

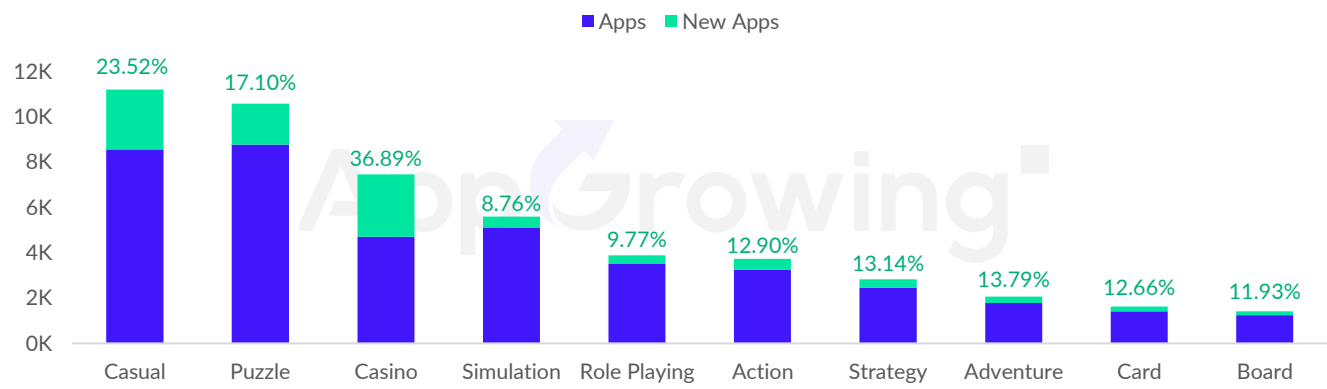
September 2026

MOBILE GAME & APP

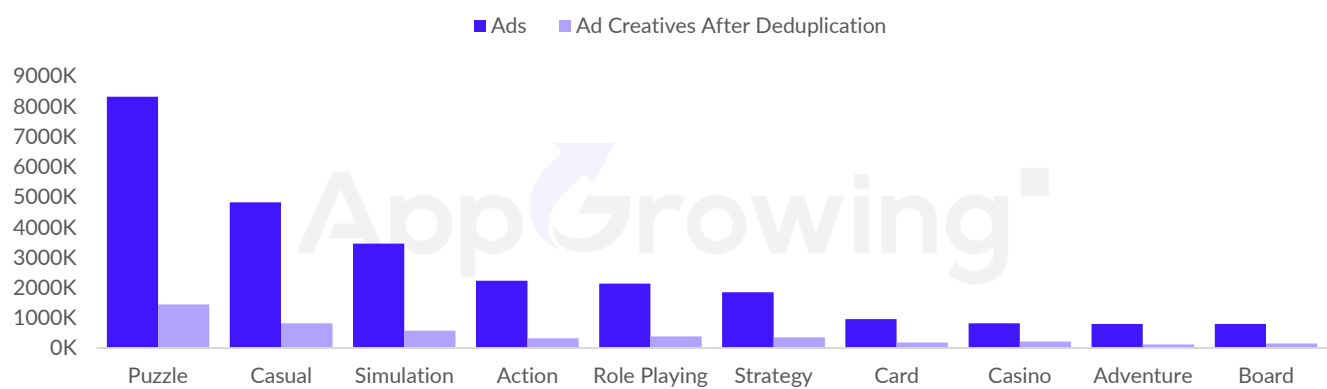
Global Advertising Review



Top 10 Categories by the Number of Apps Advertised

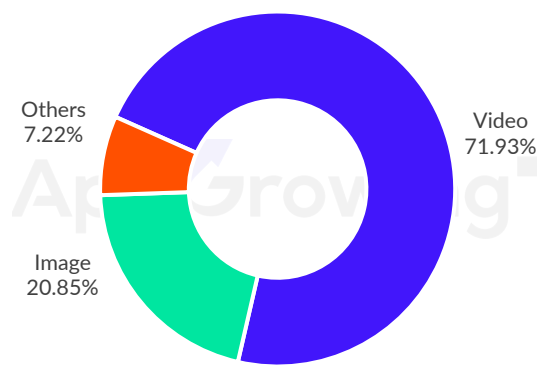


Top 10 Categories by the Number of Ads

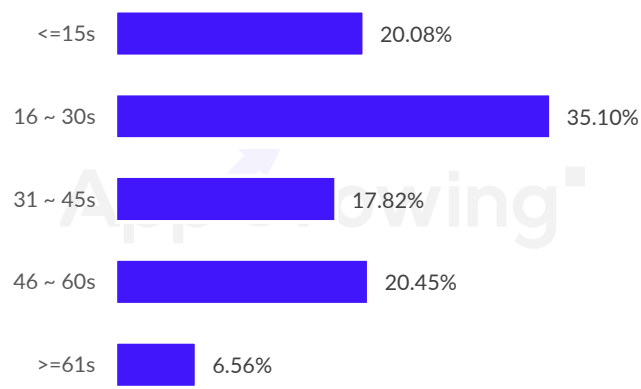


*An ad creative may be used to create multiple ads. AppGrowing consolidates ad creatives with high similarity across different media and Apps to streamline the browsing process.

Ad Creative Format



Duration of Video Ad Creative



Main App		Developer		Main App		Developer			
01			Oakever Games	—	16			Scopely Explore, Inc.	▲
02			Hungry Studio	▲	17			Nebula Studio	▲
03			VOODOO	▼	18			GAMEXIS	▲
04			Vita Studio	—	19			IGG.COM	▲
05			SayGames Ltd	▲	20			Level Infinite	▼
06			Supercent, Inc.	▲	21			MYGAMES MENA FZ LLC	▼
07			Guru Puzzle Game	▼	22			hRango	▼
08			美玲 陆	▲	23			King	▼
09			Century Games Pte. Ltd.	▼	24			Superboost Soft Limited	▼
10			Lion Roar	▲	25			Astrasen Global	▼
11			Microfun Limited	▼	26			Freeplay LLC	▼
12			Solid Games	▼	27			AuraEffects	▼
13			PIONEER SOCIAL MEDIA APPLICATIONS	▲	28			Ivy	▲
14			Yso Corp	▲	29			CASUAL AZUR GAMES	▼
15			Rollic Games	▼	30			Joy Box Games Studio	▲

Top Mobile Games

Name & Developer			MoM	Name & Developer			MoM
