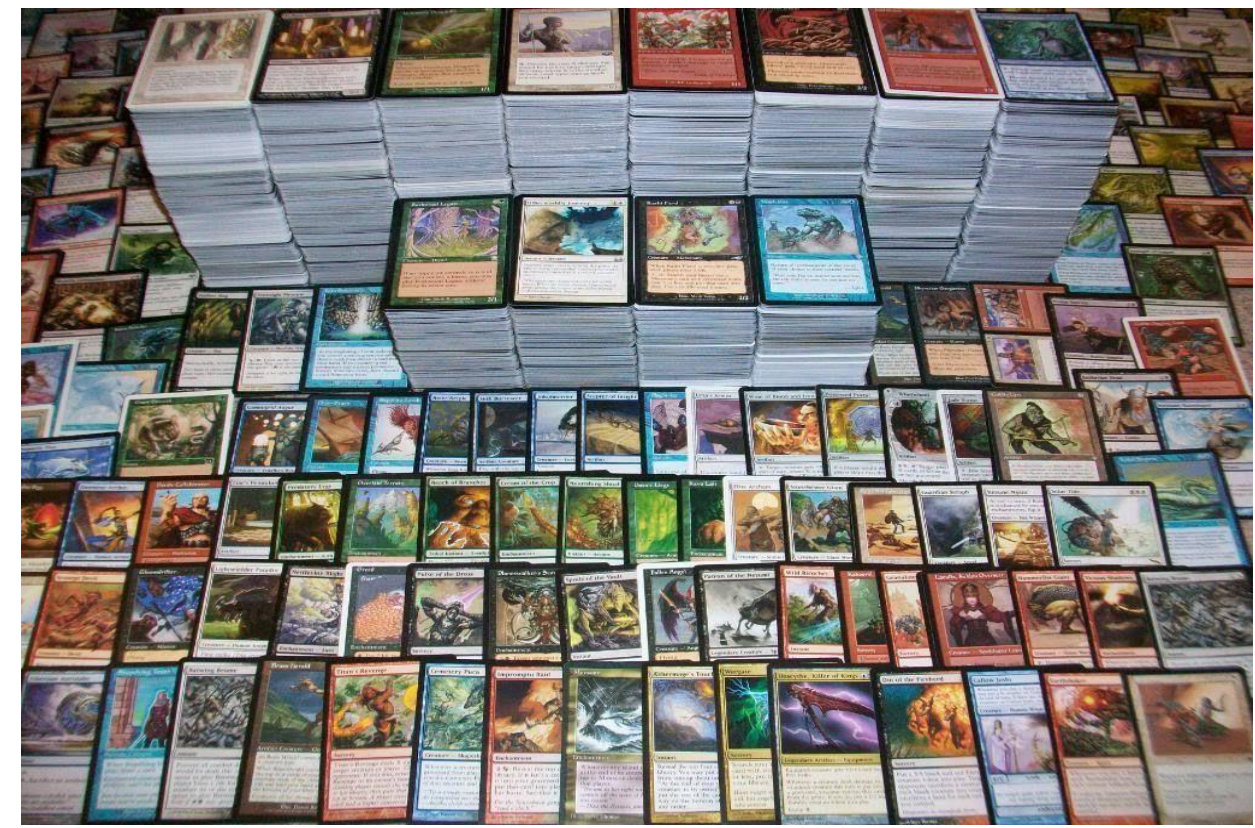


Theories

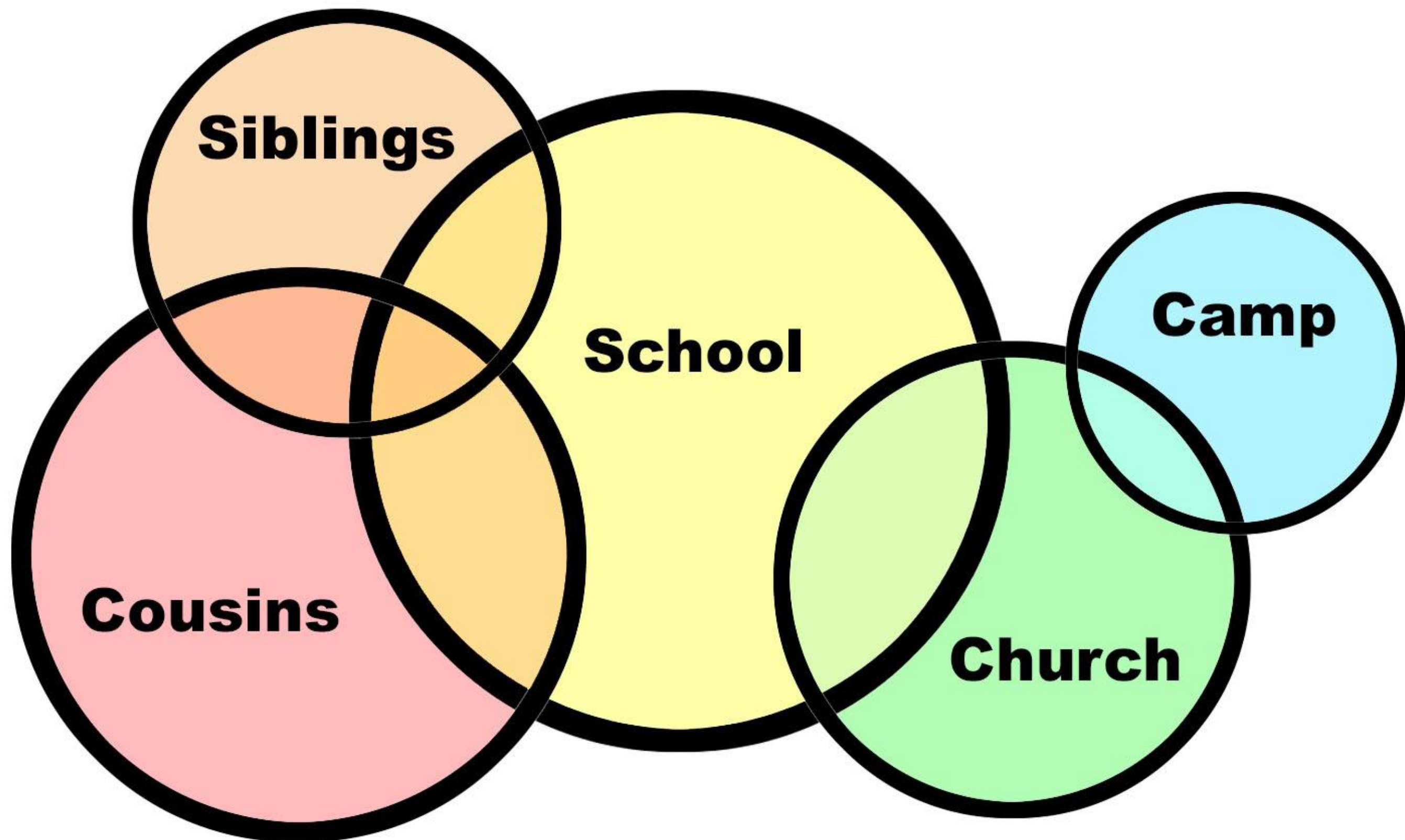
- Co-branding efforts
- Website polish
- Enabled “party play”
- YouTube influencers
- Local servers
- Xbox version
- Sharing revenue with game developers









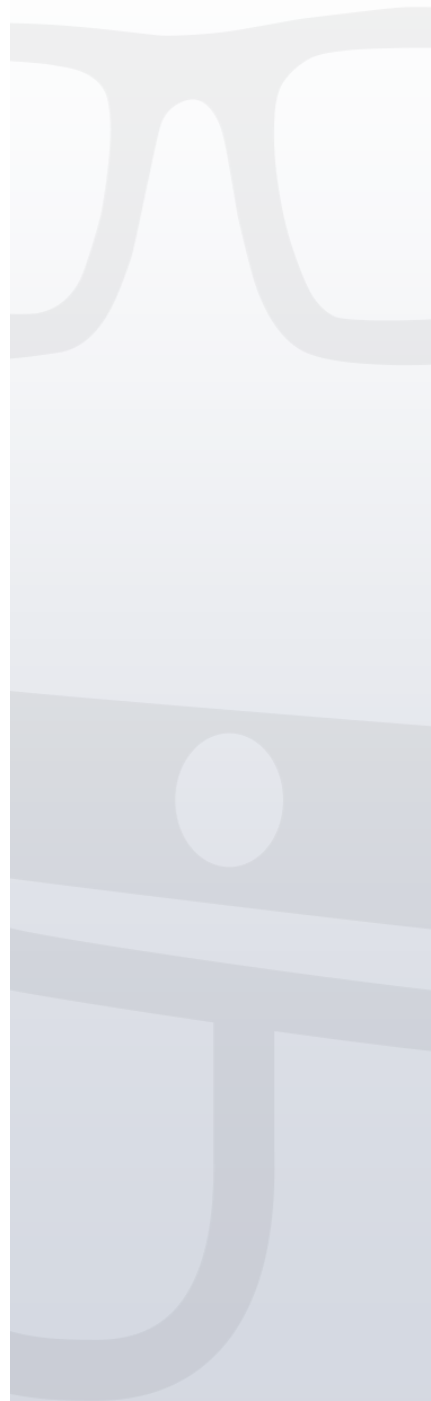


Lessons

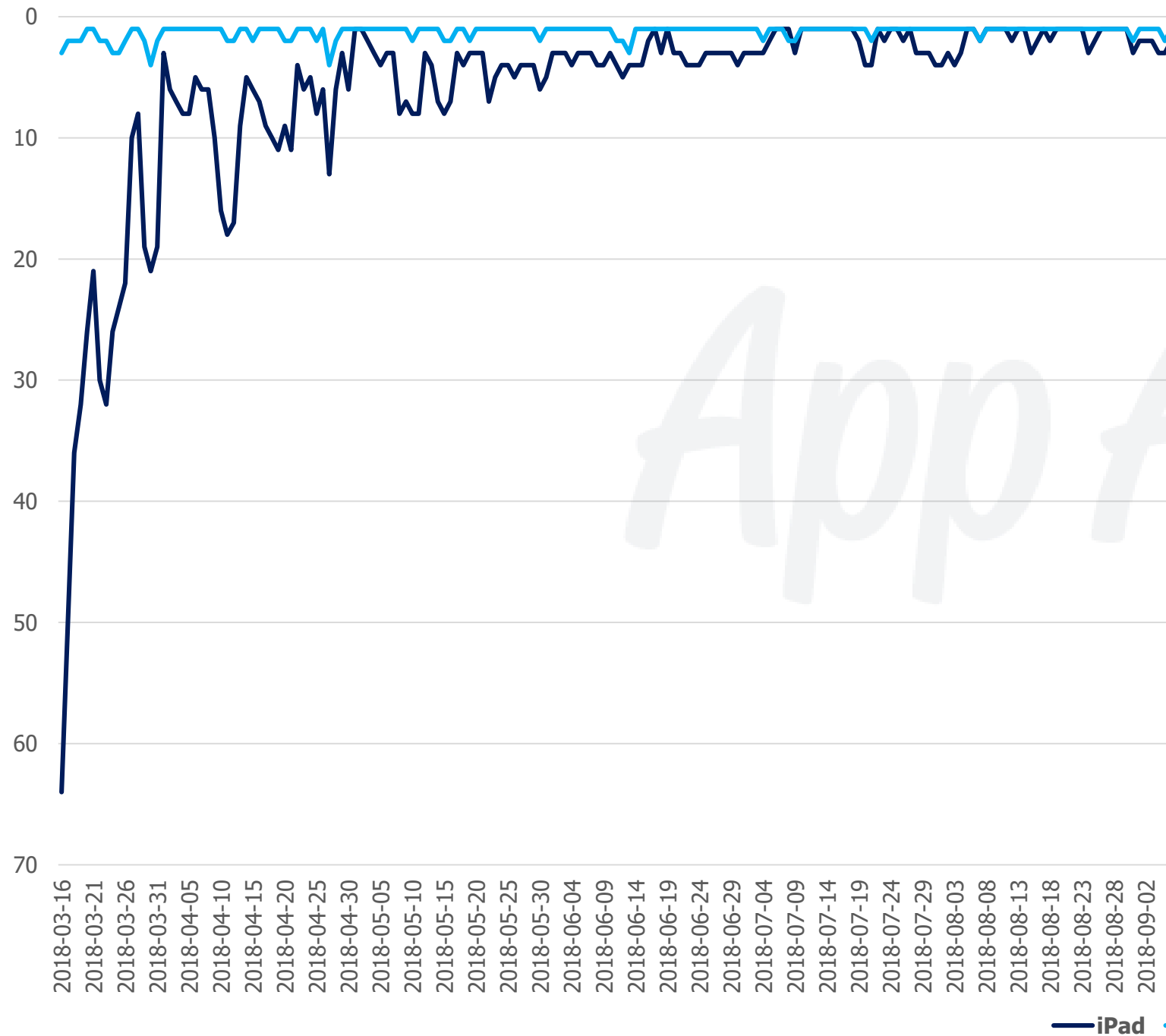
- Some games are hits right out of the gate, but...
- Don't assume that there's a magic bullet
- Think about getting to the tipping point, especially if you are aiming at this younger demographic

