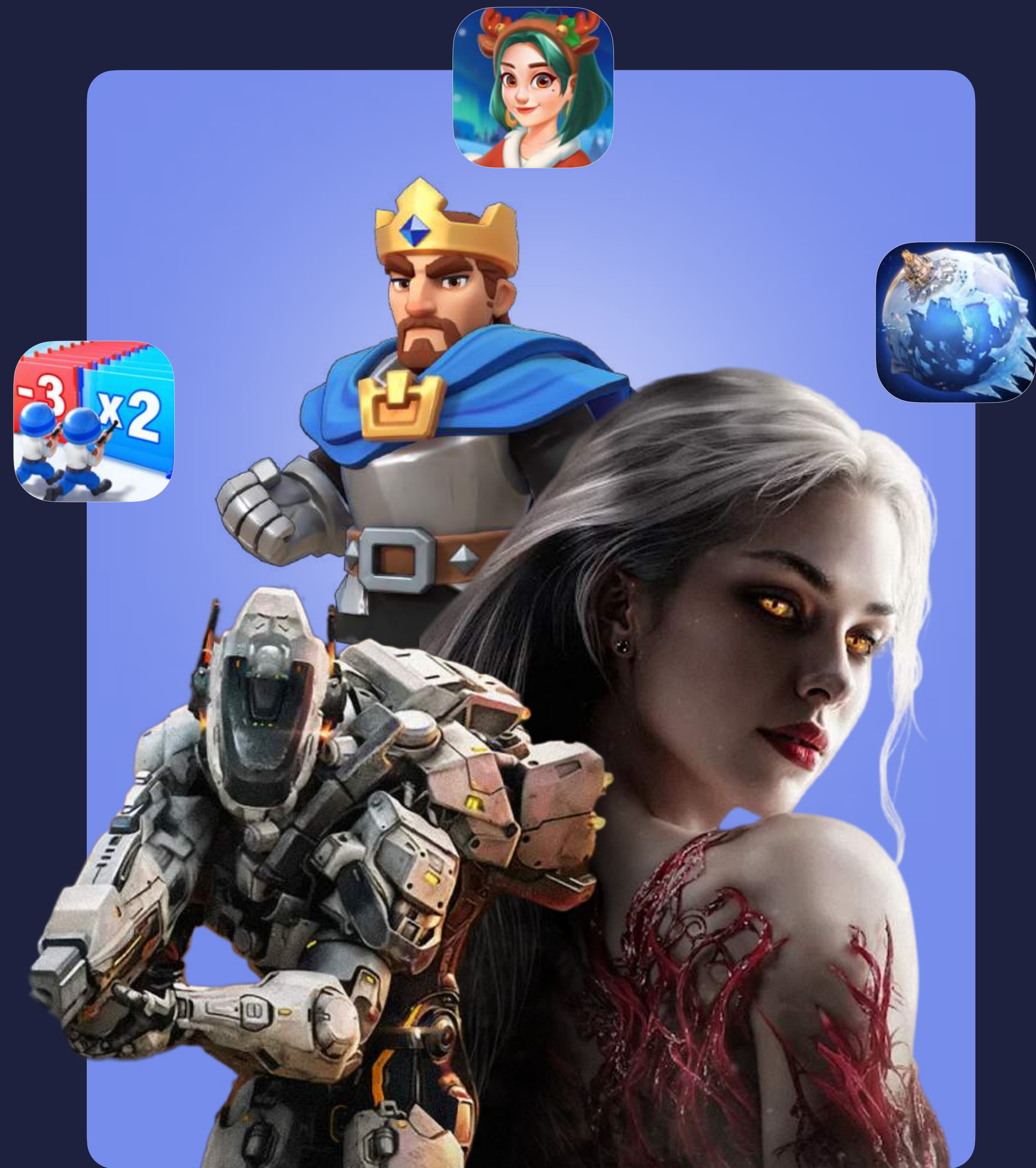


# Winning with Live Ops: Strategic Insights from Top-Grossing Mobile Games



# Sensor Tower

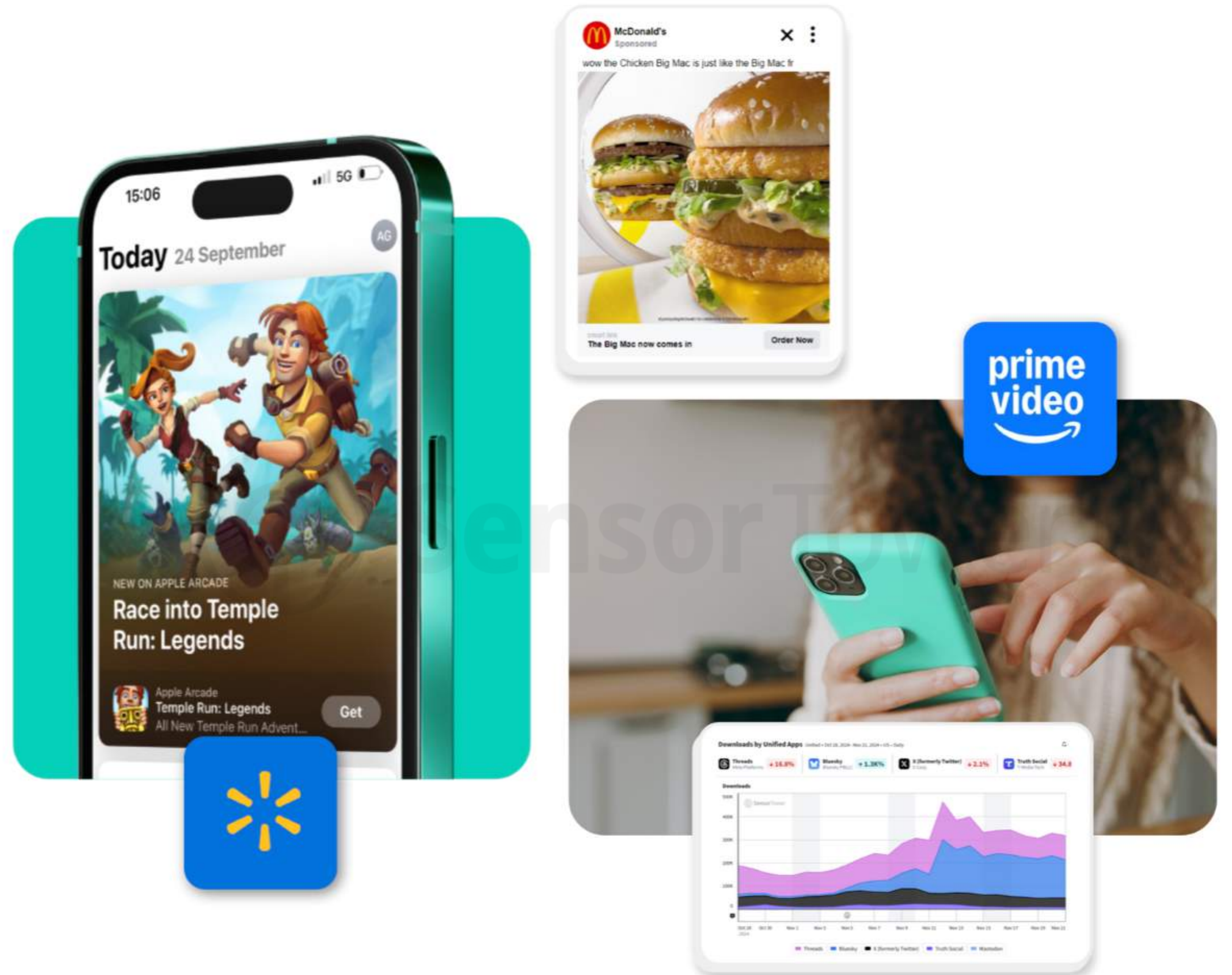
## Powering Intelligence Behind the Global Digital Economy

Sensor Tower is the leading source of mobile app, digital advertising, retail media, and audience insights for the largest brands and app publishers across the globe.

With a mission to measure the world's digital economy, Sensor Tower's award-winning platform delivers unmatched visibility into the mobile app and digital ecosystem, empowering organizations to stay ahead of changing market dynamics and make informed, strategic decisions.

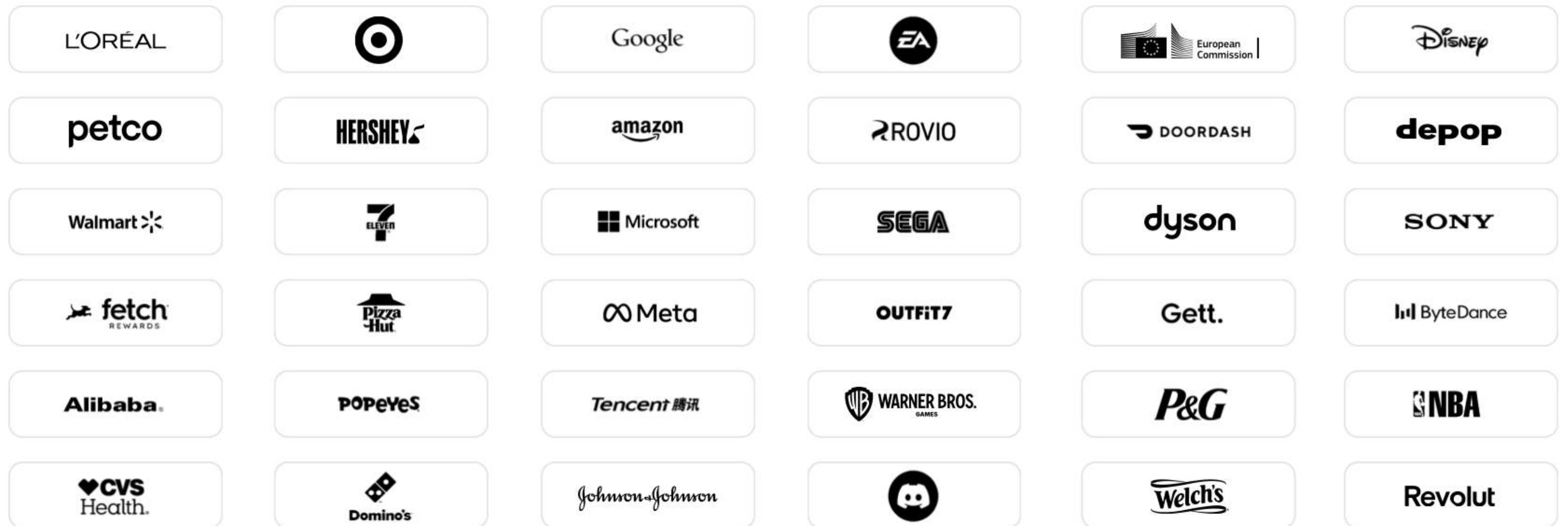
Founded in 2013, Sensor Tower's mobile app insights have helped marketers, app, and game developers demystify the mobile app landscape with visibility into usage, engagement and paid acquisition strategies. Today, Sensor Tower's digital market insights platform has expanded to include Audience, Retail Media, and Pathmatics Digital Advertising Insights, helping brands and advertisers understand their competitor's advertising strategies and audiences across web, social and mobile.

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**Business Inquiries:** [sales@sensortower.com](mailto:sales@sensortower.com)

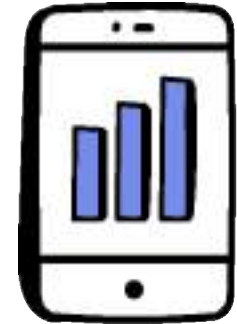


# Sensor Tower | Our Customers

Top publishers trust Sensor Tower insights to grow their business.



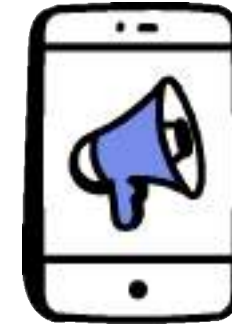
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Sensor Tower  
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**For those who need visibility  
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Enjoy insight into: app rankings, downloads, and revenue; active users, demographics, retention, sessions, and time spent; app ratings and reviews, keywords, search ads, and more.



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**Understand the link between  
Live Ops mechanics and game  
monetisation.**

Deep dive into: in-game event calendars, game content and system tracking, curated analytical reports and AI-generated summaries of key trends and highlights

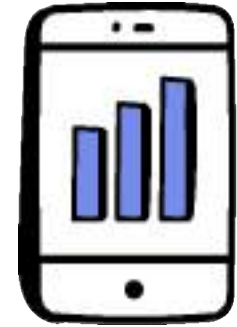


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into the digital ad ecosystem.**

Gain insight into: ads served, spend and impression estimates, SOV, and more across key channels, like: Facebook, Instagram, X (formerly Twitter), OTT, YouTube, display, video, and others.

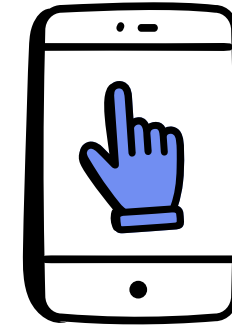
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## Sensor Tower **Gaming Insights**

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**Discover top game trends on PC and Console platforms**

Get deep insights into key metrics like sales, revenue, DAU, and MAU for over 140,000 PC and Console games across 100+ global markets. Analyse shifts in player behaviour to uncover critical intelligence on player acquisition and retention.

