



GLOBAL MOBILE GAMES ADVERTISING MONETIZATION REPORT

H1 2025





Preface

With deep adjustments and technological innovation in the global mobile gaming market, the first half of 2025 became a critical node characterized by competition for existing users and deepening value extraction. Globally, the market demonstrated resilience between regional divergence and technology-driven growth: downloads exceeded 68 billion (YoY +4.2%), advertising revenue reached \$9.8 billion (YoY +15%), and over 72% of developers adopted an "In-App Purchase (IAP) + Advertising" hybrid monetization model. This growth stems from a triple transformation: high-value markets leading efficiency upgrades, emerging markets leveraging scale expansion, and AI technology reshaping monetization logic. AI technology shifted advertising from "traffic competition" to "deepening user value".

Furthermore, in 2025, ad monetization has increasingly become a key strategy for developers to diversify revenue, particularly in emerging markets like China, India, and Southeast Asia, where ad's share of game revenue continues to rise. With ongoing ad tech development, new formats like video and interactive ads are becoming mainstream in games. For instance, video ads, tightly integrated with gameplay, enhance ad effectiveness and user engagement, thereby improving advertiser ROI.



Beyond traditional growth drivers, the widespread application of Artificial Intelligence (AI) is becoming a key factor propelling the global gaming industry forward, especially in mobile gaming and ad monetization. AI integration accelerates game development, transforms player interaction experiences, and optimizes ad delivery and monetization strategies, enabling developers and advertisers to achieve higher returns in a competitive market. For example: the proportion of AI-generated ad creatives has significantly increased; dynamic bidding technology optimizes ad display strategies through real-time data analysis, driving significant eCPM gains.

To assist global mobile gaming professionals in better observing mobile games ad monetization effectiveness, mobile ad mediation TopOn has aggregated and analyzed cumulative ad monetization data from their partner mobile games from January to June 2025. This report showcases ad monetization performance across different game genres in various regional markets, aiming to provide valuable insights for global game developers and marketers.



Data Range

Data Time Duration: January 1, 2025 - June 30, 2025

Data Geographic Scope:

- Europe & Northern America (EU & NA): USA, Europe (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Iceland, Liechtenstein, Norway)
- Japan & Korea (JPKR): Japan, South Korea
- Southeast Asia (SEA): Myanmar, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand, Vietnam, Brunei, Timor-Leste
- South Asia (SA): India
- Russia (RU): Russia
- Latin America (LATAM): Argentina, Bolivia, Brazil, Colombia, Chile, Ecuador, Mexico, Paraguay, Peru, Uruguay, Venezuela, Cuba, Panama
- Hong Kong, Macau, Taiwan (HMT): Chinese Hong Kong, Chinese Macau, Chinese Taiwan
- Other T3 Countries: Nepal, Bhutan, Bangladesh, Pakistan, Sri Lanka, Maldives, Bahrain, Iran, Iraq, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, Syria, UAE, Yemen, Morocco

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Global

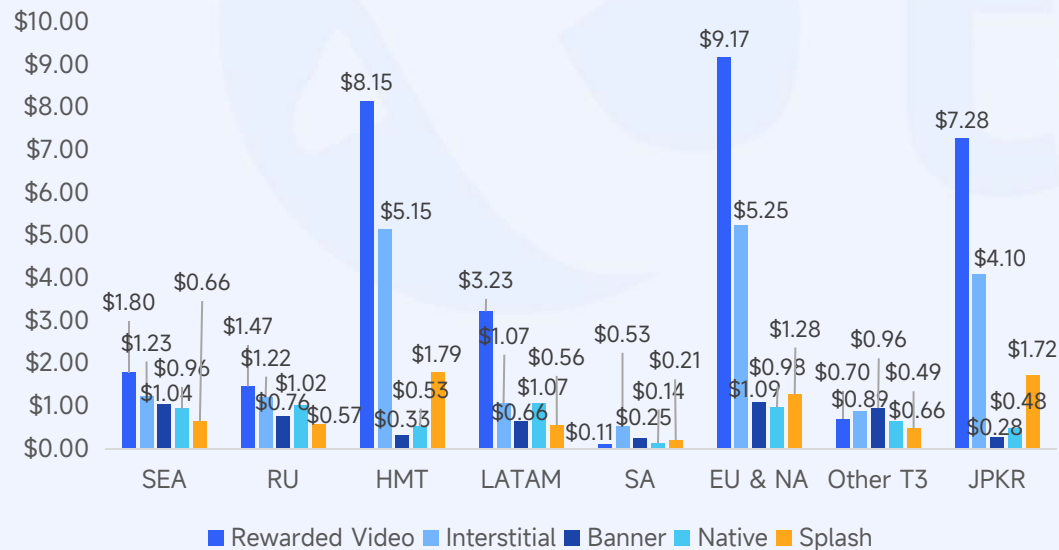
1. Overview of Mobile Games Ad Monetization Worldwide



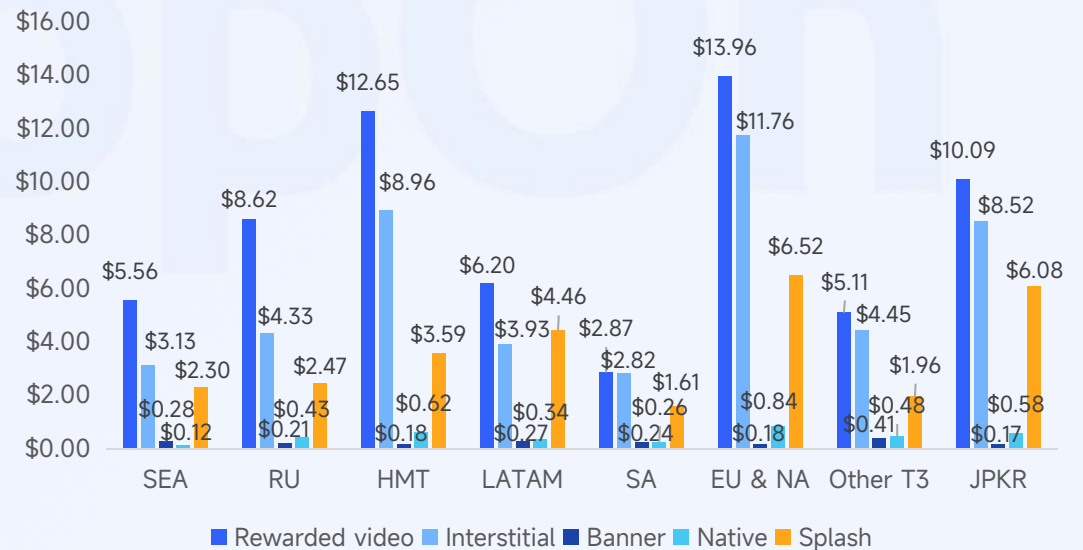
Global Key Regions Ad Networks eCPM Performance

- Ad Networks eCPM performance: Rewarded Video > Interstitial > Splash > Native > Banner. Rewarded Video, consistent with previous years, holds the most significant advantage.
- Overall eCPM performance: Europe & Northern America > Hong Kong, Macau, Taiwan > Japan & Korea > Russia > Other T3 Countries > Southeast Asia/South Asia/Latin America.
- Based on dual-platform (Android/iOS) eCPM data, Hong Kong, Macau, Taiwan, Japan & Korea, and Europe & Northern America markets perform best. Especially on iOS, Rewarded Video and Interstitial ads show strong momentum. Leading networks like AdMob and AppLovin, leveraging robust technology and vast ad inventories, secure higher-quality ad resources and broader exposure for game ads, enabling more precise ad delivery.

Key Regions eCPM Performance (Android)



Key Regions eCPM Performance (iOS)

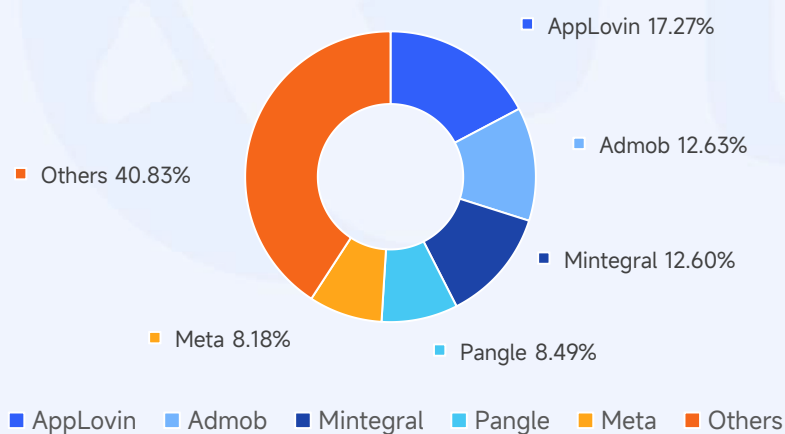




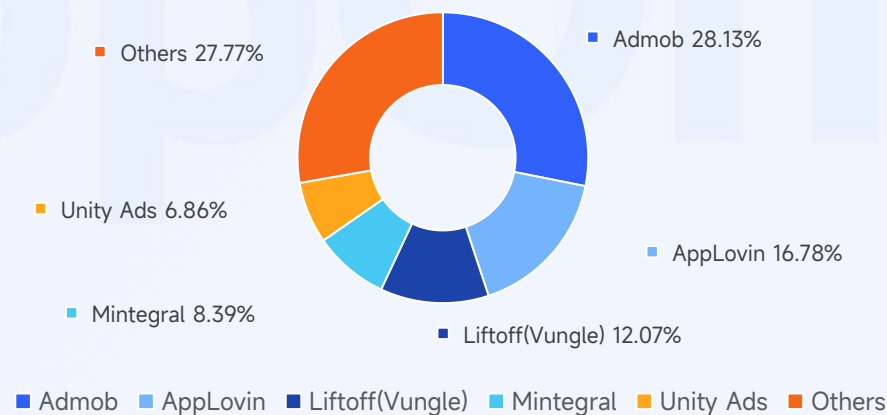
Global Top 5 Revenue-Generating Ad Networks

- Android: AppLovin > AdMob > Mintegral > Pangle > Meta. Other networks (Meta, Liftoff, InMobi, Yandex, Unity Ads, Bigo, TopOn ADX, etc.) account for 41%, serving as optimization supplements.
- iOS: AdMob > AppLovin > Liftoff (Vungle) > Mintegral > Unity Ads. AdMob leads with 28% revenue share. Meta, Pangle, Digital Turbine (Fyber), TopOn ADX, Chartboost also perform well, forming significant revenue components.

Top 5 Revenue-Generating Ad Networks (Android)



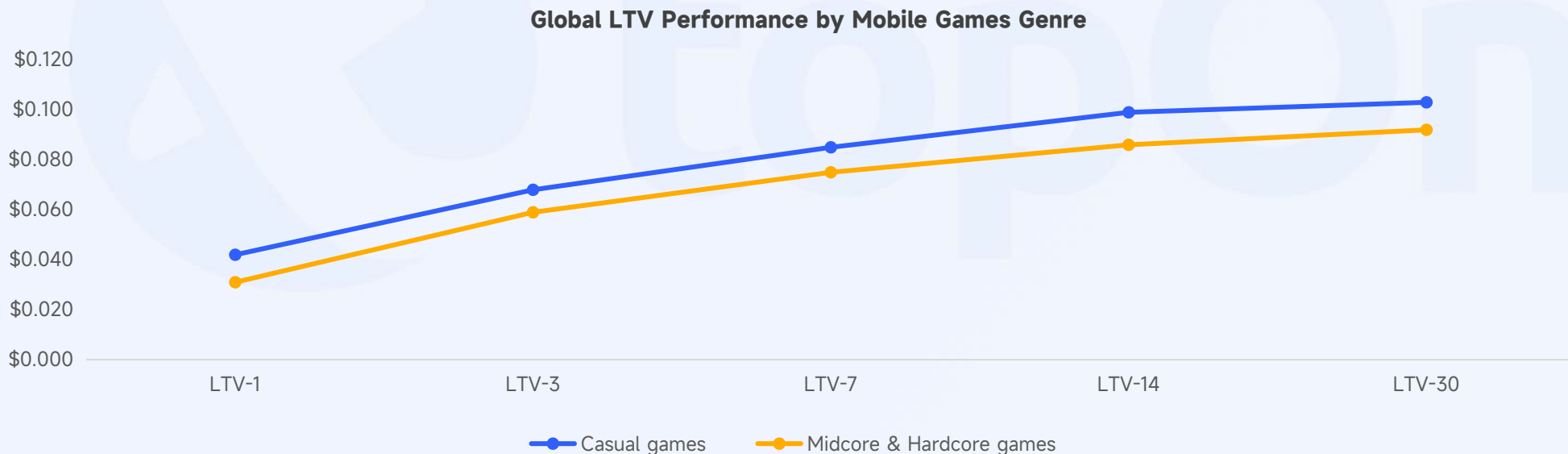
Top 5 Revenue-Generating Ad Networks (iOS)





Global Mobile Games Ad LTV Performance

- Casual games show strong early-LTV growth, but the curve flattens significantly after the LTV-7 point. Developers need to estimate long-term user value based on LTV-7 data, forecast payback periods, and dynamically optimize strategies.
- Midcore & Hardcore games face LTV growth challenges, linked to budget adjustments on major Ad Networks and eCPM declines. Developers can use TopOn's audience grouping to segment users and refine operations. For non-paying users, higher frequency and diverse ad displays using differentiated strategies can unlock LTV growth potential.