2. LE ROYALE WITH GUNS

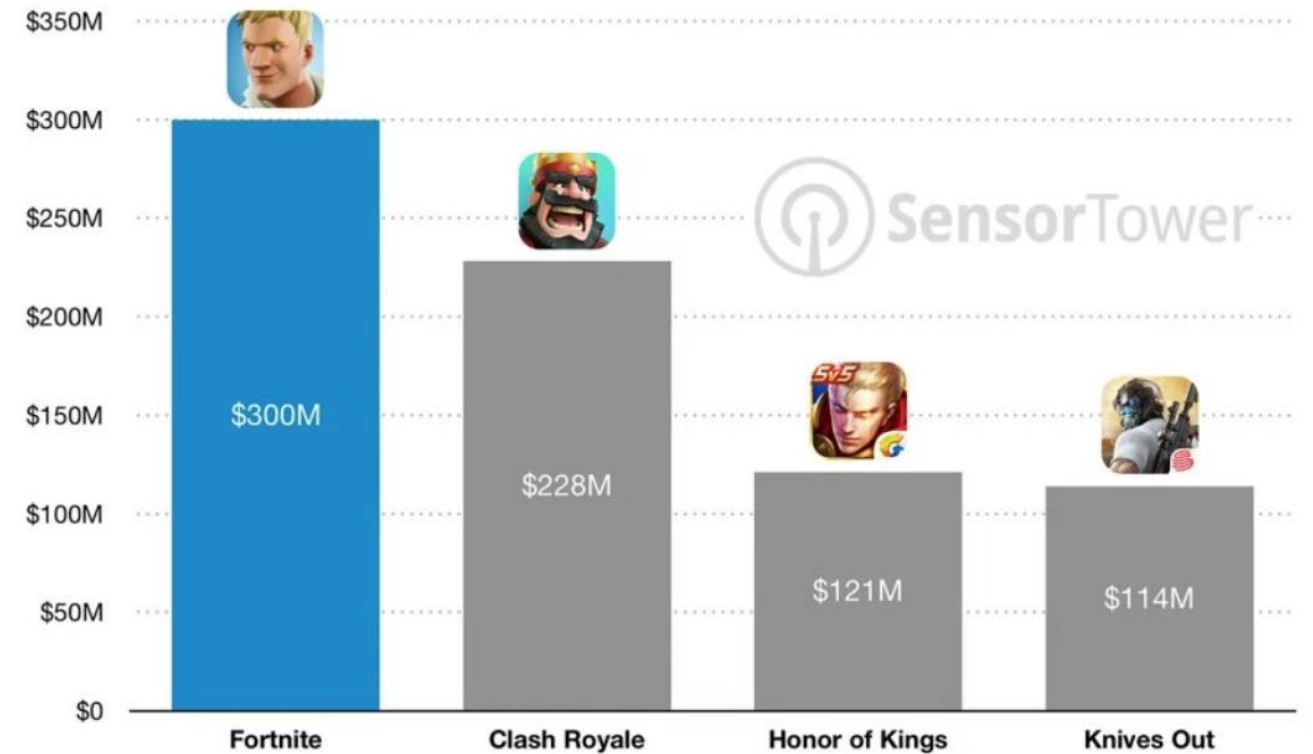




Fortnite Grossing Rank, Games, United States



Top Grossing Multiplayer Mobile Action Games - First 200 Days Worldwide iOS Player Spending

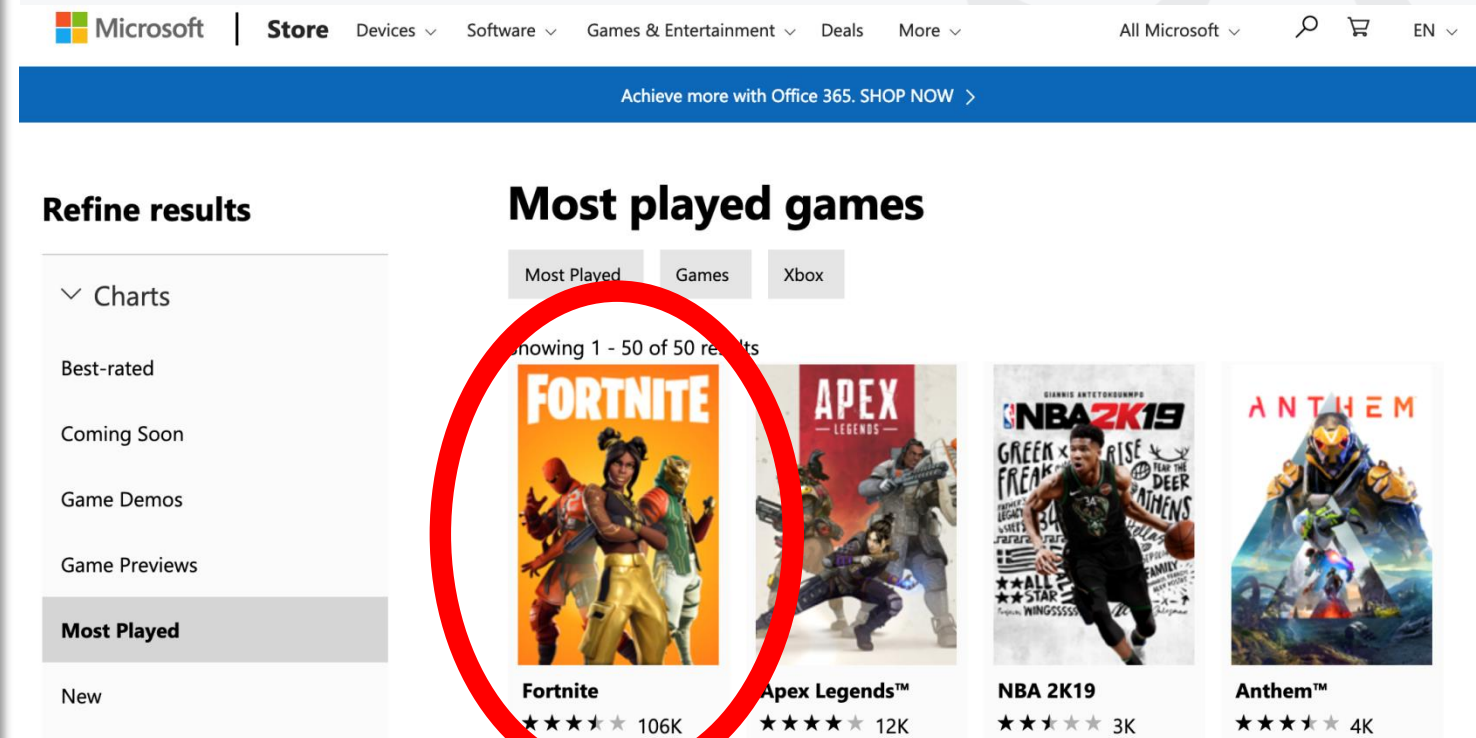


Note: Totals exclude revenue from China, except for Honor of Kings, as Fortnite is not yet available in the region. Honor of Kings was only available in China at launch.

Source: Sensor Tower Store Intelligence

PlayStation Store: The Top Downloads of 2018

Free-to-Play Games	PS Vita Games
1 Fortnite Battle Royale	1 God of War: Collection PS Vita
2 H1Z1: Battle Royale	2 Persona 4 Golden
3 Brawlhalla	3 Jak and Daxter Collection
4 Warface	4 Minecraft: PlayStation Vita Edition
5 Paladins	5 Digimon Story: Cyber Sleuth – Hacker's Memory
6 Warframe	6 Stardew Valley
7 Pro Evolution Soccer 2018 Lite	7 Adventures of Mana
8 Fallout Shelter	8 Bloodstained: Curse of the Moon
9 DC Universe Online Free-to-Play	9 Metal Gear Solid 3: Snake Eater – HD Edition PS Vita
10 America's Army: Proving Grounds	10 Undertale



Microsoft | **Store** Devices ▾ Software ▾ Games & Entertainment ▾ Deals More ▾ All Microsoft ▾

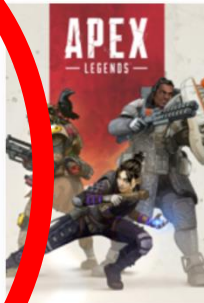
Achieve more with Office 365. SHOP NOW >

Refine results

- Charts
- Best-rated
- Coming Soon
- Game Demos
- Game Previews
- Most Played**
- New

Most played games

Showing 1 - 50 of 50 results

 Fortnite ★★★★★ 106K	 Apex Legends™ ★★★★★ 12K	 NBA 2K19 ★★★★★ 3K	 Anthem™ ★★★★★ 4K
--	--	--	---



Following

Browse

Get Desktop

Try Prime



Search



Followed Channels



bmkibler

Offline

Recommended Channels



chocoTaco
Just Chatting



Slyssa
Hearthstone



Ninja
Fortnite

Show More



Search to Add Friends



Showing

Filters

Categories

Add Filter +



Fortnite
170K viewers

Shooter



Apex Legends
166K viewers

FPS

Shooter



League of Legends
157K viewers

MOBA



STORE

NEWS

HELP

UNREAL ENGINE



SIGN IN

GET EPIC GAMES



Epic Games store and our partners team up to give you a free game every two weeks



<https://www.epicgames.com/store/en-US/product/slime-rancher/home>

100-PLAYER PVP BATTLE ROYALE



SEASON 1



SEASON 7









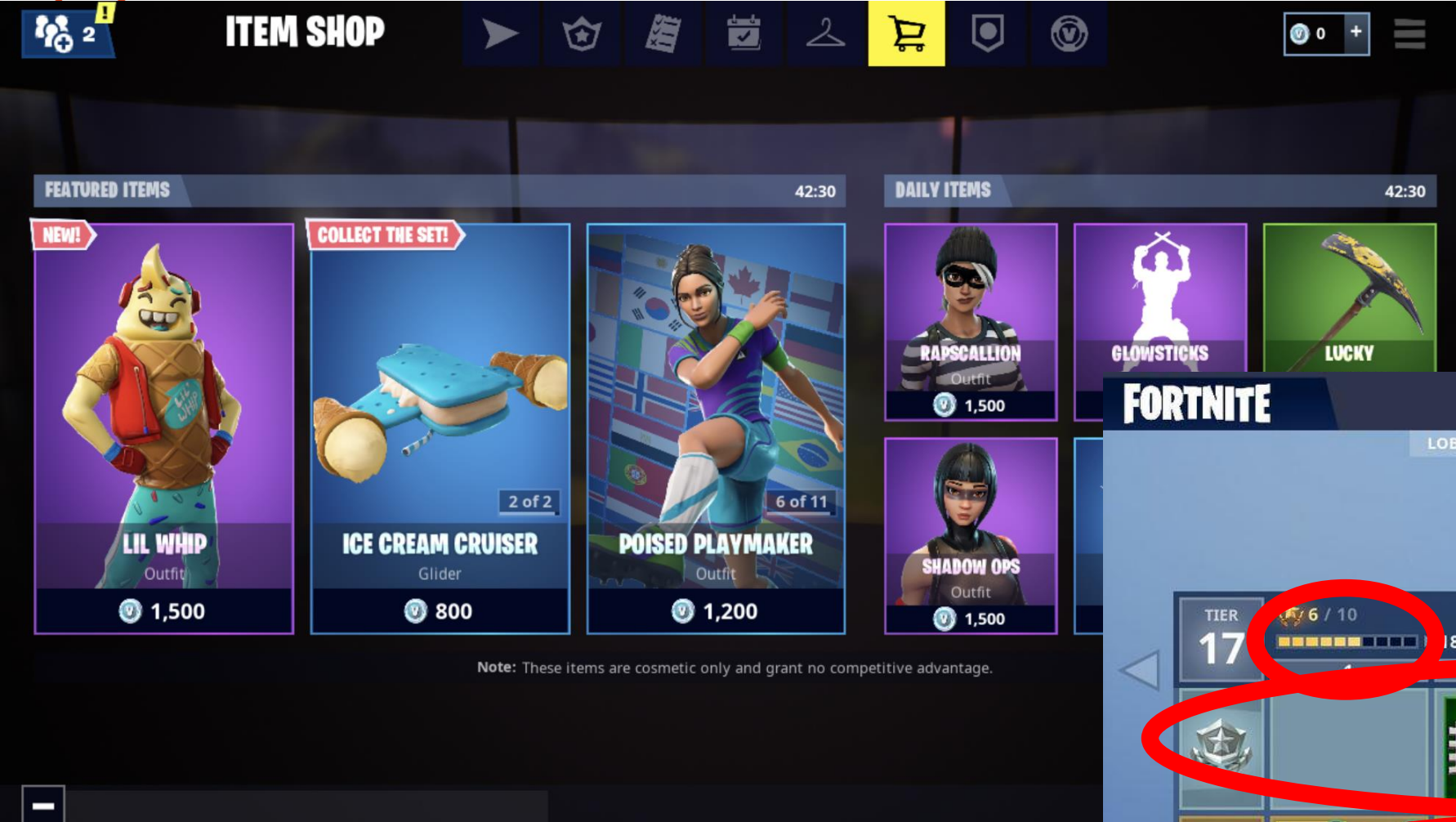
SOLO

Go it alone in a battle to be the last one standing.