# Sensor Tower

## Executive Summary

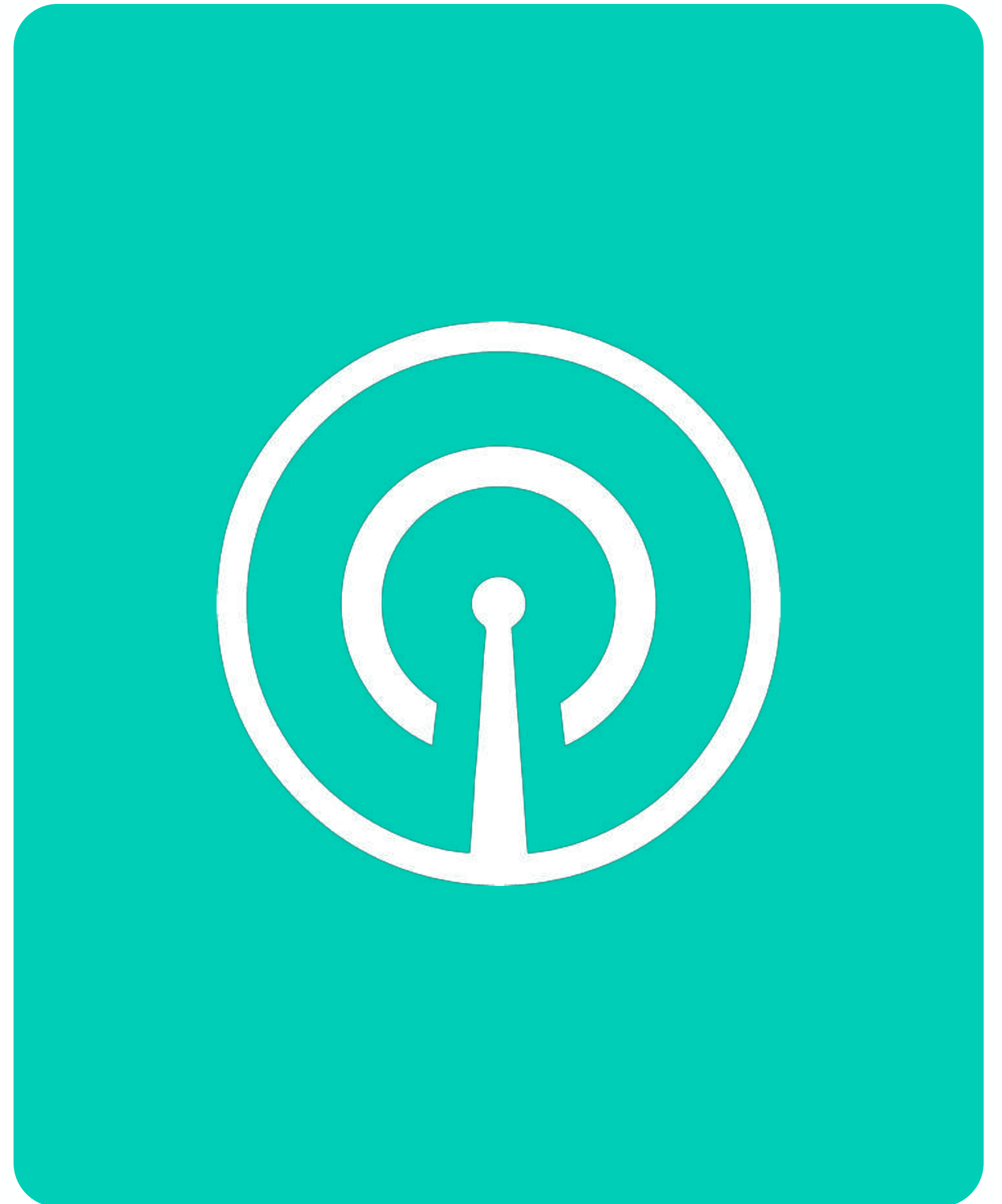
This report delivers in-depth insights into Live Ops strategies across top-grossing mobile games globally. It covers 2025 global mobile game revenue performance, the distribution of games generating over \$100 million in revenue over the past 12 months and rankings of top-grossing titles worldwide.

Leveraging data from Sensor Tower's Playliner – Live Ops Insights platform, the report analyses the structural frameworks behind mobile game Live Ops, examining the mechanics, design principles and strategic objectives of recurring events, feature-driven events and large-scale tentpole events. The report also includes case studies of leading titles, helping readers understand the Live Ops strategies behind top strategy game, Whiteout Survival, and merge game, Gossip Harbor. These insights aim to support publishers in building high-impact events that resonate with players, sustain engagement and effectively drive monetisation.

Notes on Revenue and Download Estimates

Sensor Tower's revenue data is based on in-app purchase (IAP) estimates from App Store and Google Play, excluding ad monetisation, revenue from third-party Android stores or direct payments made via official brand websites or other alternative payment channels. Unless otherwise specified as net revenue, all revenue figures refer to gross revenue (i.e. before platform fees are deducted).

Sensor Tower's download data is based on estimates from App Store and Google Play, excluding pre-installs, re-downloads, and downloads from third-party Android stores. Google Play is not available in Mainland China.



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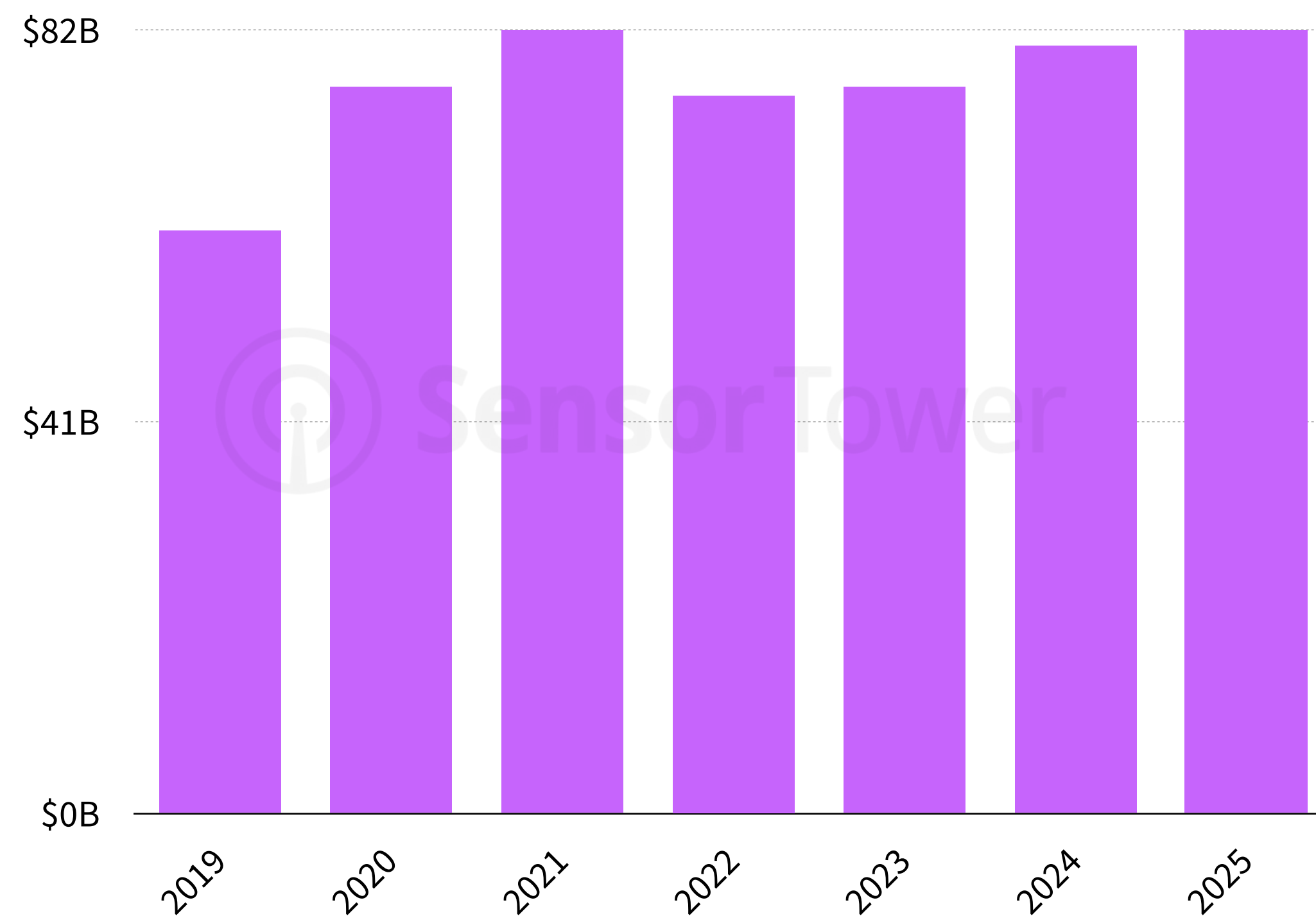
# Global Mobile Games Market & Live Ops System Overview

# Global Mobile Games Market Rebounds in 2025, Annual Revenue Expected to Surpass \$82 Billion

Source: Sensor Tower App Performance Insights

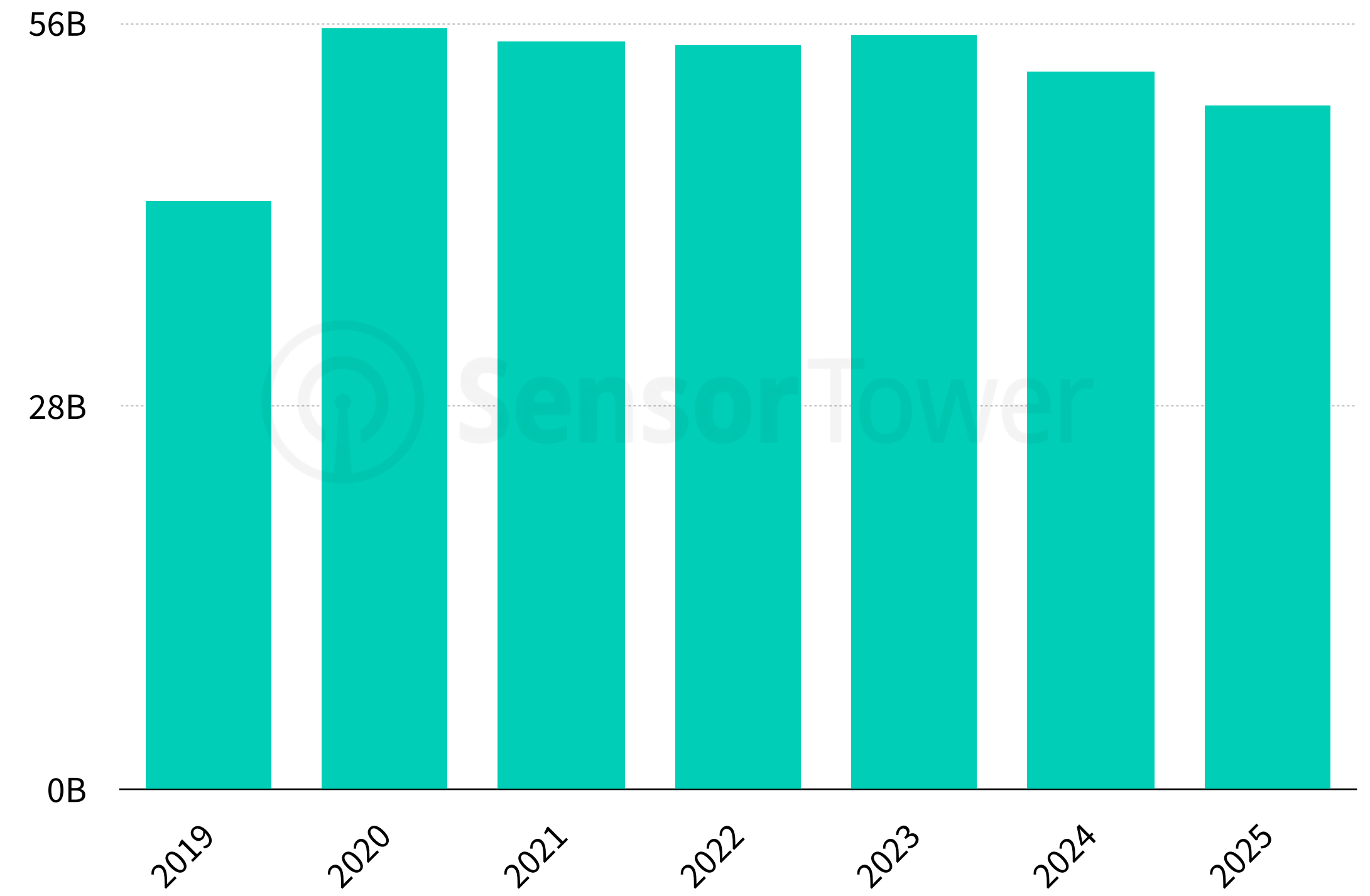
Note: Sensor Tower's revenue data is based on in-app purchase (IAP) estimates from App Store and Google Play, excluding ad monetisation, revenue from third-party Android stores or direct payments made via official brand websites or other alternative payment channels. Unless otherwise specified as net revenue, all revenue figures refer to gross revenue (i.e. before platform fees are deducted).

### Global Mobile Game IAP Revenue – 2019 to 2025



The IAP revenue of the global mobile games market demonstrates remarkable resilience and maturity. After experiencing pandemic-driven hypergrowth followed by a period of market correction, the industry has successfully returned to a growth trajectory. In 2025, total annual market revenue is projected to reach **\$82 billion**.

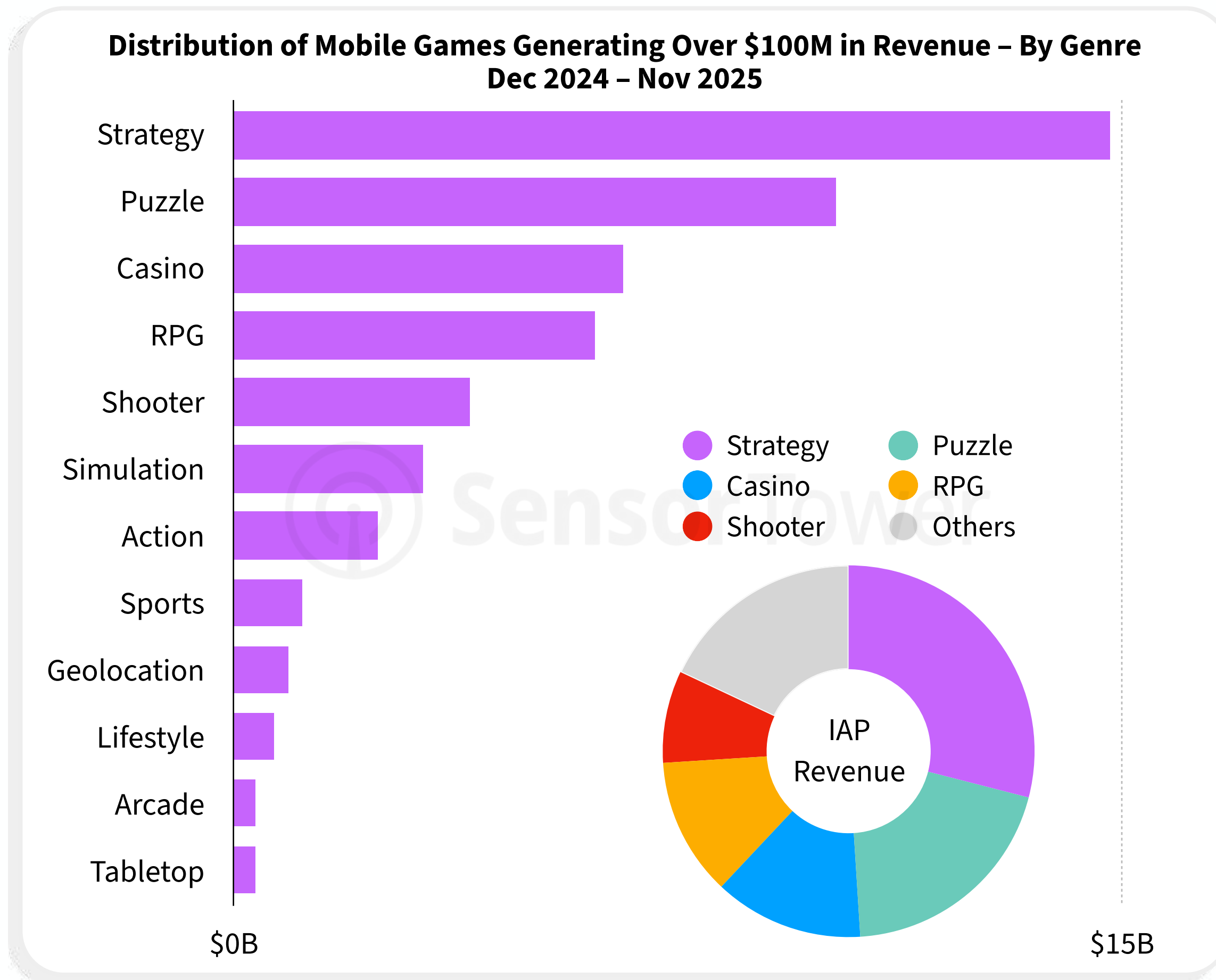
### Global Mobile Game Downloads – 2019 to 2025



