



APPTUTTI

Publishing your Apps & Games in China

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Evolution of Mobile Phones



The world today is Mobile!





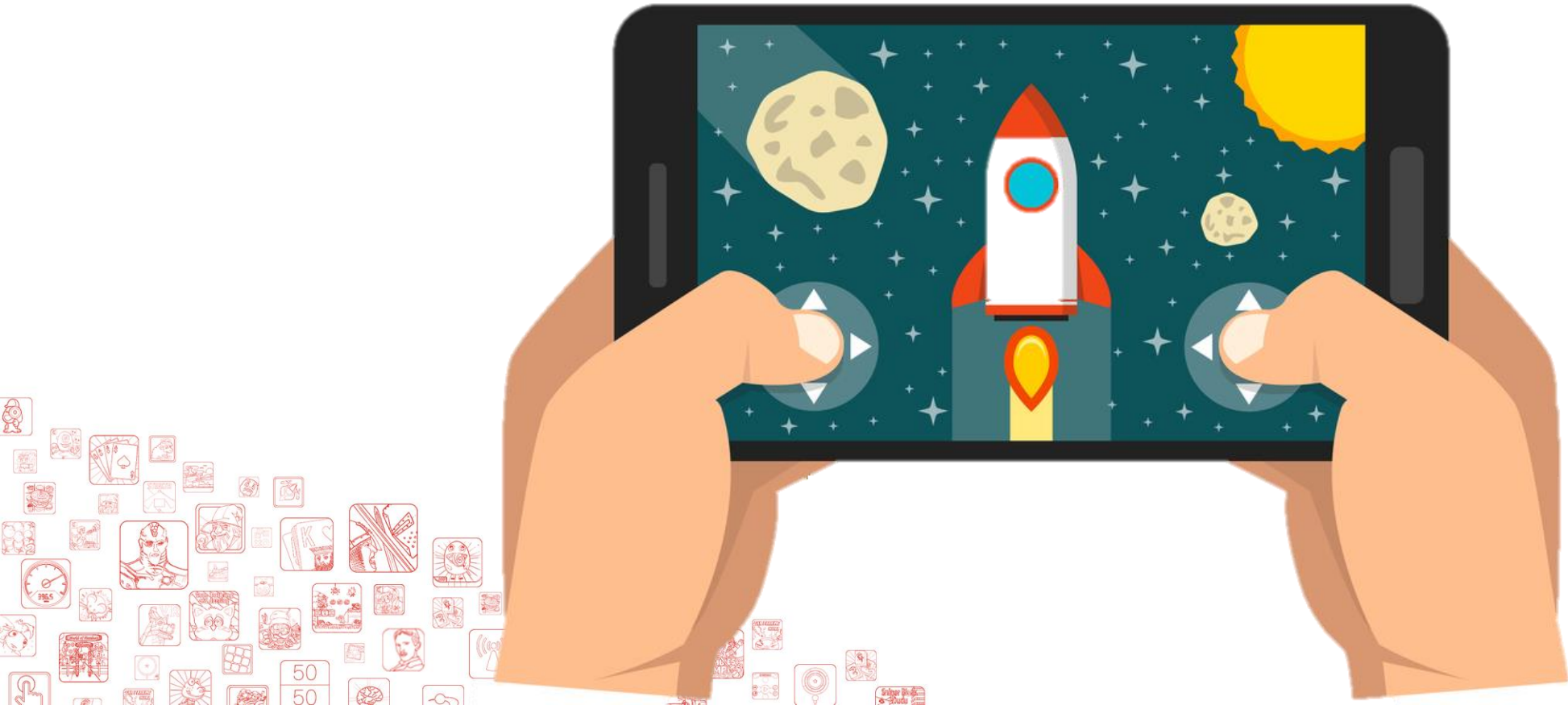
62%

45%

62% of smartphone owners
install a game within a week of
getting their phones and Mobile
Games now account for more
than **43%** of total time spent
on smartphone



We love Mobile Gaming!



Global Game Market Value

US \$135,000,000,000

Source: Newzoo



Global Game Market Value

1,350,000 years



Global Game Market Value



Where do developers publish?



App Store

2.2 Million IOS Apps



Google play

3.3 Million Android Apps



Where do developers publish?