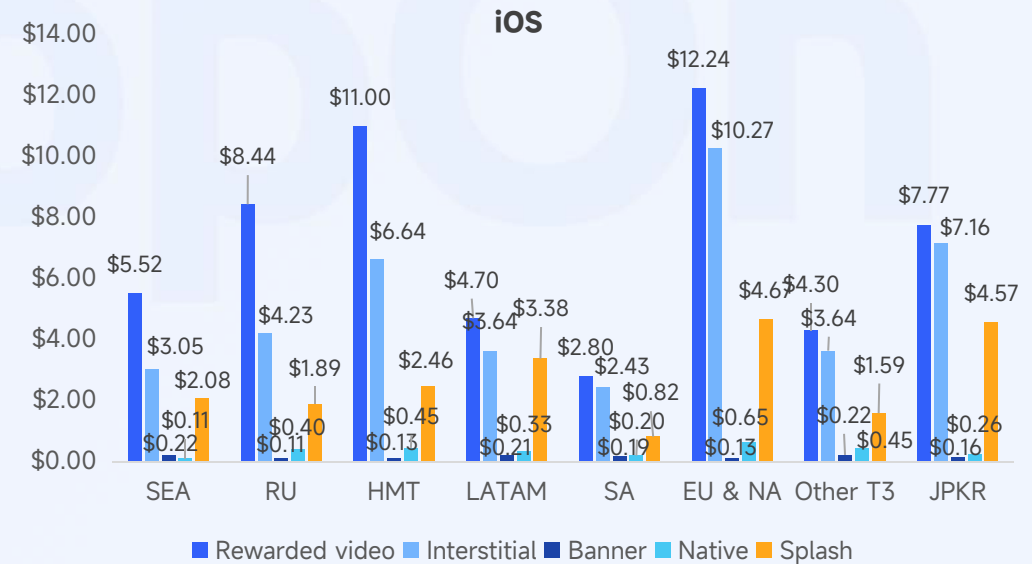
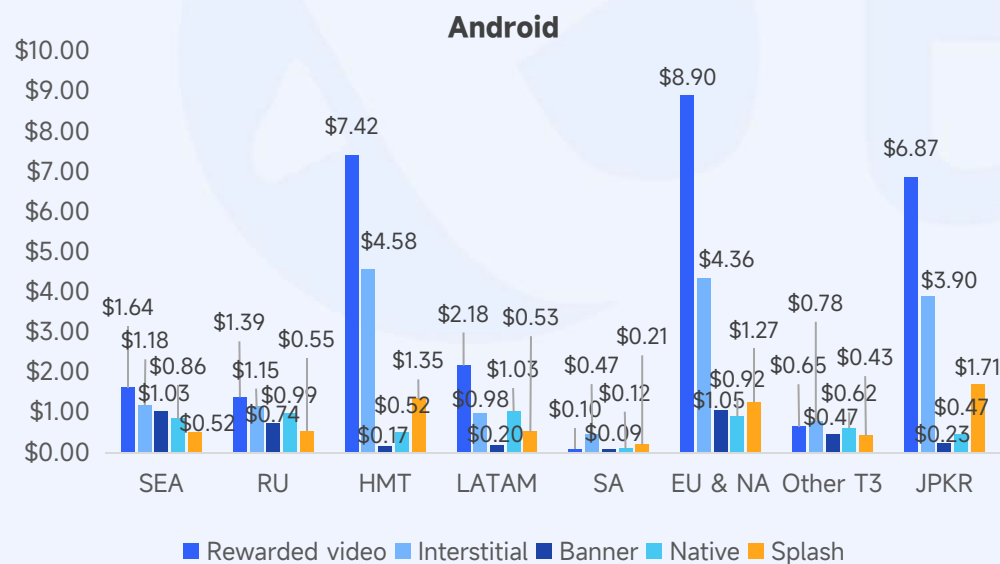


Global

2. Ad Revenue Analysis-Global Casual Mobile Games

eCPM Performance of Casual Games in Key Global Markets

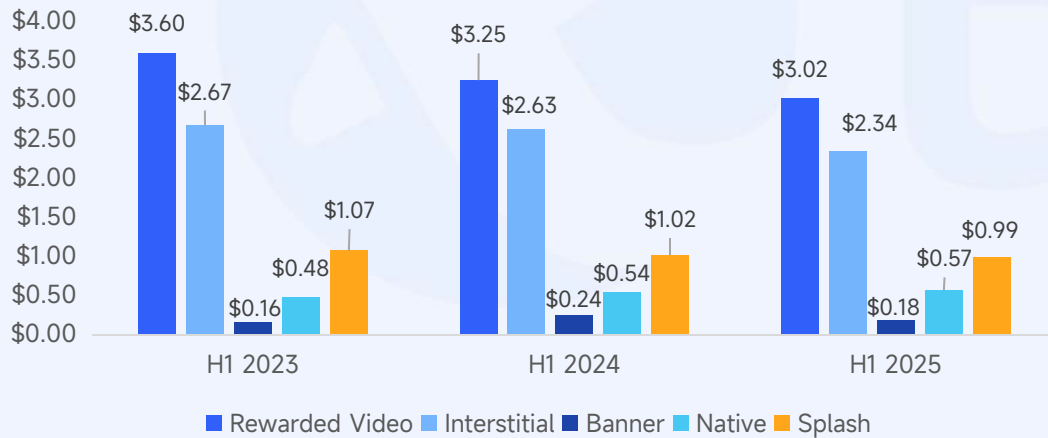
- eCPM performance of casual games Ad Networks by region: iOS outperforms Android.
- Significant regional variations exist. The highest-performing markets are Europe & Northern America, Japan & Korea, Hong Kong, Macau, Taiwan. Specifically, Europe & Northern America leads in Rewarded Video (\$12.24) and Interstitial ads (\$10.27), primarily driven by dominant Ad Networks like AdMob and AppLovin.
- On iOS, Rewarded Video, Interstitial, and Splash ads demonstrate notably superior eCPM. Therefore, developers may prioritize implementing Rewarded Video and Interstitial ads in iOS game development to capitalize on their high-yield potential. Additionally, strategically incorporating Splash ads can enhance overall revenue streams.



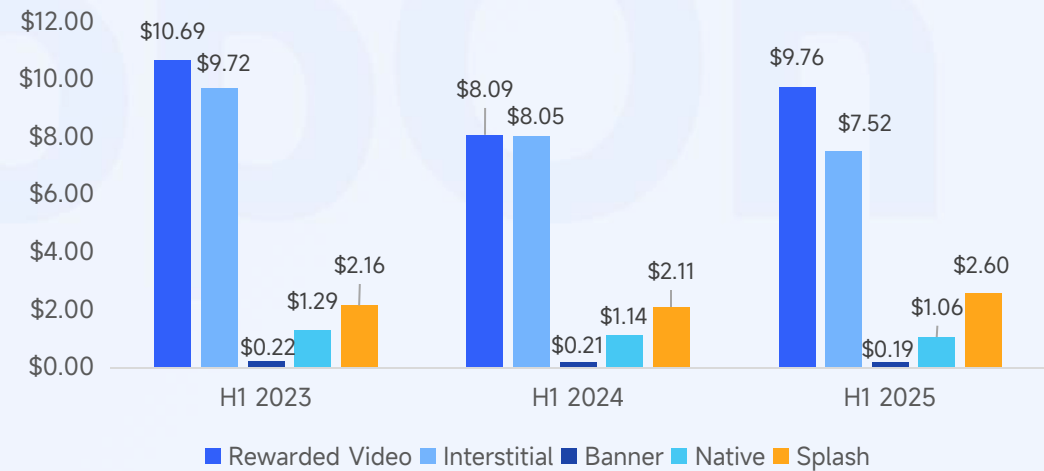
Global Casual Games eCPM Performance YoY Comparison

- Overseas casual games eCPM showed an overall YoY decline.
- Android: Rewarded Video and Interstitial eCPM down 7% and 11% YoY, near three-year lows.
- iOS: Banner and Native eCPM down ~8% YoY. However, Rewarded Video eCPM rebounded, up 18% YoY vs 2024.
- The decline is primarily due to global economic conditions leading advertisers to adopt more conservative strategies, reducing overall ad budgets and bids.

Overseas eCPM Performance of Casual Games YoY (Android)



Overseas eCPM Performance of Casual Games YoY (iOS)

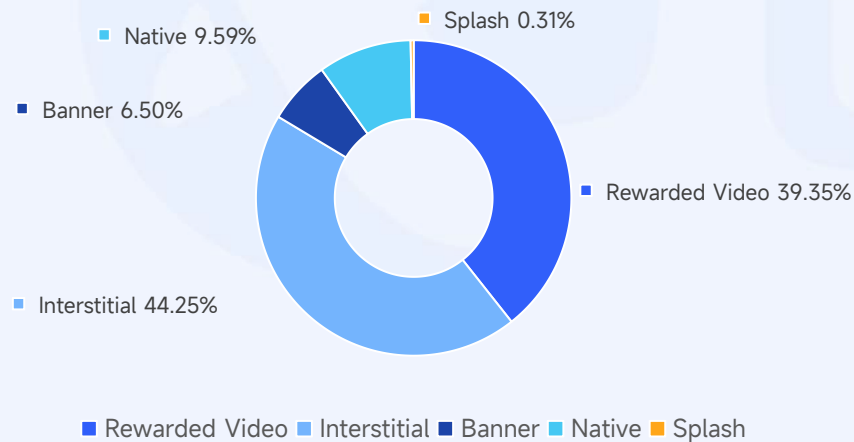




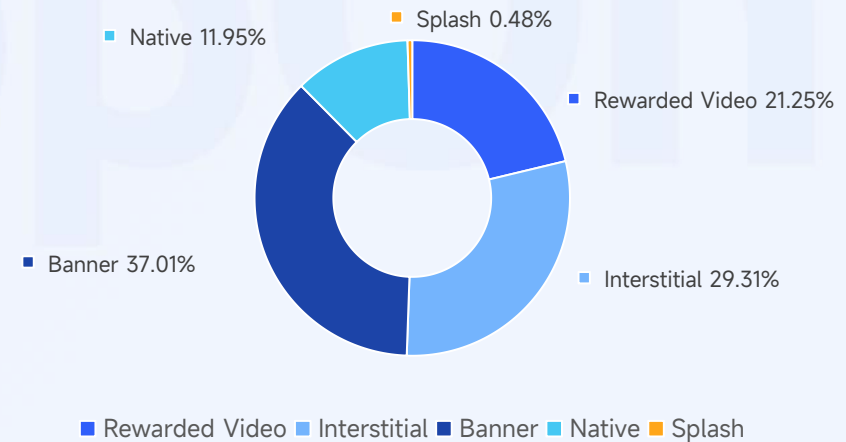
Casual Games Ad Networks Performance

- Revenue Share: Interstitial > Rewarded Video > Native > Banner > Splash. Interstitial leads due to higher unit pricing.
- Rewarded Video and Interstitial play key roles. Rewarded Video offers in-game rewards for ad views, boosting engagement and acceptance. Interstitials display during transitions/pauses, capturing attention with minimal disruption. Enhancing user ad acceptance is crucial, requiring careful design of ad scenarios and incentive mechanisms.
- Display Share : Banner highest (37.01%), followed by Interstitial (29.31%), Rewarded Video (21.25%), and Native (11.95%). Based on these statics, developers are advised to control Interstitial frequency to maximize revenue without harming user experience.

Percentage of Revenue by Ad Networks for Casual Games



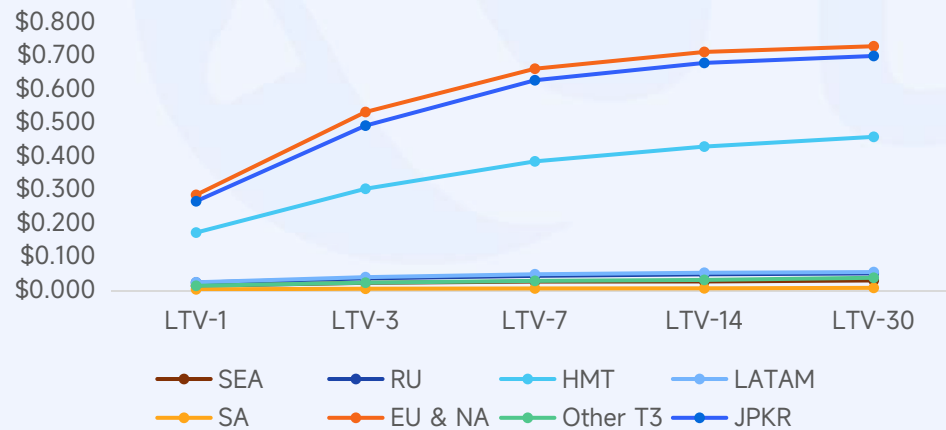
Percentage of Display by Ad Networks in Casual Games



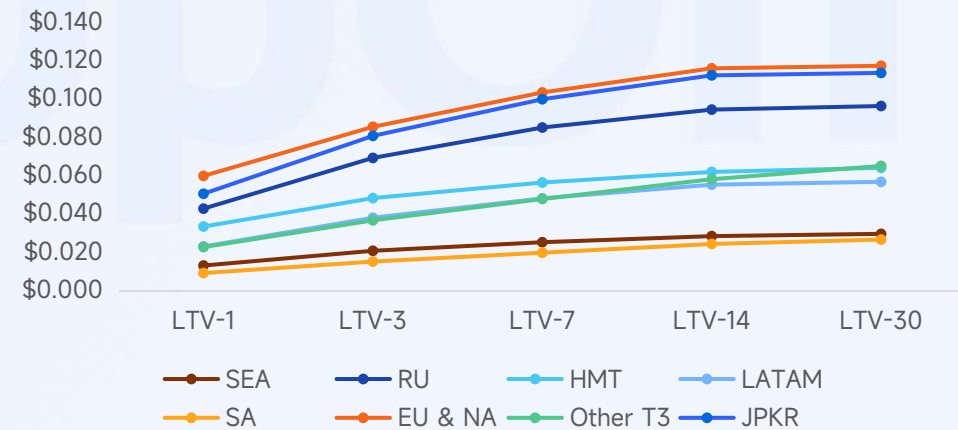
LTV Performance of Casual Games in Key Global Markets

- Europe & Northern America and Japan & Korea show outstanding dual-platform LTV, far exceeding other regions.
- Android: Europe & Northern America > Japan & Korea > Hong Kong, Macau, Taiwan > Russia > Other T3
Countries/Southeast Asia > Latin America > South Asia; iOS: Europe & Northern America > Japan & Korea > Hong Kong, Macau, Taiwan > Russia > Latin America > Other T3 Countries > South Asia > Southeast Asia
- Generally, LTV performance is relatively stable in Europe & Northern America, Japan & Korea, and Hong Kong, Macau, Taiwan, yielding significant long-term returns. Lower LTV in Southeast Asia, South Asia, Latin America may relate to local user spending habits and market conditions.