01		Block Blast! Hungry Studio	46.55%	16		Candy Crush Saga King	-25.58%
02		Vita Mahjong Vita Studio	16.65%	17		Tricky Puzzle 2: Brain Test YKGAME STUDIO PTE. LTD.	45.32%
03		Meowdoku! Oakever Games	16.52%	18		Crazy Brain Puzzle: Mind Twist YKGAME STUDIO PTE. LTD.	2.45%
04		Mahjong Blast Nebula Studio	-5.41%	19		Pokémon GO Scopely Explore, Inc.	5.07%
05		Zen Word® Oakever Games	-18.58%	20		Snake Puzzle: Slither to Eat! Brave HK Limited	-29.54%
06		Amaze GO! WEST CORPORATE SDN BHD	-27.52%	21		Bid Master : Auction Game Hydodo	-42.62%
07		Gossip Harbor® Microfun Limited	-21.81%	22		Tile Explorer: Tiles Clear! Oakever Games	-15.99%
08		Block Crush! Wonderful Studio	-3.27%	23		PUBG MOBILE Tencent Mobile International Limited	-29.52%
09		Vehicle Master Driving Car 3D hRango	-8.06%	24		Double Tile! Hungry Studio	27.41%
10		Doomsday IGG.COM	28.73%	25		Roblox Roblox Corporation	6.22%
11		War Robots Multiplayer Battles MYGAMES MENA FZ LLC	-29.14%	26		Melon: Sandbox playducky.com	4.56%
12		Jigsawscapes® Oakever Games	-38.09%	27		Daughter Jini Care – Daycare Lion Roar	-6.07%
13		Jigsawcard Solitaire Puzzle Oakever Games	4.93%	28		Hero Wars: Alliance Adventure NEXTERS GLOBAL LTD	76.39%
14		Color Block: Combo Blast Ivy	33.87%	29		Castle Busters VOODOO	30.70%
15		Tricky Puzzle: Brain Quest YKGAME STUDIO PTE. LTD.	1.44%	30		Drive to Deliver Kryptosomatic	572.79%