ACCEPT

Custom Options

Cancel

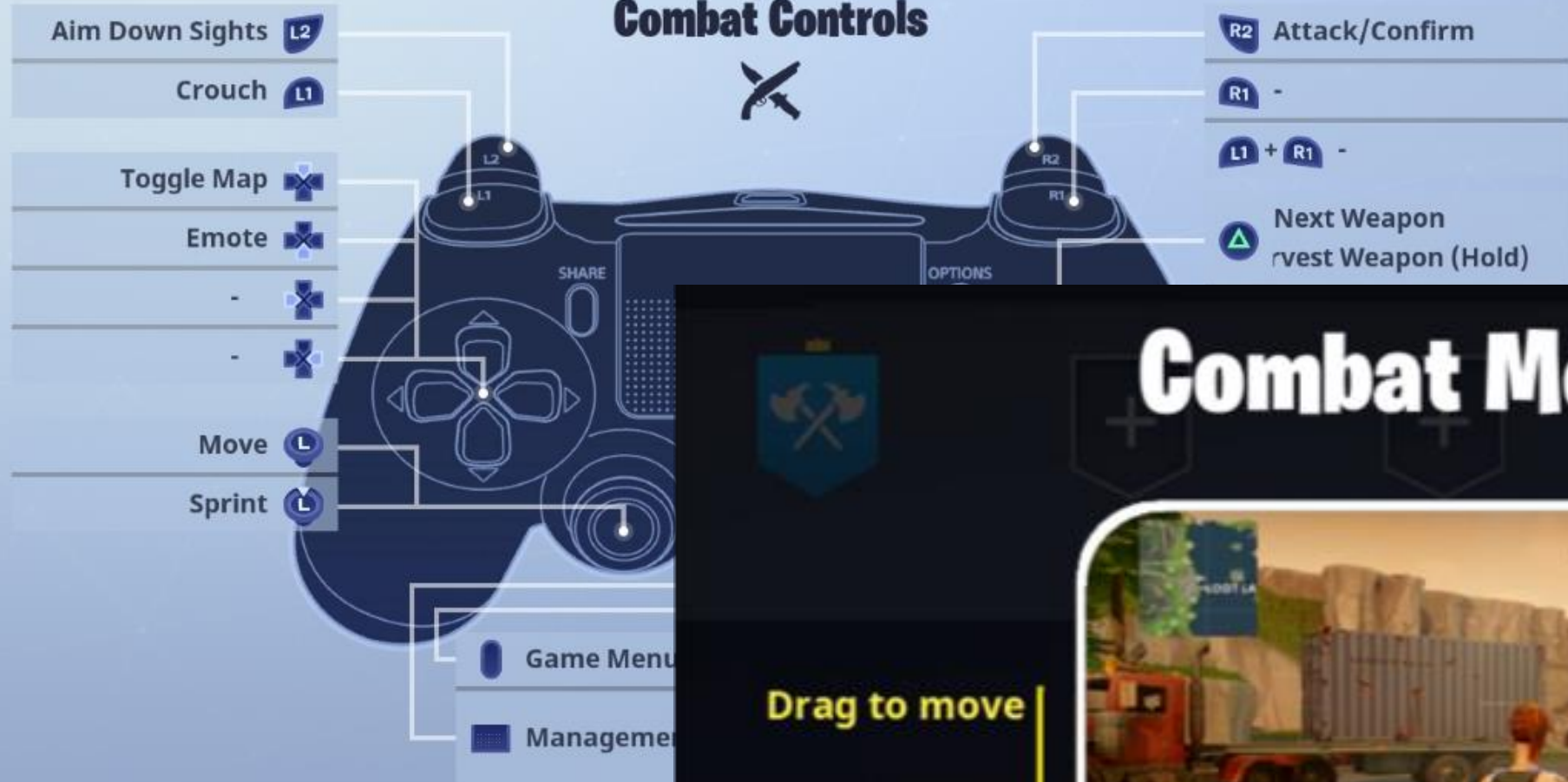


FORTNITE



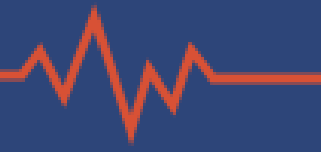
Configuration Standard
Controller Platform PlayStation®4

Combat Controls



Combat Mode Controls





The Problems with Mobile

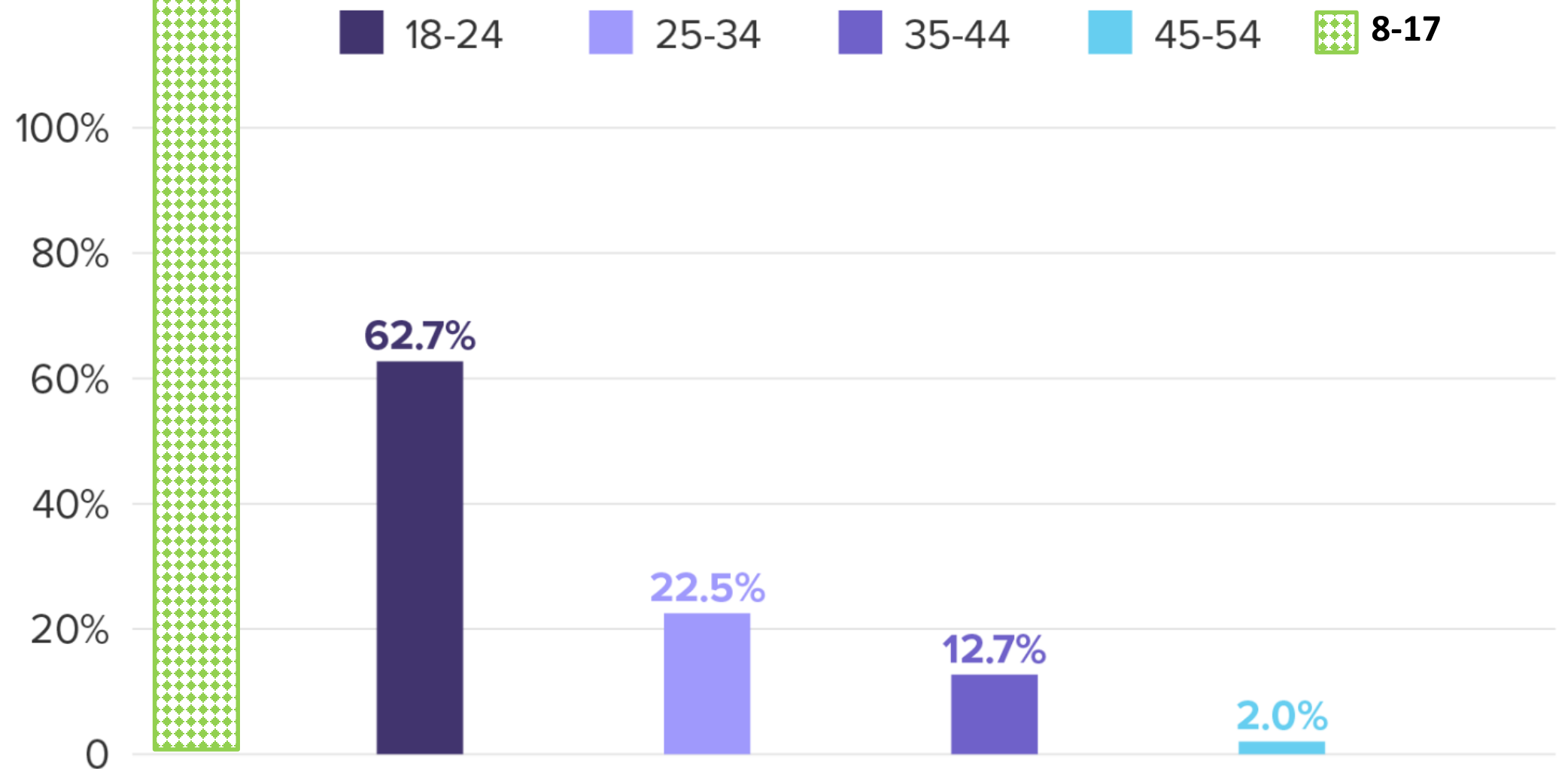
- Worse mobile control scheme
- Long session times
- Better visibility on big screen
- Competitive disadvantage







Age Groups Distribution



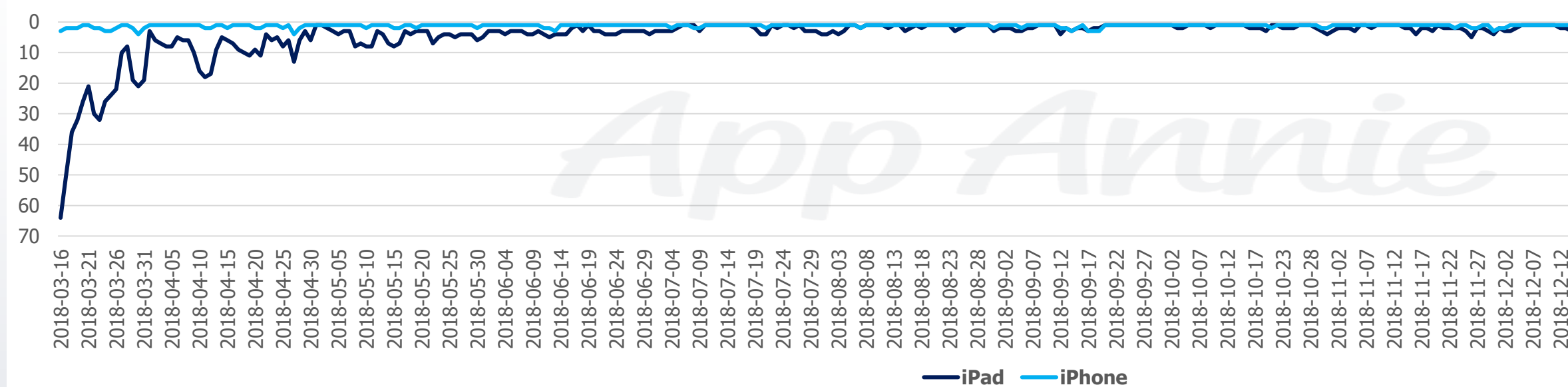




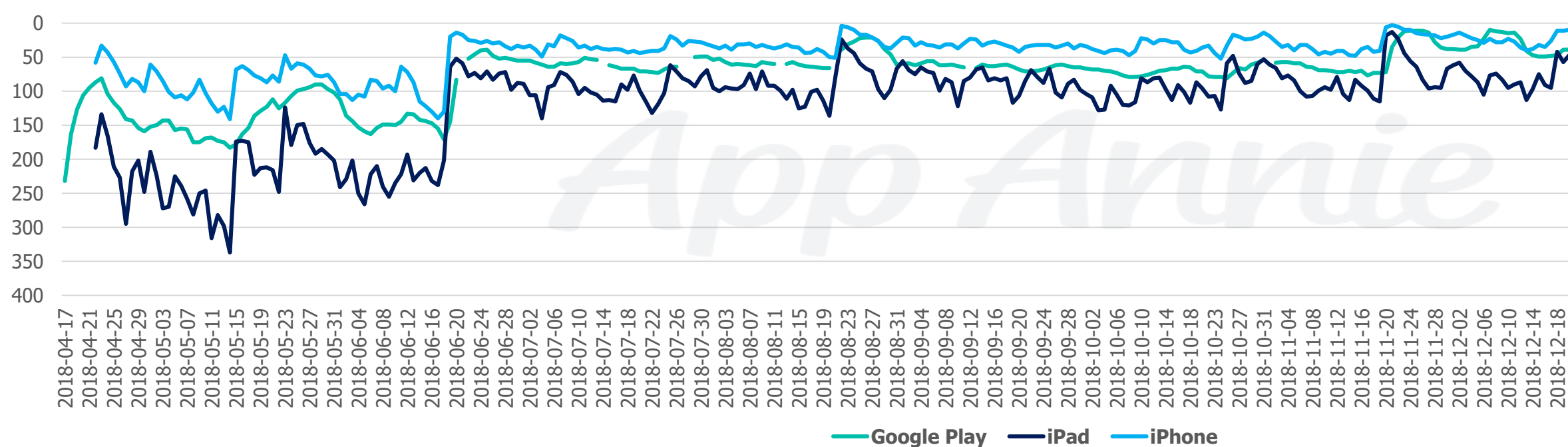
Why Would a Younger Audience Skew Mobile?