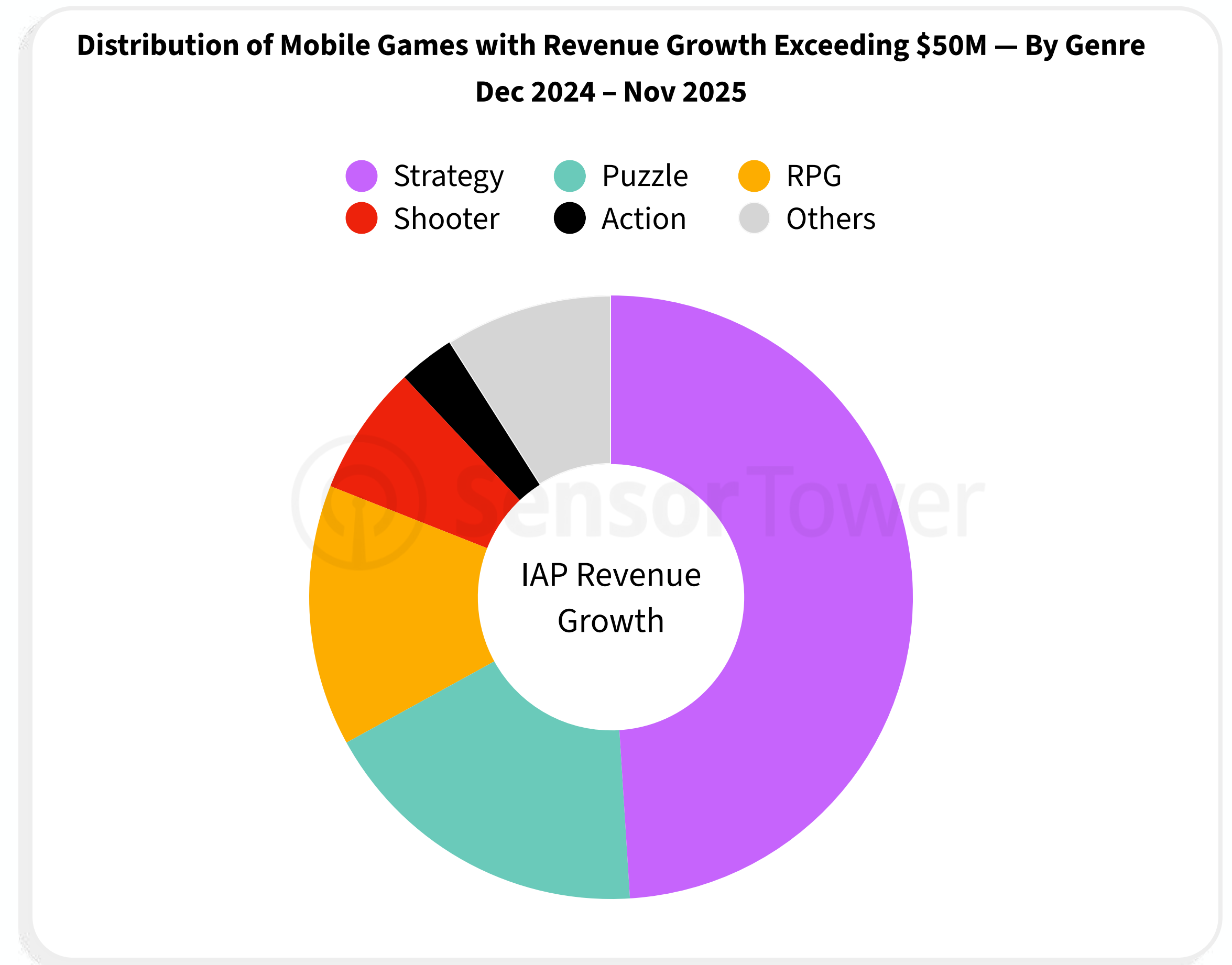
Following the pandemic-era surge, global mobile game downloads have shifted from rapid early expansion to a structurally stable level exceeding **50 billion downloads per year**. This signals a structurally mature market environment, where publisher strategies are increasingly focused on refined Live Ops, extending game lifecycles and maximising user quality and lifetime value (LTV).

# 135 Mobile Games Surpassed \$100M in IAP Revenue, Generating a Combined \$50.8B – Strategy and Puzzle Titles Account for Half

Source: Sensor Tower App Performance Insights



Strategy games, driven by high-spending players and long lifecycle dynamics, generated nearly \$15 billion, making them the category with the highest capital investment and return. Puzzle games benefit from a broad user base and stable monetisation conversion, demonstrating that casual genres can unlock top-tier commercial potential through refined Live Ops execution.



Incremental value in the global mobile games market is becoming increasingly concentrated. Among titles generating over \$50 million in revenue growth, the strategy genre accounts for nearly half of total gains. This highlights the ability of leading publishers to leverage advanced Live Ops and continuous content updates to activate high-value players and maximise lifetime value (LTV).

## Survival Strategy Titles Lead the Charts, While New Releases and Content Drive Explosive Growth

In 2025, survival strategy games, **Last War: Survival** and **Whiteout Survival**, firmly secured the top two positions on the global mobile game revenue rankings. Both titles continue to deliver strong growth momentum, with projected annual revenues reaching **\$2.4 billion** and **\$2.2 billion**, respectively.

Their performance underscores the strategy genre's leadership in activating high-spending players and maximising long-term lifecycle value.

Meanwhile, Pokémon TCG Pocket ranked first on the revenue growth chart with an exceptional 404% growth rate, demonstrating the powerful commercial impact that can be achieved when a strong IP is combined with innovative gameplay.

**Source:** Sensor Tower App Performance Insights

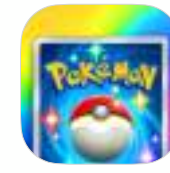




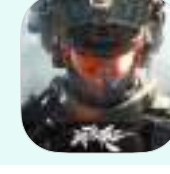


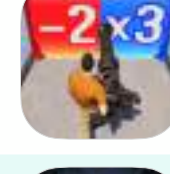

**Note:** Sensor Tower's revenue data is based on in-app purchase (IAP) estimates from App Store and Google Play, excluding ad monetisation, revenue from third-party Android stores or direct payments made via official brand websites or other alternative payment channels. Unless otherwise specified as net revenue, all revenue figures refer to gross revenue (i.e. before platform fees are deducted).

### Top 10 Global Mobile Game IAP Revenue & Growth Rankings – Dec 2024 to Nov 2025

Top Revenue Chart

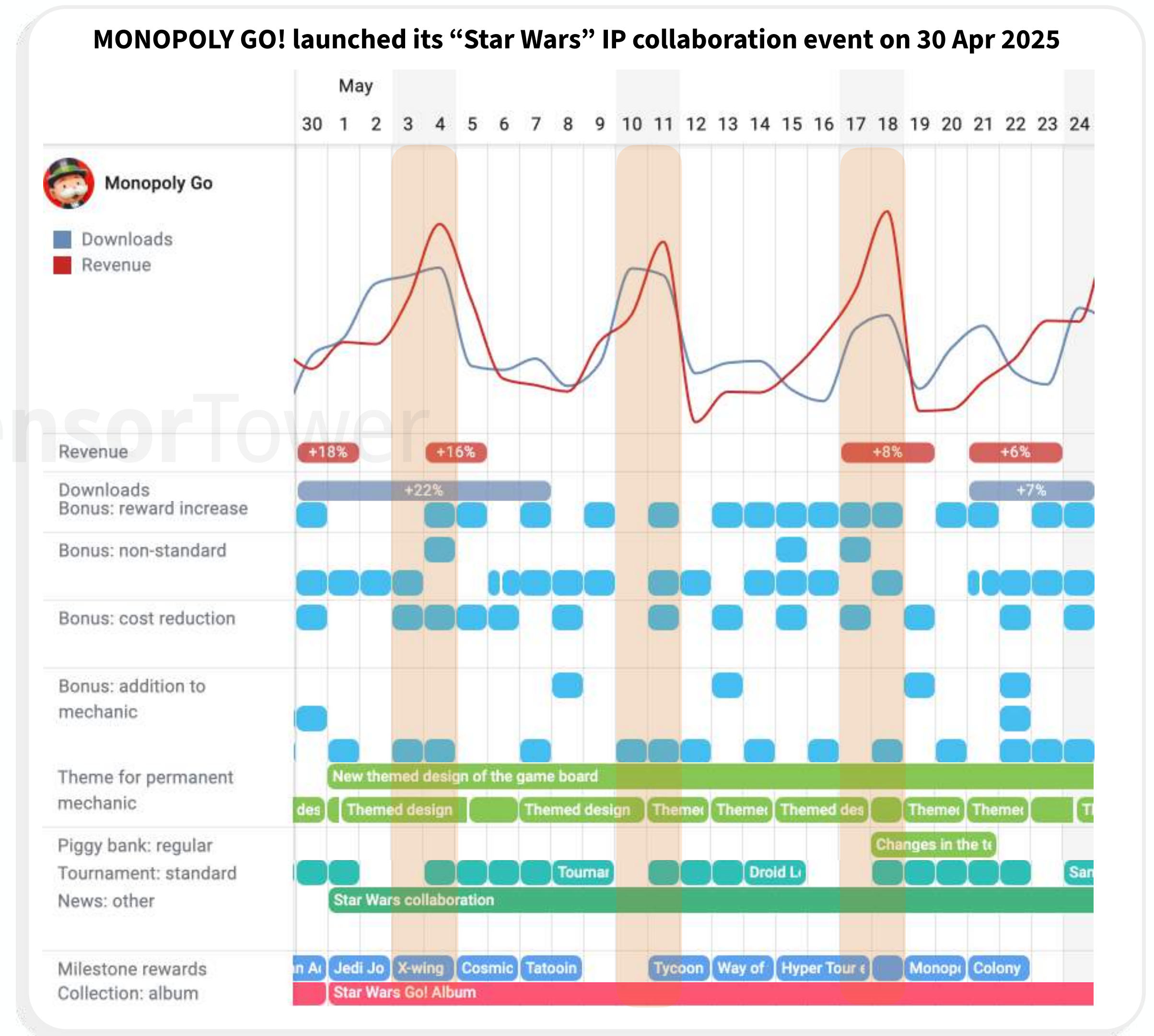
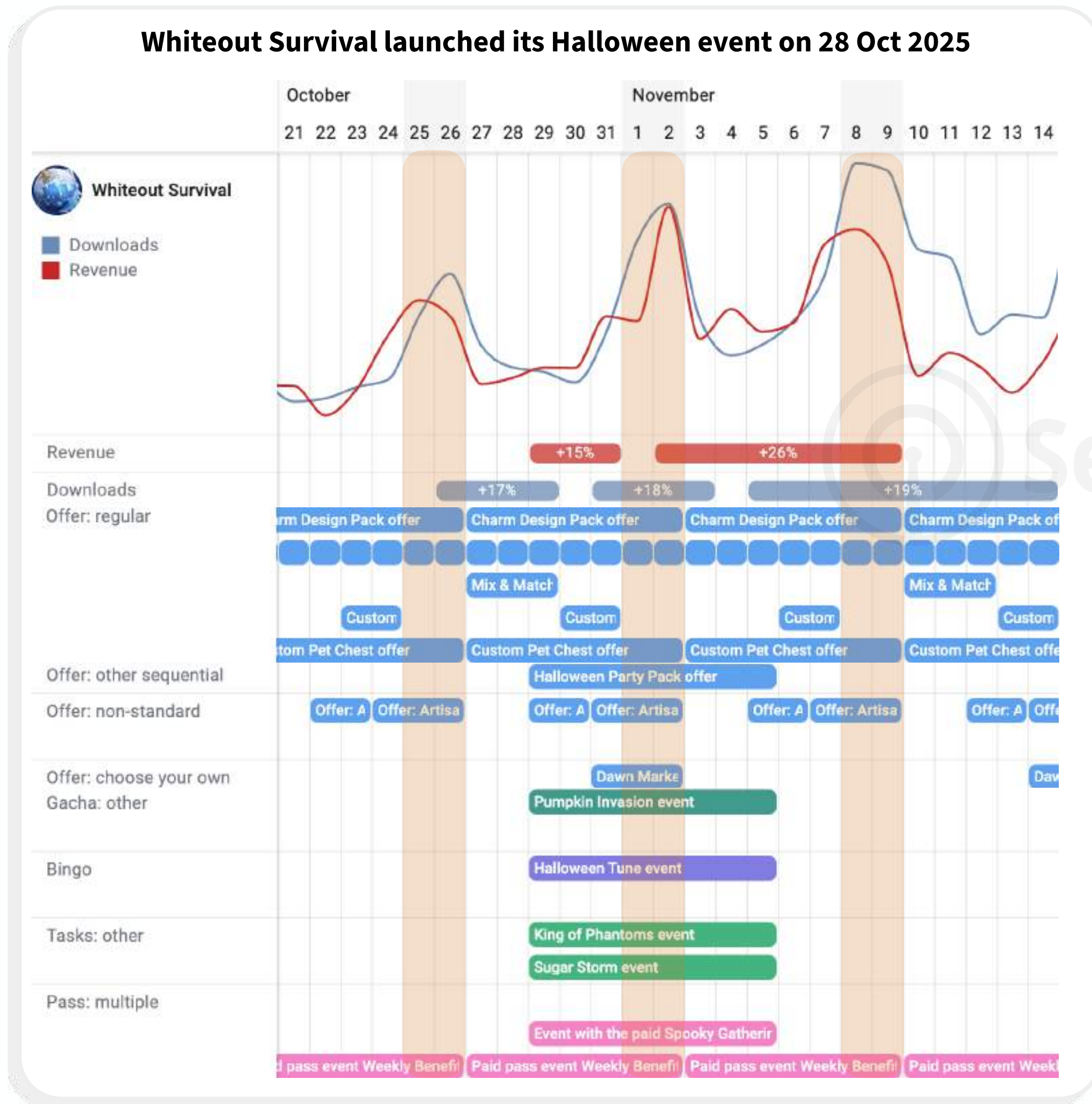
Ranking	Icon	Game Title	Growth Rate Month-on-Month
1		Last War: Survival FUNFLY	56%
2		Whiteout Survival Century Games	57%
3		Royal Match Dream Games	-4%
4		MONOPOLY GO! Scopely	-24%
5		王者荣耀 Tencent	7%
6		Candy Crush Saga Microsoft	-1%
7		Coin Master Moon Active	3%
8		Roblox Roblox	-35%
9		Pokémon TCG Pocket The Pokémon Company	404%
10		和平精英 Tencent	5%