Top Pre-registering Games

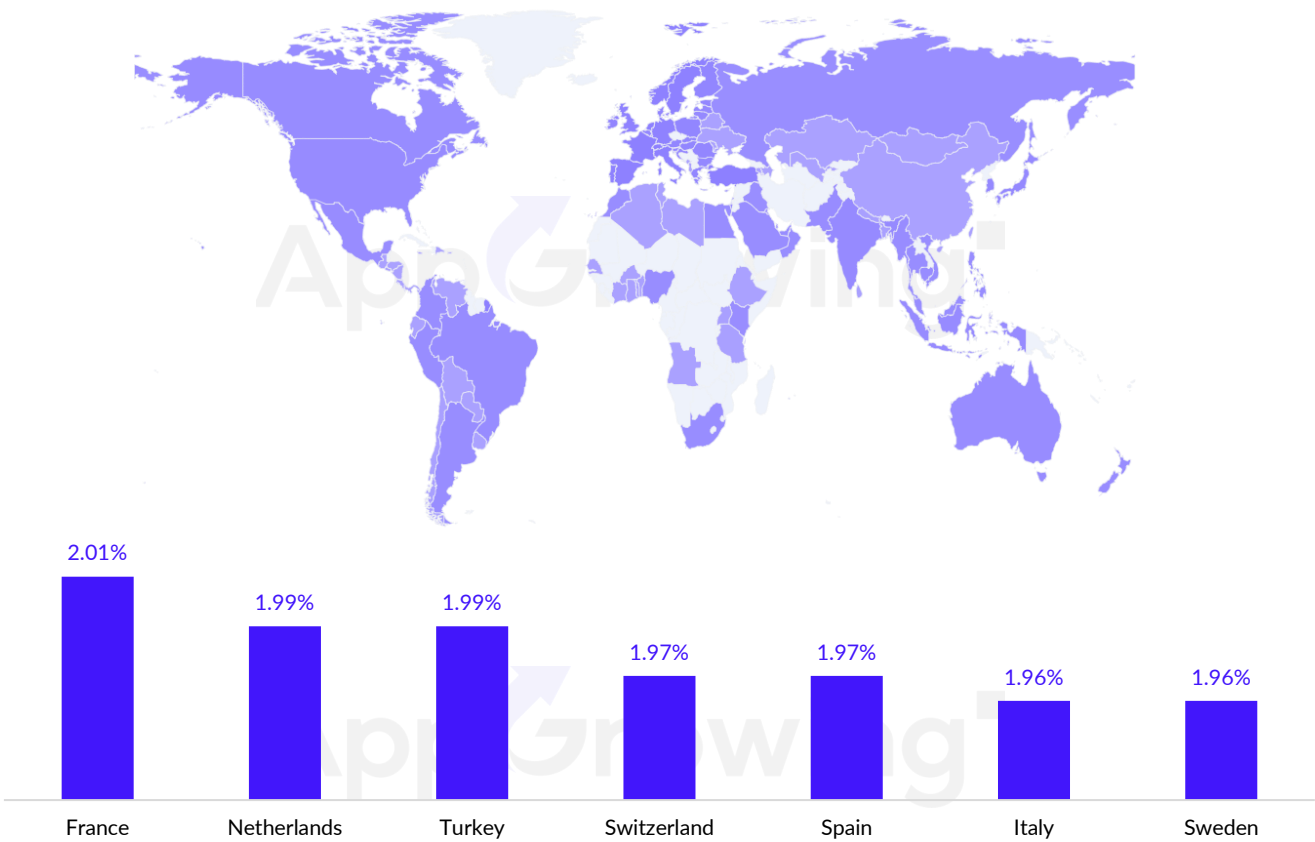
App Store

Icon	Name & Developer	Regions Open for Pre-registration
01	 Silver Palace ELEMENTA GAMES PTE. LTD.	Japan, Korea, Hong Kong SAR, Macao SAR, Taiwan of China...(66)
02	 Police Chief VoyagerOne	Japan
03	 Dragonbound: Wings of Magic Efun Global Company Limited	India, Pakistan, Indonesia, Singapore, Malaysia...(45)
04	 Girls Echo HOWLYO HONG KONG LIMITED	Pakistan, Indonesia, Thailand, Philippines, Cambodia...(61)
05	 キタキタ王様 EFUN FRONT COMPANY LIMITED	Japan
06	 Transformers: Eternal War HOOLAI GAME LIMITED	Hong Kong SAR, Macao SAR, , Taiwan of China, India, Pakistan...(65)
07	 VAMPIR Netmarble Corporation	India, Pakistan, Indonesia, Singapore, Malaysia...(65)
08	 드래곤 고고씽 Ujoy Games Limited	Korea
09	 소드 x 스테프 Boltray Games	Korea
10	 來種水果吧! RiftSky Games	Hong Kong SAR, Macao SAR, Singapore

