

PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com www.arabadvisors.com

## Mobile Games in the Arab World 2015

## Arab Advisors Group Strategic Research Service

December 2015

**Analyst: Noor Al Asmar** 

This report has been delivered to **Client** as part of the subscription to the Arab Advisors Group Strategic Research Service to be used exclusively by its employees **Copyright notice:** Copyright 2015 by Arab Advisors Group. All rights reserved. No material contained in this report may be reproduced in whole or in part without the prior written permission of the publisher. Any unauthorized use, disclosure, copying, selling, distribution or in any way transfer of any direct or indirect information from this report which is the property of Arab Advisors Group, removing, erasing or hiding from view any copyright, trademark, confidentiality notice, mark or legend appearing on Arab Advisors Group products or any form of output is strictly prohibited, and will be under legal responsibility. The information contained in this report has been obtained from sources we believe to be reliable, but neither its completeness nor accuracy can be guaranteed. Opinions expressed are based on our interpretation of the available information, and are subject to change.

**Feedback:** Our clients' satisfaction is of our utmost concern. We welcome all feedback regarding our research and products. Please send us your notes on this report, what you found useful in it and future research directions that would help you in your business. Send feedback emails to: arabadvisors@arabadvisors.com



© 2015 Arab Advisors Group

## **Table of Contents**

Section I: Introduction	1
Section II: Executive summary	2
Section III: Mobile games major platforms in the MENA region	4
Section IV: Mobile game companies targeting the Arab world	8
Section V: Analysis of games published by profiled companies	
Section VI: Top performing games in the Arab world	28
Section VII: Role of media and telecom operators in the region's mo	bile games
market	41



© 2015 Arab Advisors Group

**Reproduction Prohibited** 

## **List of Exhibits**

Exhibit 1: List of regional and international developers and publishers2
Exhibit 2: Availability of application stores across the MENA region
Exhibit 3: Play 3arabi's mobile games8
Exhibit 4: Tamatem's mobile games9
Exhibit 5: Babil's mobile games10
Exhibit 6: GamesXP's mobile games10
Exhibit 7: Maysalward's mobile games11
Exhibit 8: BeeLabs' mobile games12
Exhibit 9: Wixel Studios' Mobile games12
Exhibit 10: Diwaniya Labs mobile games12
Exhibit 11: Games Cooks' mobile games13
Exhibit 12: Na3m's mobile games13
Exhibit 13: Nucleus Games mobile games13
Exhibit 14: Tarboosh Games mobile games14
Exhibit 15: Lumba's mobile games15
Exhibit 16: TSIT's mobile games15
Exhibit 17: Falafel's mobile games15
Exhibit 18: ONMET's mobile games16
Exhibit 19: IGG's mobile games16
Exhibit 20: iLEAD's mobile games16
Exhibit 21: NetMarble mobile games16
Exhibit 22: Anansi mobile games17
Exhibit 23: NetDragon mobile games17
Exhibit 24: iFree Studio mobile games17
Exhibit 25: Analysis of mobile games by October 2015
Exhibit 26: The availability of mobile games on application stores
Exhibit 27: Game categories for analyzed games22
Exhibit 28: The number of English and Arabic games among analyzed games . 23
Exhibit 29: Business model of analyzed mobile games
Exhibit 30: Algeria's top 10 games28
Exhibit 31: Bahrain's top 10 games29
Exhibit 32: Egypt's top 10 games
Exhibit 33: Iraq's top 10 games31
Exhibit 34: Jordan's top 10 games32
Exhibit 35: Kuwait's top 10 games33
Exhibit 36: Lebanon's top 10 games34
Exhibit 37: Morocco's top 10 games34
4.77.4.77



Exhibit 38: Mauritania's top 10 games	35
Exhibit 39: Oman's top 10 games	35
Exhibit 40: Qatar's top 10 games	
Exhibit 41: Saudi Arabia's top 10 games	
Exhibit 42: Tunisia's top 10 games	
Exhibit 43: UAE's top 10 games	
Exhibit 44: Yemen's top 10 games	40



© 2015 Arab Advisors Group

**Reproduction Prohibited** 

PO Box 2374 Amman 11821 – Jordan Tel. 962.6.5828849 | Fax. 962.6.5828809 arabadvisors@arabadvisors.com | www.arabadvisors.com