- Limited access to consoles
- Ability to play at school
- Easy play when co-located
- Greater parental comfort with mobile payment

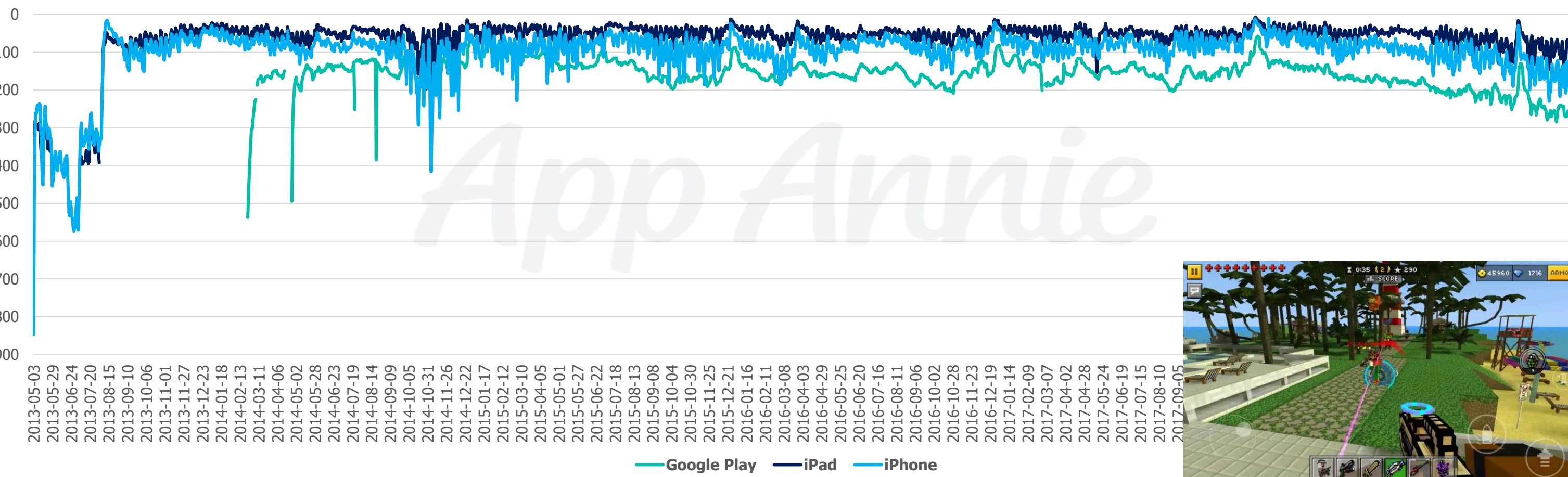
Fortnite Grossing Rank, Games, United States



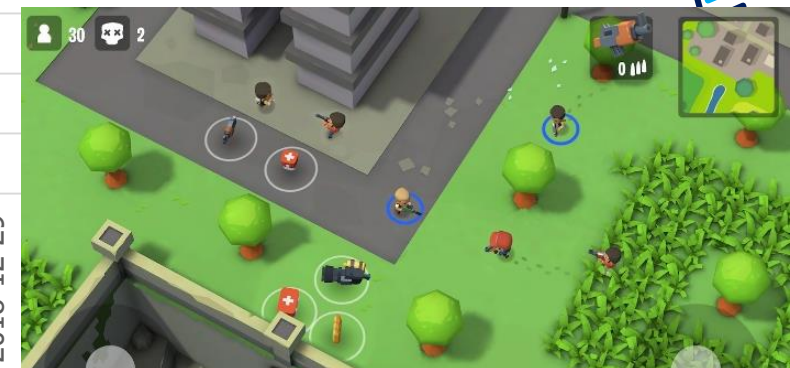
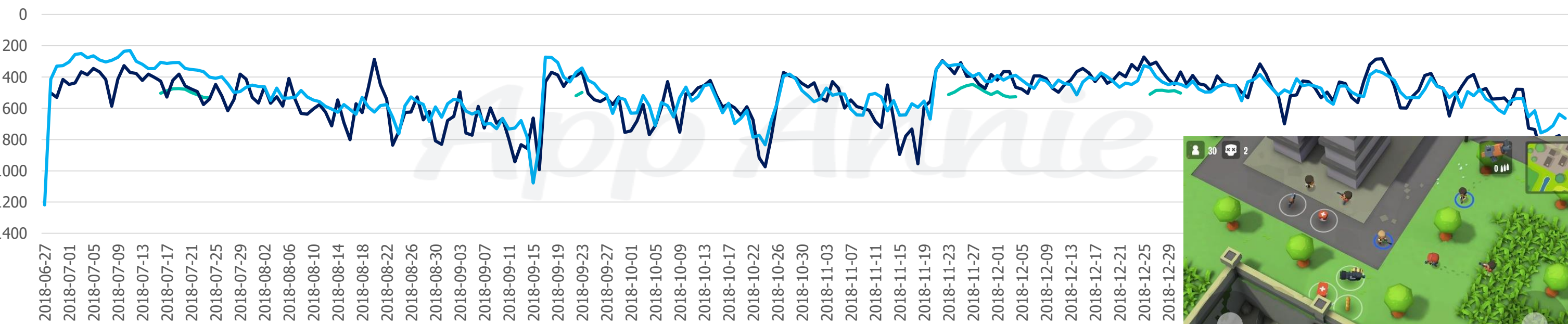
PUBG MOBILE Grossing Rank, Games, United States

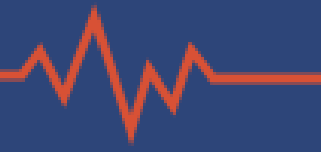


Pixel Gun 3D Grossing Rank, Games, United States



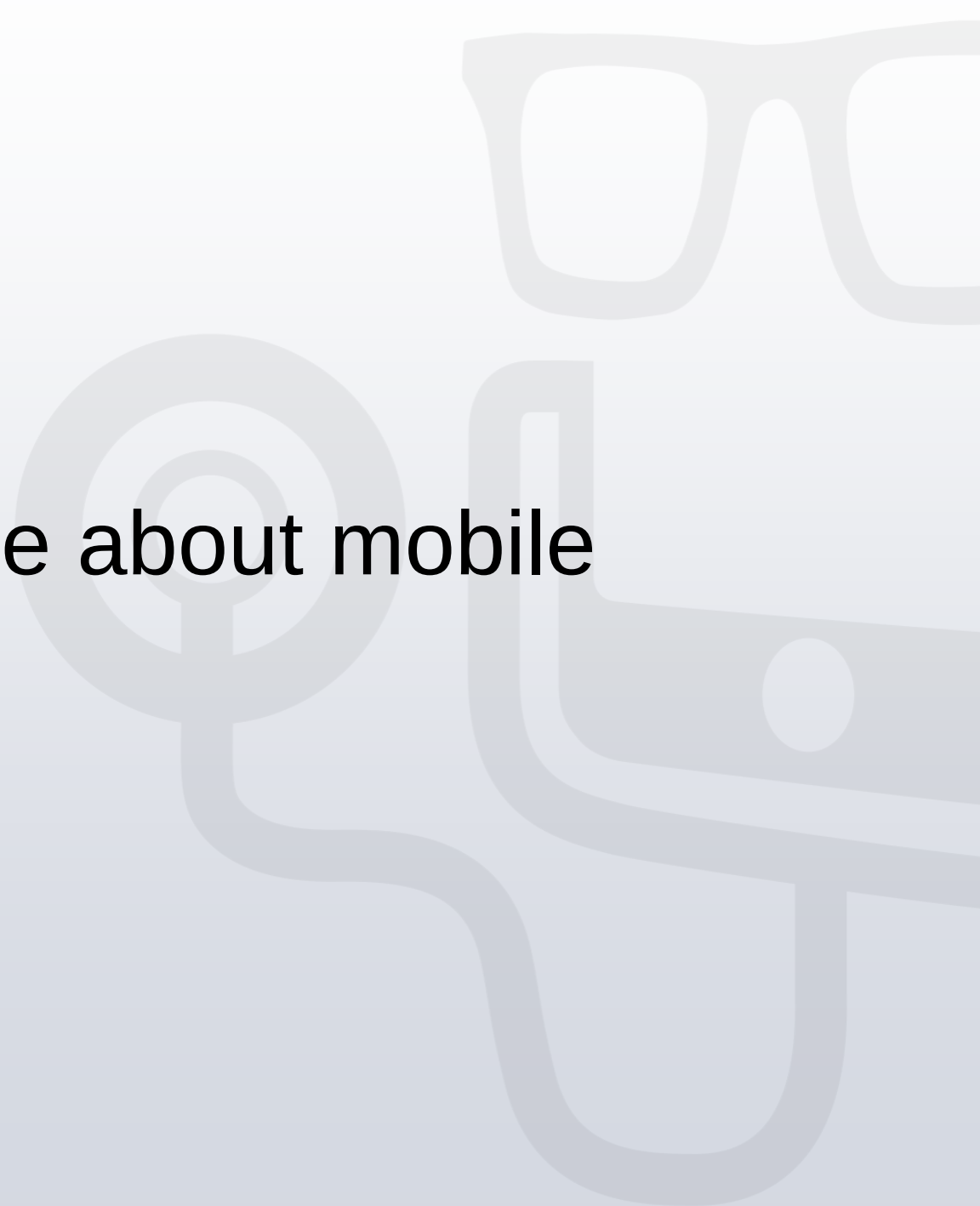
Battlelands Royale Grossing Rank, Games, United States





Lessons

- Mobile Battle Royale is hard
- Kid appeal is important
- Runaway mobile success may not be about mobile
- Mobile-only BR hasn't worked
- ...yet



3. 10 YEARS

2009

iPhone 3G S



- 1  The Sims 3
- 2  The Oregon Trail
- 3  Need for the Speed Undercover
- 4  Madden NFL 10
- 5  Tiger Woods PGA Tour
- 6  Assassin's Creed Altair Chronicles
- 7  Flight Control
- 8  Cooking Mama
- 9  Civilization Revolution
- 10  Wheel of Fortune



Adrien & Friends

Tina & Friends

2013

iPhone 5 



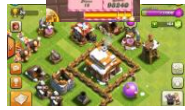
1



Candy Crush Saga



2



Clash Of Clans



3



Hay Day



4



Big Fish Casino



5



Slotomania



6



The Simpsons:
Tapped Out



7



Modern War



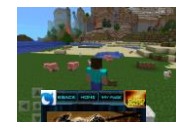
8



Doubledown
Casino



9



Minecraft:
Pocket Edition

10



MARVEL:
War Of Heroes





Adrien & Friends

Tina & Friends

Annette & Friends

2017

1



Candy Crush Saga



2



Clash Royale



3



Clash of Clans



4



Game Of War: Fire Age



5



Candy Crush Soda Saga



6



Mobile Strike



7



Slotomania



8



Pokemon Go



9



Marvel Contest Of Champions

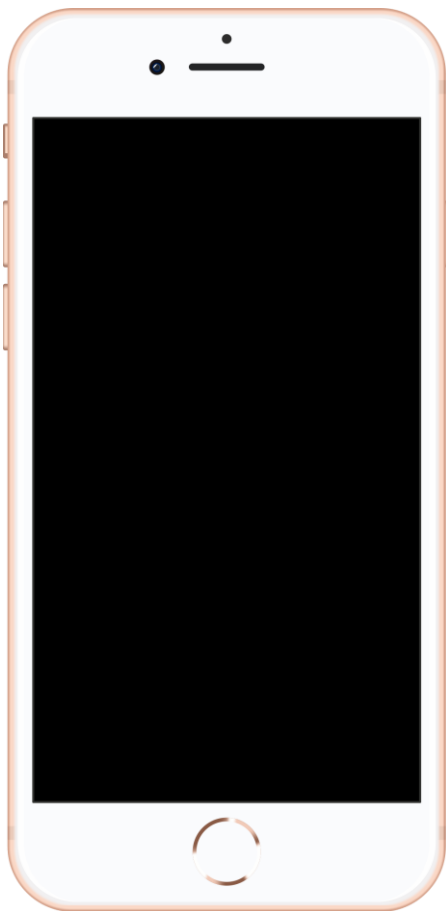


10



ROBLOX

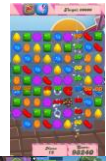
iPhone 8





2018

1



Candy Crush Saga



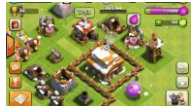
2



Fortnite



3



Clash of Clans



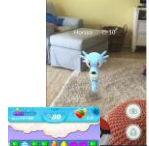
4



ROBLOX



5



Pokemon Go



6



Candy Crush Soda Saga



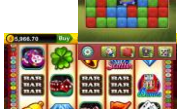
7



Toon Blast



8



Slotomania



9



Clash Royale



10

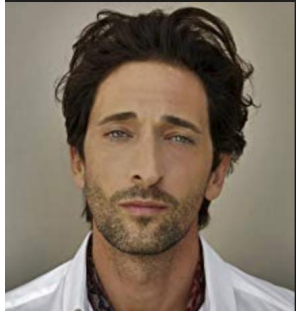


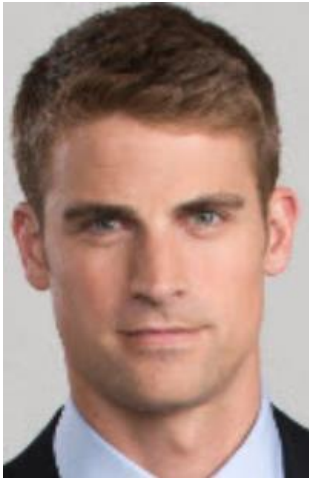
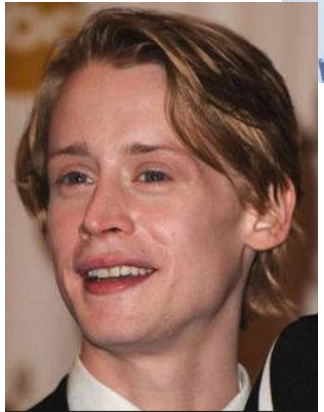
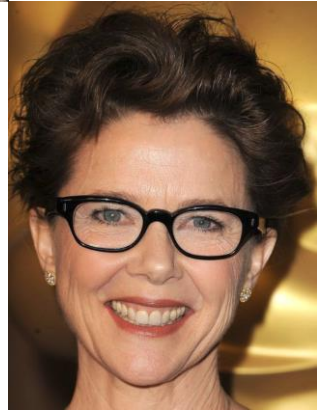
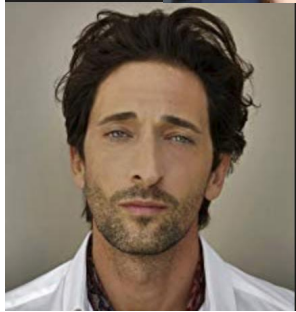
Toy Blast