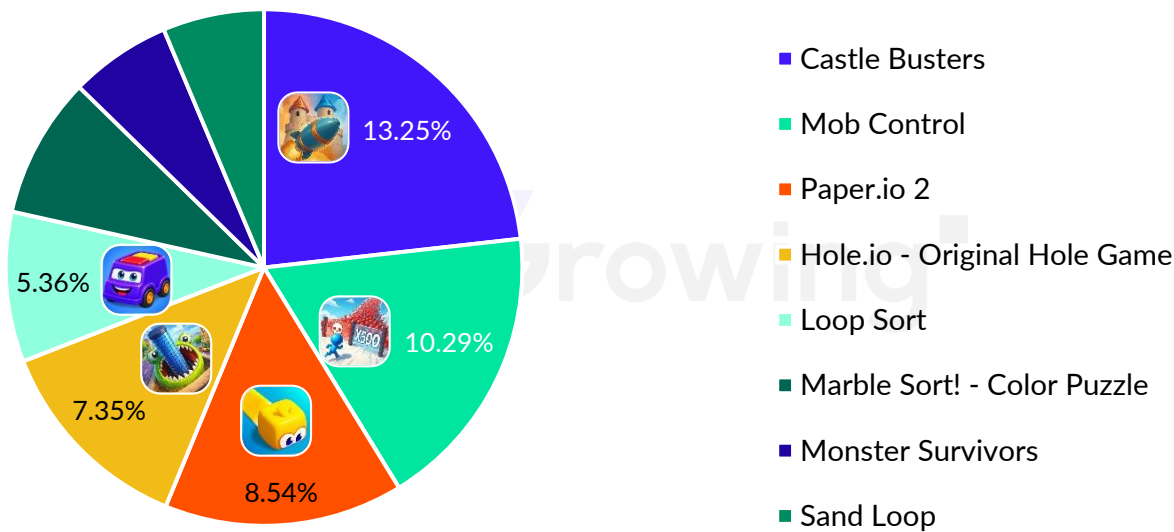
Google Play

Icon	Name & Developer	Regions Open for Pre-registration
01	 Police Chief VoyagerOne IE	Japan
02	 Overgeared Hero: Merge RPG 5minlab Corp.	Japan
03	 SilverPalace Elementa Games	Japan, Korea, Hong Kong SAR, Macao SAR, Taiwan of China...(76)
04	 Girls Echo HOWLYO GAME	Pakistan, Bangladesh, Kazakhstan, Indonesia, Singapore...(69)
05	 Conquest of Nine Kingdoms RASTAR GAMES HK	Japan
06	 뱀피르 Netmarble	India, Pakistan, Kazakhstan, Indonesia, Singapore...(70)
07	 Monster Hunter Outlanders Garena Online Private Limited	Korea, Hong Kong SAR, Macao SAR, Taiwan of China, Pakistan...(41)
08	 Transformers: Eternal War Wanda Cinemas Games	Korea, Hong Kong SAR, Macao SAR, Taiwan of China, Pakistan...(72)
09	 드래곤 고고씽 Ujoy Games	Korea
10	 Crownstone Survival Level Infinite	Hong Kong SAR, Macao SAR, Pakistan, Bangladesh, Kazakhstan...(62)