119.5 billion Downloads **by 2022**

Source: App Annie

Where do developers publish?



App Store

2.2 Million IOS Apps

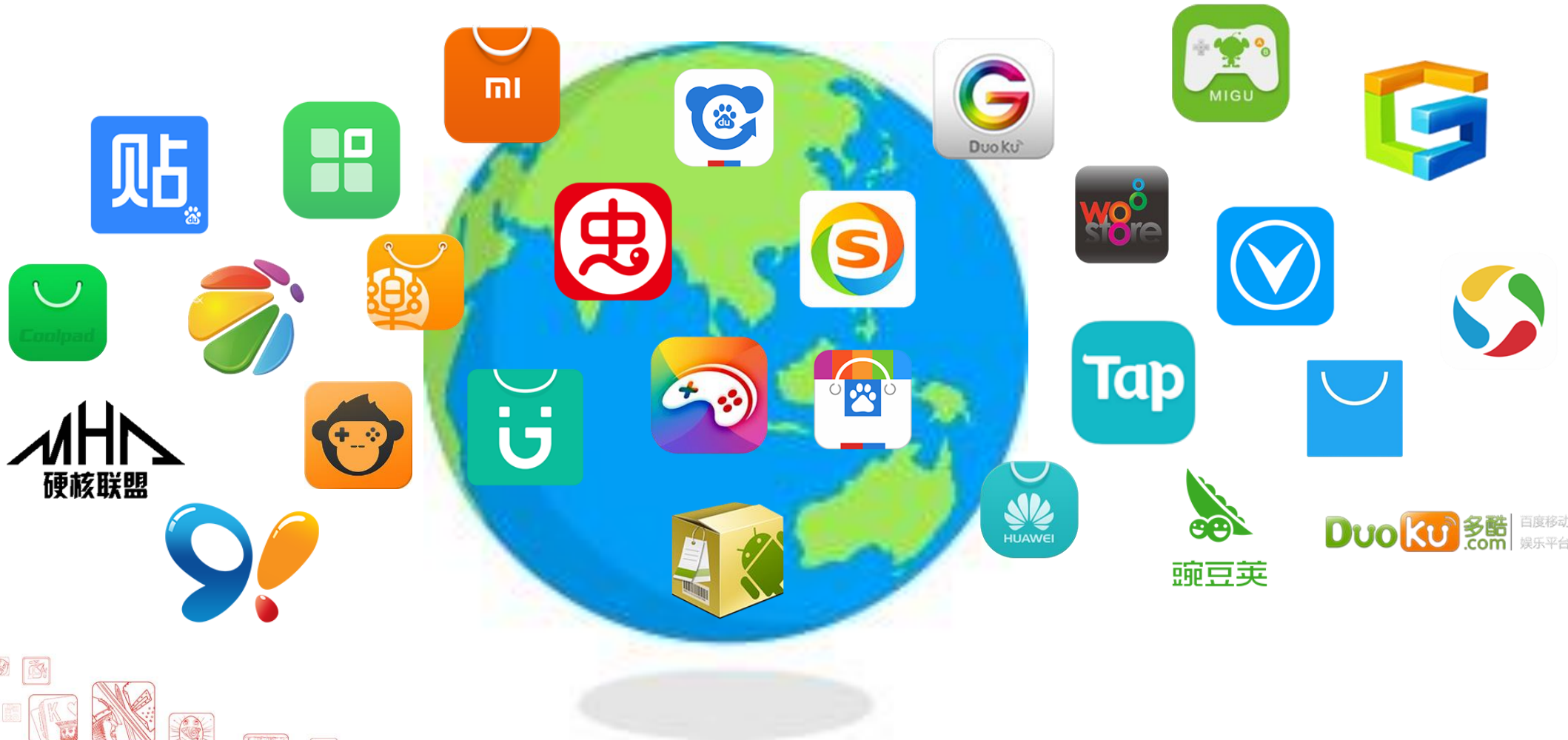


Google play

3.3 Million Android Apps



Where do developers publish?



MHA
硬核联盟

Duo Ku 多酷 | 百度移动娱乐平台
豌豆荚

APPTUTTI

Where do developers publish?

25% of Global game spending is in China...