iPhone X









Jean M. Twenge PhD

author of *Generation Me*

iGen



Why Today's
Super-Connected
Kids are Growing up
Less Rebellious, More
Tolerant, Less Happy—
and Completely
Unprepared for
Adulthood*

*and What That Means for the Rest of Us

iGen (gen Z)

- Doesn't socialize in person
- Addicted to their phone
- Less interest in drug consumption, or sex
- Developmental delay of 2 years or more





2018

1



Candy Crush Saga



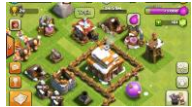
2



Fortnite



3



Clash of Clans



4



ROBLOX



5



Pokemon Go



6



Candy Crush Soda Saga



7



Toon Blast



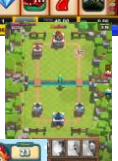
8



Slotomania



9



Clash Royale



10

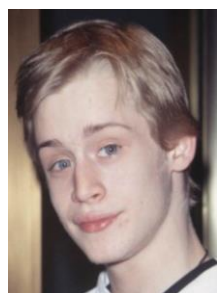


Toy Blast



iPhone X

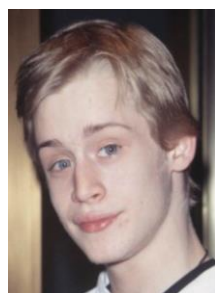




16



8



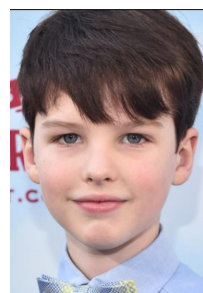
17



9



18



10



19



11

4

3

2

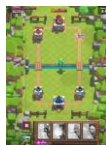
1

2015

2016

2017

2018



What can we learn from these games





rc_mac
17919116722db4e3a900542852e5

rc_mac

Djmate222

Slutyy_YT

Neriasta239

20 0 0

A Brand New Stage: Marshmello's Fortnite Performance Smashes Records With 10MM Simultaneous Players

👤 Ashley King 🕒 February 4, 2019



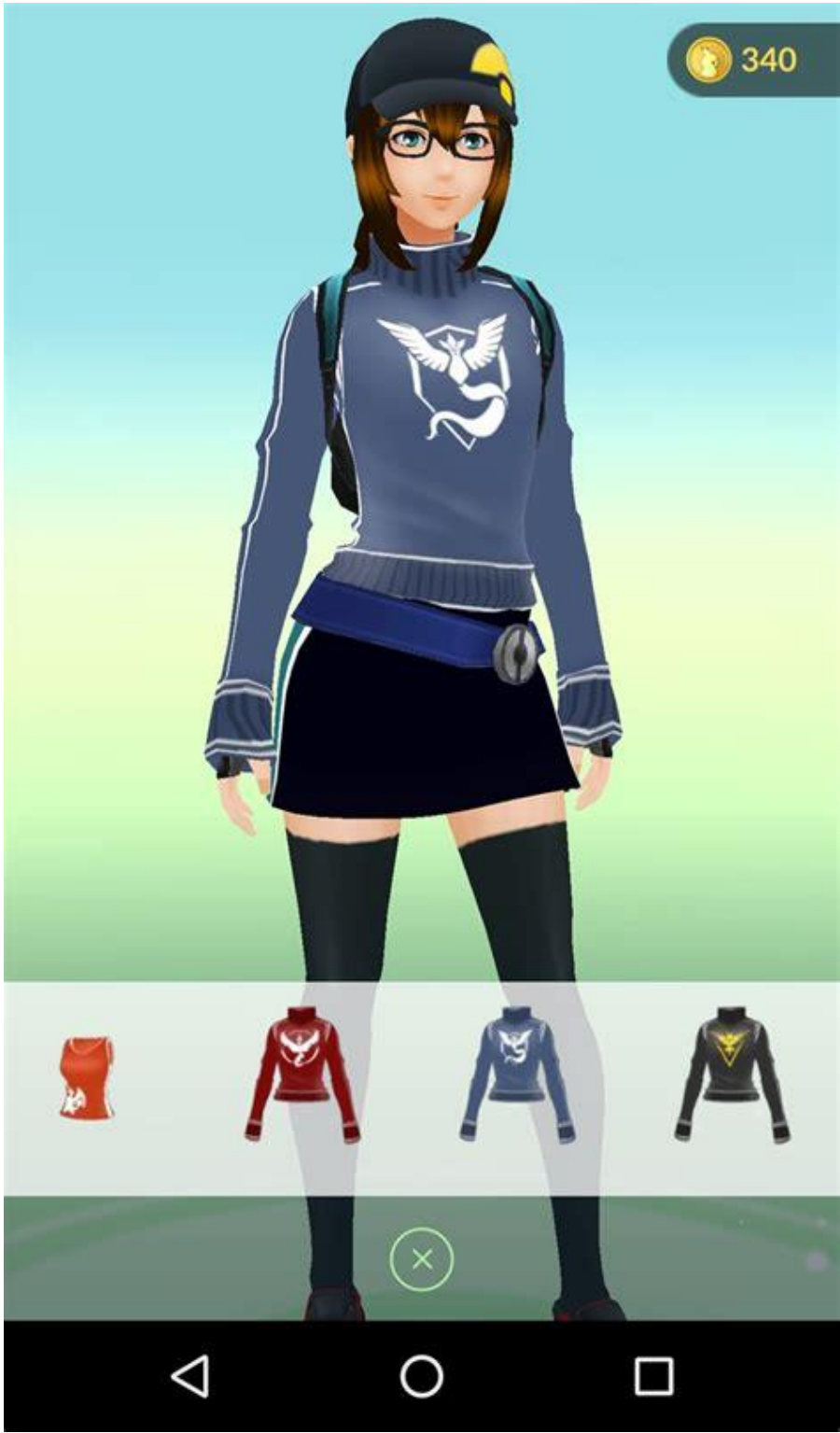
EDM producer Marshmello held the most massive in-game concert in Fortnite over the weekend.

Following 'Fortnite' Success, Marshmello Scores Historic \$60 Million Las Vegas Residency

 Daniel Sanchez  March 5, 2019



Marshmello continues to ride high fresh off of his success on Fortnite.



GAMING

INDUSTRY

OPINION

Is the next AAA-games crash imminent?

Stock prices for the biggest studios have seen a significant six-month decline

By [Cal Jeffrey](#) on December 18, 2018, 9:18 PM | [31 comments](#)





not here!