Ad Distribution and Top 7 Regions with the Most ads

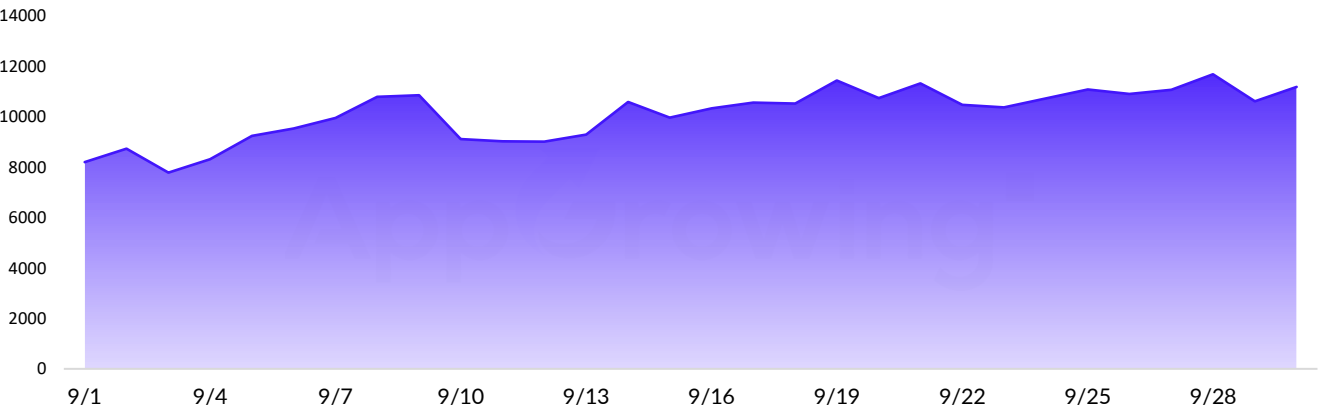


Distribution of Ads across Apps





Castle Busters	Category	Media	Release Date
Voodoo	Action	19	2025-5-26



Castle Busters | Ad Creative Case

Indicators:

