

INDIA & ANDROID

Fortumo & NASSCOM Overview



Introduction



What's this about? The goal of this whitepaper is to help Indian developers better monetize their Android games and apps. With more than 160 million smartphones in circulation and a majority of these phones running Android OS, India is a huge opportunity for local developers. Statistics used here have been taken from Fortumo's Android in-app purchasing SDK and the data presented is only about users who have made successful payments inside apps. We hope you find this guide useful!

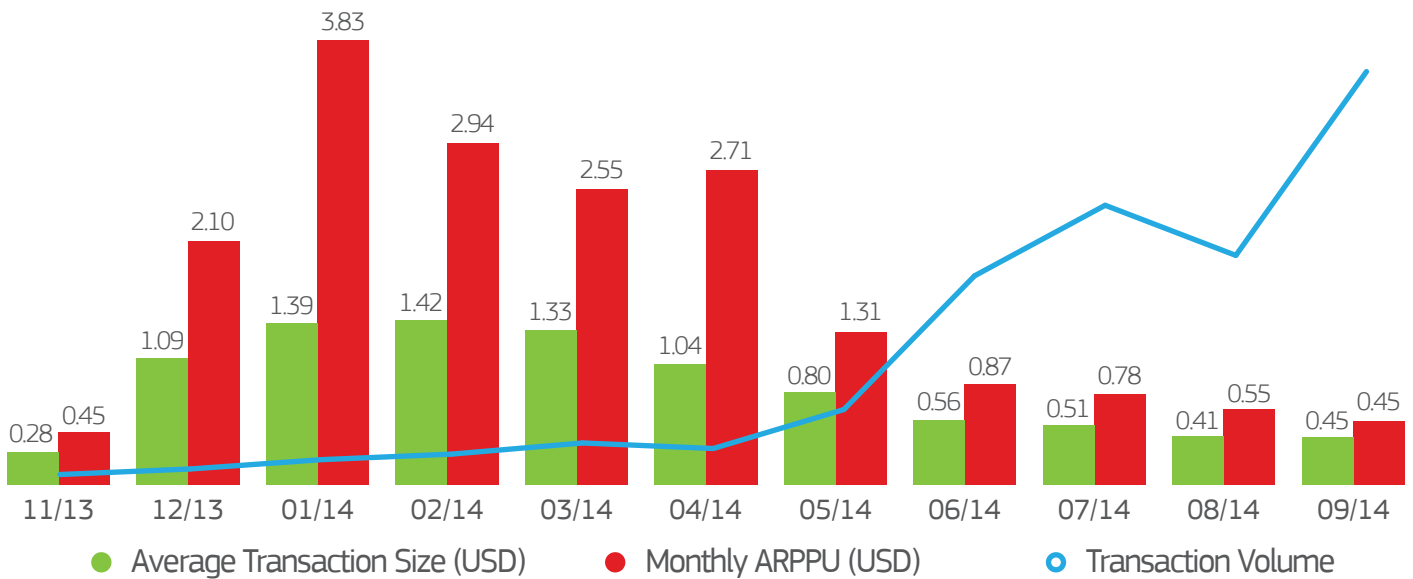
NASSCOM[®] **NASSCOM Gaming Forum** came into existence 6 years ago to come together on a common platform to share best practices and knowledge both from the business and the development perspective. Its goal is to build India into a hub for gaming; improve the industry-government interface and collaboration; enhance international outreach and access. The Gaming Forum has five active city chapters: Mumbai, Delhi, Hyderabad, Pune and Bangalore - each of which regularly hosts developer meet-ups. It also organizes the annual NASSCOM Game Developers Conference which is the premier industry event in India. Read more at <http://nasscom.in>.



Fortumo allows any merchant to set up payment processing for web and mobile services, games or apps. Users with a mobile phone are then able to make one-click payments using Fortumo without the need for a credit card: payments are charged to their mobile operator bill instead. Fortumo has been operating in India since October 2013 and supports payments in 81 countries through 300 mobile operators. Read more at <http://fortumo.com>.

Spending & Connectivity

User Spending Behaviour



Users in India tend to spend very little amounts of money on games at a time. Take some time to analyze and think about the prices you set for in-game items: not just for India, but other countries as well. For example, it might make sense to charge users in the United States or Germany more as the income there is higher.