Original iPhone Price (unlocked): \$499

iPhone X: \$999



4. A TALE OF TWO CLONES



FIGHT IN



**FULL CONTROL OF YOUR
ARMY IN BATTLE**



**Upgrade your Kingdom
to help against attackers!**



Build a Mighty Fortress



**Fight Like A Champion
In The Lords League!**



**Design Your Defenses
to Repel Invaders!**



DOMINATE THE REALM



Matchington Mansion

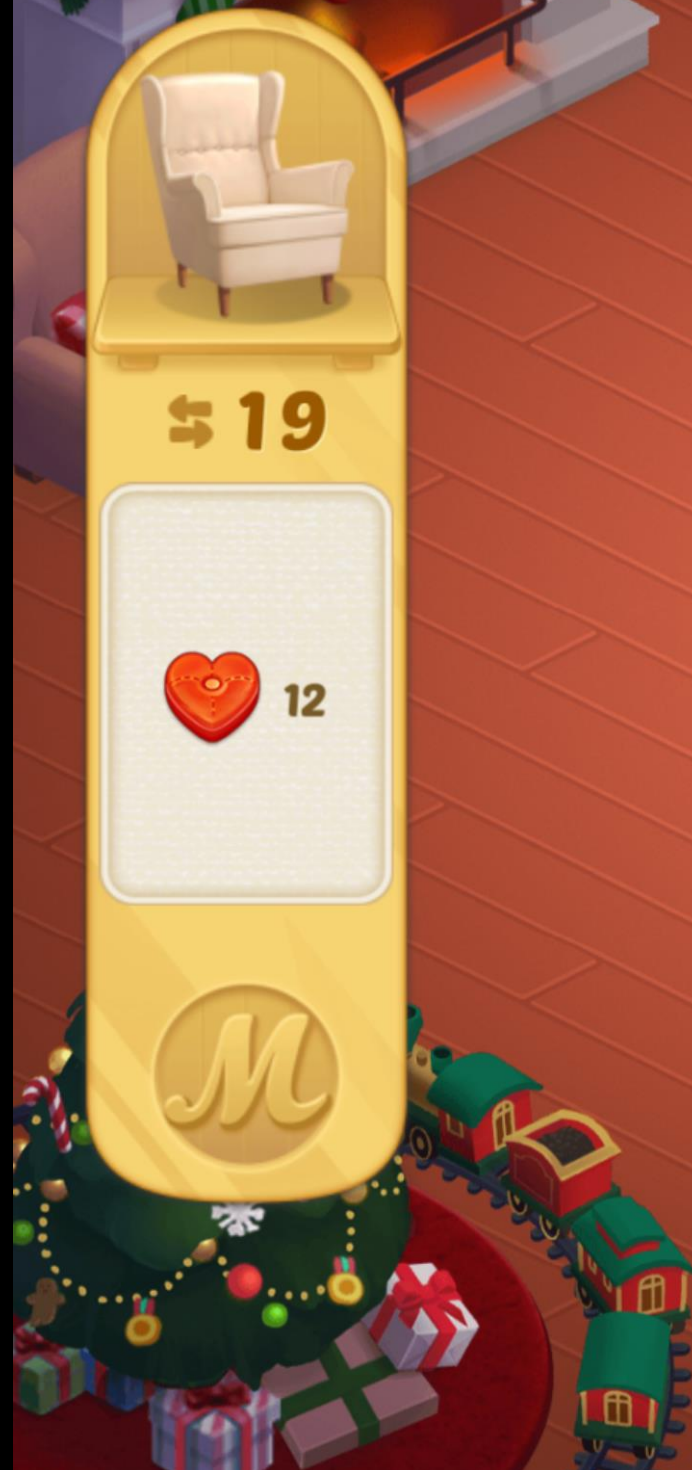
 Connect 

Play

Gardenscapes

Play





 45:25

 1,024

 1

 8/50 

Outdoor Potted
Plants



 2

Trim Bushes



 2

Investigate Large
Tree



 2

New Path

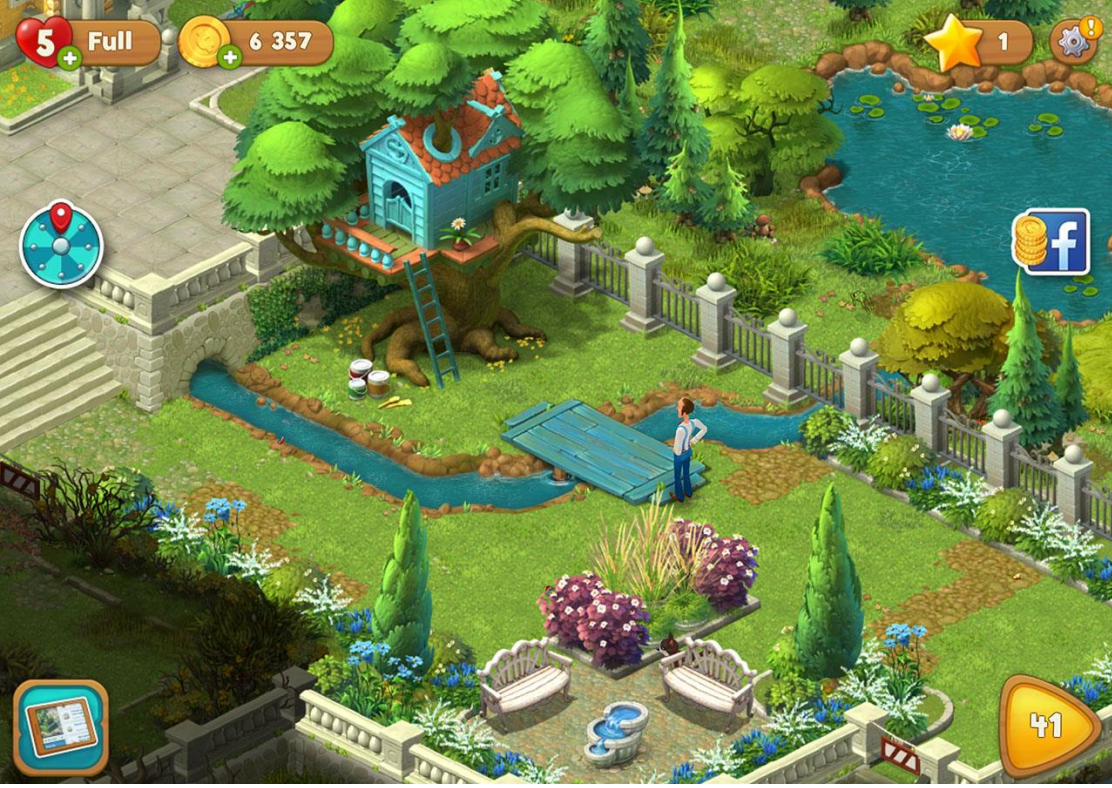


 2

Watch Vid







Gardenscapes



Matchington Mansion



Gardenscapes



Matchington Mansion





26

 15

 1



5 Full + 1,515 + 1



Old
European
30





Gardenscapes



Matchington Mansion



Gardenscapes



Matchington Mansion

2019 Top Mobile Apps

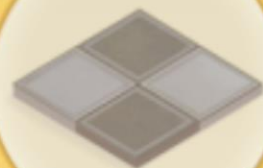
	iPhone	iPad	Android
1	Fortnite	Roblox	Candy Crush Saga
2	Candy Crush Saga	Fortnite	Dragon Ball Z Dokkan Battle
3	Clash of Clans	Candy Crush Saga	Toon Blast
4	Roblox	Slotomania	Pokemon GO
5	Toon Blast	DoubleDown Casino	Slotomania
6	Clash Royale	Clash of Clans	Clash of Clans
7	Golf Clash	Candy Crush Soda Saga	Candy Crush Soda Saga
8	Pokemon GO	House of Fun	Roblox
9	Brawl Stars	Bingo Blitz	Bingo Blitz
10	Episode	Heart of Vegas Slots	Fate/Grand Order
11	Slotomania	Jackpot Party Casino	House of Fun
12	Candy Crush Soda Saga	DoubleU Casino	Empire & Puzzles
13	Toy Blast	Teen Blast	Guns of Glory
14	Dragon Ball Z Dokkan Battle	Gardenscapes	Gardenscapes
15	Choices	Homescapes	Final Fantasy XV
16	Matchington Mansion	Cashman Casino	Coin Master
17	Homescapes	Fishdom	Lords Mobile
18	House of Fun	Seekers Notes	Homescapes
19	Marvel Contest of Champions	Matchington Mansion	POP! Slots
20	Gardenscapes	Toy Blast	Golf Clash
21	PUBG Mobile	Big Fish Casino	Candy Crush Friends Saga
22	Lords Mobile	June's Journey	Jackpot Party Casino
23	Final Fantasy XV	Golf Clash	Toy Blast
24	DoubleDown Casino	Minecraft	Brawl Stars
25	Candy Crush Friends Saga	Candy Crush Friends Saga	Fishdom
26	Wordscapes	Hay Day	Marvel Strike Force
27	Guns of Glory	Gold Fish Casino	Fire Emblem Heroes
28	World Series of Poker	World Series of Poker	King of Avalon Dragon Warfare
29	Rise of Civilizations	Guns of Glory	Township
30	Game of Thrones: Conquest	Angry Birds 2	Huuge Casino
31	Angry Birds 2	Gummy Drop	Matchington Mansion
32	Big Fish Casino	Quick Hit Slots	Marvel Contest of Champions

[source:
AppAnnie]





Kristi

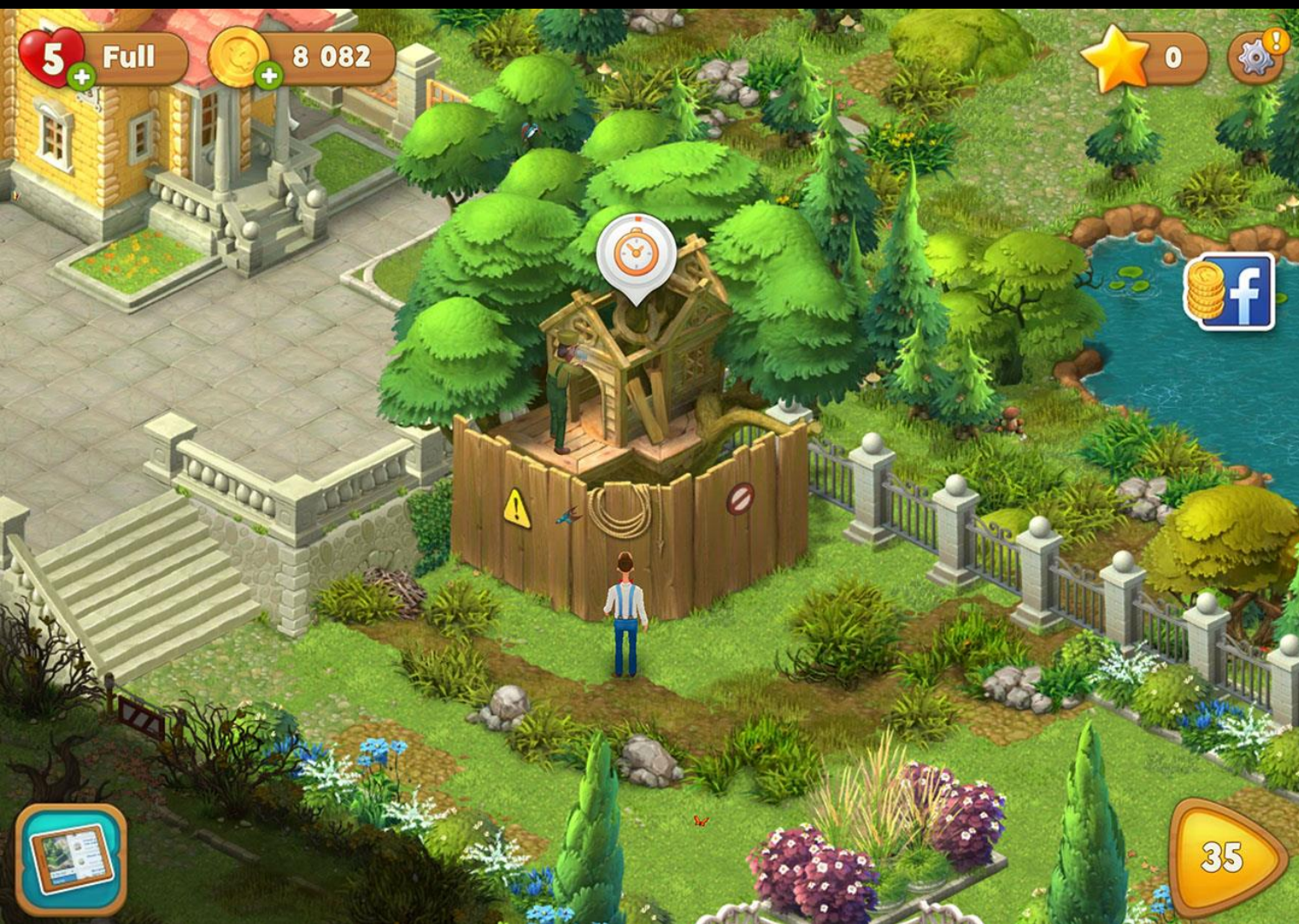


Got Grand Entrance

New

Floor





5 Full + 4676 +

0





≠



=



Release Dates

Gardenscapes

iOS – June 2016

Android – July 2016

Homescapes

iOS – July 2017

Android – August 2017

Matchington Mansion

iOS – June 2017

Android – September 2017

2019 Top Mobile Apps (1/7/2019)

	iPhone	iPad	Android
1	Fortnite	Roblox	Candy Crush Saga
2	Candy Crush Saga	Fortnite	Dragon Ball Z Dokkan Battle
3	Clash of Clans	Candy Crush Saga	Toon Blast
4	Roblox	Slotomania	Pokemon GO
5	Toon Blast	DoubleDown Casino	Slotomania
6	Clash Royale	Clash of Clans	Clash of Clans
7	Golf Clash	Candy Crush Soda Saga	Candy Crush Soda Saga
8	Pokemon GO	House of Fun	Roblox
9	Brawl Stars	Bingo Blitz	Bingo Blitz
10	Episode	Heart of Vegas Slots	Fate/Grand Order
11	Slotomania	Jackpot Party Casino	House of Fun
12	Candy Crush Soda Saga	DoubleU Casino	Empire & Puzzles
13	Toy Blast	Toon Blast	Guns of Glory
14	Dragon Ball Z Dokkan Battle	Gardenscapes	Gardenscapes
15	Choices	Homescapes	Final Fantasy XV
16	Matchington Mansion	Cashman Casino	Coin Master
17	Homescapes	Fishdom	Lords Mobile
18	House of Fun	Seekers Notes	Homescapes
19	Marvel Contest of Champions	Matchington Mansion	POP! Slots
20	Gardenscapes	Toy Blast	Golf Clash
21	PUBG Mobile	Big Fish Casino	Candy Crush Friends Saga
22	Lords Mobile	June's Journey	Jackpot Party Casino
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24	DoubleDown Casino	Minecraft	Brawl Stars
25	Candy Crush Friends Saga	Candy Crush Friends Saga	Fishdom
26	Wordscapes	Hay Day	Marvel Strike Force
27	Guns of Glory	Gold Fish Casino	Fire Emblem Heroes
28	World Series of Poker	World Series of Poker	King of Avalon: Dragon Warfare
29	Rise of Civilizations	Guns of Glory	Township
30	Game of Thrones: Conquest	Angry Birds 2	Huuuge Casino
31	Angry Birds 2	Gummy Drop	Matchington Mansion
32	Big Fish Casino	Quick Hit Slots	Marvel Contest of Champions

Lessons

- There may be room for not just one clone, but two...
 - If there's enough innovation
 - If the genre is popular and supports multiple games
 - If both games are executed at a very high quality
 - If neither clone suffers from a late-to-market problem

-or-

- Dave, Juan and I have no idea what we're talking about.

5. THE LONG AND WINDING BRAWL



The Great Mobile MOBA?

- ~~Resource collection~~
- ~~Multiple abilities per character~~
- ~~Steady streams of grunts~~
- ~~Turrets and base defense~~



The Great Mobile Team-Based Shooter!