View: >10M

Related Ads: 110

Ad Days: 41

Structure

Eye-catcher

Narration

CTA

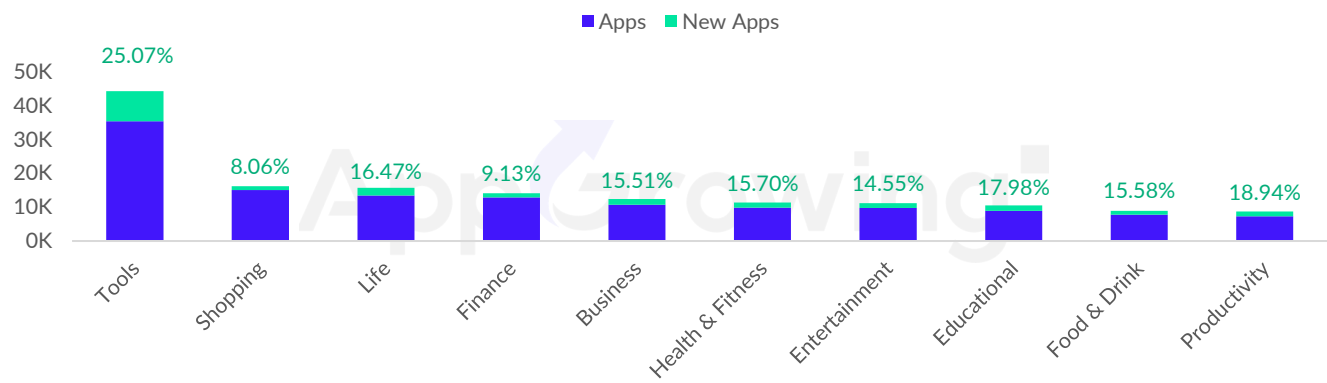
Screenshot



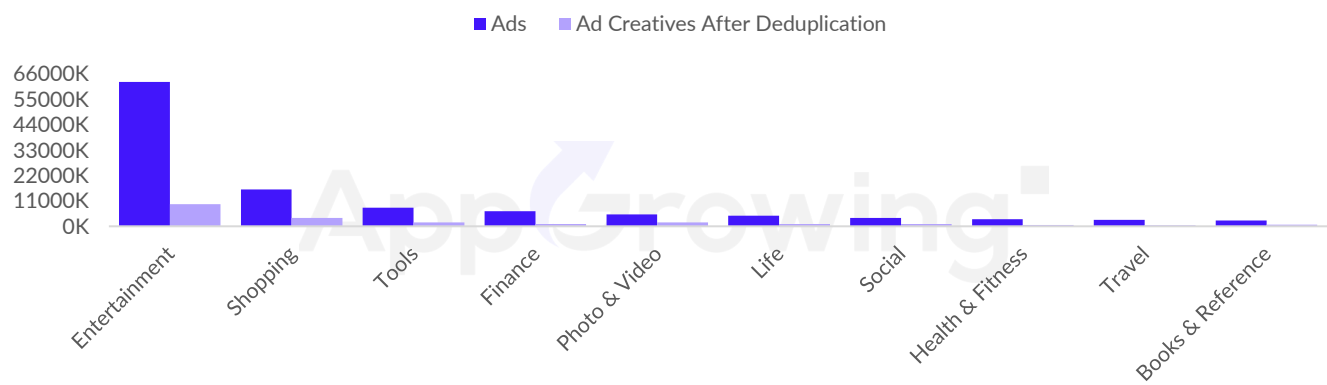
Creative
Analysis
by AI

This creative uses a split-screen layout (top/bottom) to pair the streamer's live reactions with intense in-game combat, boosting immersion. By juxtaposing the moment of in-game failure with the streamer's shocked reaction, it creates a strong emotional contrast that amplifies the impact of the loss. Combining real facial expressions with cartoon-style gameplay visuals further emphasizes entertainment value and immersion. It is well suited for attracting young users interested in gameplay streams or live-streaming content, leveraging a "surprise + humor" hook to drive conversions.

Top 10 Categories by the Number of Apps Advertised

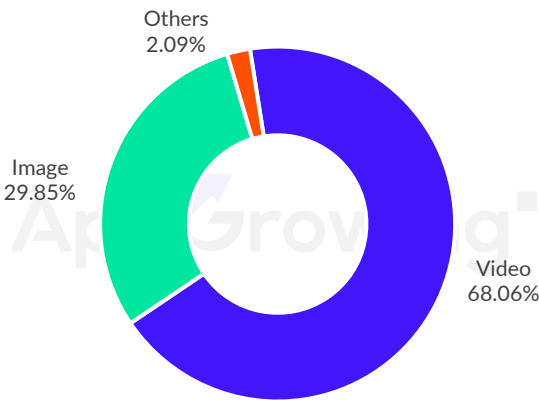


Top 10 Categories by the Number of Ads

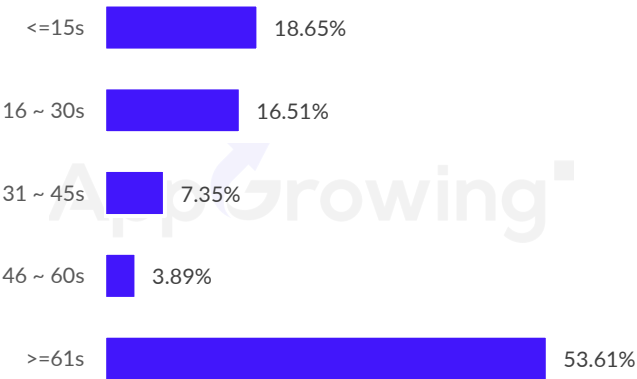


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Ad Creative Format



Duration of Video Ad Creative



Top Non-gaming App Developers

Main App			Developer		Main App			Developer	
01			NewLeaf Publishing	—	16			medyem	▲
02			SKYWORTH AI PTE LTD	—	17			RYNAT CAPITAL (PTY) Ltd	▲
03			STORYMATRIX PTE. LTD.	—	18			HK IReader Technology Limited	—
04			NETSTORY PTE. LTD.	—	19			Storyverse Co., Limited	▼
05			Temu	—	20			LPP SA	▲
06			Equinox Enterprises Technology Limited	▲	21			Shopee MY	▲
07			AGILE QUADRANT MEDIA LIMITED	—	22			SCALEUP YAZILIM HIZMETLERI	▲
08			SINGAPORE NEW READING TECHNOLOGY PTE. LTD.	▲	23			TapSuite	▲
09			FARSUN PTE. LTD.	▲	24			Tasawq	▲
10			Atlas Ventures Culture & Technology Limited	▲	25			STATION DEPART POINT	▲
11			Google	▼	26			trendyol.com	▲
12			TikTok Pte. Ltd.	▼	27			ZAppsolution	▲
13			UREELS PTE.LTD.	—	28			Samsungcard Co., Ltd.	▲
14			HK Good Drama Technology Limited	▼	29			上海寻梦信息技术有限公司	▲
15			SHORTTV LIMITED	▼	30			Nutri Plaza	▲