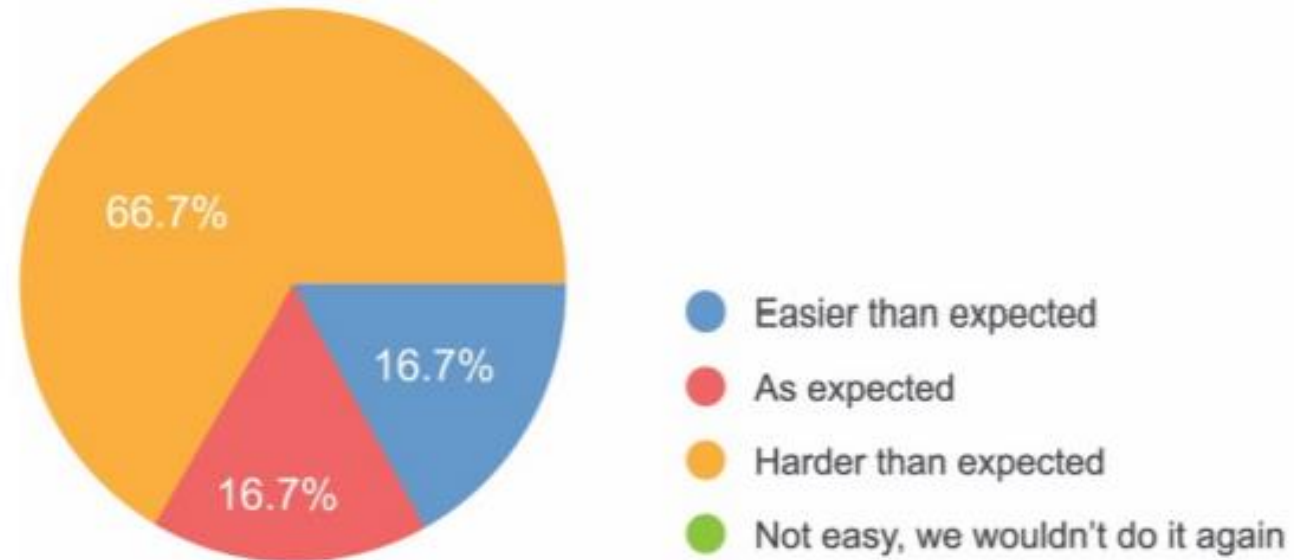


Difficulty for developers



Difficulty for developers

Was launching in China