LTV Performance of Casual Games in Key Global Markets (Android)



LTV Performance of Casual Games in Key Global Markets (iOS)





Global

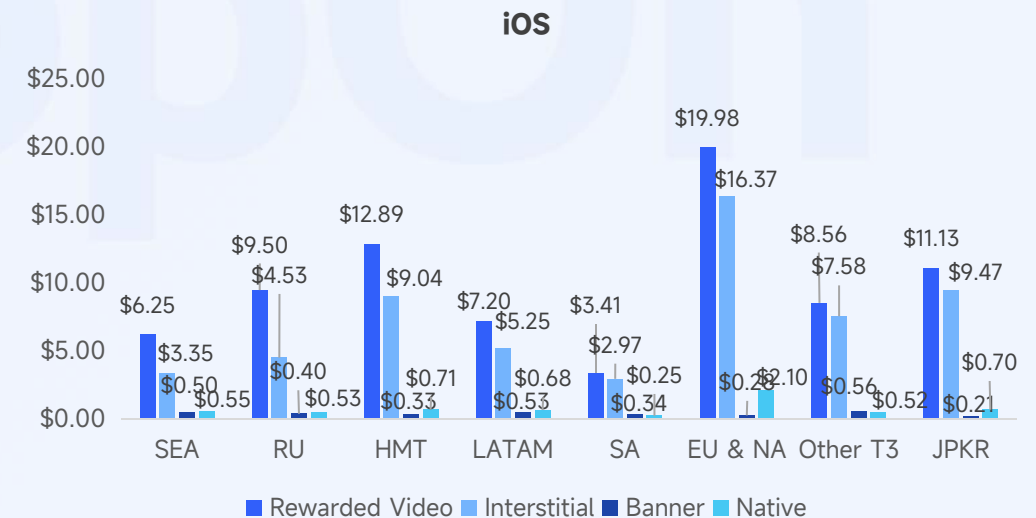
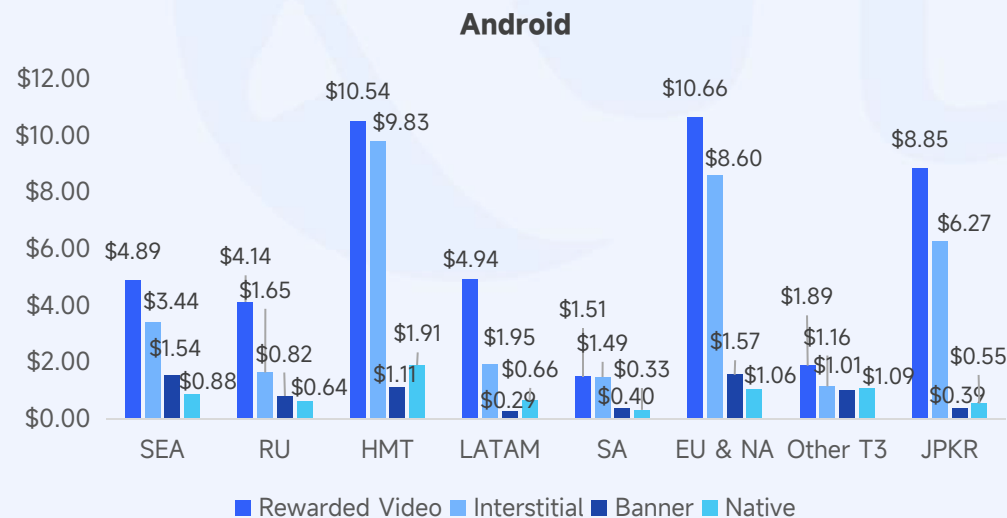
3. Ad Revenue Analysis- Global Midcore & Hardcore Mobile Games





eCPM Performance of Midcore & Hardcore Games in Key Global Markets

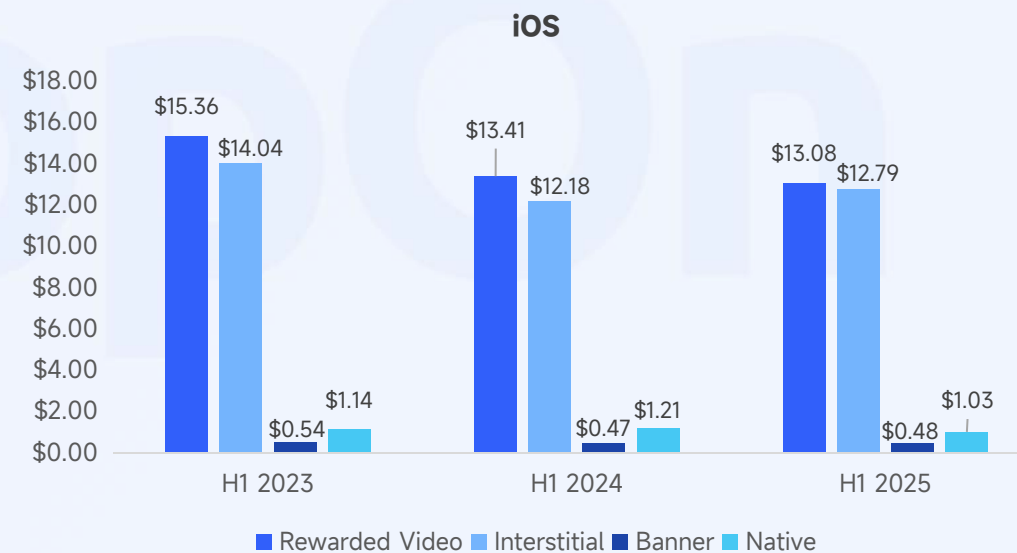
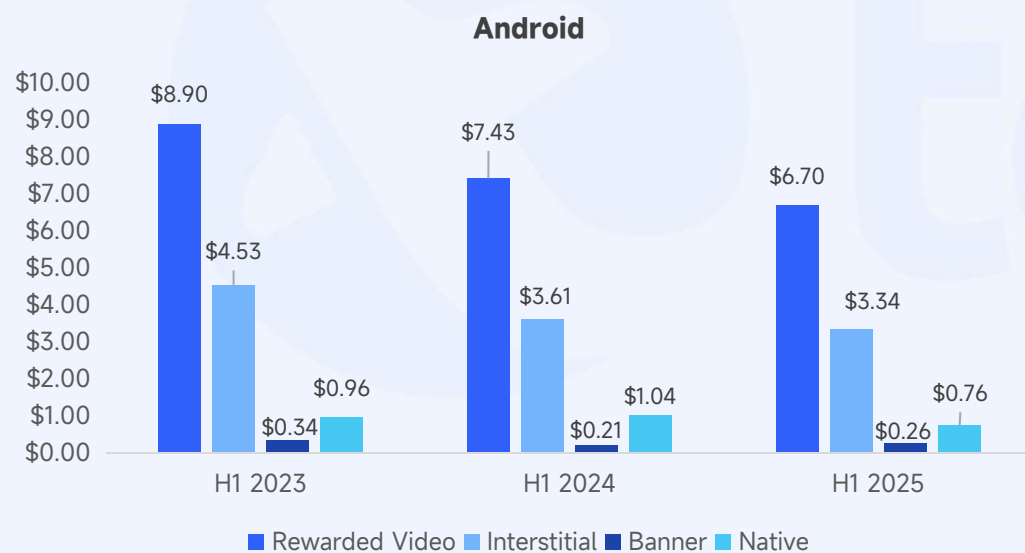
- Globally, midcore & hardcore games eCPM is significantly higher than casual games, especially for Rewarded Video and Interstitial ads. This is mainly because these games focus more on IAP models, and their higher user acquisition cost (CPI) signifies a user base with higher commercial value. Advertisers pay more to reach these users, and ad revenue from non-paying users supplements IAP income.
- Europe & Northern America leads significantly in Rewarded Video and Interstitial eCPM on both iOS and Android, followed by Japan & Korea, Hong Kong, Macau, Taiwan, and Russia. Southeast Asia, South Asia, and Latin America form the third tier.
- Midcore & hardcore games typically avoid Splash ads due to their intrusive nature. Instead, they prefer higher-eCPM, interactive Rewarded Video ads for revenue growth.





Global eCPM Performance of Midcore & Hardcore Games YoY Comparison

- Recent years show fluctuating eCPM for midcore & hardcore games. Android: Significant decline; Rewarded Video (\$6.7) and Interstitial (\$3.34) eCPM at multi-year lows, down 10% and 8% YoY respectively; iOS: Rewarded and Interstitial eCPM largely stable YoY. Banner and Native eCPM remain low on both platforms.
- The decline is linked to economic downturns leading to conservative advertiser strategies and reduced spending.

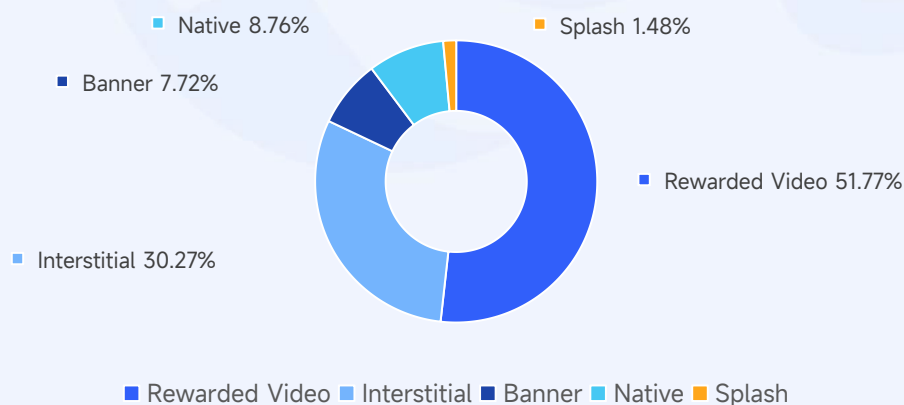




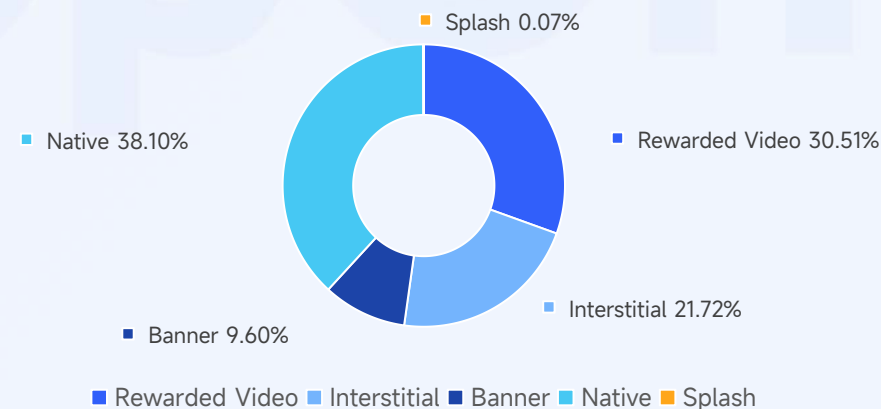
Ad Networks Performance in Midcore & Hardcore Games

- Revenue Share: Rewarded Video > Interstitial > Native > Banner. Rewarded Video remains the core revenue source, though its share declined YoY. Interstitial ad revenue share increased 15% vs 2024, indicating active adoption by developers.
- Display Share: Native > Rewarded > Interstitial > Banner. Despite not having the highest impression share, Rewarded Video and Interstitial contribute significantly to revenue due to their higher eCPM.
- Overall, Rewarded Video and Interstitial ads demonstrate superior monetization performance due to their interactive nature and higher user engagement, which significantly enhance click-through rates and drive higher ad revenue. Additionally, developers are advised to carefully manage Interstitial ad frequency to maximize revenue while maintaining optimal user experience.

Percentage of Revenue by Ad Networks in Midcore & Hardcore Games



Percentage of Display by Ad Networks in Midcore & Hardcore Games

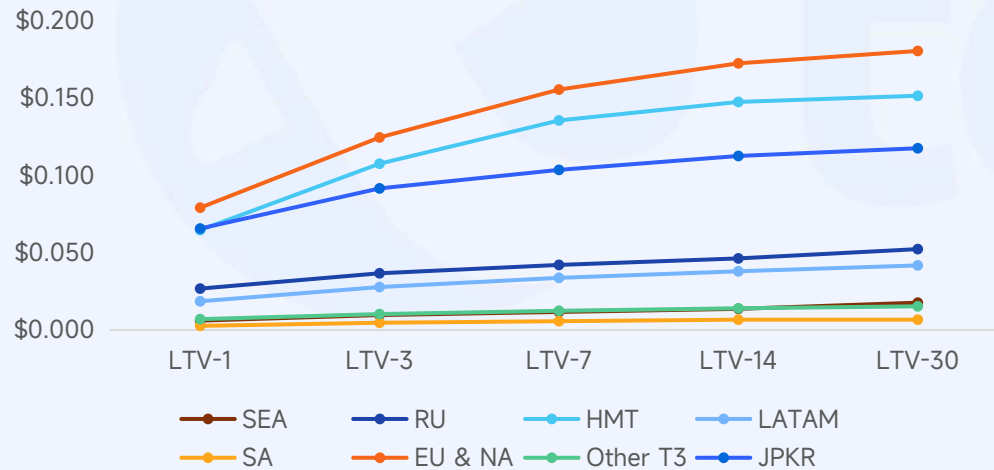




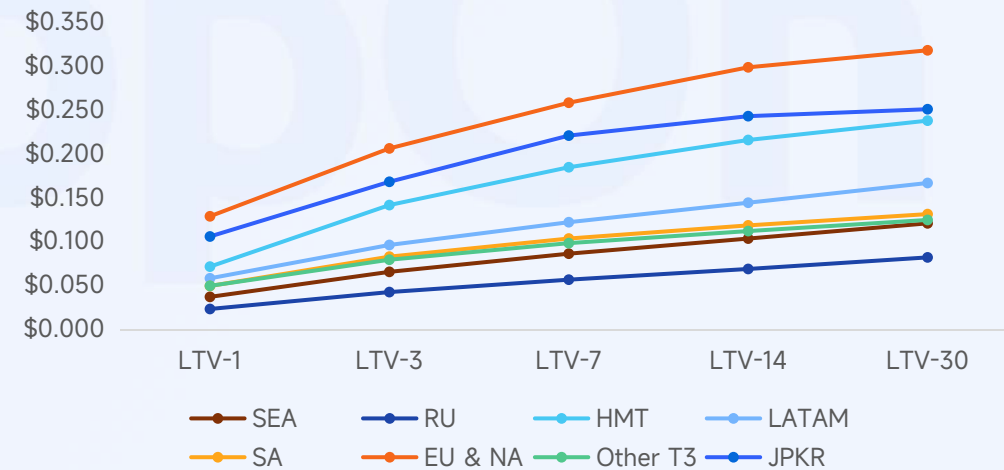
Ad LTV Performance of Midcore & Hardcore Games in Key Markets

- Europe & Northern America and Japan & Korea show outstanding LTV on both iOS and Android, with stronger subsequent growth momentum, significantly outperforming other regions. This is linked to their advantages in high retention rates and strong user stickiness.
- LTV performance is relatively weak in Russia, Southeast Asia, South Asia, and Latin America.