Top Non-gaming Apps

图标	名称 & 开发者	广告量环比增减	图标	名称 & 开发者	广告量环比增减
01	 ReelShort NewLeaf Publishing	-2.17%	16	 DramaReels SKYWORK AI PTE.LTD.	207.62%
02	 DramaWave SKYWORK AI PTE LTD	46.78%	17	 PopoVibe HK IReader Technology Limited	79.24%
03	 DramaBox STORYMATRIX PTE. LTD.	-4.36%	18	 TikTok TikTok Pte. Ltd.	-16.28%
04	 NetShort NETSTORY PTE. LTD.	15.27%	19	 Shopee 10.10 Brands Festival SHOPEE MOBILE MALAYSIA SDN. BHD.	35.24%
05	 Temu Temu	-6.28%	20	 모니모(삼성금융통합앱) 생명 화재 카드 증권 Samsung Card	92.44%
06	 StoryReel Equinox Enterprises Technology Limited	31.93%	21	 AI Chatbot - Nova SCALEUP YAZILIM HIZMETLERI	124.66%
07	 VibeShort AGILE QUADRANT MEDIA LIMITED	4.57%	22	 Kalos TV Storyverse Co., Limited	-4.26%
08	 FlickReels FARSUNPTE.LTD.	153.54%	23	 HotDrama SKYWORK AI PTE LTD	289.10%
09	 BlinkDrama Atlas Ventures Culture & Technology Limited	417.72%	24	 Passion Drama Pro medyem	146.15%
10	 GoodShort SINGAPORE NEW READING TECHNOLOGY PTE. LTD.	75.88%	25	 Trendyol trendyol.com	71.17%
11	 JoyReels UREELS PTE.LTD.	19.99%	26	 Deepsearch AI Search Assistant TapSuite	63.45%
12	 YouTube Google	-23.53%	27	 Soda Reels LY Technology	55.96%
13	 iDrama HK Good Drama Technology Limited	-19.41%	28	 Shopee PH: 10.10 Sale SHOPEE PHILIPPINES INC.	-24.88%
14	 XTrend Speed Trading RYNAT CAPITAL (PTY) Ltd	114.41%	29	 Sinsay - Mode und Shopping LPP SA	438.44%
15	 ShortMax SHORTTV LIMITED	6.18%	30	 HotMini: Short Drama & Series Tasawq	38.95%

Life

	Icon	Name & Developer
01		Deepsearch AI Search Assistant TapSuite
02		CASETiFY Colab Casetagram
03		Hacoo - Live, Shopping, Share Hacoo Tech
04		Streamo IPTV: M3U Xstream BarCode Scanner
05		Serivibe Hangteminde
06		Moyra: Astrology & Horoscopes Moyra Teknoloji Ticaret Limited Sirketi

AI Assistants & Agents

	Icon	Name & Developer
01		AI Chatbot - Nova ScaleUp
02		zeta: AI Chat, Story, Play Scatter Lab, Inc.
03		Moyra: Astrology & Horoscopes Moyra Teknoloji Ticaret Limited Sirketi
04		Cricbuzz Live Cricket Scores Cricbuzz.com
05		PolyBuzz: Chat with Characters CLOUD WHALE INTERACTIVE TECHNOLOGY LLC.
06		Google Gemini Google

Finance

	Icon	Name & Developer
01		XTrend Speed Trading Rynat Capital (Pty) Ltd
02		모니모(삼성금융통합앱) 생명 화재 카드 증권 Samsungcard Co., Ltd.
03		ehamarkets-Trading & Investing HOOYA PLUS CAPITAL INC.
04		XTrend Lite - Invest Your Way Rynat Capital (Pty) Ltd
05		Sumeria - Banking Account LYDIA Solutions
06		Revolut: Send, spend and save Revolut Ltd

Social

	Icon	Name & Developer
01		Facebook Meta Platforms, Inc.
02		WhatsApp Messenger WhatsApp Inc.
03		LINE LINE (LY Corporation)
04		TikTok Lite - Faster TikTok TikTok Pte. Ltd.
05		BIGO LIVE-Live Stream, Go Live BIGO TECHNOLOGY PTE. LTD.
06		Rednote 行吟信息科技有限公司(上海)有限公司

*Upon the app store's category system, AppGrowing has introduced the App Tag system, designed to assist users in conducting a more thorough analysis of specific app categories, and accurately identifying market trends.

Source: AppGrowing. Sort by number of ads in descending order.