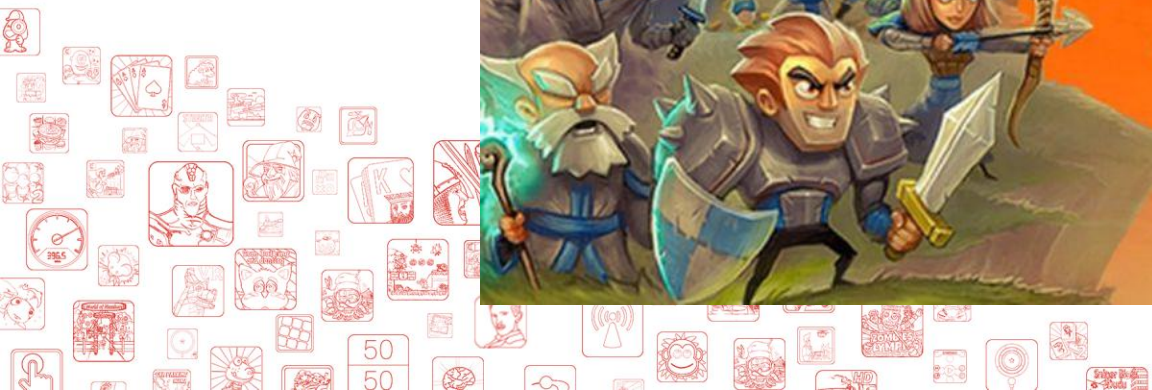
Fragmentation



Localization

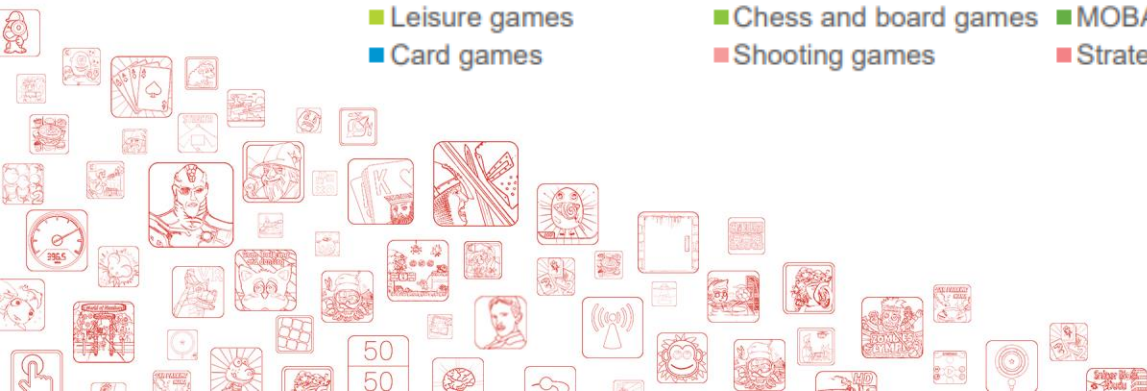
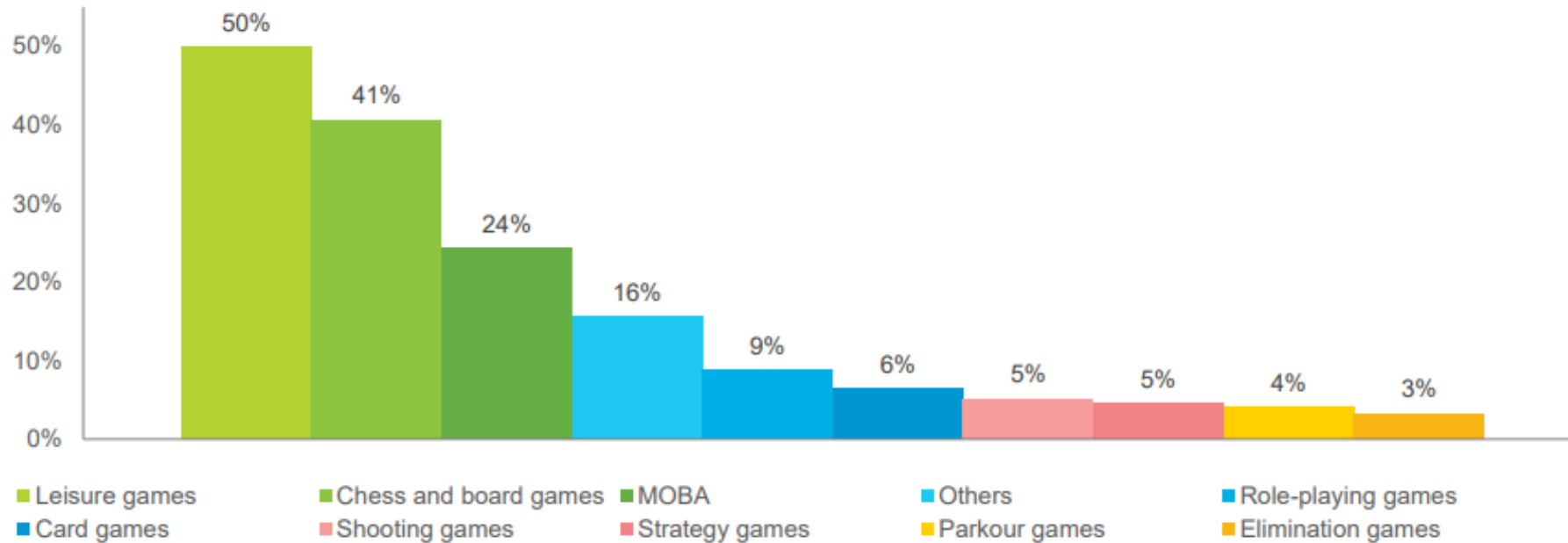


