

App Annie ?4?????????????????iOS?????????????????“????????”?

The county's iOS revenue more than doubled in the first quarter compared to the same period last year, according to the company.

App Annie????????????iOS????????????

Another mobile market monitor -- Newzoo noted that China is set to reach a billion mobile games market this year, saying Tencent and NetEase are by far the most dominant publishers in the nation.

????????Newzoo????????????10????????????

According to Newzoo, NetEase ranked the top grossing publisher on domestic iOS game market this month while Tencent alone claimed about 45 percent of Chinese Android game revenues in May, publishing 23 of the top 100 titles.

Newzoo????????iOS????????5????????100????????23????????TOP100????45%?

Earlier this month, Tencent announced investment in Finnish mobile gaming company Supercell Oy, spending 6 billion to acquire up to 84 percent of the latter's shares, which is believed by the industry as a strategy to accelerate the globalization of the company.

????????Supercell Oy???60???Supercell Oy??84%????????

In a recent exclusive interview with China Daily, Bertrand Schmitt, CEO and co-founder of App Annie, said China accounts for about 20 percent of the world's gross app store revenue and it is expected to take about 30 percent of total revenue by 2020.

App Annie????????Bertrand Schmitt????????20%?2020????????30%?

The country's gross app store revenue totaled 7 billion in 2015 and will reach 9 billion in 2020, according to App Annie.

2015????????70??App Annie???2020????????90??