29445



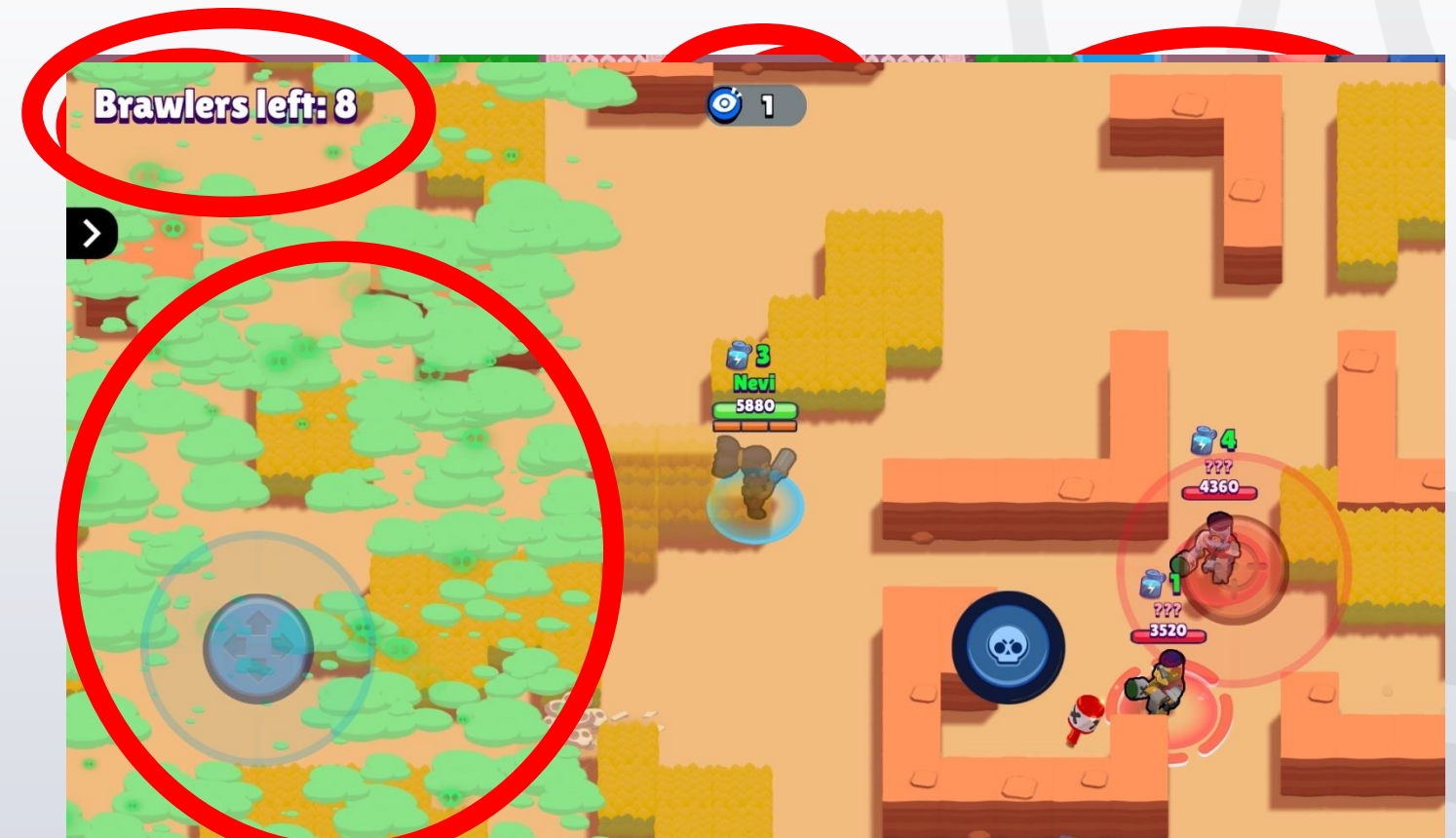
Regular Game Modes

- Gem Grab
- Bounty
- Heist
- Showdown (Solo or Duo)

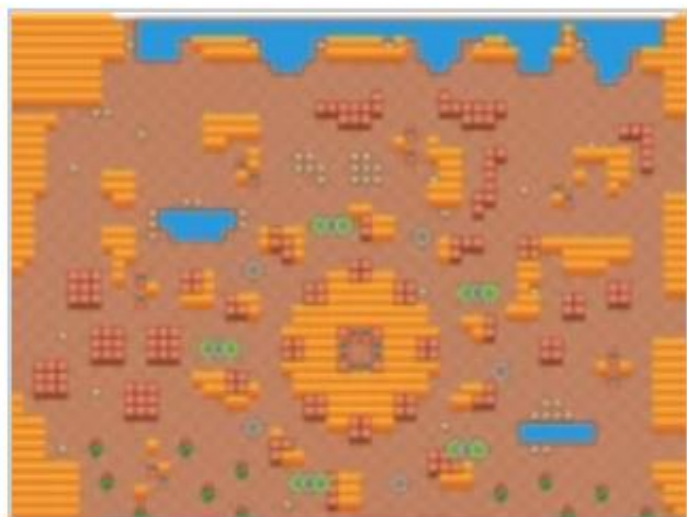
Special Game Modes

- Brawl Ball
- Siege

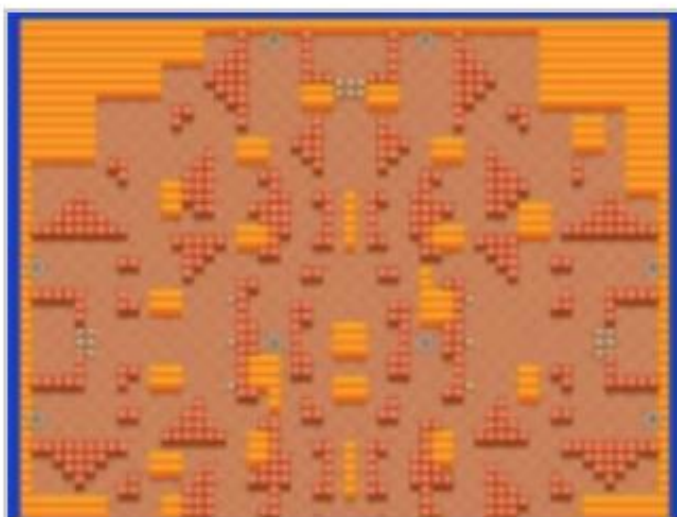
Ticketed Events



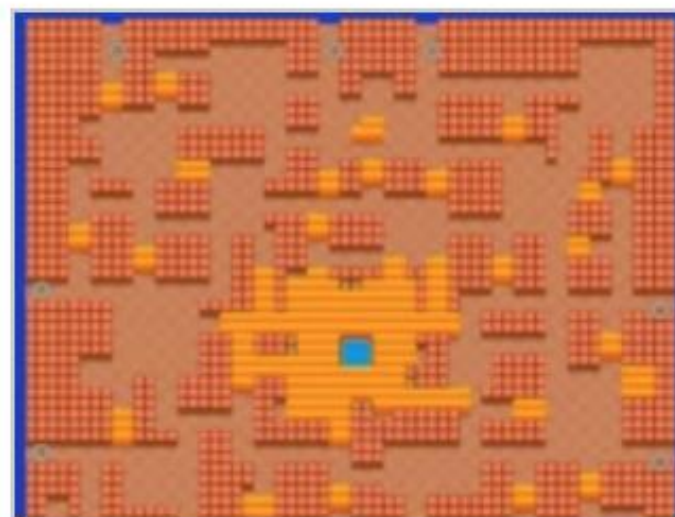
- Energy Drink
- Angry Robo
- Healing Mushrooms



Feast or Famine



Rockwall Brawl



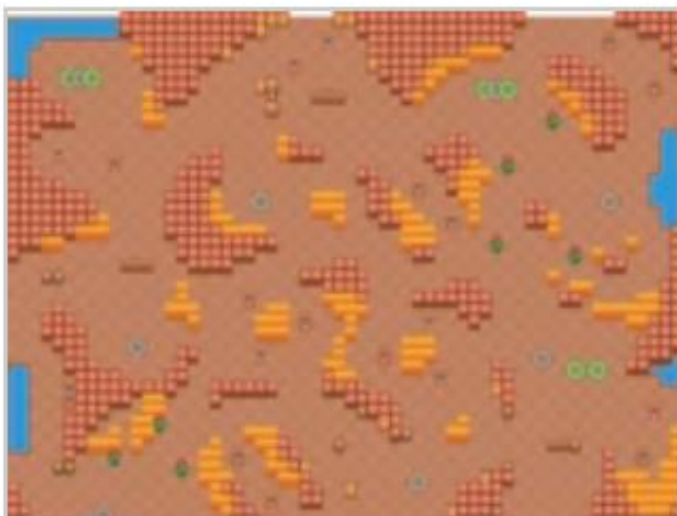
Cavern Churn



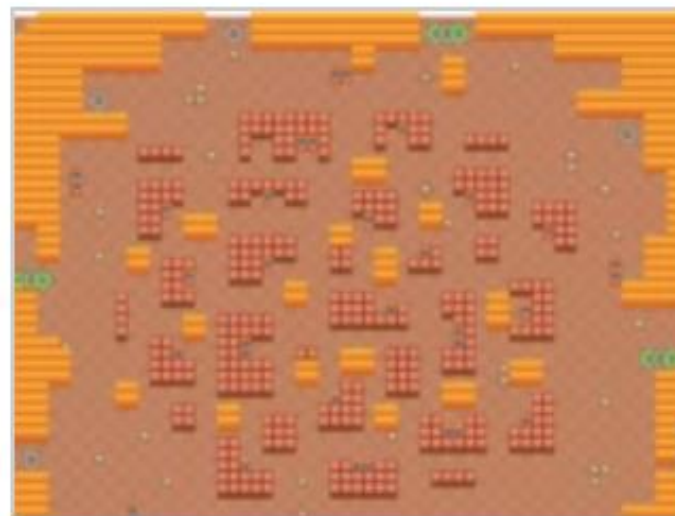
Skull Creek



Thousand Lakes



Dune Drift



Stormy Plains



Scorched Stone

BRAWLERS 12/23

RANK 3 21

HEALER

DYNAMIKE POWER 2

UPGRADE

RANK 4 29

HEAVY

EL PRIMO POWER 4

17/80

RANK 1 0

THROWER

BARLEY POWER 2

6/30

RANK 1 0

HEALER

POCO POWER 2

UPGRADE

RANK 2 12

SNIPER

RICO POWER 2

15/30

RANK 1

HE

PAM

11 597 182

TROPHY ROAD REWARD RANK 6 75/80 POWER 4

NITA
FIGHTER



SELECT

OVERBEARING

Nita summons the spirit of Big Baby Bear to hunt down her enemies.

Heart icon	Bear Health 4600
Star icon	Bear Damage 460
Skull icon	SUPER: Bear Damage 460

10/80

UPGRADE TO POWER LEVEL 5

140



TROPHY ROAD



Climb in total trophies to unlock rewards and reach new Leagues!
Total trophies is a combination of all your Brawlers' individual trophies.



UNLOCK: JESSIE

NEXT GOAL



50



25



I

500



505

550

600



9



34



58



TROPHY ROAD REWARD



21/30

POWER 2

DYNAMIKE

THROWER



SELECT



STAR POWER: Dyna-Jump



Available in Brawl Boxes after
DYNAMIKE reaches POWER
LEVEL 9

BRAWLER STATS



HEALTH

2940



ATTACK: Damage per dynamite

798



SUPER: Damage

2100



40/30

UPGRADE TO POWER LEVEL 3



35

 **GaminGrandpa**
 **192**

 **9**  **34**  **58**  **1** 

 **2**
BRAWLERS

 **!**
SHOP

 **1**
SOCIAL



RANK
1

 **7**

POWER **4**



ONLINE

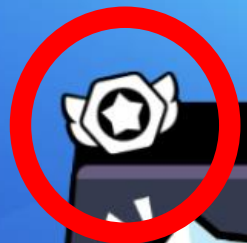
anor





FRIENDLY GAME

CREATE


 **3/10**
 **20/100**

BOUNTY
Temple Ruins

New Event in: 4h 52m

NEW
EVENTS!

 **200/200**

PLAY



SHOP



15



1176



358



SPECIAL OFFER

1d 6h



NEW BRAWLER
PENNY
SUPER RARE



NEW BRAWLER
PIPER
EPIC

169

~~250~~

DAILY DEALS

6h 34m



3



Claimed

MEGA BOX



60 ~~80~~

NEW



MYTHIC
BRAWLER

350

POWER POINTS

18



87/50

36

POWER POINTS

8



77/80

16

POWER POINTS

5



6/20

10

BRAWL STARS TIMELINE



SOFT-LAUNCH 1 JULY 14-15, 2017

Brawl Stars was announced globally on June 14, 2017 via a live-stream on YouTube. The game was released in the Canadian App Store the following day, on June 15, 2017

DEC UPDATE #1 3 DECEMBER 5, 2017

This update changed the Brawl Stars UI for the very first time. The game lost the Western touch. Darryl and ticketed gamemodes were added and Star Powers were introduced.

MAY UPDATE 5 MAY 23, 2018

The May update introduced Penny and Frank, Heist 2.0, Duo Showdown, Trophy Road and a whole new UI! In addition to these, the update also contained some QoL features.

DEC UPDATE #2 7 DECEMBER 7, 2018

The pre-global update introduced 3D environments, new Brawler Leon, new Brawler models, new UI, Darryl rework and Mortis hat skin!

SEPT UPDATE #1 2 SEPTEMBER 4, 2017

This update released two new Brawlers: Pam and Tara, and a new game mode: Brawl Ball! Also, season system and two new rarities (Mythic and Super Rare) were added.

LANDSCAPE 4 MARCH 9, 2018

The game changed to Landscape, auto-aim was added and tap-to-move was removed. Upgrade system was changed once again and UI was revamped.

ANDROID LAUNCH 6 JUNE 26, 2018

The game was softlaunched on Android devices on 26th June. The game was available in soft-launch countries only and so players had to use VPN to play.

GLOBAL LAUNCH 8 DECEMBER 12, 2018

Brawl Stars was released globally on 12th December, 2018 after one and a half years of beta testing.