Localization

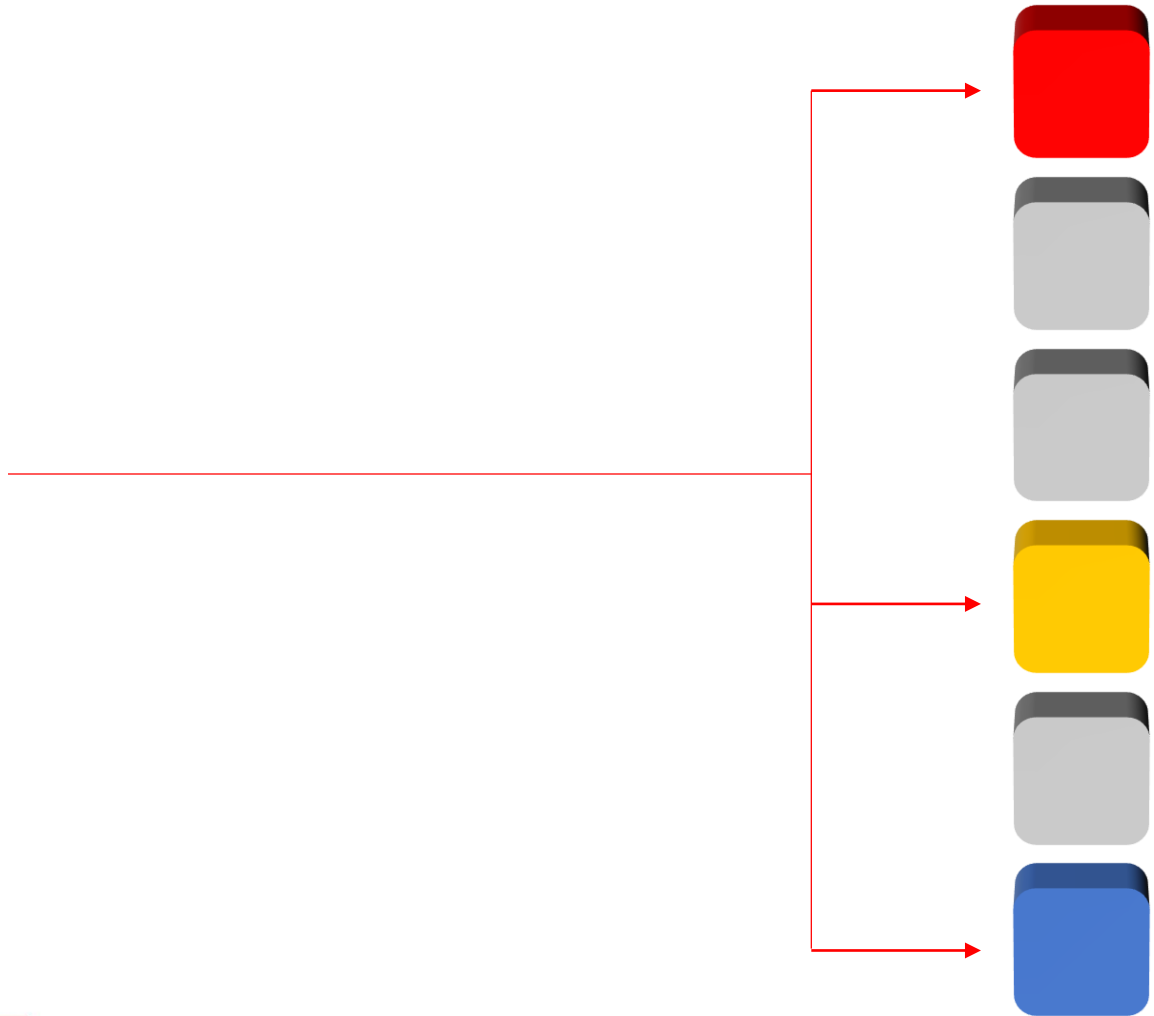


Localization

Penetration of Different Types of Mobile Game in China 2017-2018



What does APPTUTTi do?



What does APPTUTTi do?



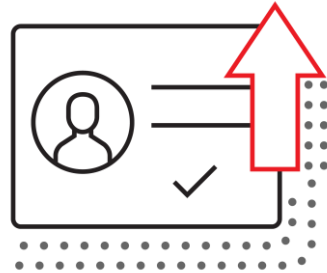
What does APPTUTTi do?



What does APPTUTTi do?