Top Revenue Growth Chart

Ranking	Icon	Game Title	Growth Rate Month-on-Month
1		Pokémon TCG Pocket The Pokémon Company	404%
2		Last War: Survival FUNFLY	56%
3		Whiteout Survival Century Games	57%
4		Kingshot Century Games	★
5		Gossip Harbor Microfun	263%
6		Delta Force Tencent	3.5K%
7		Clash Royale Supercell	122%
8		Royal Kingdom Dream Games	2.4K%
9		Last Z: Survival Shooter Florere Game	23.6K%
10		Dark War Survival Florere Game	1.8K%

# Leading Titles Drive Dual Growth in Engagement and Spending Through High-Density Live Ops

Source: Sensor Tower Playliner – Live Ops Insights Platform



# Leading Mobile Games Build Multi-Layered, High-Synergy Live Ops Systems to Maximise Player Value and Monetisation Potential

Source: Sensor Tower Playliner – Live Ops Insights Platform

Event Type	Characteristics	Cadence	Common Examples
Recurring Events	The foundation for maintaining daily logins and player habits. These high-frequency, cyclical events are designed to sustain daily active engagement, drive in-game resource consumption and serve as the operational groundwork supporting larger tentpole events.	Daily	Daily missions Standard promotions Rolling offers Win streak mechanics Milestone progression systems
Feature Events	The “rhythm layer” of Live Ops. New events are introduced weekly to provide freshness and mid-term objectives. These events enrich weekly content cycles, deepen engagement with core gameplay mechanics and create recurring monetisation demand.	1–2 Weeks	Battle pass systems Mini-games Treasure hunt events Gacha / spin-the-wheel events Bingo events
Long-Term Events	The peak moments of a game version cycle. These events drive server-wide ecosystems and high-level player competition. Typically structured on a monthly or quarterly basis, they introduce major server-wide milestones, offer premium rewards and prestige and serve as primary drivers of long-term retention and high-value spending.	1–3 Months	Major seasonal events PvP events PvE events Alliance tournaments Collection systems



# Recurring Events

# Daily Missions & Check-In Systems: Embedding Gameplay into Daily Habits to Drive DAU and Retention

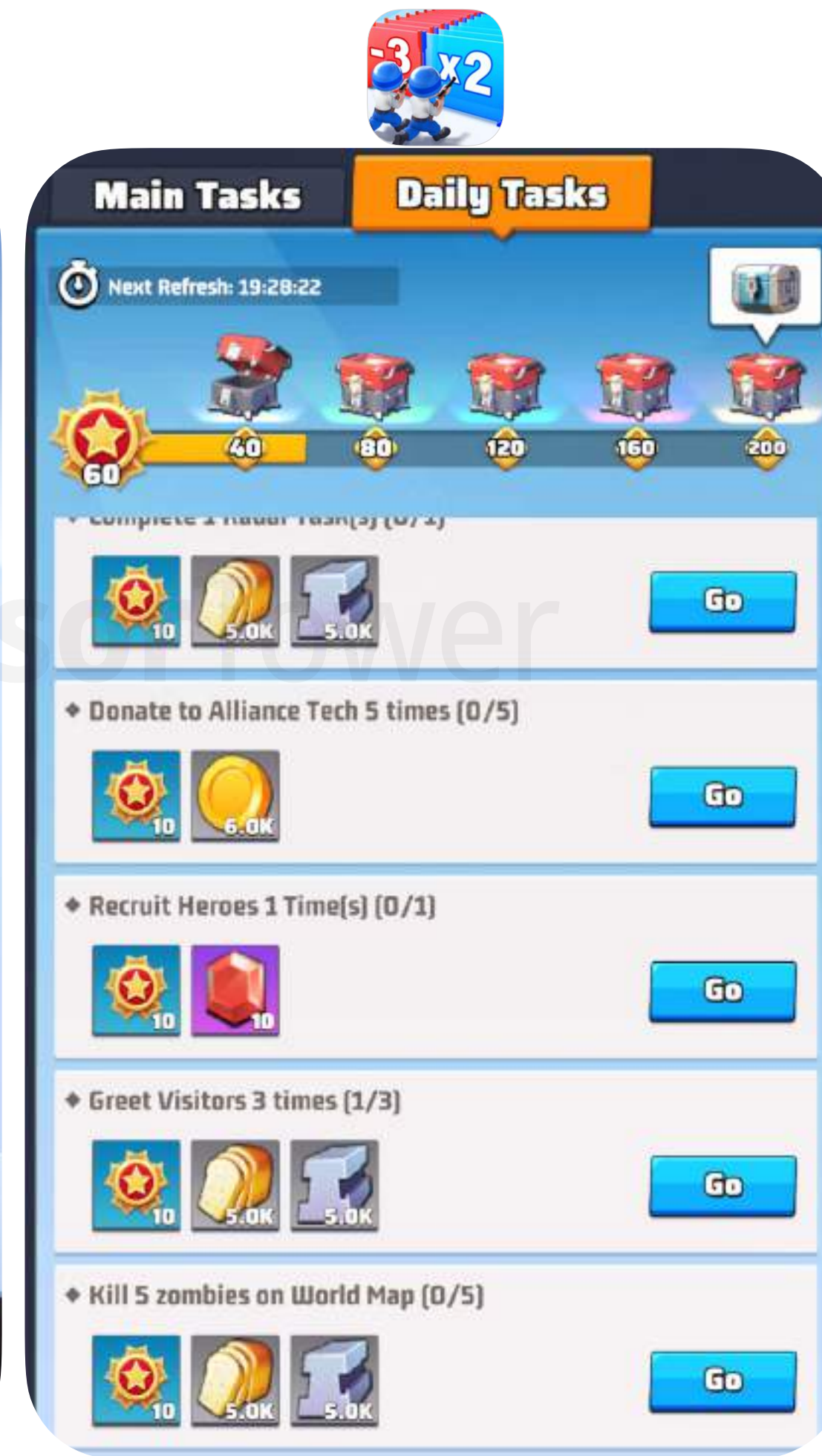
Source: Sensor Tower Playliner – Live Ops Insights Platform

**Daily missions and check-in systems** are foundational game mechanics. Players earn rewards by completing designated daily objectives, which typically reset every day, encouraging consistent logins and routine engagement.

The daily reset structure provides players with a recurring reason to return. Through repeated participation, gameplay transitions from an optional entertainment choice to an embedded daily habit. This mechanism plays a critical role in increasing daily active users (DAU) and improving player retention rates.



Daily Missions



Daily Tasks



Restaurant Goals

# Standard Promotions: Flexible Monetisation Levers That Drive Spending and Anchor Event Participation

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Standard promotions** are among the most mature and widely adopted limited-time monetisation formats in mobile games. They typically consist of one or multiple relatively independent, time-limited offers that allow flexible purchase sequencing.

Well-designed promotional mechanics not only enhance players' perceived value and satisfaction but also guide them toward key gameplay loops and accelerate event progression. In doing so, they increase overall participation and extend the game's lifecycle value.



Fall Feast Promotion



Fall Sale Promotion



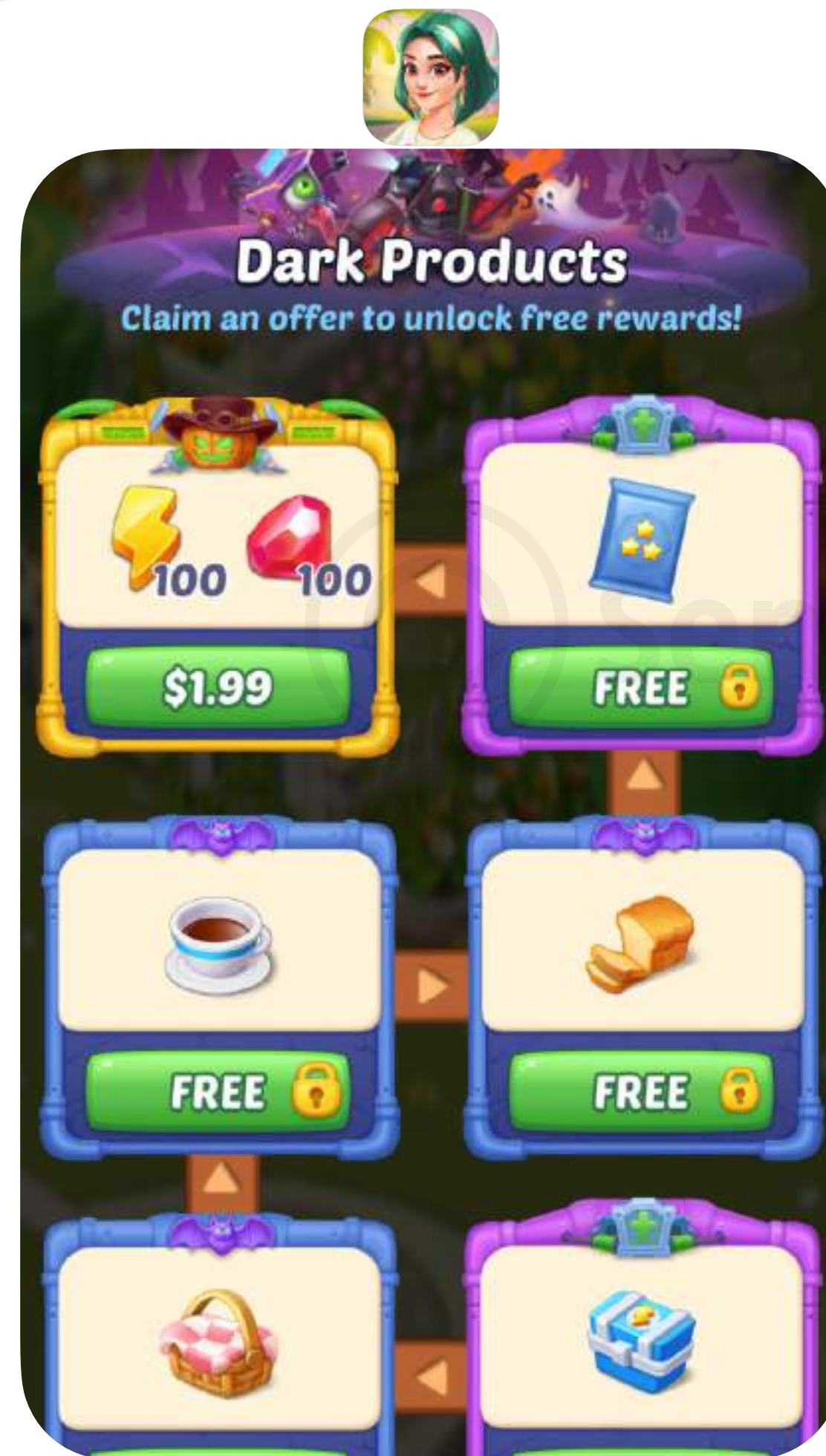
Daily Deals Offer

# Rolling Offers: A Progressive “Chain Unlock” Design That Drives First-Time Conversion and Sustained Spending

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Rolling offers** are a specialised promotional format that links a series of standalone bundles into a structured progression chain. Players must claim or purchase each bundle in a predefined sequence (typically linear or serpentine) to unlock subsequent rewards.

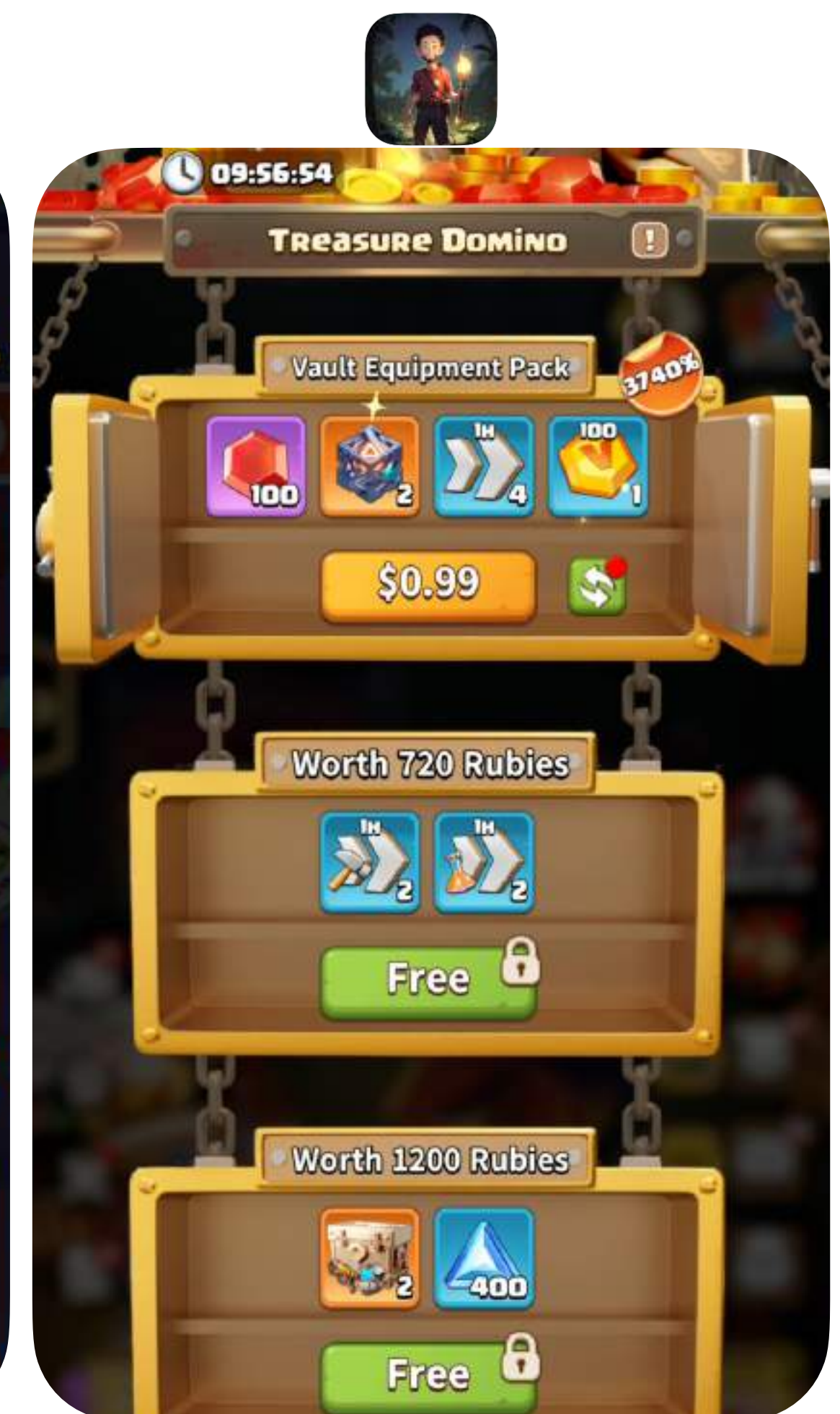
By combining a “free entry to progressive unlock” path design, rolling offers effectively lower the barrier to first-time purchase. The structured progression, paired with controlled uncertainty and continuity, stimulates curiosity and encourages repeat purchasing behavior.