Ad LTV Performance of Midcore & Hardcore Games in Key Markets (Android)



Ad LTV Performance of Midcore & Hardcore Games in Key Markets (iOS)





Global

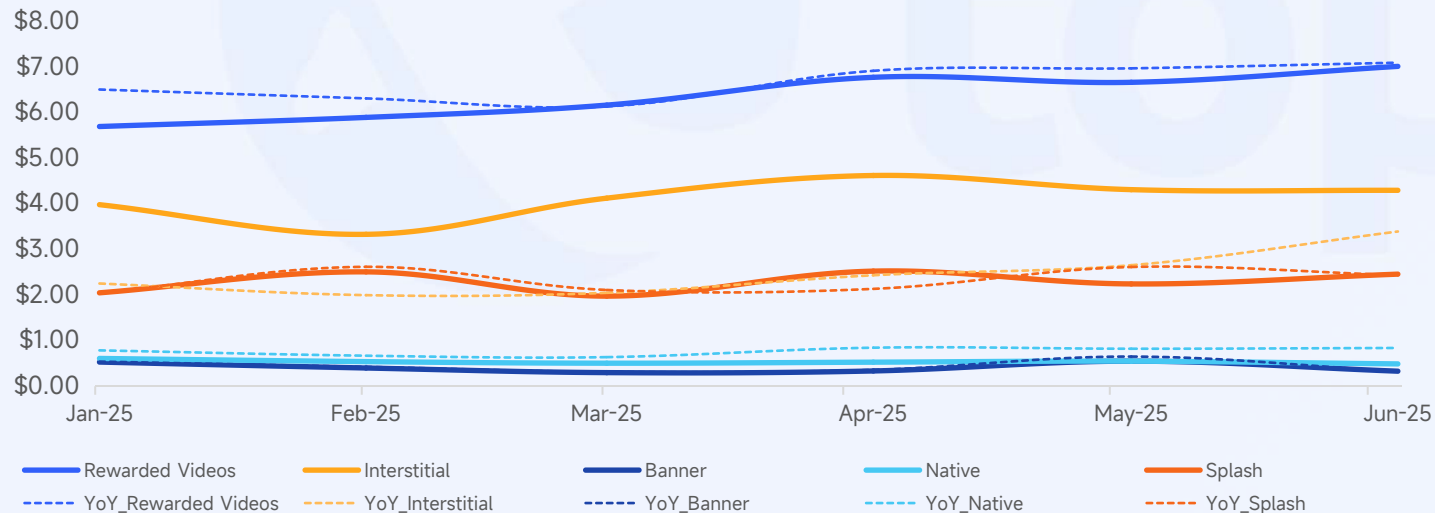
4. Ad Monetization Review-Key Global Markets



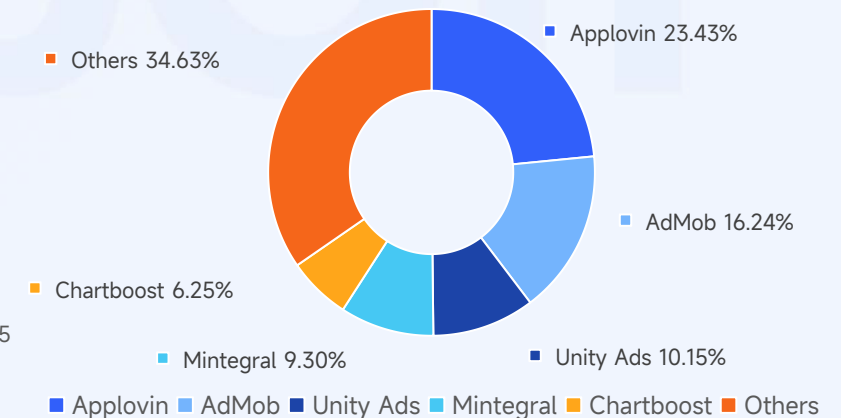
Ad Monetization Data: Europe & Northern America (Android)

- eCPM Performance: In H1 2025, Interstitial ads demonstrated a significant eCPM increase compared to the same period last year, primarily driven by expanded advertising budgets across major networks. Meanwhile, Rewarded Video, Native, Banner, and Splash ads maintained stable eCPM levels YoY, with Native and Banner formats continuing to deliver moderate performance.
- In the Europe & Northern America Android market, the top 5 Ad Networks ranked as follows: AppLovin, AdMob, Unity Ads, Mintegral, and Chartboost. Despite dominant market share by leading networks, other networks including Unity Ads, Digital Turbine (Fyber), and TopOn Adx exhibited notable budget allocation, collectively capturing 35% of total revenue—reflecting a diversified competitive landscape.

H1 2025 eCPM Trend: EU & NA (Android)



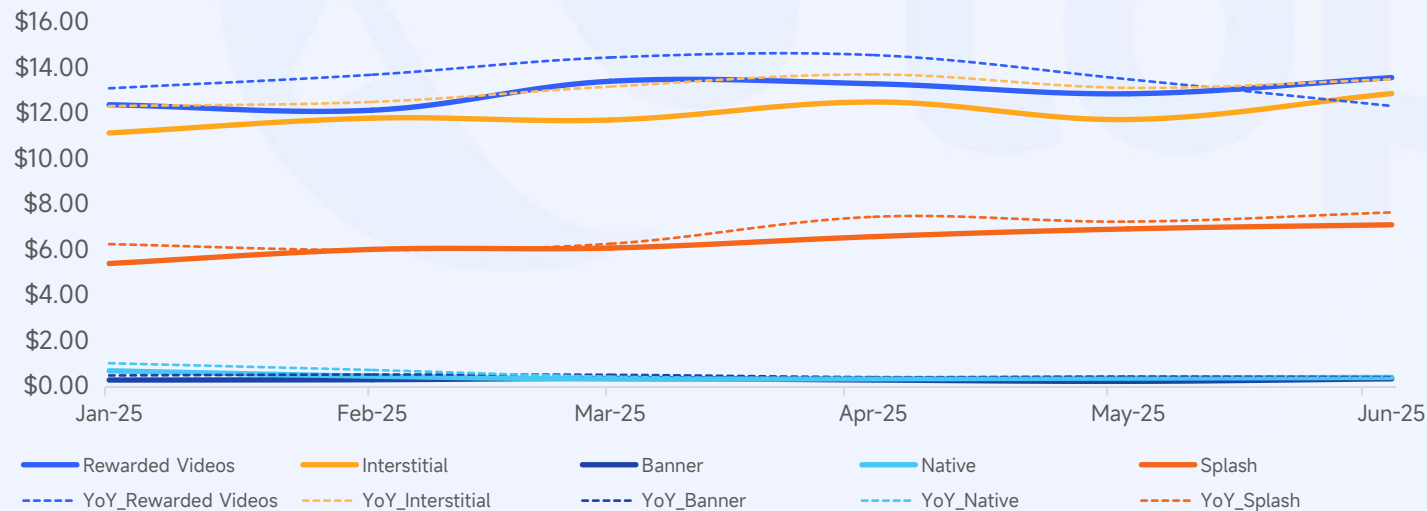
Top 5 Revenue Ad Networks in EU & NA - Android



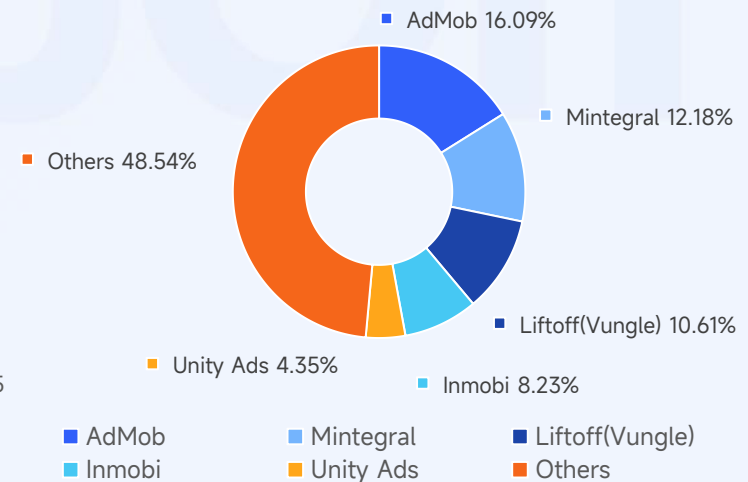
Ad Monetization Data: Europe & Northern America (iOS)

- eCPM performance: In H1 2025, Rewarded Video and Interstitial ads experienced marginal eCPM declines primarily due to bid volatility from top advertisers. Conversely, Splash, Native, and Banner ads remained stable overall.
- Top 5 Ad Networks: AdMob > Mintegral > Liftoff (Vungle) > InMobi > Unity Ads. Other networks—including Meta, Chartboost, AppLovin, TopOn ADX, Bigo, and ironSource—collectively captured 49% market share, demonstrating competitive diversification.
- Revenue share shift: Admob's contribution decreased YoY, while the aggregate share of alternative networks rose significantly compared to H1 2024.

H1 2025 eCPM Trend: EU & NA (iOS)



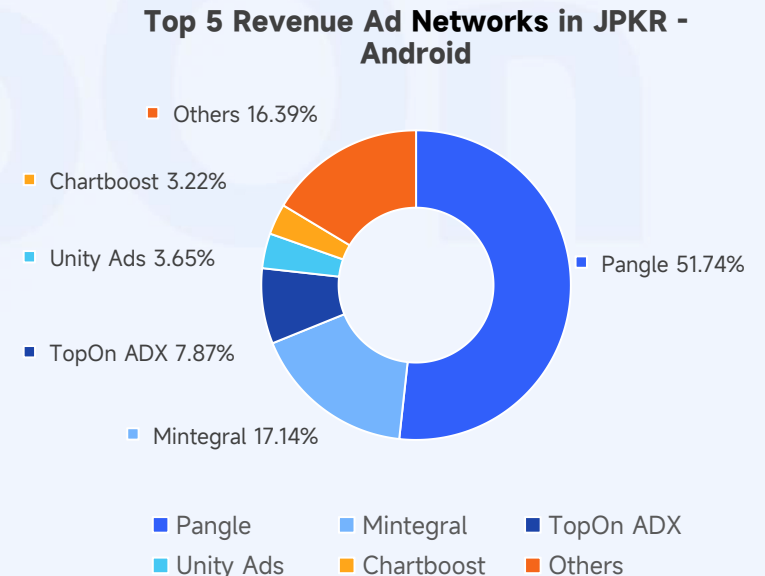
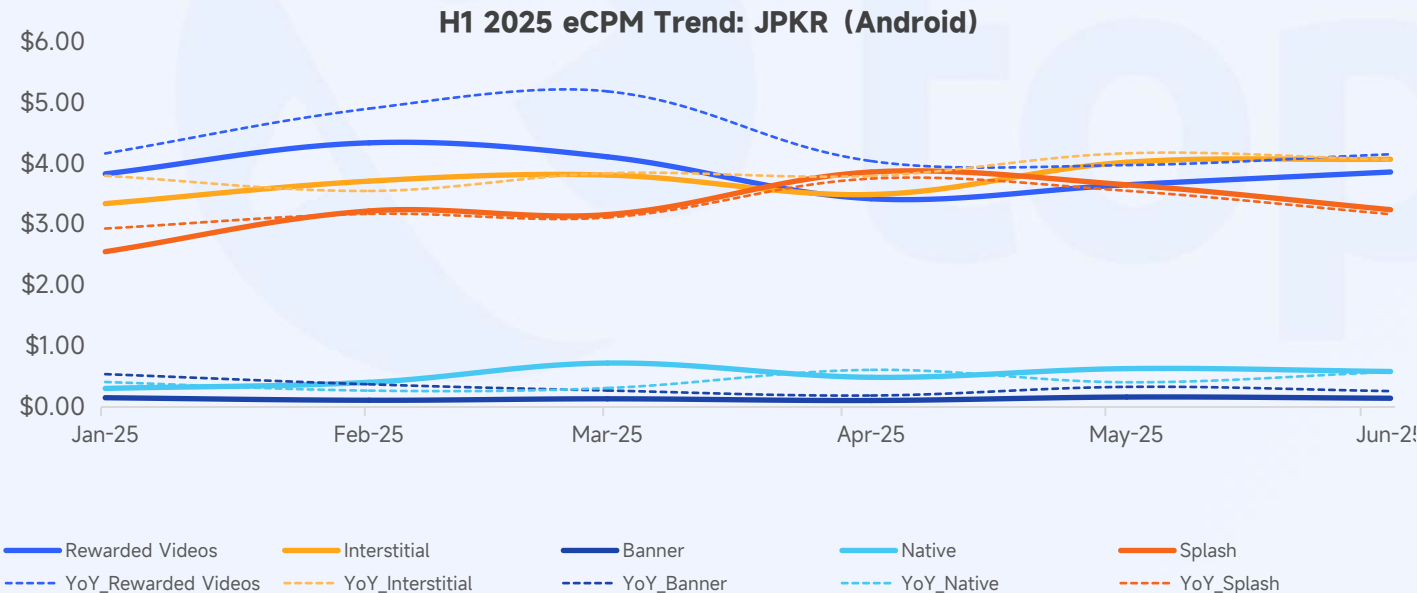
Top 5 Revenue Ad Networks in EU & NA - iOS





Ad Monetization Data: Japan & Korea (Android)

- eCPM performance: On Android in Japan & Korea, Rewarded Video and Interstitial ads saw moderate growth from January to March 2025. Splash ads peaked in April before declining, primarily influenced by the spring holiday period (March-April) in the region.
- Top 5 Ad Networks: Pangle > Mintegral > TopOn ADX > Unity Ads > Chartboost. Pangle led with a 52% market share, followed by Mintegral at 17%. Other networks—including AdMob, Meta, Liftoff (Vungle), and AppLovin—also demonstrated strong competitiveness.