Register



Submit



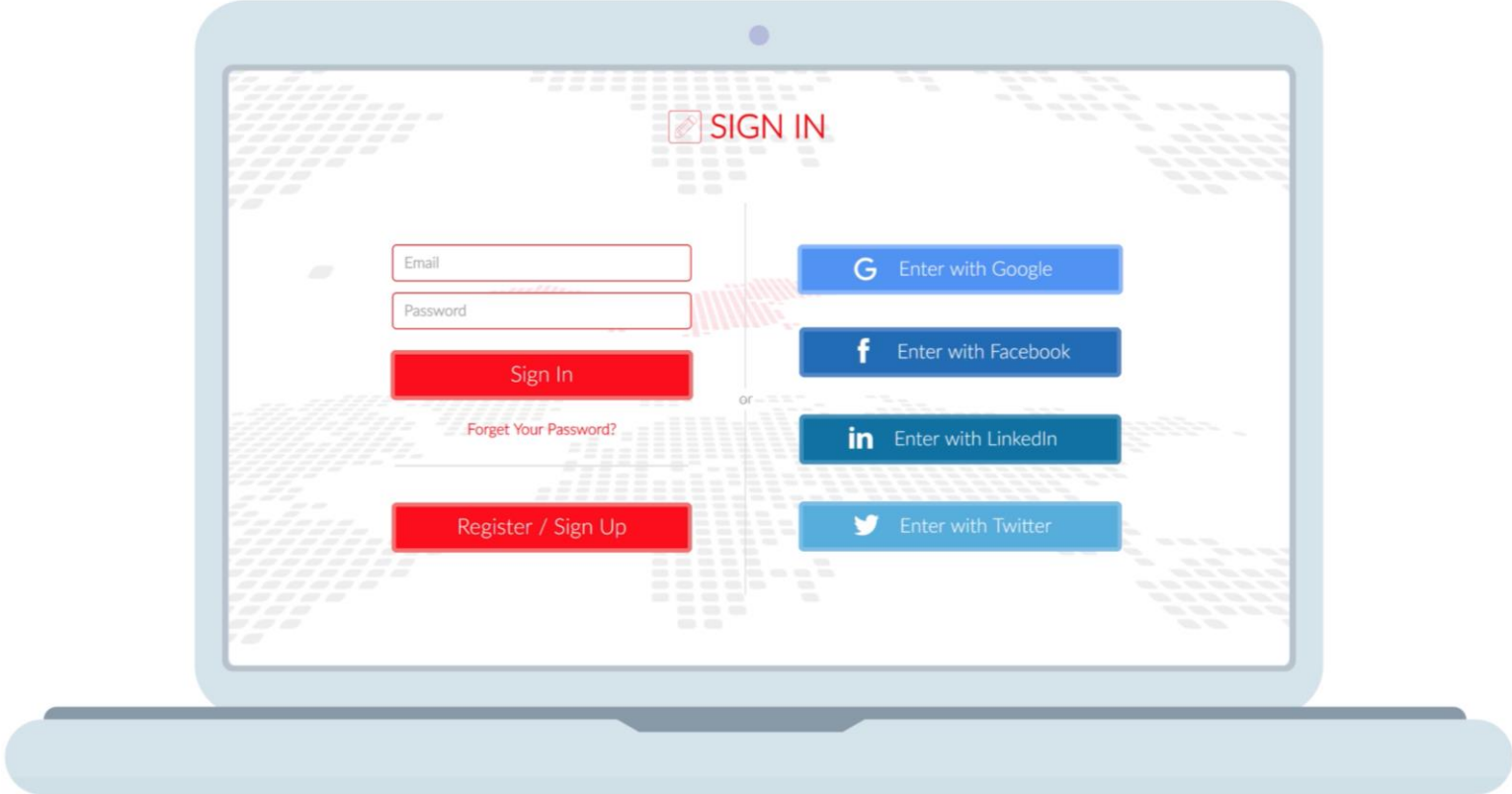
Plug



Publish



What does APPTUTTi do?



What does APPTUTTi do?