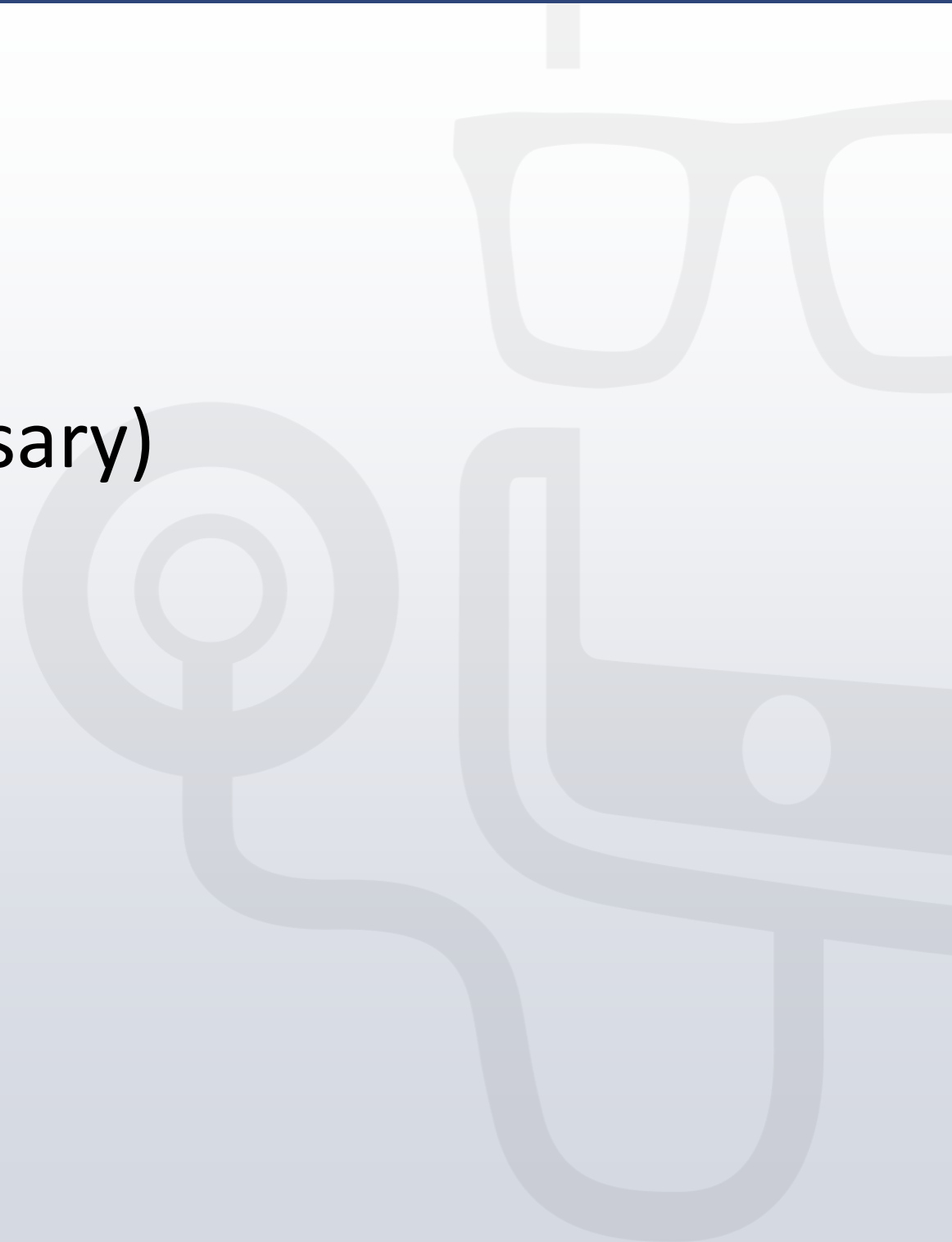
Brawl Stars Grossing Rank, Games, Canada





Lessons

- Supercell strikes again
- The road is long (but sometimes necessary)
- Control scheme tolerance evolving
- Content treadmill?
- We still await the great mobile MOBA



6. NOTABLE GAMES 2018

MONSTER MERGE



umbrella

Unlocked monster level 5

285.06

zzZzzZ

Spend your coins

FAST FORWARD





perspecto

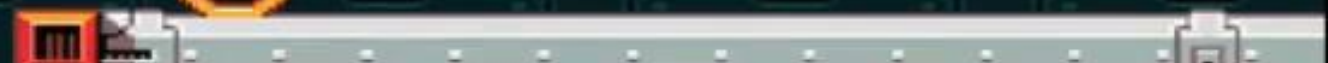
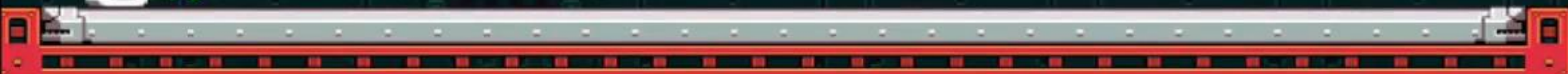
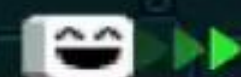
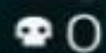
gamezaur

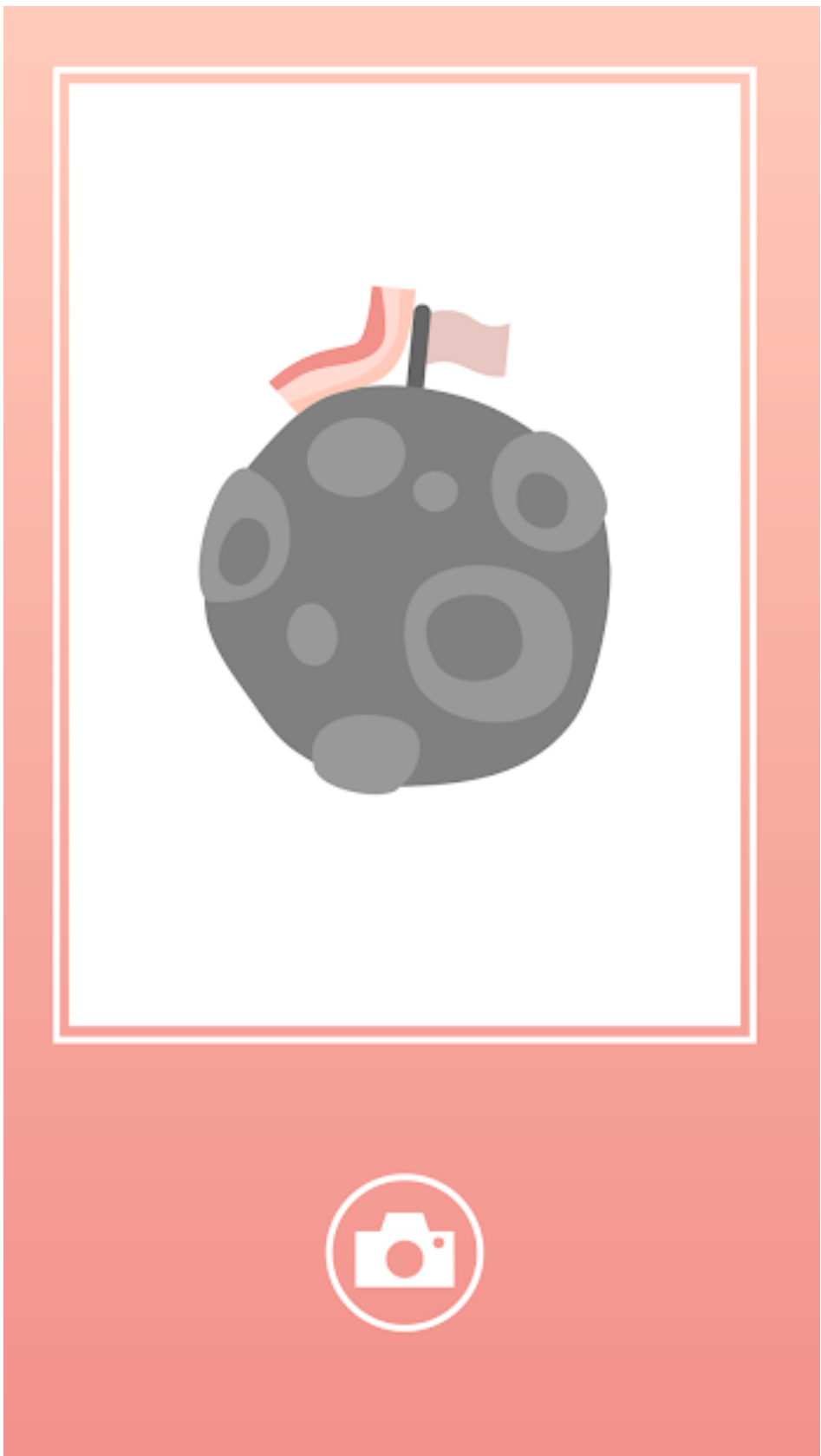
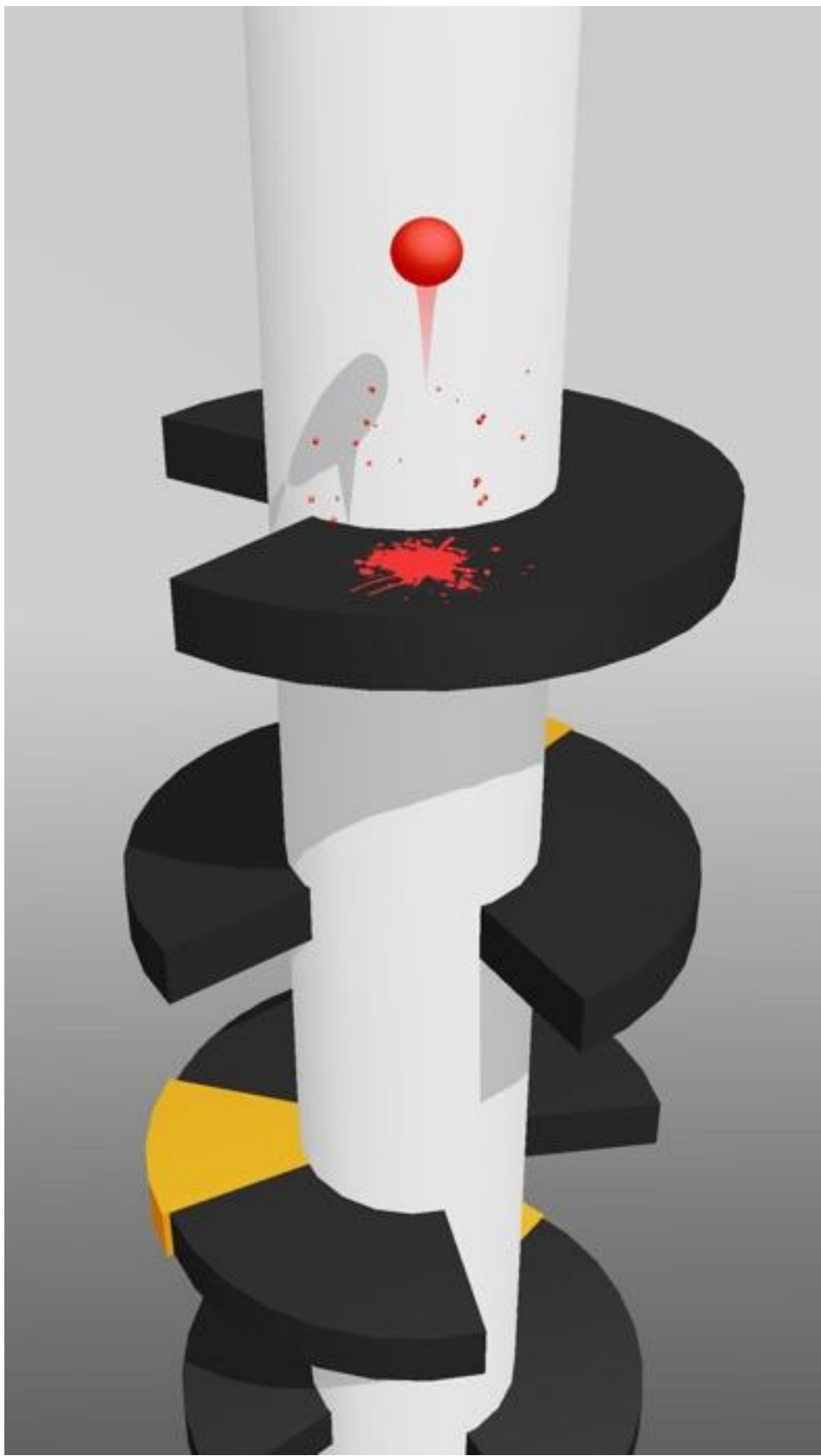


Super
ONE MORE
JUMP



0





2

3

0

best: 34



NO
ADS

0

BEST
1526

TAP TO START





super type

Q & A

The Year in Mobile Games

Steve Meretzky (Independent)

Dave Rohrl (Mobile Game Doctor)

Juan Gril (Microsoft)