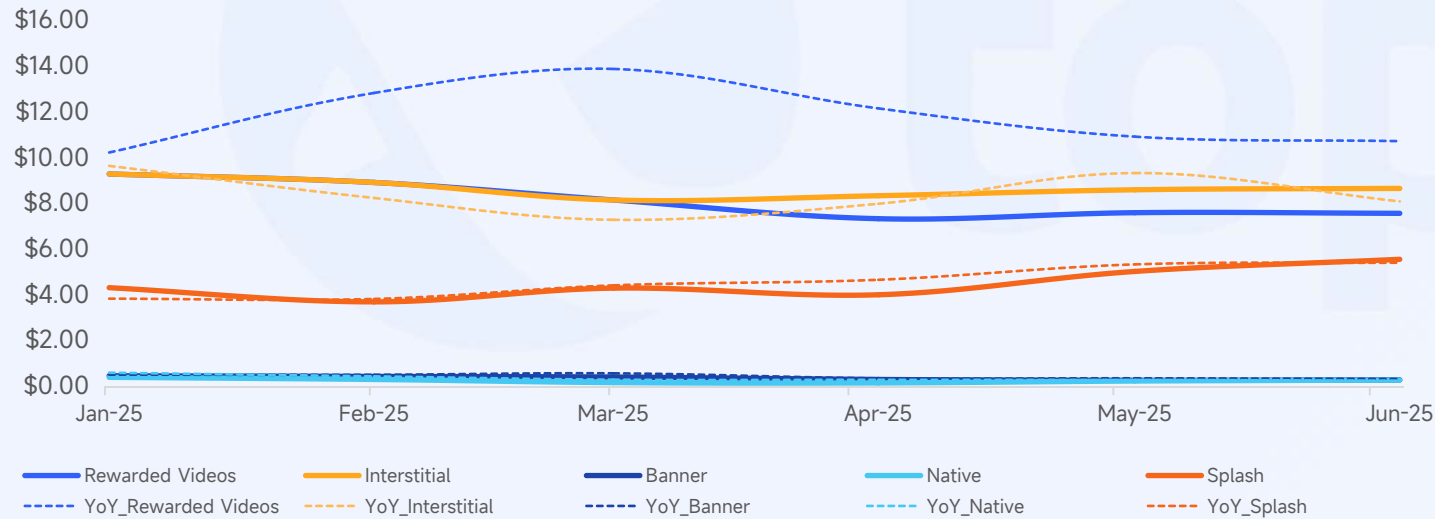




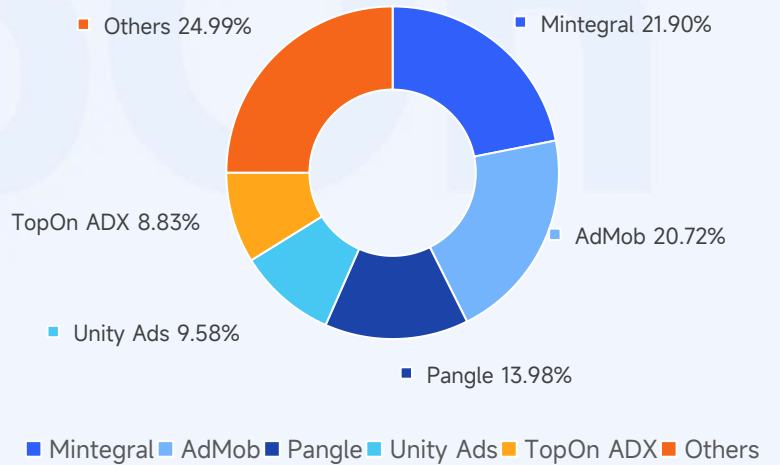
Ad Monetization Data: Japan & Korea (iOS)

- eCPM performance: Mirroring the Android trend, iOS Rewarded Video eCPM declined YoY, primarily due to reduced advertiser budgets. Banner and Native ads showed moderate performance with no significant YoY changes.
- Top 5 Ad Networks: Mintegral > AdMob > Pangle > Unity Ads > TopOn ADX. Mintegral led with a 22% share, marginally surpassing AdMob (21%). Other networks—including ironSource, AppLovin, Liftoff (Vungle), Meta, and Bigo—collectively captured 25% market share.

H1 2025 eCPM Trend: JPKR (iOS)



Top 5 Revenue Ad Networks in JPKR -iOS

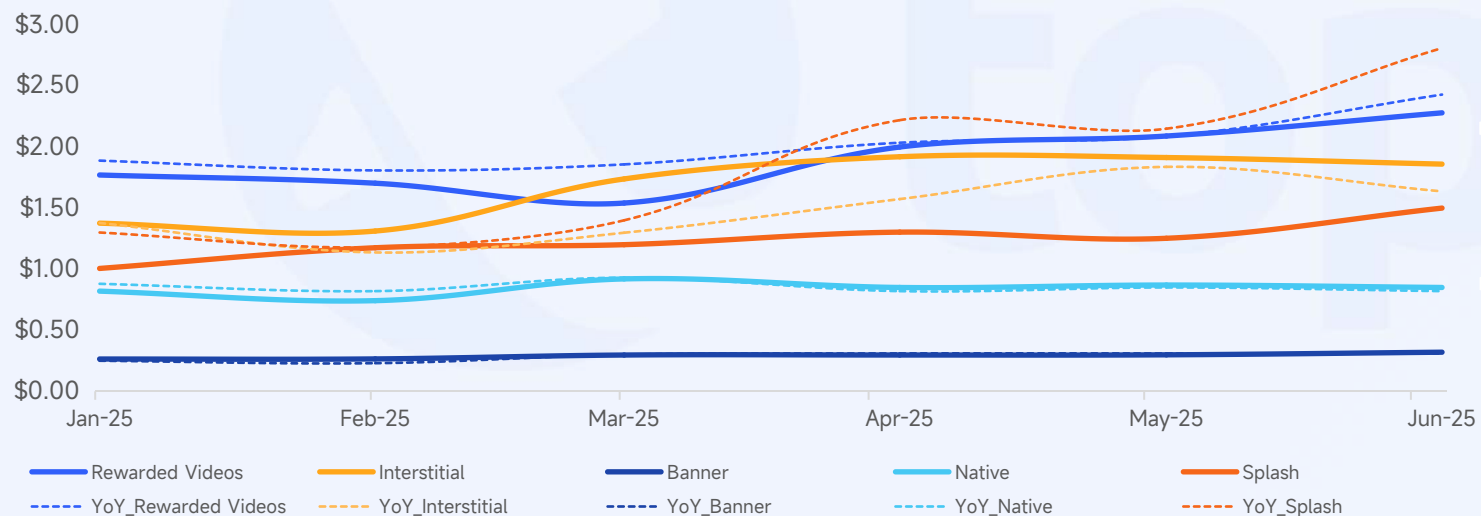




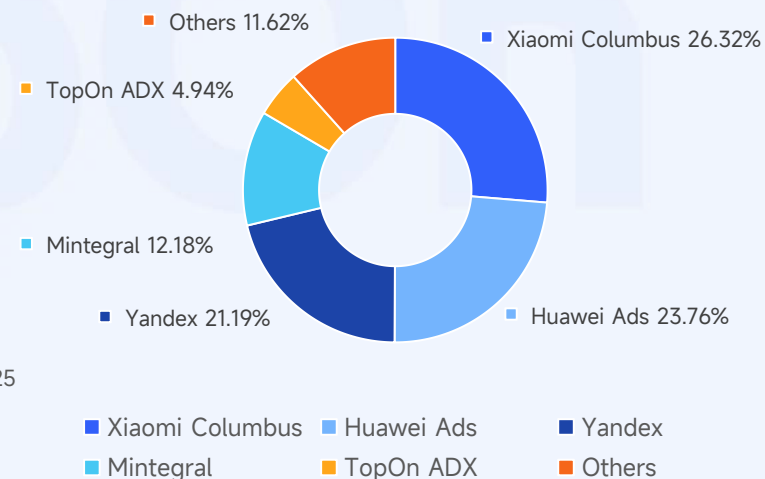
Ad Monetization Data: Russia (Android)

- eCPM performance: Rewarded Video and Splash ads declined YoY, influenced by macroeconomic slowdown and accelerated growth of non-Google Play OEM traffic in Russia.
- Top 5 Ad Networks: Xiaomi Columbus > Huawei Ads > Yandex > Mintegral > TopOn ADX. Russian Android OEM traffic is growing rapidly, with Xiaomi Columbus (26% share) and Huawei Ads (24%) leading, followed by Yandex, Mintegral, and TopOn ADX.

H1 2025 eCPM Trend: RU (Android)



Top 5 Revenue Ad Networks in RU - Android

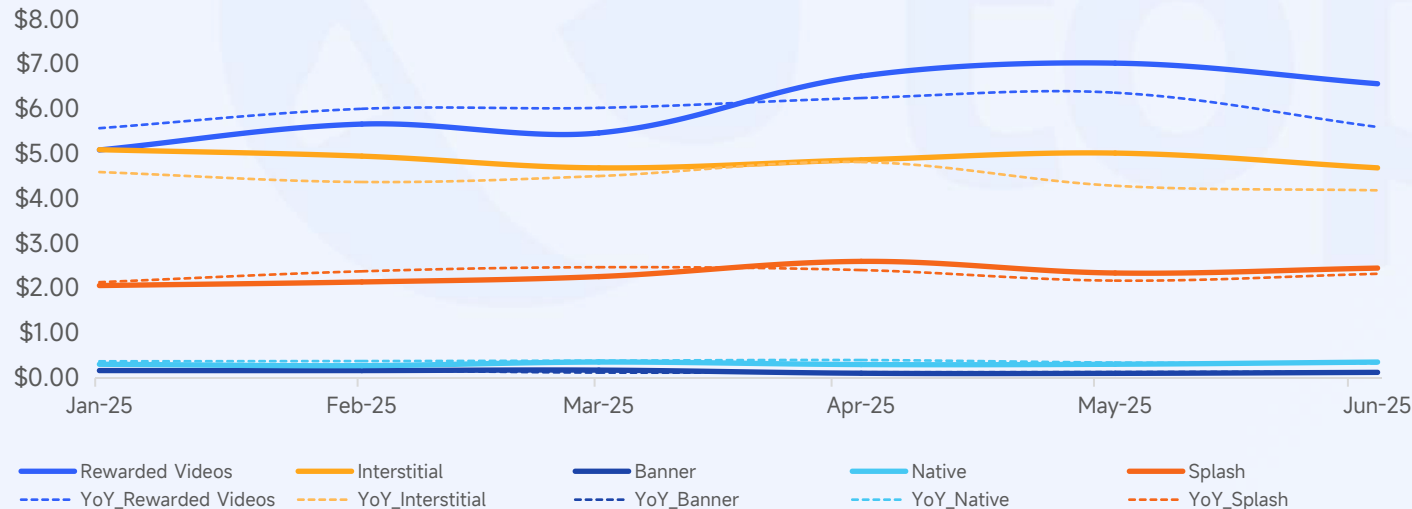




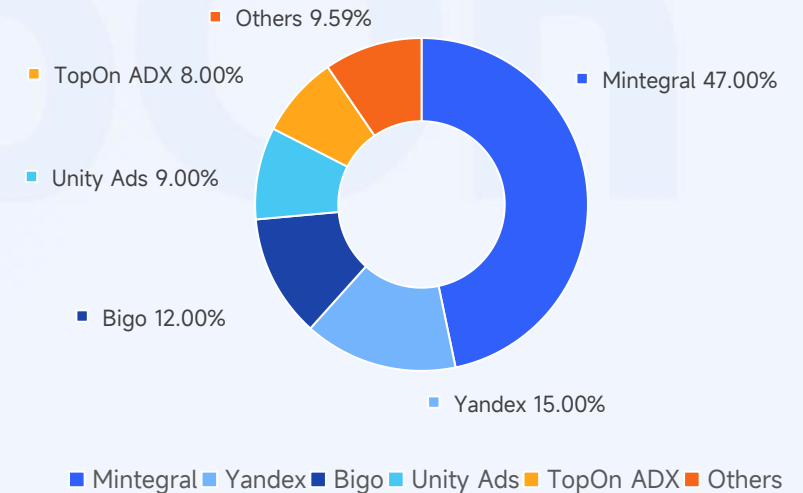
Ad Monetization Data: Russia (iOS)

- eCPM performance: In H1 2025, all Ad Networks on iOS in Ru exhibited volatility, primarily driven by fluctuations in advertiser bids. Rewarded video and Splash ads peaked in April-May before declining, while Interstitial ads rose moderately during the same period only to drop subsequently. Banner and Native ads maintained relative stability with minimal fluctuations. These dynamics reflect shifting market demand and ongoing advertiser budget adjustments.
- Top 5 Ad Networks: Mintegral > Yandex > Bigo > Unity Ads > TopOn ADX. Other networks—including Liftoff (Vungle) and AppLovin—collectively captured 9.59% market share, demonstrating impressive performance.