Login Options



Payment Options



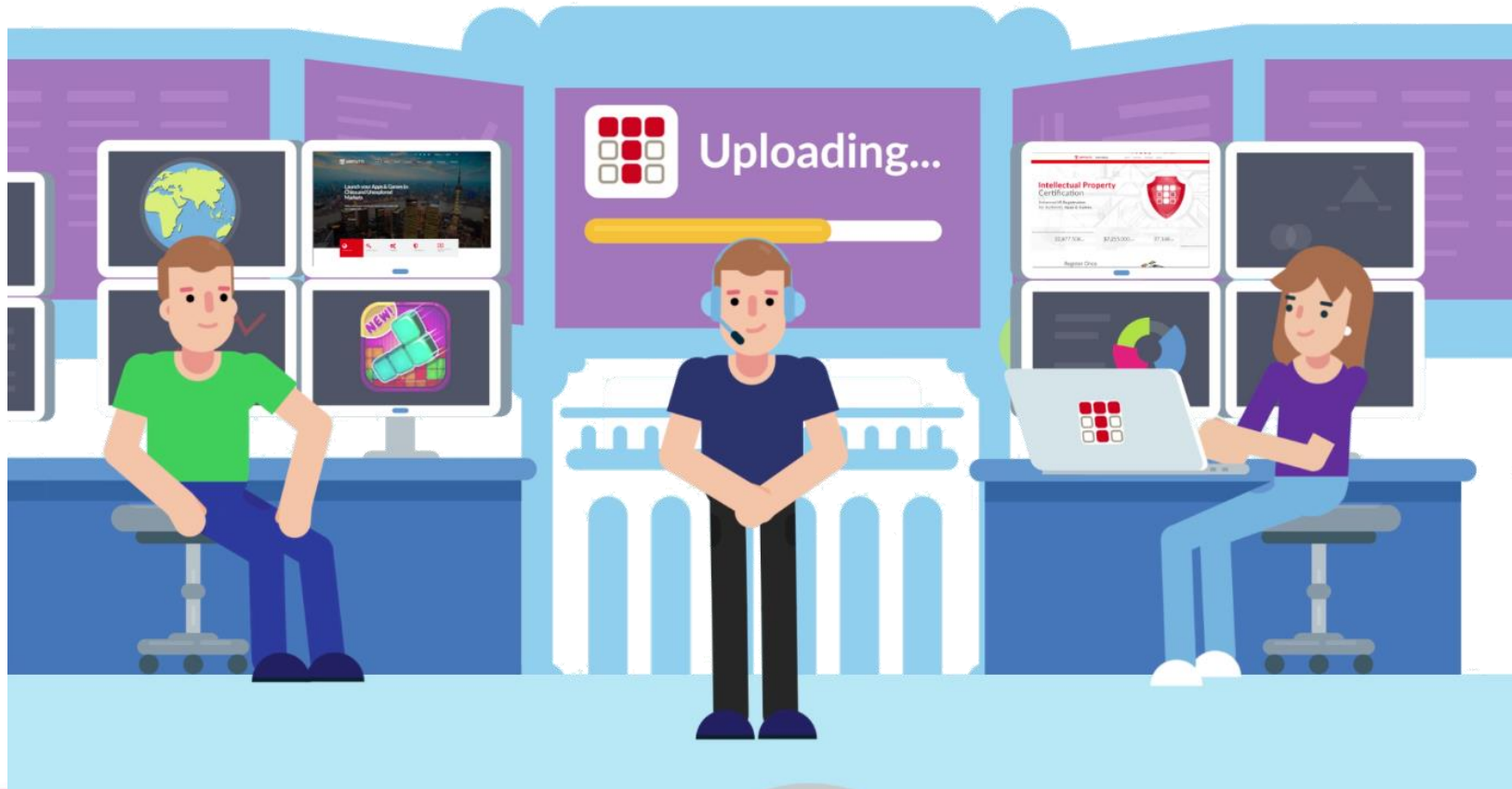
Data Mining



Ads



What does APPTUTTi do?



What does APPTUTTi do?





The first and only **UDP partner** for the Chinese game market

Provides access to 3 major app & game stores in China and Unexplored Markets, for **FREE**

Single SDK to unlock **MULTIPLE stores** in China, practical and specialized .

7,000,000 game developers worldwide

More than **500,000** games powered by Unity

40% of the top **1,000** mobile games are powered by unity



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www.apptutti.com/Partners



What does APPTUTTi do?





APPTUTTI

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China and Unexplored Markets

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