How do paying users connect to your game?

21.4%



78.6%

If possible, make your game playable offline. According to Localytics, 15% of mobile apps are launched while offline. Even if users are not making payments while offline, they will be able to play your game and stay more engaged.

Alternative Android in India

Beside Google Play, a lot of Android smartphone owners in India are downloading apps from alternative app stores. Here is a listing of some of the biggest alternative stores. Make sure to distribute your apps to additional channels to maximize user acquisition and revenue!



<http://www.mobogenie.com>

<http://www.9game.com>



<http://www.moborobo.com>

<http://market.1mobile.com>



<http://www.amazon.com/appstore>

<http://www.mobango.com>



<http://www.ideamail.in>

<http://www.airtel.in/apps>



<http://www.getjar.com/>

<http://www.slideme.org>



Opera Mobile <http://apps.opera.com/>

<http://www.lgworld.org>



<http://www.androidpit.com/>

<http://store.yandex.com>

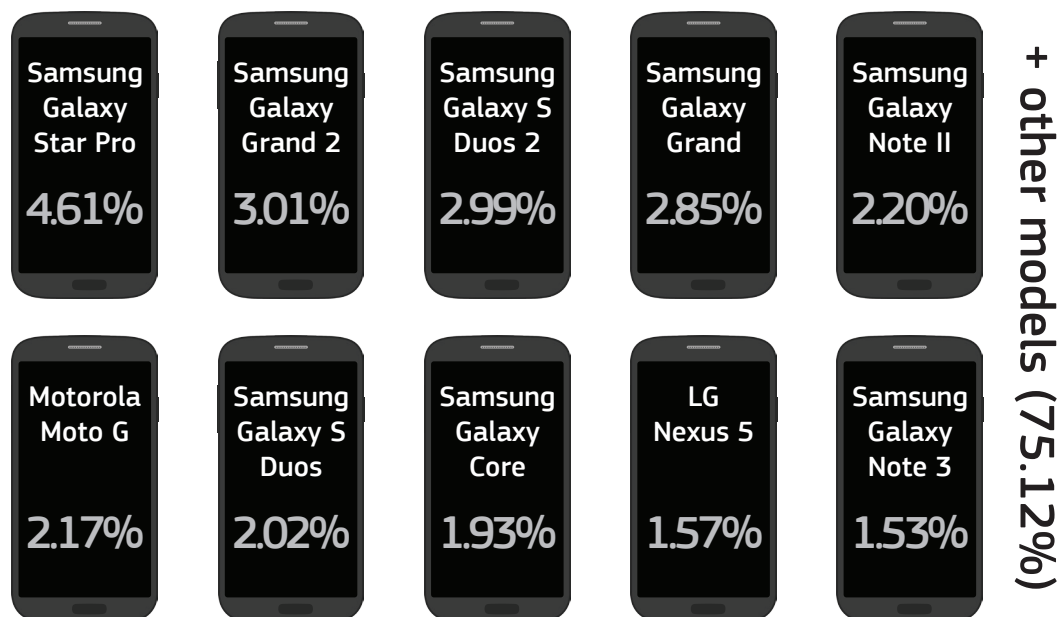


TOP 10 Smartphone Brands in India

Many Android OEMs preload games and apps into their app stores. If your game is already doing well, approach them and ask about preload and promotion opportunities!