H1 2025 eCPM Trend: RU (iOS)



Top 5 Revenue Ad Networks in RU - iOS

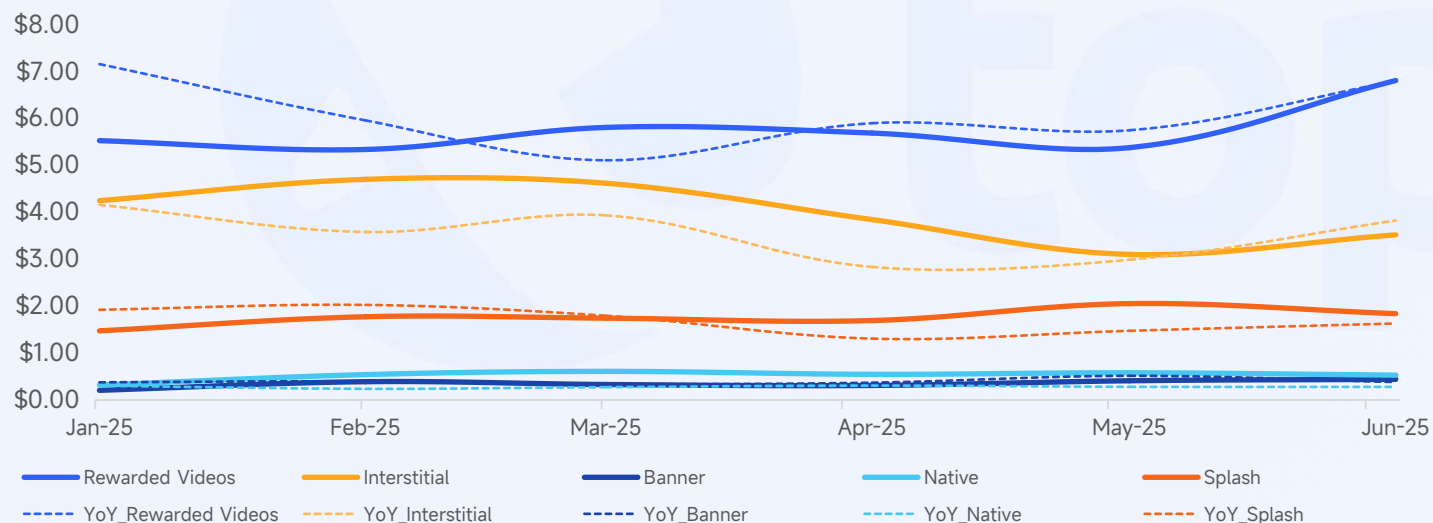




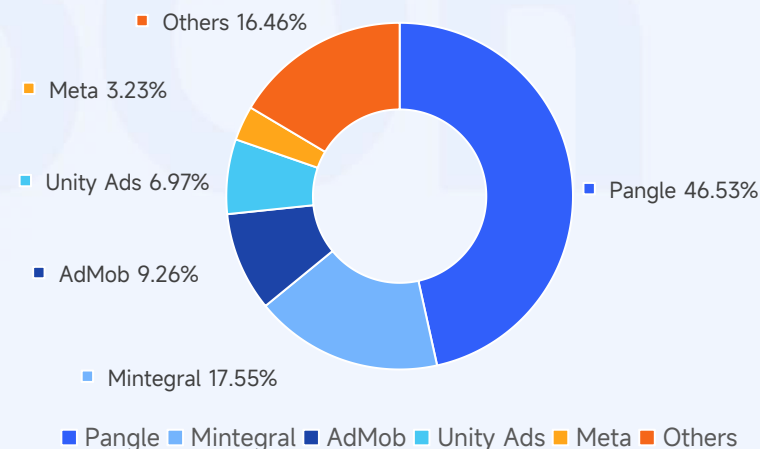
Ad Monetization Data: Hong Kong, Macao and Taiwan regions (Android)

- eCPM performance: Rewarded video and Interstitial ads experienced declining eCPM from March 2025, primarily driven by significant bid reductions from top-tier advertisers, before rebounding in June. Banner and Native ads maintained relative stability with minimal fluctuations.
- Top 5 Ad Networks: Pangle > Mintegral > AdMob > Unity Ads > Meta

H1 2025 eCPM Trend: HMT (Android)



HMT Top 5 Revenue Ad Networks in-Android

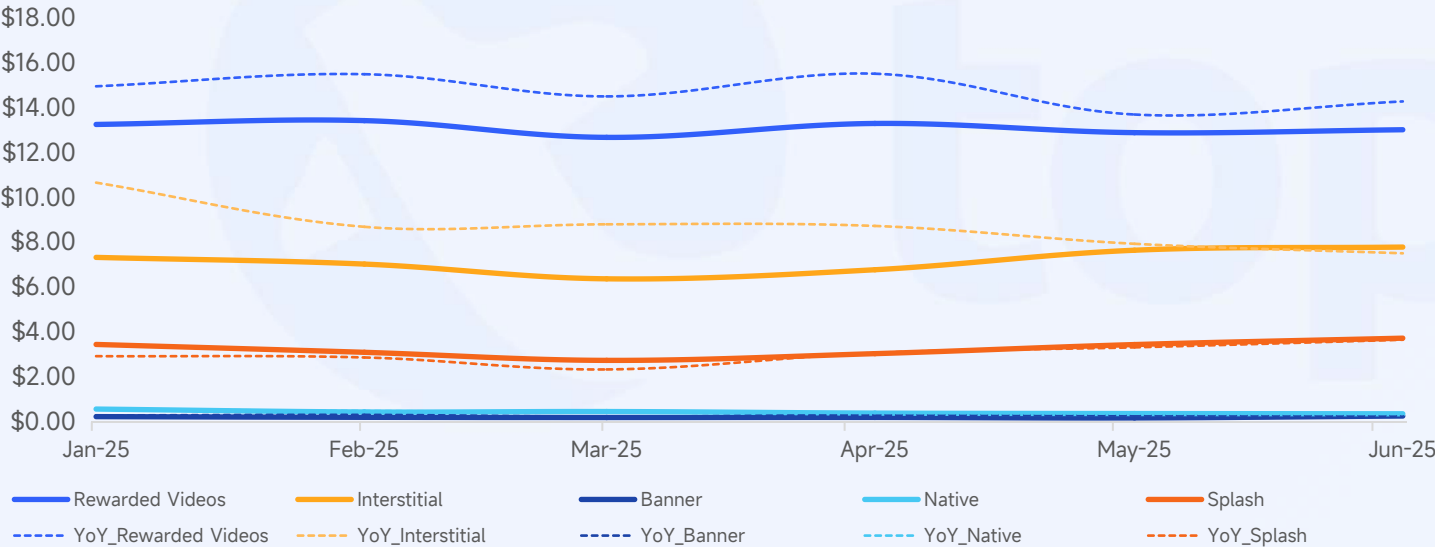




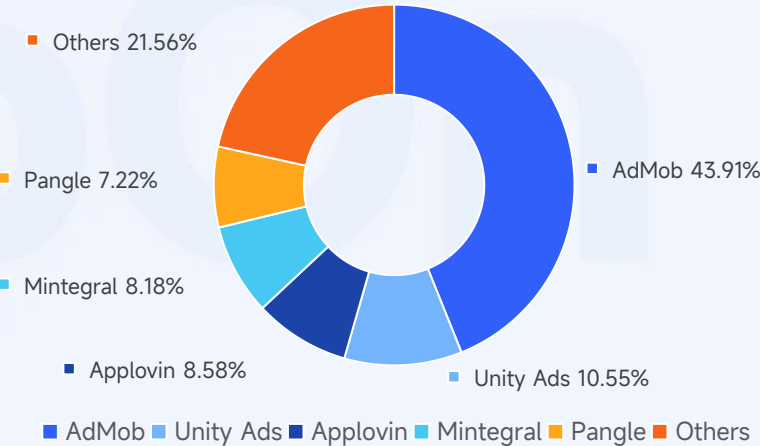
Ad Monetization Data: Hong Kong, Macao and Taiwan regions (iOS)

- eCPM Performance: Monthly trends across Ad Networks remained stable overall. However, Interstitial and Rewarded Video ads underperformed YoY, primarily due to bid reductions from top-tier Ad Networks.
- Top 5 Ad Networks: AdMob > Unity Ads > AppLovin > Mintegral > Pangle

H1 2025 eCPM Trend: HMT (iOS)



Top 5 Revenue Ad Networks in HMT - iOS

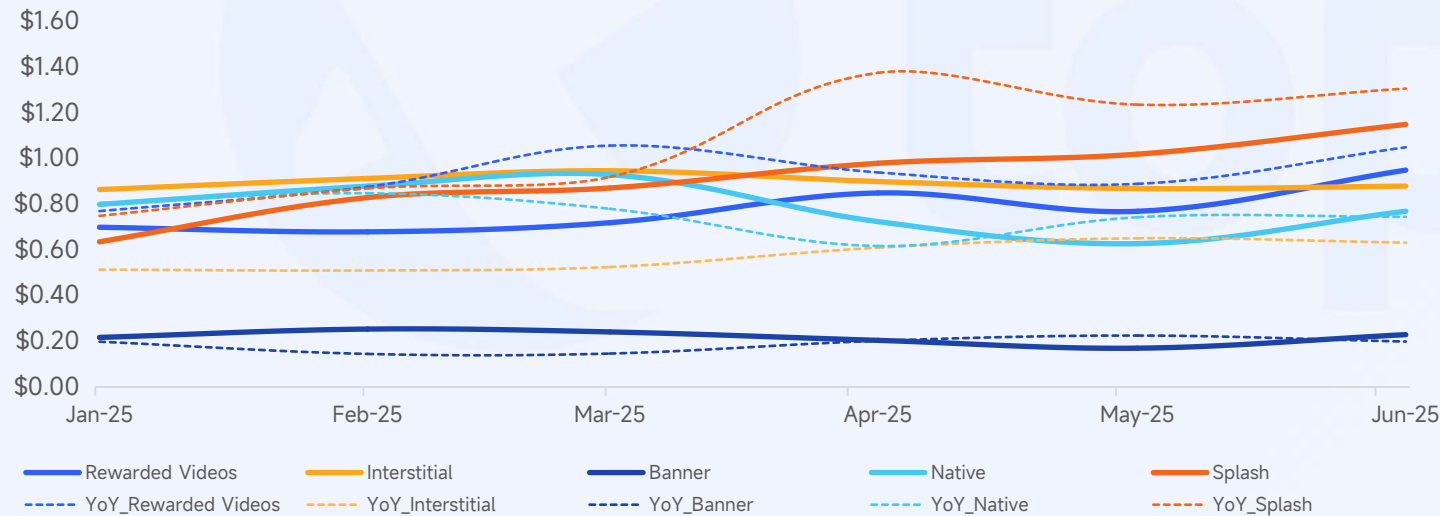




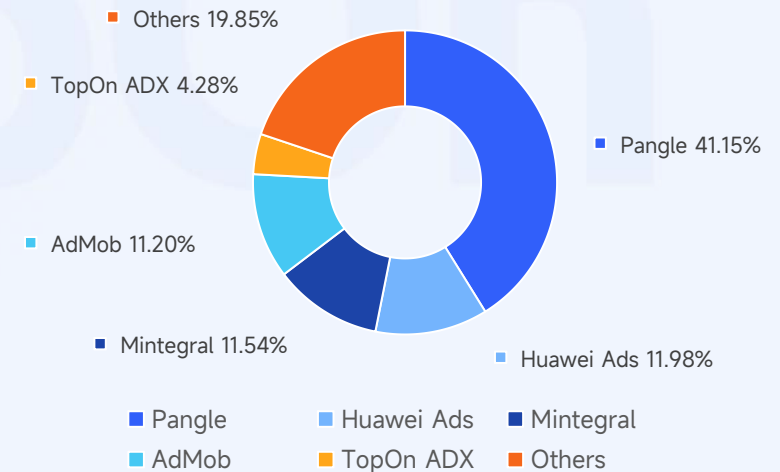
Ad Monetization Data: Southeast Asia (Android)

- eCPM performance: All Android Ad Networks experienced YoY eCPM declines of varying degrees due to reduced ad spending.
- Top 5 Ad Networks: Pangle > Huawei Ads > Mintegral > AdMob > TopOn ADX. Supplementary networks—including AppLovin, Meta, Bigo, Liftoff (Vungle), and Xiaomi Columbus—demonstrated robust performance, effectively augmenting revenue streams.

H1 2025 eCPM Trend: SEA (Android)



Top 5 revenue Ad Networks in SEA - Android

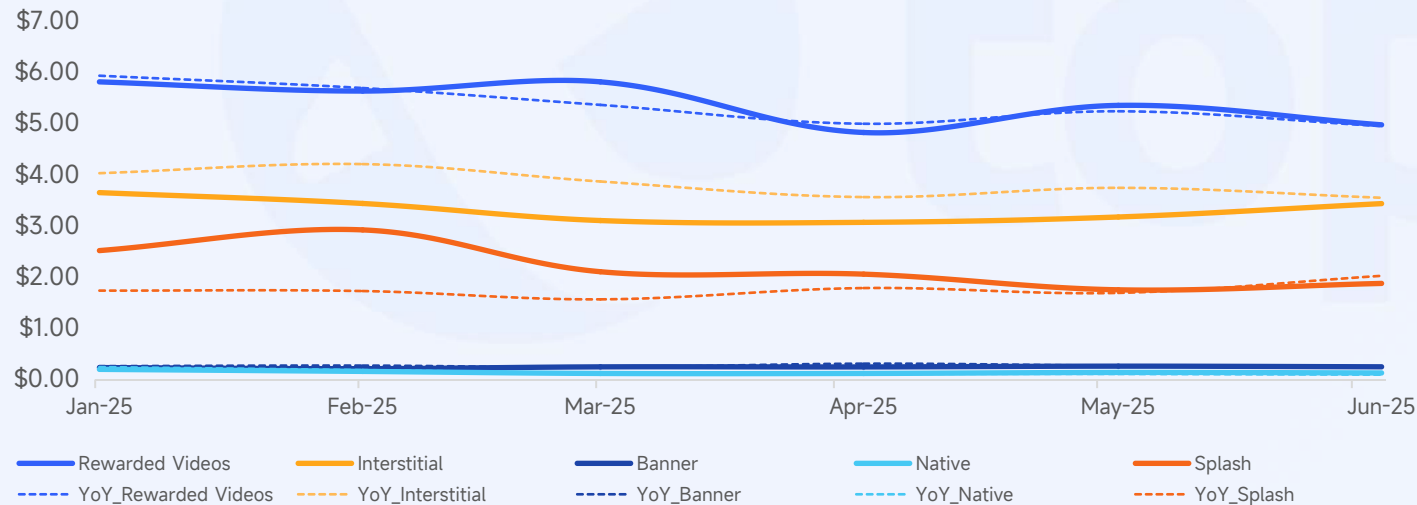




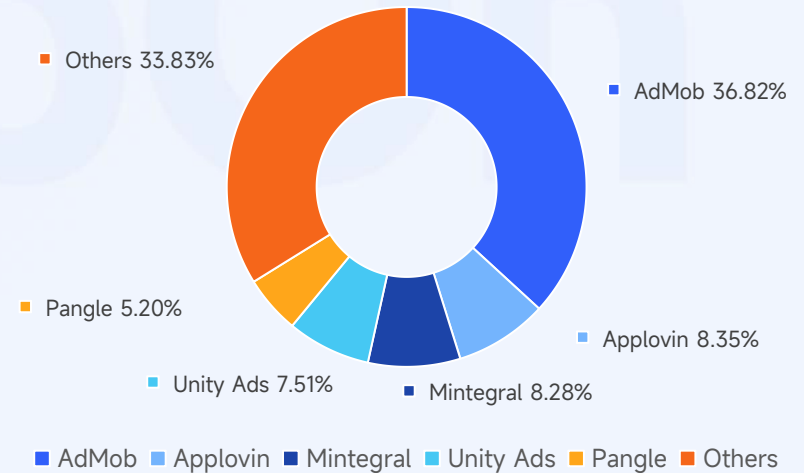
Ad Monetization Data: Southeast Asia (iOS)

- eCPM performance: Rewarded video eCPM declined YoY in Q1 2025, initially impacted by reduced Q1 network budgets before recovering to prior-year levels. Interstitial ads underperformed overall, partly due to Southeast Asia game publishers' preference for Rewarded Video monetization. Banner and Native ads showed minimal fluctuations.
- Top 5 Ad Networks: AdMob > AppLovin > Mintegral > Unity Ads > Pangle. Other networks—including Meta, Liftoff (Vungle), ironSource, TopOn ADX, and Chartboost—collectively captured 34% revenue share, diversifying the regional ad ecosystem.