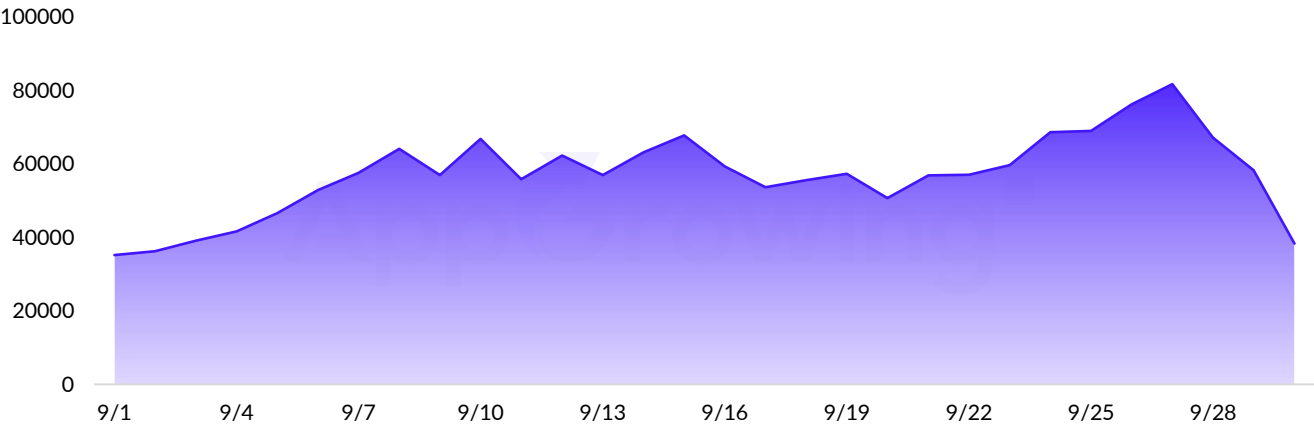


Deepsearch

AI Search Assistant

TapSuite

Category	Media	Regions
Life	13	136



Deepsearch AI Search Assistant | Ad Creative Case

Indicators:

Impressions: 271.6K

Related Ads: 3

Active Days: 30

Structure

Eye-catcher

Narration

CTA

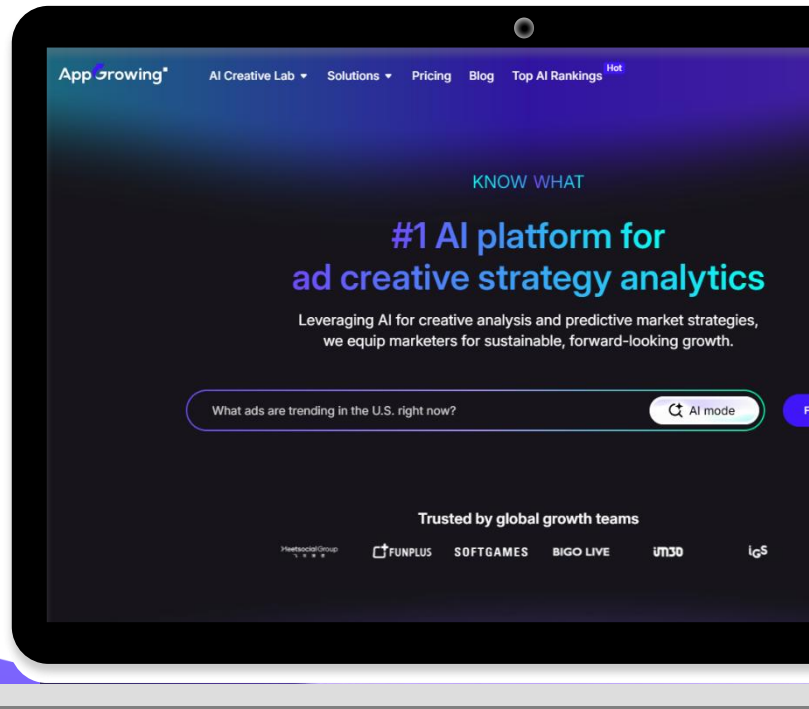
Screenshot



Creative
Analysis
by AI

This creative opens with a heated couple's argument on a plane, tapping into viewers' urge to eavesdrop on public drama and grabbing attention right away. A bystander's comment then amplifies a relatable pain point: distrust and suspicion of a partner's infidelity. The female lead uses the app to look up her boyfriend, naturally showcasing the core feature. The video ends on her shocked reaction ("You've got to be kidding me"), hinting at a startling discovery and creating a cliffhanger that drives downloads.

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