Dark Products Offer



Autumn Goods Offer



Treasure Domino Offer

# Win Streak Mechanics: An “Accumulate > Reward > Protect” Positive Feedback Loop That Amplifies Engagement and Retention Value

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Win streak mechanics** are designed to reward consecutive goal completion (e.g., victories, level clears) by accumulating progress and unlocking escalating rewards. Failure interrupts and resets the streak, forming a closed loop of “accumulate > reward > protect/pay > re-accumulate.”

By leveraging loss aversion around breaking a streak and the achievement reinforcement of maintaining one, win streak systems continuously motivate player challenge behavior – significantly strengthening engagement, stickiness and retention performance.



Ancient Adventure Challenge



Dungeon Escape



Canyon Chase

# Milestone Progression: Reinforcing Player Investment Through a Deterministic “Action > Progress > Reward” Loop

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Milestone progression** systems reward players for completing designated in-game actions by accumulating points or progress to unlock a series of predefined rewards. These systems typically include linear progress bars, persistent progression rewards and task-driven milestone structures.

By satisfying core player motivations, the tight “action > progress > reward” loop reinforces player motivation through continuous feedback and visible future rewards – making milestone systems one of the most effective and widely adopted Live Ops monetization frameworks.



Propeller Madness



Flaming Frenzy



Moonstone Blessing



# Feature Events

# Battle Pass Systems: A Long-Term Engagement Framework Integrating Tasks, Progression and Tiered Rewards

Source: Sensor Tower Playliner – Live Ops Insights Platform

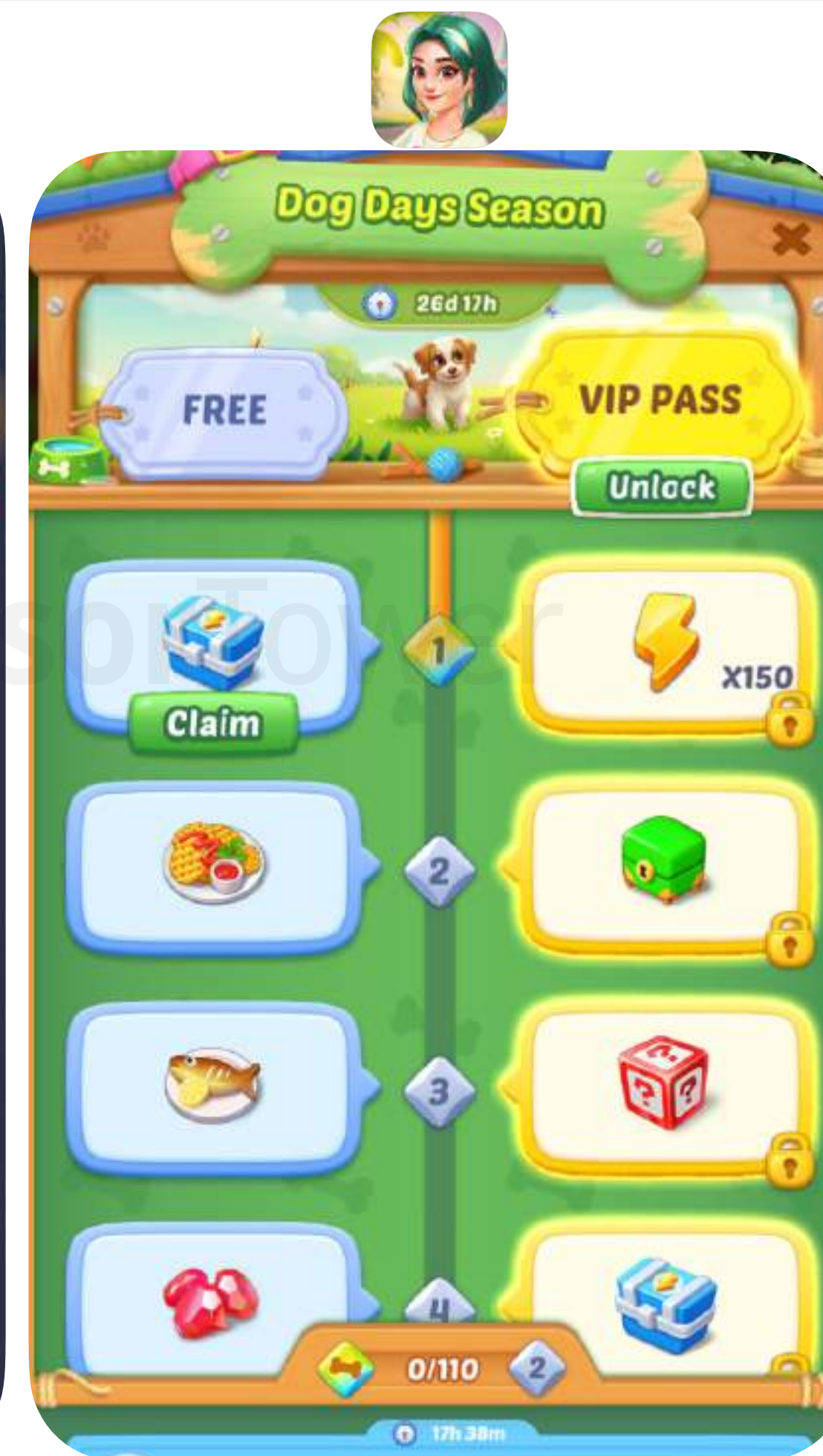
A **battle pass** is a progression-driven Live Ops framework built around recurring tasks, level advancement and tiered rewards. During the event period, players complete daily and weekly missions – or accumulate gameplay progress – to level up the pass and unlock rewards incrementally.

Battle passes typically feature two reward tracks: a free track and a premium paid track. Some single-track passes offer only one progression path, while multi-track (composite) battle passes – now the dominant format – provide multiple reward tiers.

By establishing clear seasonal objectives and delivering consistent, deterministic rewards over time, battle passes create structured engagement and sustained monetisation momentum.



Season Battle Pass



Dog Days Season Pass



Immortal Ballad Paid Pass

# Mini-Games: Casual, Engaging Modes to Differentiate Experience and Expand the Audience

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Mini-games** are limited-time in-game events that feature gameplay mechanics distinct from the core game loop. They typically adapt proven, highly popular casual mechanics, simplifying and integrating them into the main experience. Common formats include fishing, cooking/order fulfillment, merge or match-3, maze exploration, board/monopoly-style gameplay and reflex/avoidance challenges.

Mini-games provide differentiated experiences, allowing players to temporarily step away from the core loop and engage with lighter, refreshing content – extending overall lifecycle engagement. Their intuitive mechanics lower participation barriers and broaden audience reach.



Halloweenopolis



Fishing Tournament



Feast Prep

# Treasure Hunt Events: A Classic Limited-Time Mechanic That Drives Engagement Through Exploration

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Treasure hunt** events are classic limited-time mechanics centered on consuming event resources to gradually reveal hidden areas, uncover random rewards and progress through staged objectives.

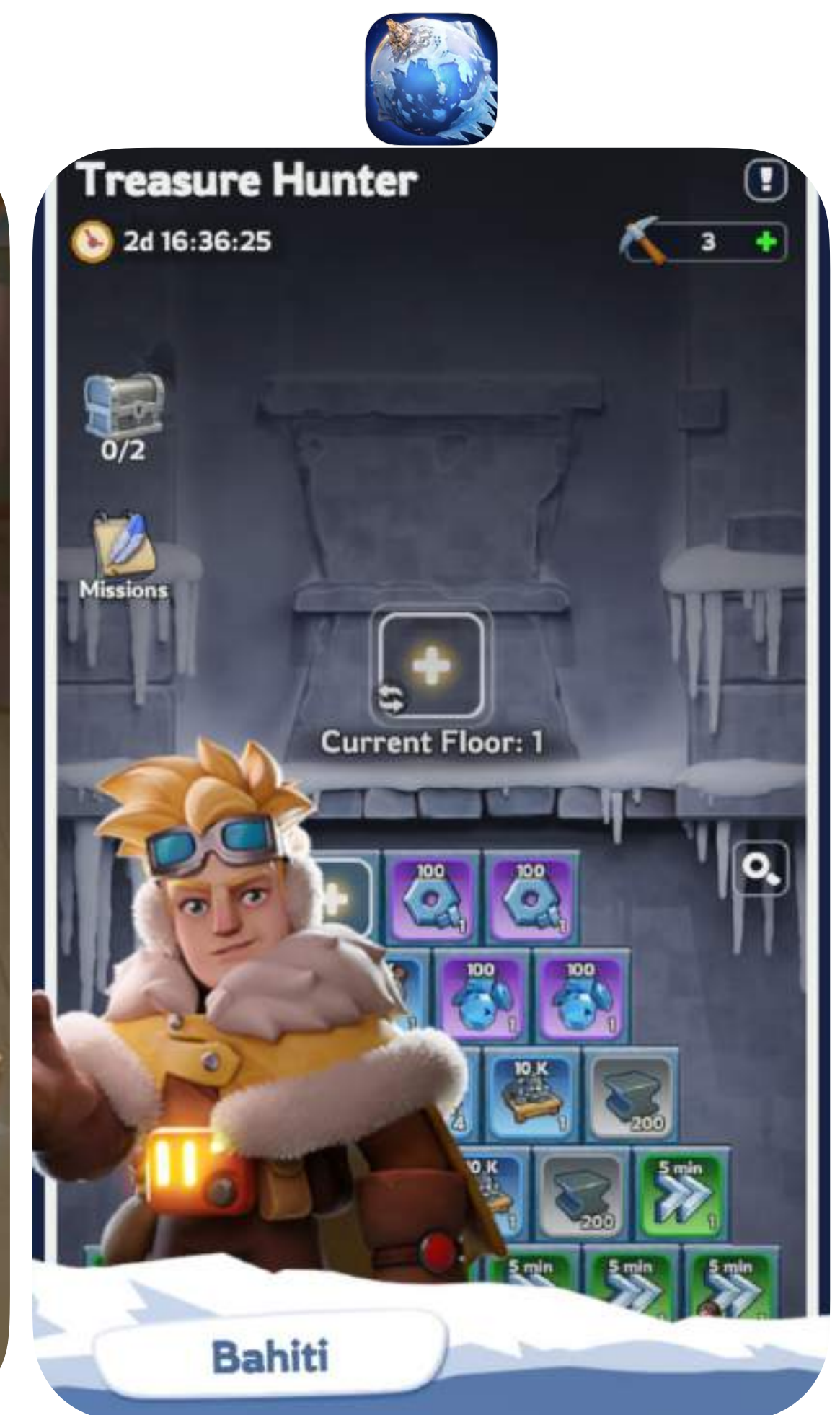
While delivering the enjoyment of exploration and discovery, treasure hunts also provide a clear and compelling goal – “find the grand prize and unlock the next stage.” This structure strongly incentivises more frequent gameplay. As players make informed guesses based on revealed areas, the system enhances both engagement and perceived control.



Bullseye Loot



Investigative Infiltration



Treasure Hunter

# Gacha/ Spin-the-Wheel Events: A Core Revenue Engine Driven by Randomised Incentives

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Gacha and spin-the-wheel** events allow players to spend in-game currency to obtain randomised rewards. The wheel format is a common implementation of the gacha mechanic: once activated, the pointer lands on a random segment, granting the corresponding reward.

The element of randomness introduces excitement and anticipation. By offering highly desirable rare rewards, these systems effectively drive spending behavior – making gacha mechanics one of the most important and efficient monetisation engines in mobile games.