H1 2025 eCPM Trend: SEA (iOS)



Top 5 revenue Ad Networks in SEA - iOS

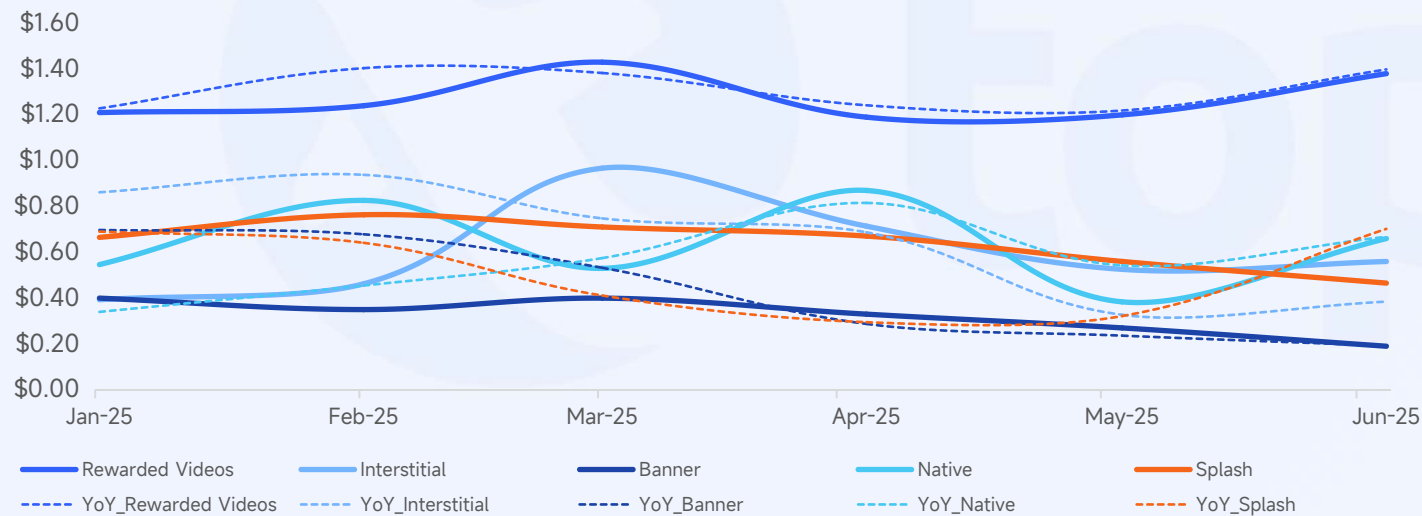




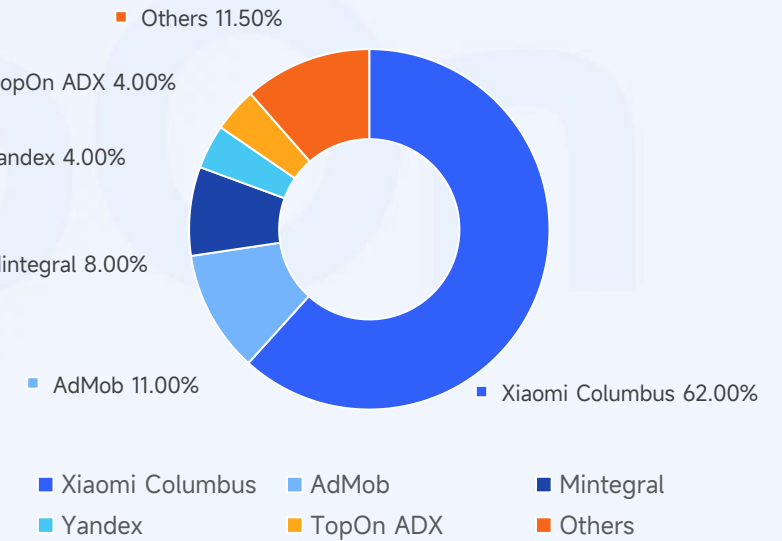
Ad Monetization Data: South Asia (Android)

- eCPM performance: Rewarded video eCPM remained stable YoY, while Interstitial ads declined in Q1 2025 due to reduced network budgets before recovering to prior-year levels.
- Top 5 Ad Networks: Xiaomi Columbus > AdMob > Mintegral > Yandex > TopOn ADX. In South Asia, OEM traffic dominates, with Xiaomi Columbus demonstrating exceptional budget allocation—making it optimal for products targeting high-density Xiaomi device users.

H1 2025 eCPM Trend: SA (Android)



Top 5 Revenue Ad Networks in SA -Android

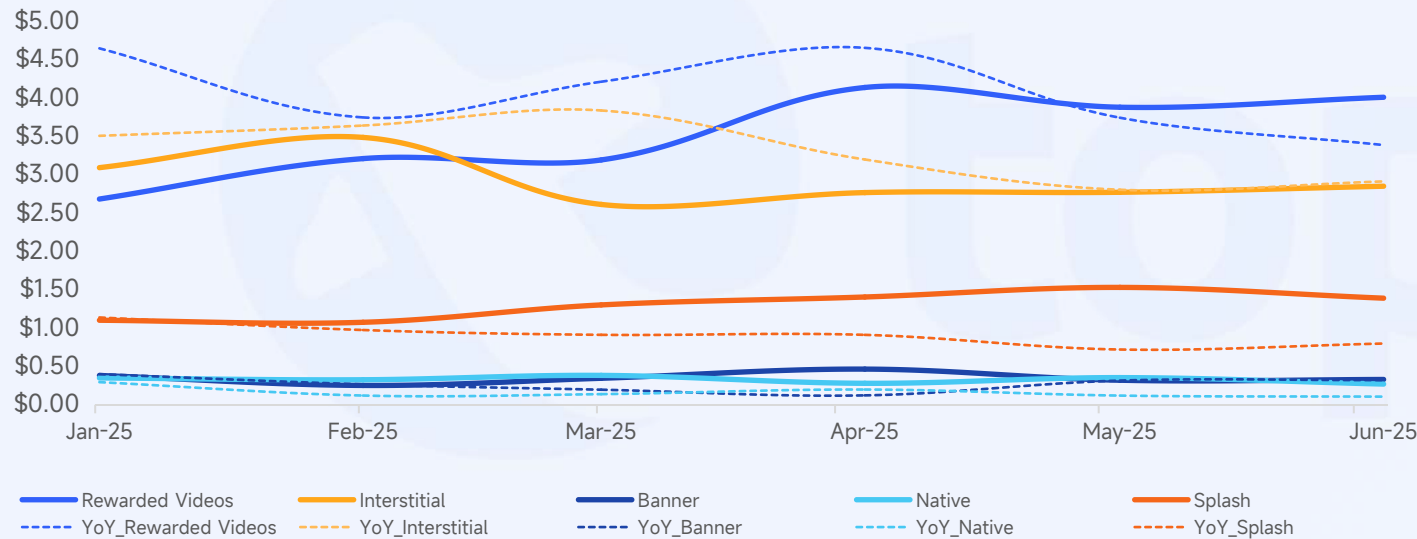




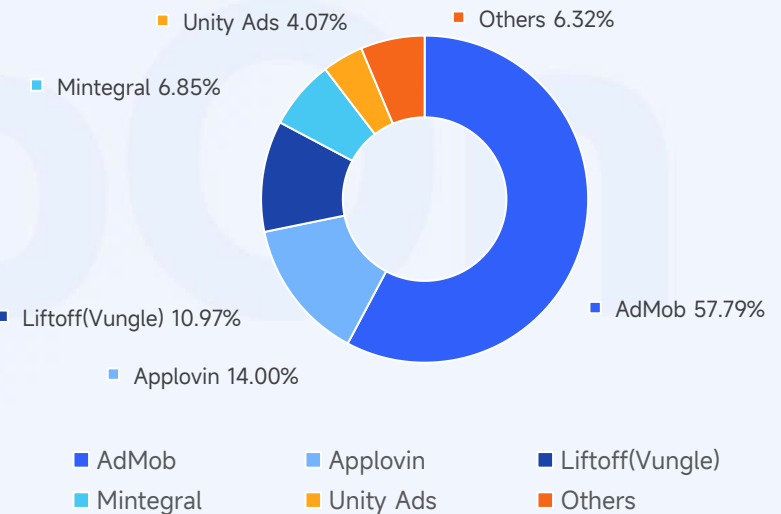
Ad Monetization Data: South Asia (iOS)

- eCPM performance: In South Asia, iOS user scale remains limited with constrained overall traffic volume, resulting in pronounced volatility across all Ad Networks on iOS.
- Top 5 Ad Networks: AdMob > AppLovin > Liftoff (Vungle) > Mintegral > Unity Ads.

H1 2025 eCPM Trend: SA (iOS)



Top 5 revenue Ad Networks in SA - iOS

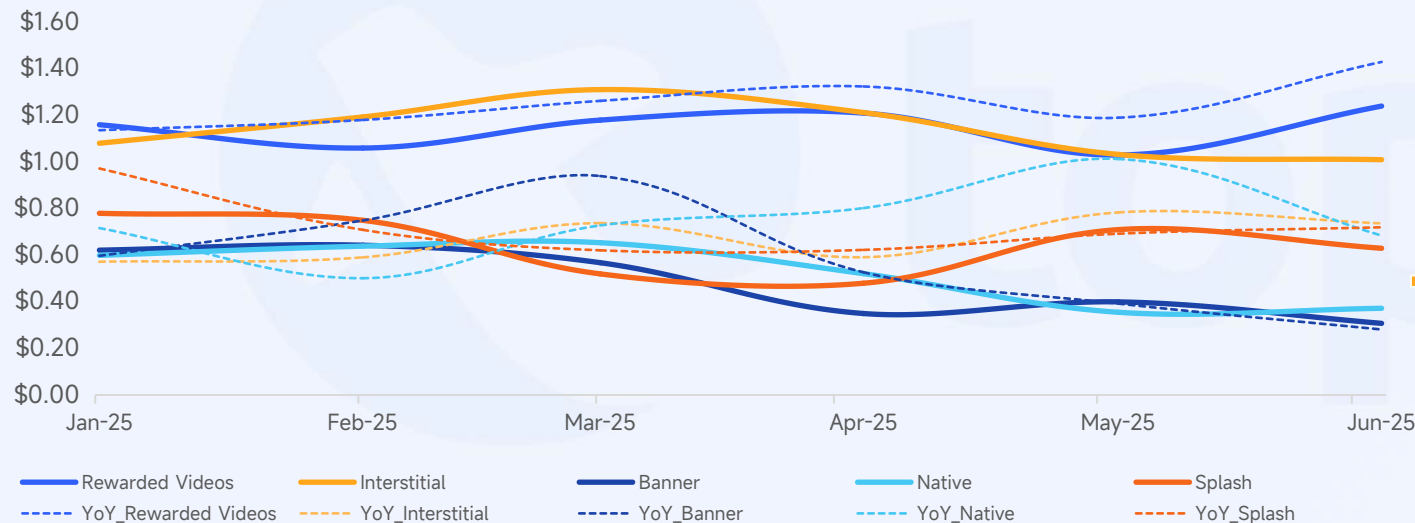




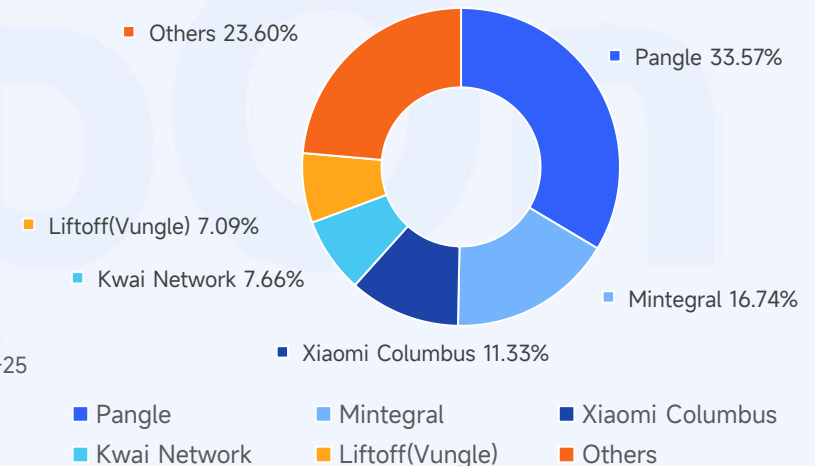
Ad Monetization Data: Latin America (Android)