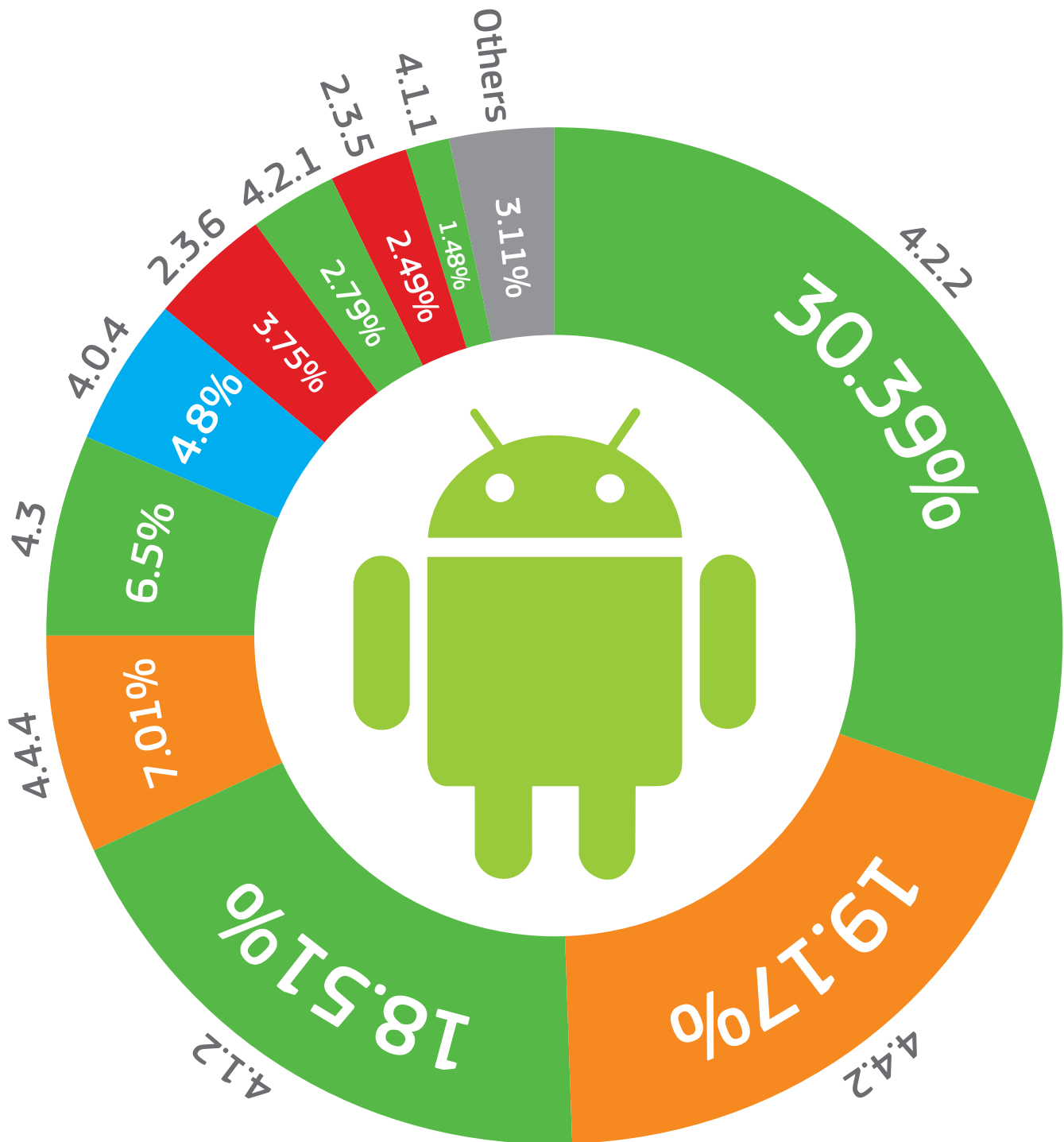
TOP 10 Smartphone Models in India



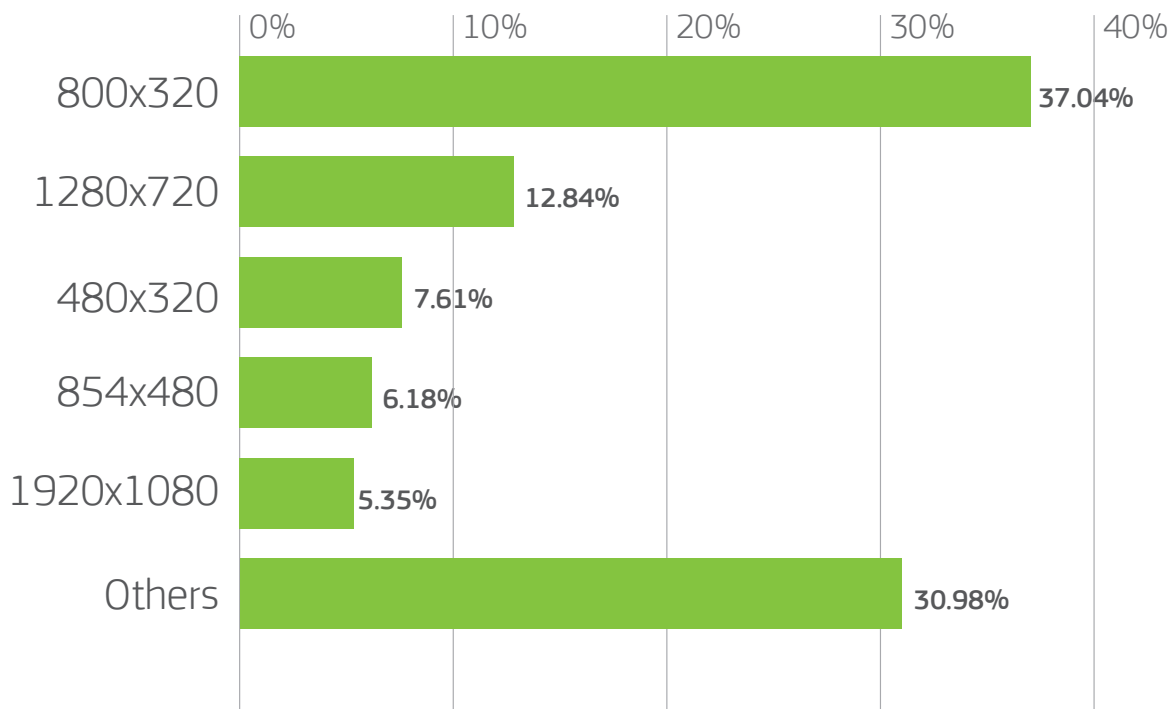
Test your app! There are over 18 thousand Android devices out there (in September, we recorded 1429 for India) but you don't need to cover all of them: testing your game on a few very different (screen size & hardware specs) will improve chances of as many users as possible being able to play it.

Android OS versions usage in Indian smartphones

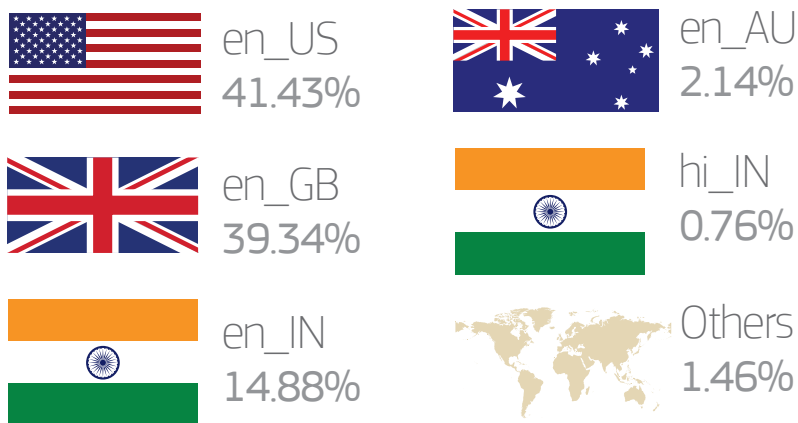
Cutting off a portion of users for using an older version of the OS or a device with a smaller screen could have a big impact on revenue, especially in the emerging markets.



Screen sizes of Indian smartphones



Device locale in Indian Android smartphones



Device locale is a good indication of what language the user speaks. If the user understands English enough to navigate their phone, they will most likely be able to also understand your game. However, keep in mind that your app needs to be understandable even for users who don't speak the language: using simple terms such as "Play" and "Buy" helps with this. It's also a good idea to visualize the main functions of the game (a "play" icon for playing the game and a shopping cart icon for the in-game store, for example).

Meet us!



Developer Roadshow:

How To Better Monetize Your Games & Apps?

January 30th, Hyderabad | January 31st, Mumbai

FREE EVENT

<http://bit.ly/fortumoroadshow>



WANT TO STAY IN TOUCH WITH NASSCOM & FORTUMO?

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<http://nasscom.in>

bangalore@nasscom.in

twitter.com/nasscom

facebook.com/groups/nasscomgamingforum

FORTUMO

<http://fortumo.com>

bd@fortumo.com

twitter.com/fortumo

facebook.com/fortumo