Wheel of Chance



Lucky Wheel



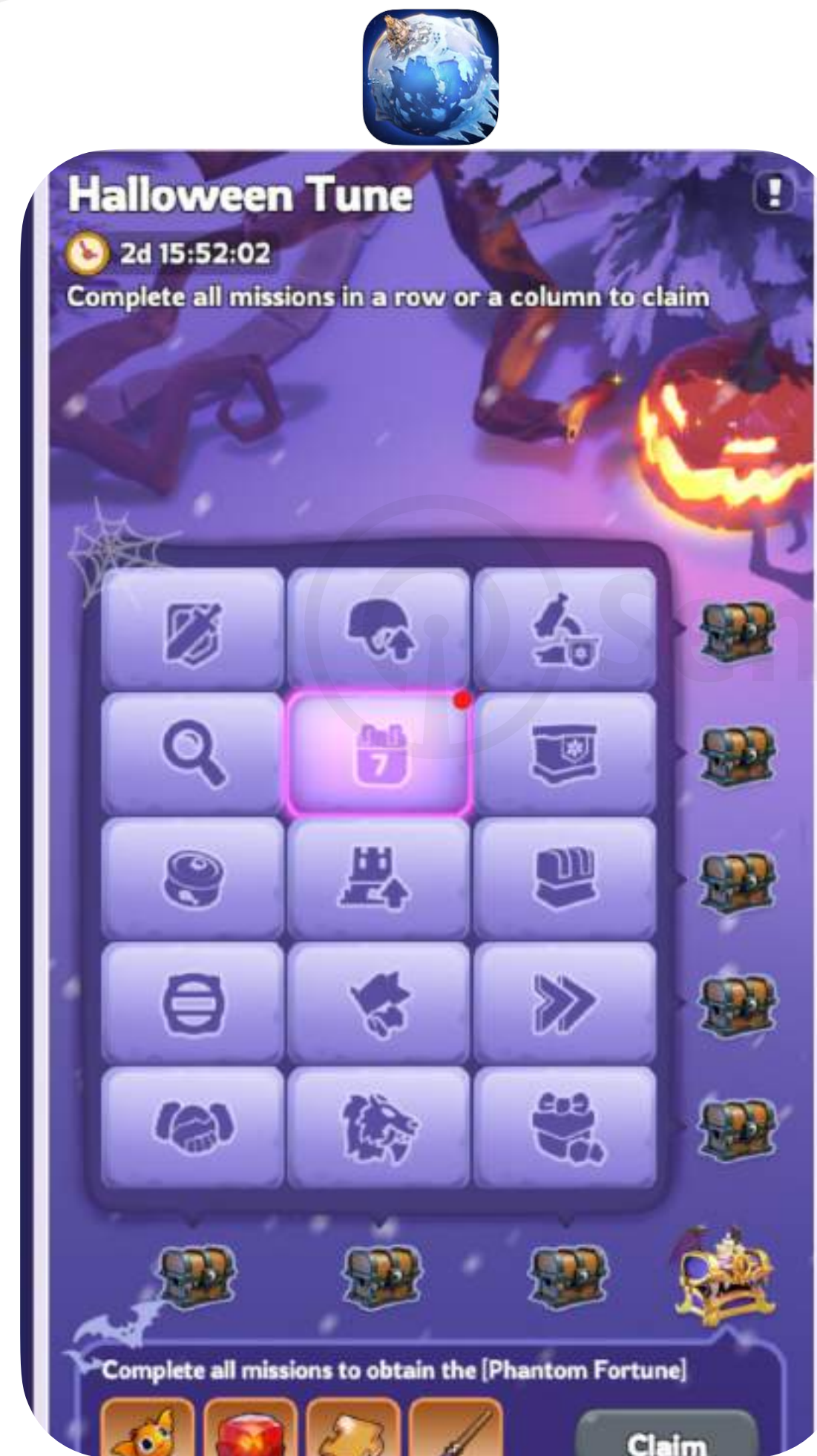
Decorate Your Dreams

# Bingo Events: A High-Retention Progression Mechanic Driving Cross-Feature Participation Through Task Grids and Tiered Rewards

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Bingo** events are task-driven progression systems built around a structured mission grid. Players complete designated tasks within the grid to gradually “light up” corresponding tiles. Completing any full row or column grants a milestone reward, while finishing the entire grid unlocks the grand prize.

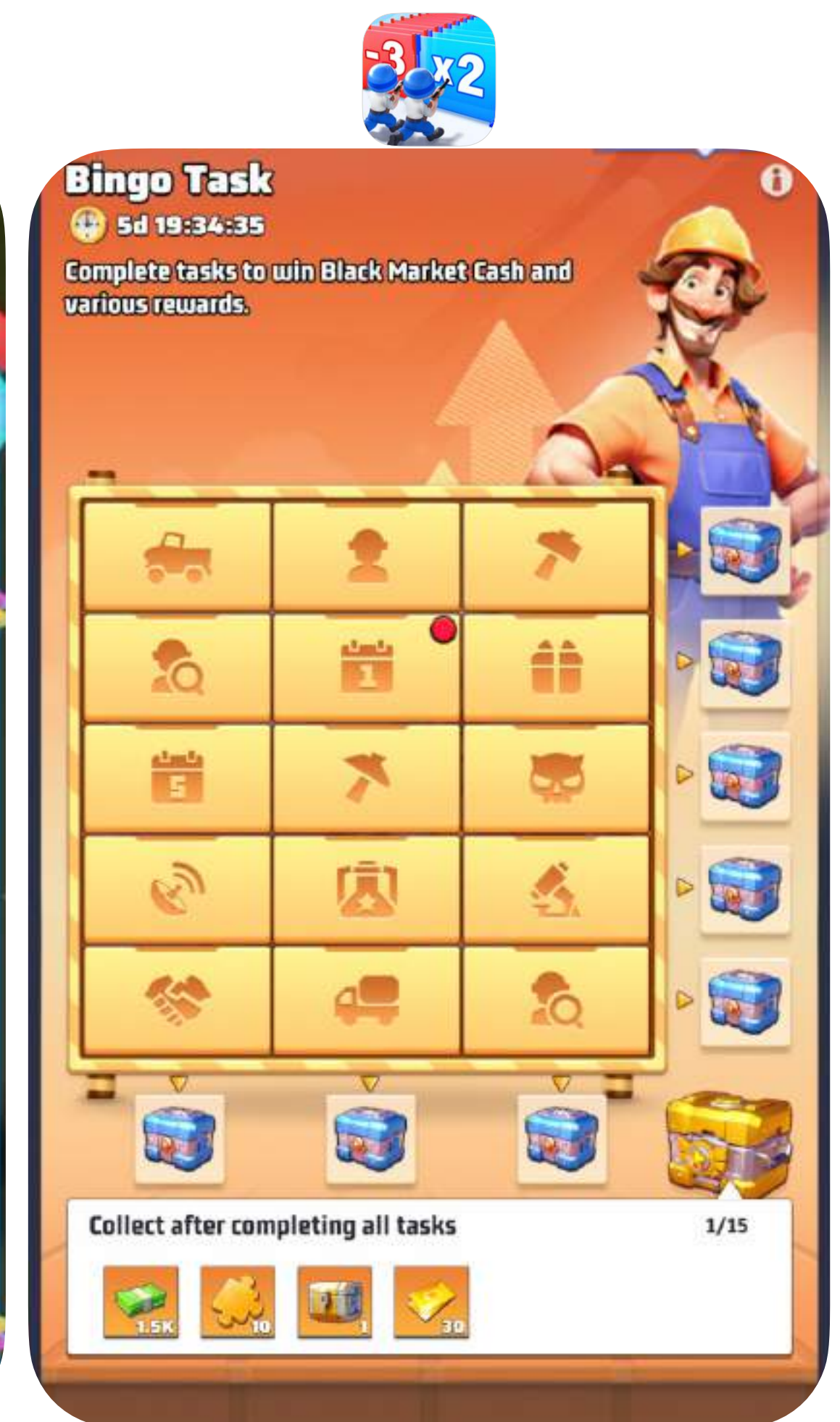
With clear objectives, controlled pacing and layered rewards, Bingo events effectively guide players to engage with game features they may not typically use. This expands participation across systems and deepens overall engagement with the game’s content ecosystem.



Halloween Tune



Bingo



Bingo Task



# Major (Tentpole) Events

# Major Seasons: Driving Monetisation Through Exclusive Content and Competitive Resets Within a Highly Integrated System Framework

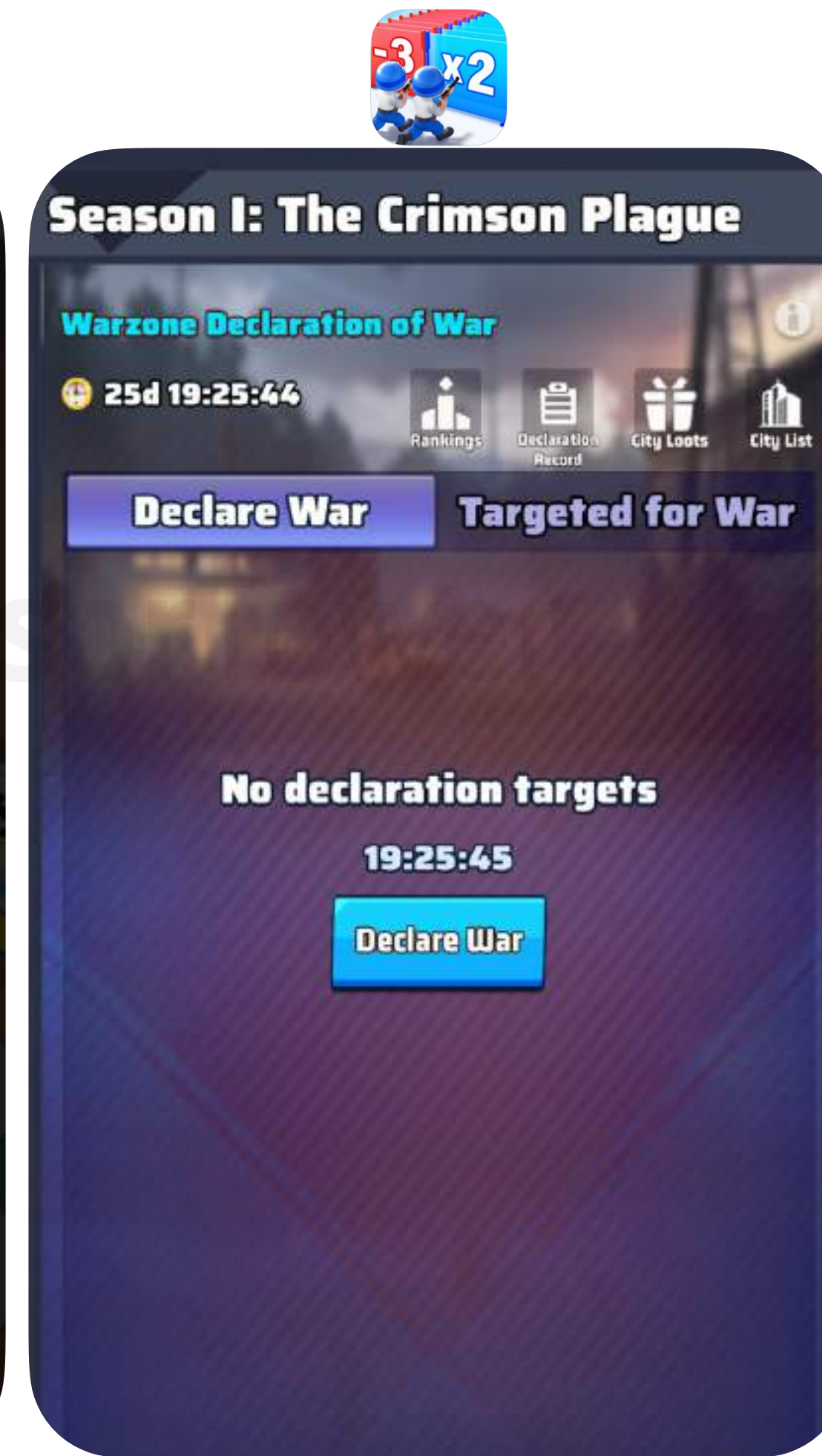
Source: Sensor Tower Playliner – Live Ops Insights Platform

**Major seasonal events** are large-scale, time-bound game experiences (typically lasting several weeks to months) built around a distinct theme and gameplay structure. Each season introduces a unique narrative backdrop, new mechanics and rules and an independent progression system – often anchored by a seasonal battle pass separate from the core game progression.

Seasonal events break routine gameplay cycles by providing clear, time-limited mid- to long-term objectives. Competitive resets create catch-up opportunities, stimulate social interaction and strengthen community cohesion. Exclusive and scarce rewards significantly amplify monetisation momentum.



Cozy Comforts



Warzone Declaration of War



State of Power

# PvP Events: Driving Retention Through Competition and Unlocking Monetisation Through Confrontation

Source: Sensor Tower Playliner – Live Ops Insights Platform

**PvP (Player versus Player)** events enable direct or indirect competition between real players, where participants improve rankings and earn rewards. Common formats include asynchronous arenas and leaderboard tournaments, guild or alliance wars, real-time battles and points-based competitions.

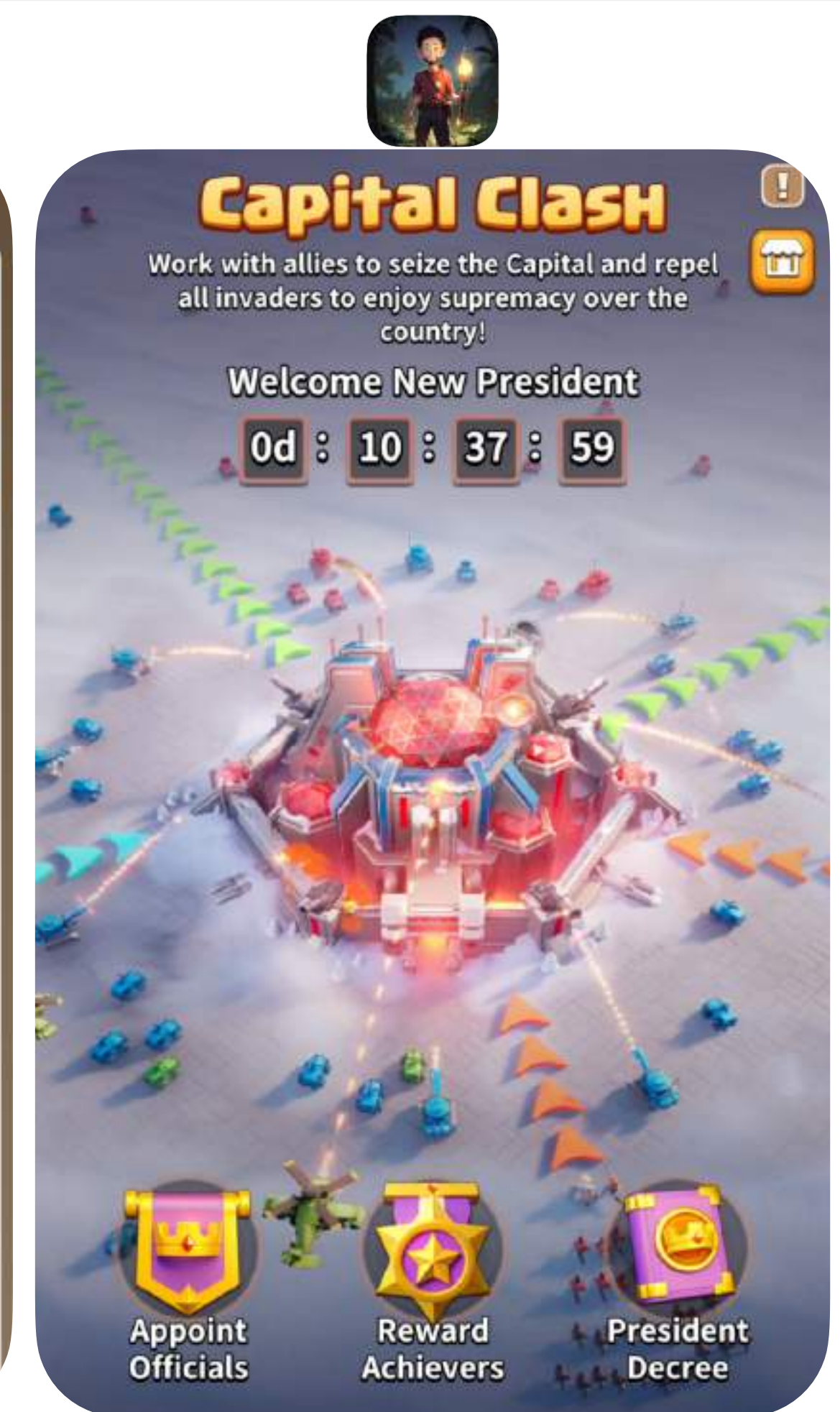
PvP provides highly replayable, depth-driven content that helps mitigate churn caused by rapid content consumption – strengthening player stickiness and retention. At the same time, competitive pressure significantly stimulates spending behavior, making PvP a powerful driver of monetisation.



