

Mobile War Moves to Games

Written by Marco Attard
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The Apple vs Google mobile device war spreads beyond hardware the Wall Street Journal reports-- an "arms race" to convince app developers to work on Android/iOS-exclusive games is also taking place.



According to "people familiar with the situation" Apple and Google repay developer dedication with premium placement on app store home pages and features list. Prominent display in an app marketplace is a big deal, as it can lead to massive daily download spikes as per ad banner placement and promotion length.

Two examples of such titles are the sequels to a pair of popular games, "Plants vs. Zombies" and "Cut the Rope". Both games hit Apple platforms first (Android launches happened 2-3 months later), and got prominent App Store promotion for their trouble.

Meanwhile Google strikes deals with apps integrating Android branding.

Apple devices got a head start in the lucrative game business, thanks to easier iOS development and limited device selection. However Google is working hard to make Android an equally attractive platform, and owns a larger share of the market

But can software really sell hardware? Videogame consoles suggest that is the case, and ex-Google marketing director Parick Mork says "videogames are critical applications... Not only is it where people are spending their time and money, they also showcase the power of computing on their devices."

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"When people love a game, and it's not available on an alternate platform, they'll change platforms," GameStop-owned gaming service Kongregate adds. "The level of attachment a person has to a game can exceed almost anything."

However IDC argues the contrary, describing games as ranking "very low" in the list of factors consumers use to buy a mobile device.

Either way, according to IHS and App Annie 2013 mobile app spending totals \$16 billion-- and 70% of the total comes from games.

Go [Apple, Google Vie to Offer Exclusive Game Apps](#)