Arena of Glory



Arena of Glory



Capital Clash

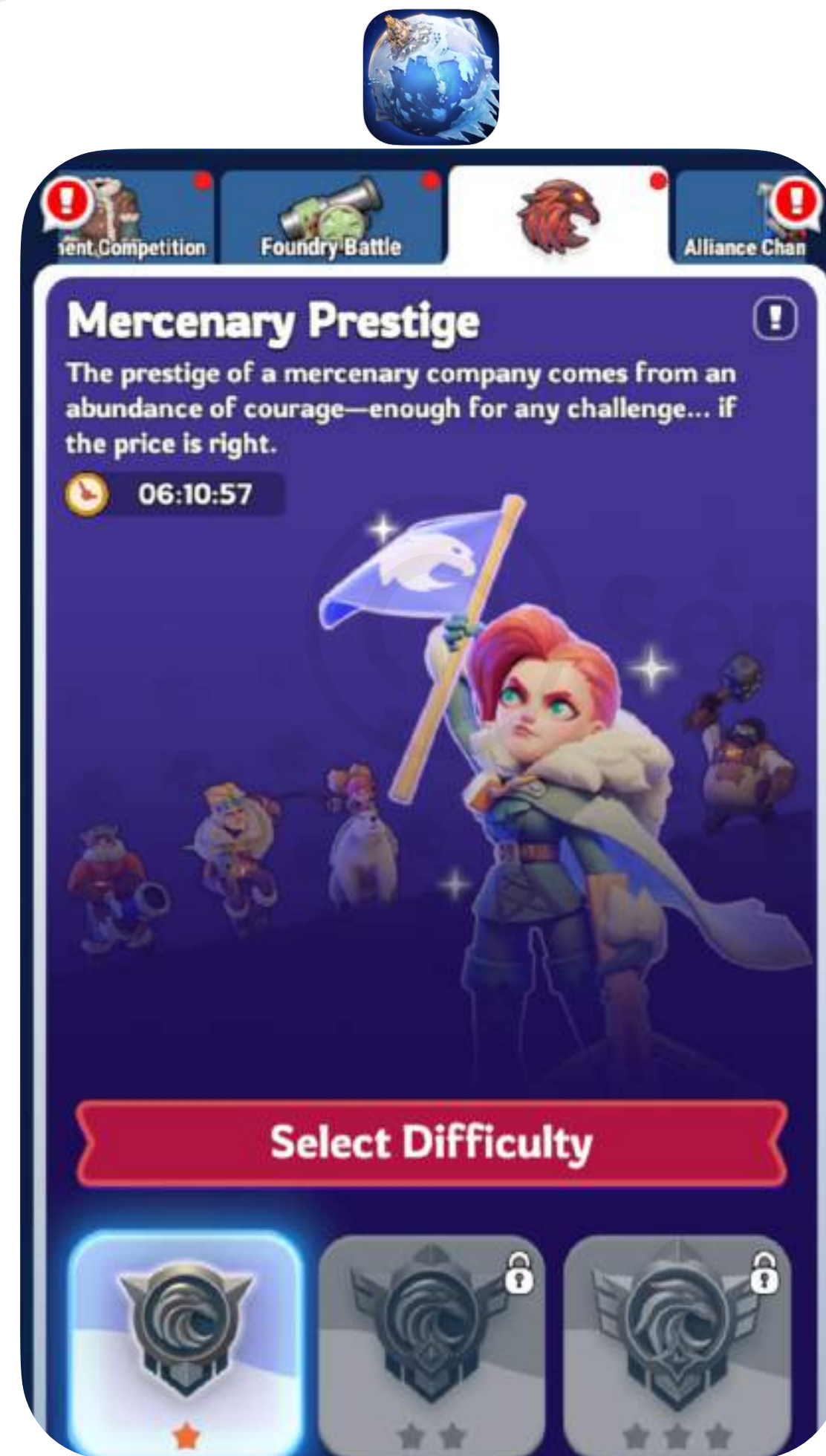
# PvE Events: Delivering Core Content Through Controlled Challenge to Drive Progression and Long-Term Retention

Source: Sensor Tower Playliner – Live Ops Insights Platform

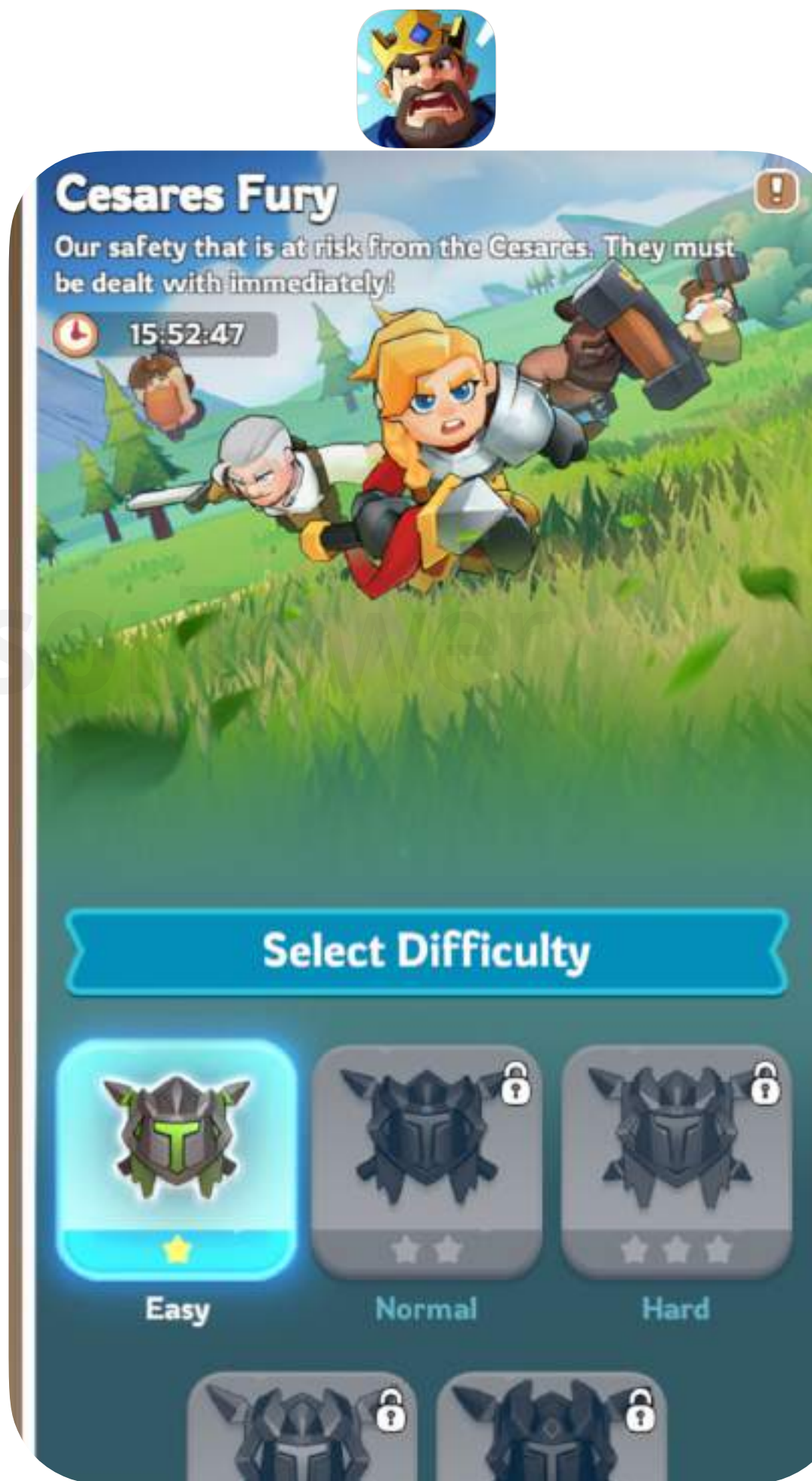
## PvE (Player versus Environment)

events center on players competing against system-designed environments or AI opponents, rather than other real players. These modes typically revolve around stage-based challenges, narrative missions, dungeon exploration or boss encounters. Players complete objectives and earn rewards by strengthening characters, optimizing strategies or refining gameplay execution.

PvE events introduce new storylines and fresh challenges, reinforcing novelty and engagement. With structured and predictable difficulty scaling, PvE enables players across skill levels to experience meaningful achievement – supporting sustained progression and long-term retention.



Mercenary Prestige



Cesares Fury



Fierce Enemy Assault

# Alliance Championship: A Premier Alliance-Based Competitive Mode Integrating Team Strategy and Tactical Depth

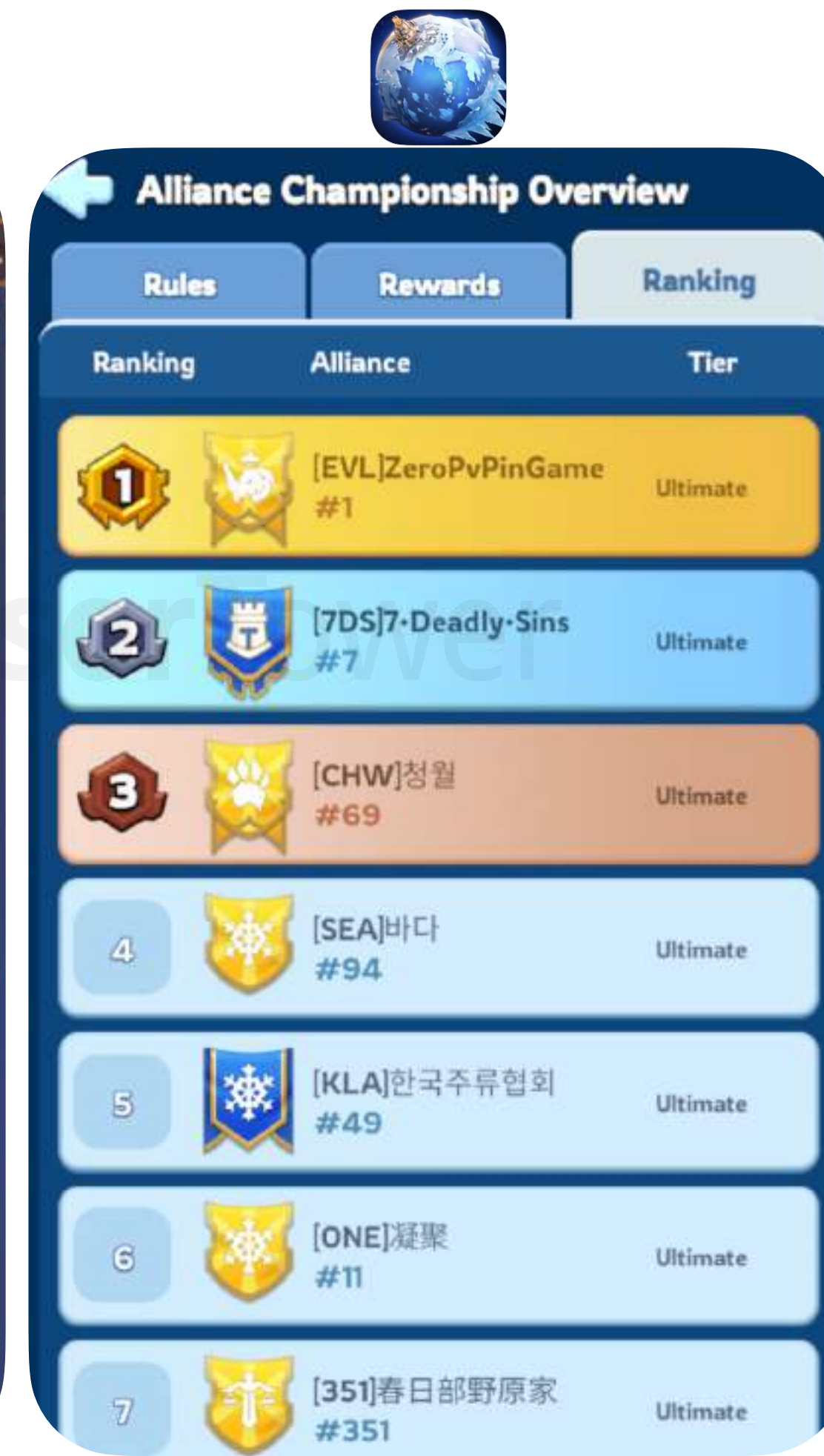
Source: Sensor Tower Playliner – Live Ops Insights Platform

**Alliance Championships** are large-scale, recurring PvP (Player versus Player) competitions conducted at the alliance level. Rather than individual combat, they test an alliance's overall strength, strategic planning and coordinated execution at the highest competitive tier.

Participation is alliance-based, significantly reinforcing social bonds and team collaboration. Tiered ranking and promotion systems provide clear long-term objectives, effectively driving retention among core player cohorts. At the same time, the format encourages tactical experimentation and strategic coordination, deepening overall gameplay complexity.



Alliance Duel



Alliance Championship



Alliance Duel

# Collection Systems: Converting Completion Drive into Stable Monetisation and High LTV

Source: Sensor Tower Playliner – Live Ops Insights Platform

**Collection systems** are long-term progression mechanisms built on core gameplay outputs. Players acquire serialised collectibles – such as cards, stickers or albums – through ongoing participation, and unlock high-value rewards by completing full sets.

By setting clear, long-term collection goals, the system drives repeated core gameplay engagement and strengthens both activity and retention. Social mechanics such as gifting and trading deepen community interaction and reinforce player stickiness. Strong completion motivation further increases willingness to purchase card packs and join related paid events, creating stable, scalable monetisation streams.



Origins Collection



Cozy Comforts Album



As The Clock Turn Album



# Case Studies: Whiteout Survival & Gossip Harbor

# Whiteout Survival: Large-Scale Seasonal Events Driving Sustained IAP Growth

Source: Sensor Tower App Performance Insights & Playliner – As of 20 Dec 2025

Note: Sensor Tower's revenue data is based on in-app purchase (IAP) estimates from App Store and Google Play, excluding ad monetisation, revenue from third-party Android stores or direct payments made via official brand websites or other alternative payment channels. Unless otherwise specified as net revenue, all revenue figures refer to gross revenue (i.e. before platform fees are deducted).



**Game Title:** Whiteout Survival

**Publisher:** Century Games  
(DianDian Interactive)

**Launch Date:** February 2023

**Downloads:** 162M

**IAP Revenue:** \$3.93B

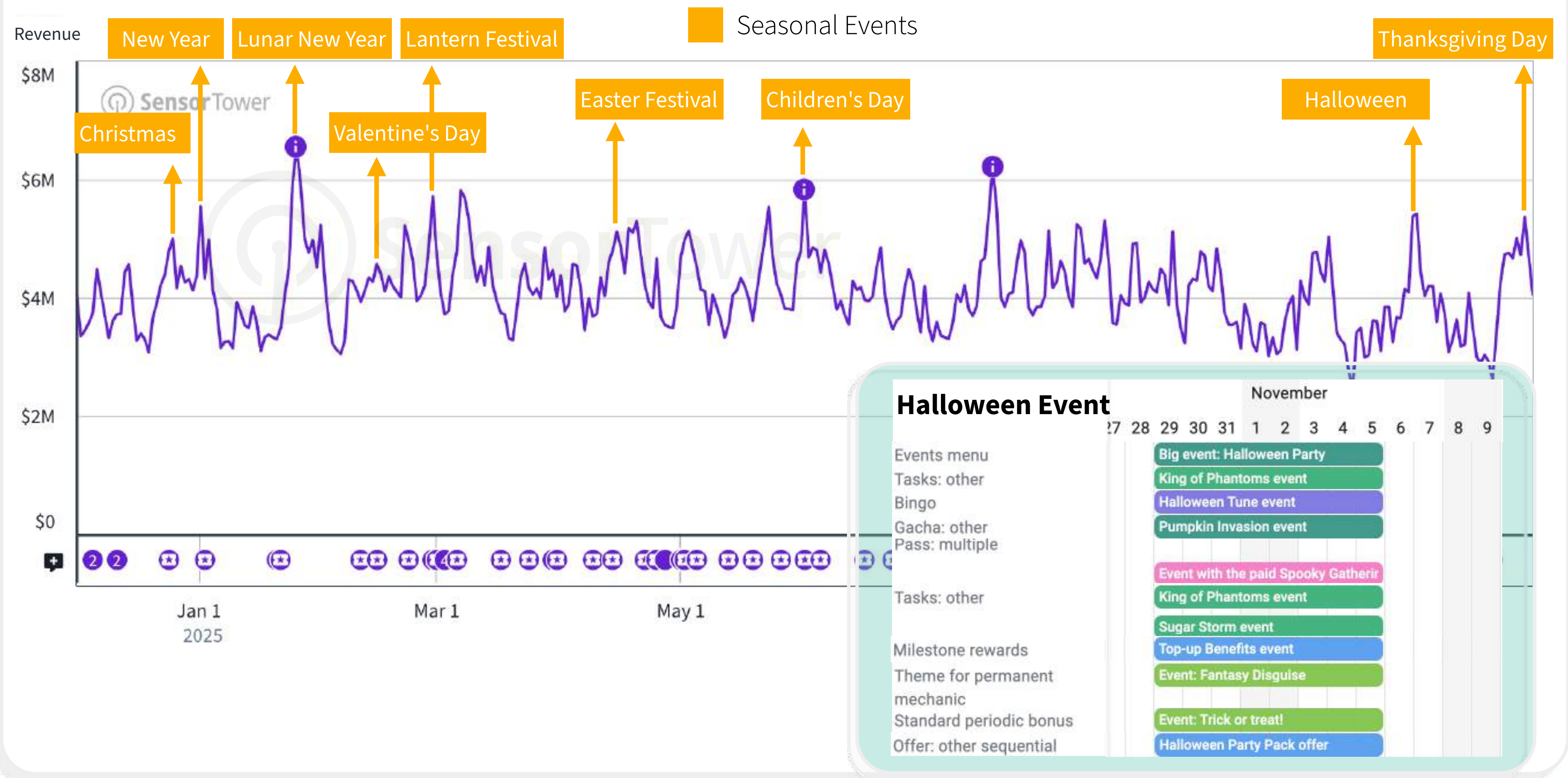
**Genre:** Strategy – 4X

**Theme:** Post-apocalyptic

**Monetisation Model:** Live Ops events, Season Pass, Gacha, Subscriptions, Currency packs, Starter bundles, Loot chests

**Tags:** Character collection, Multiplayer cooperation, External store, Idle elements, PvP, Resource management, Guilds

## Whiteout Survival Daily IAP Revenue Trend & Seasonal Live Ops Overview – Dec 2024 to Nov 2025



# Whiteout Survival: Interconnected Halloween-Themed Events Driving Engagement and Monetisation

Source: Sensor Tower Playliner – Live Ops Insights Platform

## Whiteout Survival 2025 Halloween Live Ops Event Portfolio

	Event Name	Event Type
1	Pumpkin Invasion	Gacha, Milestone Rewards, Cumulative Points, Leaderboard Competition, Linked Events
2	Spooky Gathering	Composite Season Pass, Linked Events
3	King of Phantoms	Multi-stage Milestones, Leaderboard Competition, Task-driven Event, Linked Events
4	Trick or Treat!	Mini-game, Social Sharing, Linked Events
5	Top-up Benefits	Cumulative Top-up Event, Milestone Rewards, Linked Events
6	Halloween Tune	Task-driven Event, Grid-based Missions, Linked Events
7	Sugar Storm	Task-driven Event, Linked Events
8	Fantasy Disguise	Limited-time Social Cosmetic Event
9	Halloween Party Pack	Sequential Bundle Offer (Rolling Discount), Linked Events



Pumpkin Invasion



Spooky Gathering

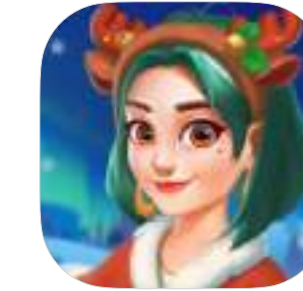


# Gossip Harbor: Ongoing Season Passes, Album Collection and Milestone Rewards Forming Long-Term Retention Anchors

Source: Sensor Tower Playliner – Live Ops Insights Platform

## August 2025 – Gossip Harbor 3rd Anniversary: Key Live Ops Event Types

	Event Name	Event Type
1	Restaurant Goals	Task-driven Event, Milestone Rewards, Cumulative Points
2	Summer Nights Season Pass	Composite Season Pass, Rewards, Missions, Cumulative Points
3	Triennial Triumph	Milestone Rewards, Decoration Event, Missions, In-game Store, Cumulative Points
4	Lori's Dough Derby	Milestone Rewards, Cumulative Currency
5	Birthday Party Album	Collection System, In-game Store
6	Sam's Festival Fun	Side Mode, Milestone Rewards, Cumulative Points, Collection System



Triennial Triumph



Birthday Party Album

# Key Takeaways

1

## **The Global Mobile Games Market Regains Growth Momentum in 2025, with Revenue Expected to Exceed \$82 Billion**

After the pandemic-driven surge in downloads, annual installs have stabilised at over 50 billion per year, marking a shift from rapid expansion to structural maturity. As the market matures, publishers are increasingly focused on refined Live Ops execution – extending game lifecycles, improving user quality and maximizing lifetime value.

2

## **Strategy and Puzzle Titles Leverage Advanced Live Ops and Content Cadence to Unlock High-Spending Players and Maximize LTV**

Incremental value in the global mobile games market is becoming increasingly concentrated. Among titles generating more than \$50M in incremental revenue growth, strategy games account for nearly half of total growth share. These fast-scaling category leaders rely on sophisticated Live Ops systems and strong content update pipelines to activate high-spending players and maximize lifetime value.

3

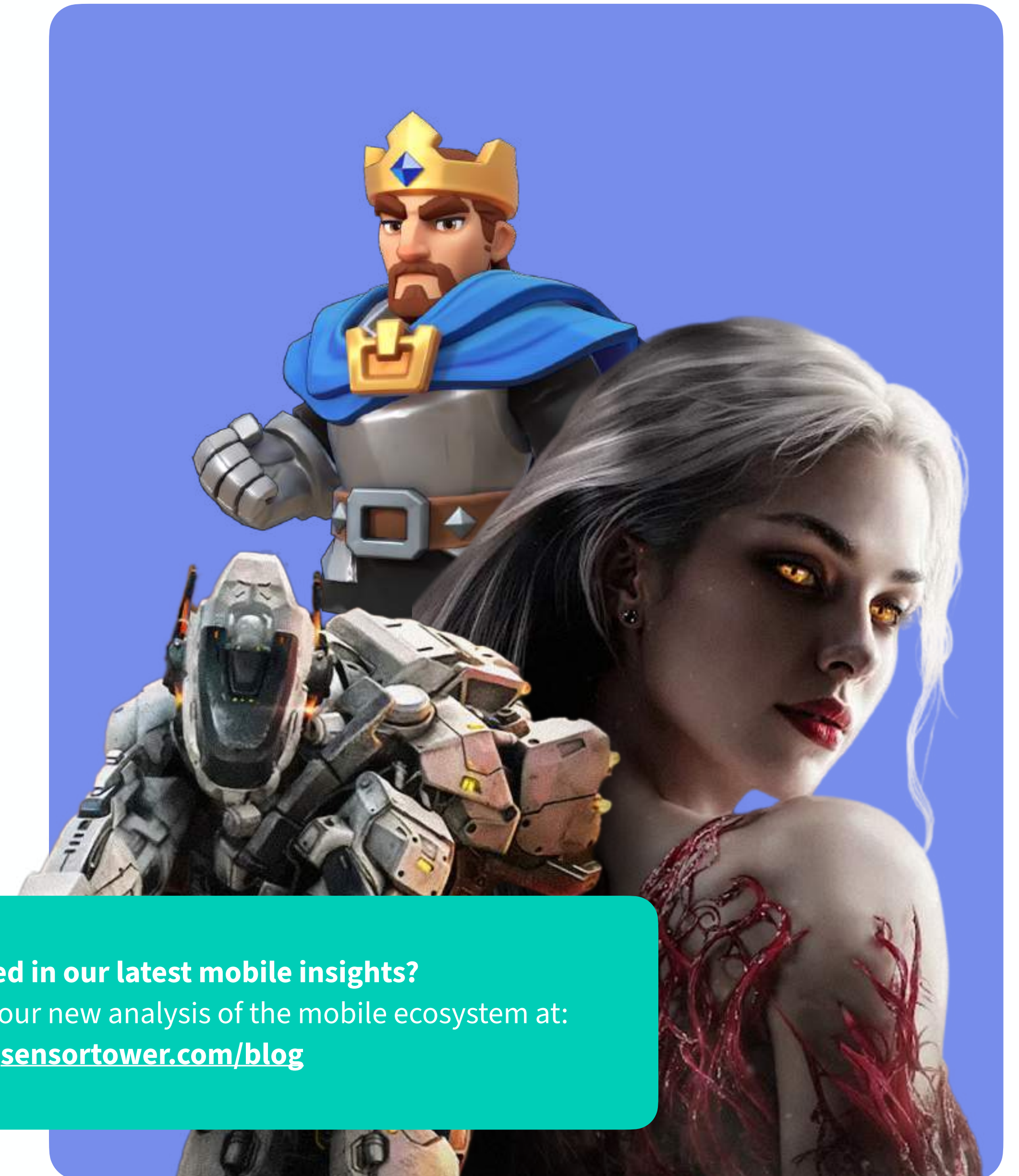
## **Layered, High-Density Live Ops Architectures Enable Sustainable Loops of Retention, Engagement and Revenue**

Leading games operate within a multi-layered event ecosystem, where players are simultaneously engaged across routine activities, themed events and large-scale seasonal systems – maximising activity, participation and retention. These interconnected events form a mutually reinforcing ecosystem, deeply integrated with monetization design and progression mechanics. The result is a self-sustaining cycle of high retention, high engagement and strong revenue growth.

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# Sensor Tower

## APAC Insights Team

Author



**Rui Ma**

Senior Analyst, APAC  
Hubei

Contributor



**Hideyuki Tsuji**

Insights Strategist  
Tokyo

Contributor



**Donny Kristianto**

Principal Market Insights Manager  
Singapore

Contributor



**Nan Lu**

VP of Marketing, APAC  
San Francisco

Contributor



**Daniel Zhang**

Field Marketing Manager, GCR  
Beijing

Contributor



**Sara Tan**

Marketing Operations, APAC  
Singapore

Contributor



**Yena You**

Insights Strategist  
Seoul

# Sensor Tower

## About us

Sensor Tower is the leading solution for mobile marketers, app developers, and industry analysts who demand competitive insights on the mobile economy. Sensor Tower's product suite includes: App Intelligence, Store Intelligence, Ad Intelligence, and Usage Intelligence.



### Los Angeles

3840 Watseka Ave  
Culver City,  
CA 90232  
United States



### New York City

WeWork  
33 Irving Place  
9th Floor,  
#9031 New York,  
NY 10023  
United States



### San Francisco

44 Montgomery St  
San Francisco,  
CA 94104  
United States



### Vancouver

555 Burrard St  
Vancouver  
BC V7X 1M9  
Canada



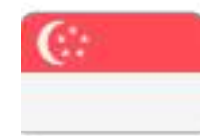
### London

3rd Floor,  
Hend House  
233 Shaftesbury Ave  
London  
WC2H 8EE  
United Kingdom



### Seoul

909-ho, 22,  
Teheran-ro 7-gil,  
Gangnam-gu,  
Seoul, South Korea,  
06130



### Singapore

WeWork  
9 Battery Road,  
Level 6  
Singapore 049910  
Singapore



### Beijing

Guanghua Ocean  
International Center,  
10 Jintong Rd (W.),  
Tower AB, 7/F,  
Chaoyang, Beijing,  
100020 China

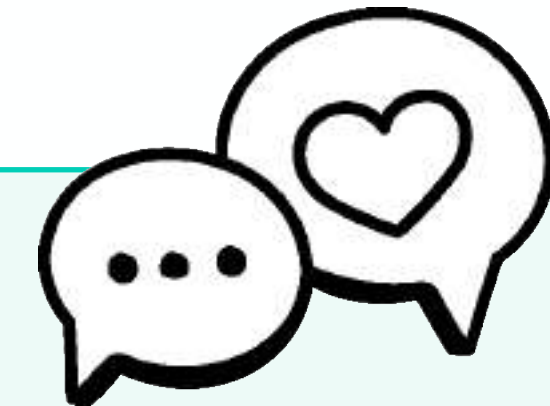


### Tokyo

Kanda First  
Building,  
45-1 Kandakonyacho,  
Chiyoda-ku,  
Tokyo 101-0035  
Japan

### Contact Info:

sensortower.com  
[sales@sensortower.com](mailto:sales@sensortower.com)



### Contact Us

Press : [press-apac@sensortower.com](mailto:press-apac@sensortower.com)  
Sales: [sales@sensortower.com](mailto:sales@sensortower.com)

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