- eCPM performance: Rewarded video eCPM saw a marginal YoY decline, while Interstitial ads demonstrated an upward trend—a shift closely tied to Latin America Android developers' increased adoption of Interstitial ad formats.
- Top 5 Ad Networks: Pangle > Mintegral > Xiaomi Columbus > Kwai Network > Liftoff (Vungle) > Others

H1 2025 eCPM Trend: LATAM (Android)



Top 5 revenue Ad Networks in LATAM - Android

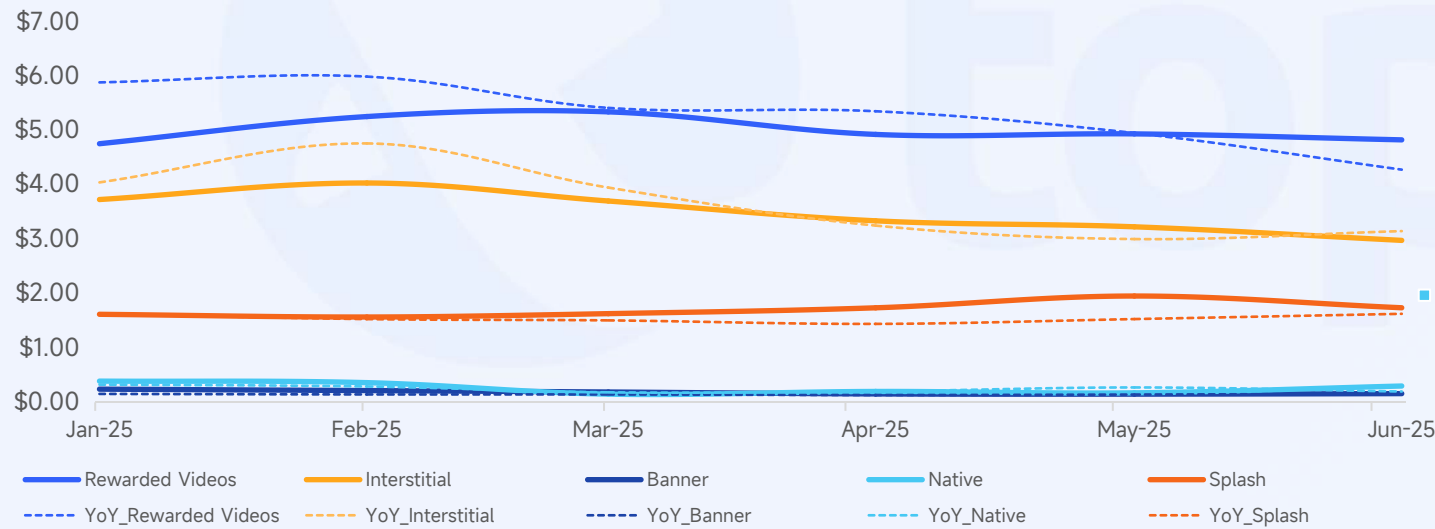




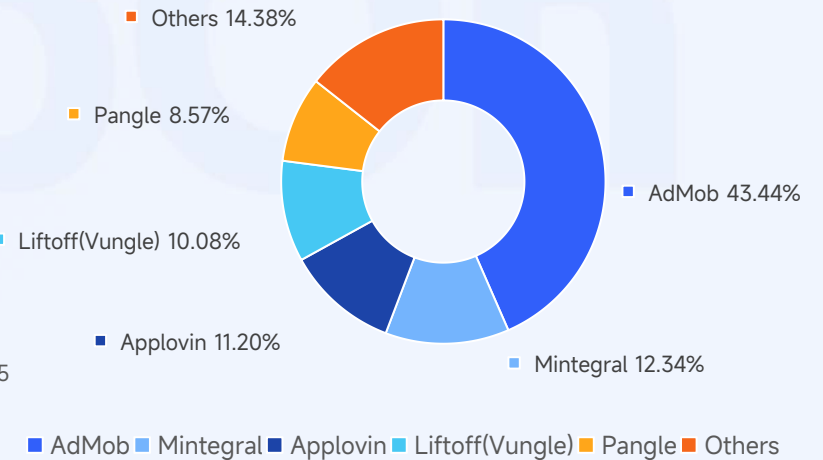
Ad Monetization Data: Latin America (iOS)

- eCPM Performance: Monthly eCPM trends across all Ad Networks remained stable overall. Compared to the prior-year period, Rewarded Video and Interstitial ads experienced marginal declines in early 2025 due to budget volatility before initiating a gradual recovery from March onward.
- Top 5 Ad Networks: AdMob > Mintegral > AppLovin > Liff (Vungle) > Pangle > Others

H1 2025 eCPM Trend: LATAM (iOS)



Top 5 Revenue Ad Networks in LATAM - iOS

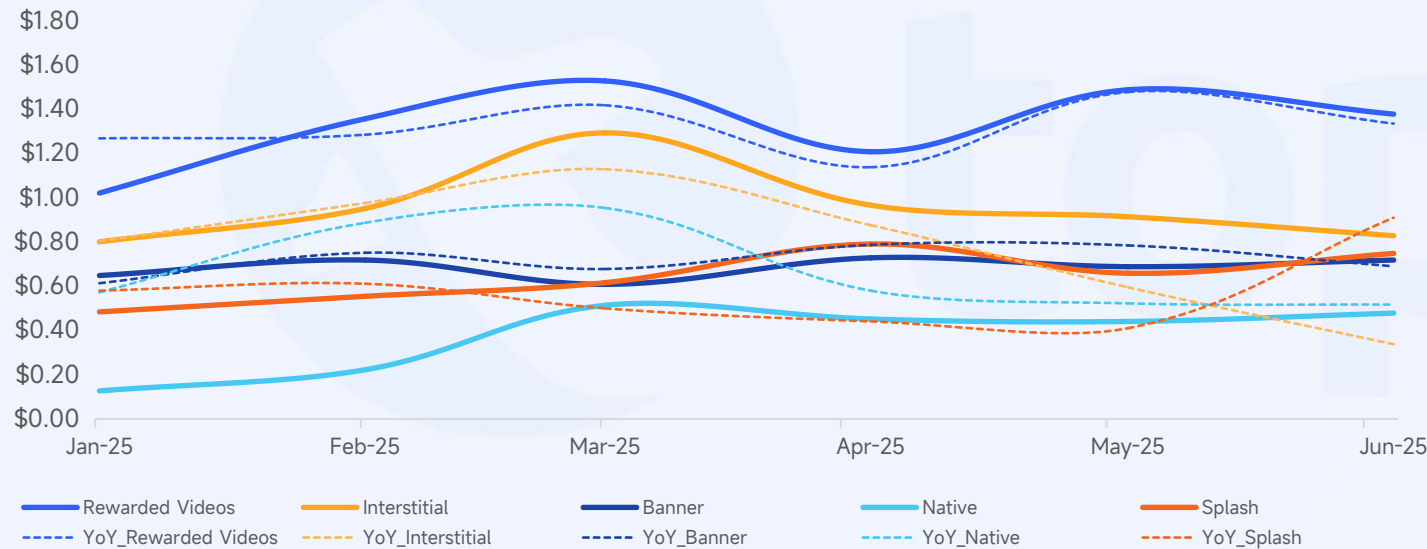




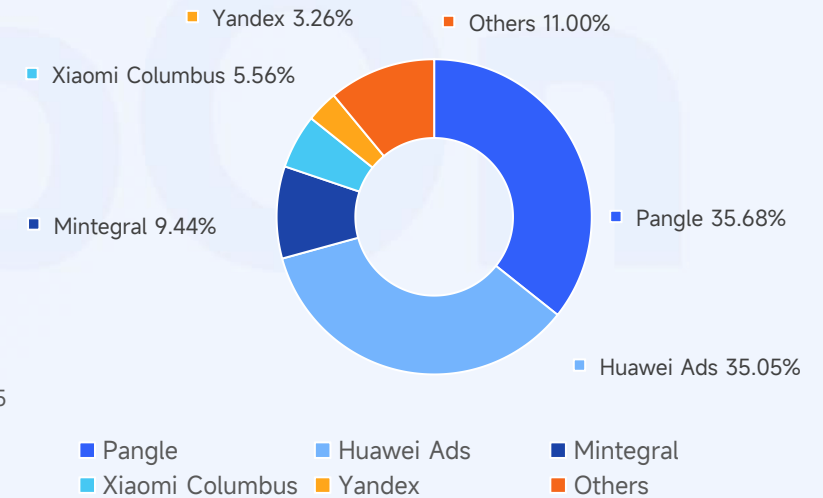
Ad Monetization Data: Other T3 Countries (Android)

- eCPM performance: Rewarded video, Interstitial, and Splash ads underperformed prior-year levels in early 2025 but demonstrated upward momentum from February onward. This rebound was primarily driven by increased budget allocations and elevated bids from leading advertisers.
- Top 5 Ad Networks: Pangle > Huawei Ads > Mintegral > Xiaomi Columbus > Yandex > others

H1 2025 eCPM Trend: Other T3 (Android)



Top 5 revenue Ad Networks in Other T3 - Android

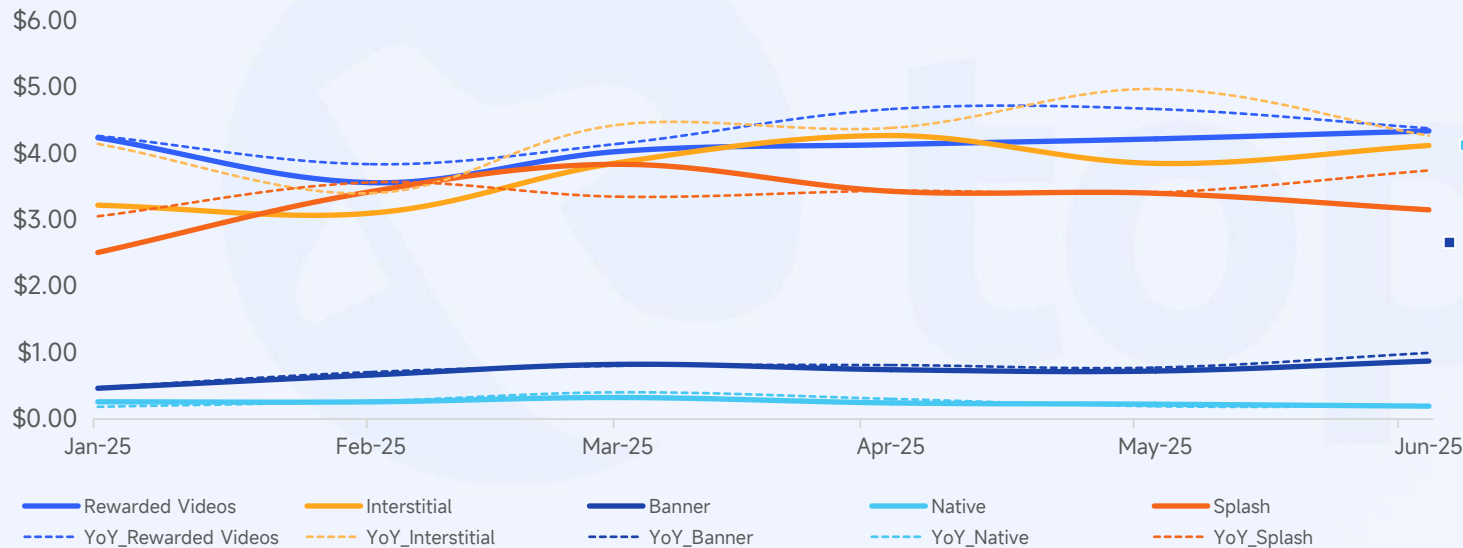




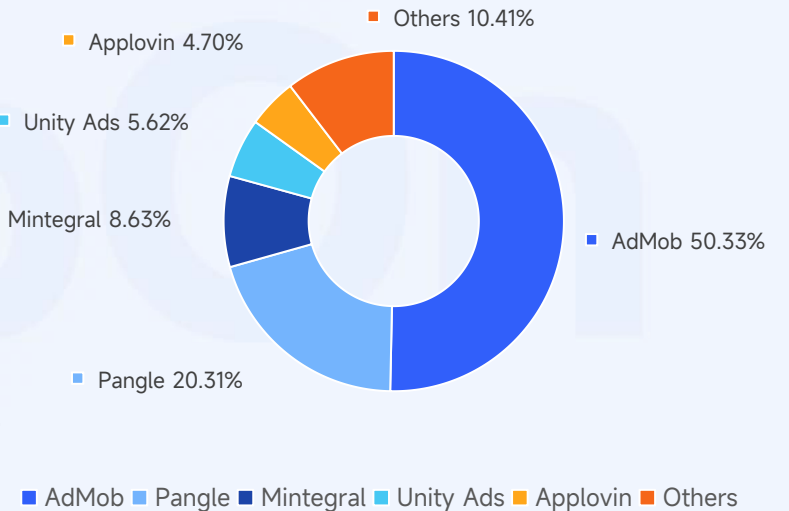
Ad Monetization Data: Other T3 Countries (iOS)

- eCPM performance: Interstitial and Rewarded Video ads lagged behind prior-year levels, while Banner and Native ads sustained comparatively lower eCPM within narrow fluctuation bands.
- Top 5 Ad Networks: AdMob > Pangle > Mintegral > Unity Ads > AppLovin & others

H1 2025 eCPM Trend: Other T3 (iOS)



Top 5 Revenue Ad Networks in Other T3 - iOS





Global

5. Summary & Emerging Trends



1. The differentiation of ad monetization capabilities in regional markets is becoming increasingly pronounced.

Tier-1 markets—EUR & AM, Japan & Korea, and Hong Kong, Macau, Taiwan —deliver the world's highest Rewarded Video eCPM (\$19.98 on iOS in EUR & AM; \$6.00+ on Android in Japan & Korea). Emerging markets (Southeast Asia, South Asia, Latin America) underperform with eCPM below one-third of Tier-1 levels and Android LTV30 under \$0.08, indicating significant untapped user value. Russia relies on OEM channels: Xiaomi Columbus (26%) and Huawei Ads (24%) dominate Android revenue, while non-Google Play traffic rises.

2. Rewarded Video dominance & rising Interstitial significance. Rewarded Video remains the core monetization format, contributing 39.35% of casual games revenue and over 50% in midcore & hardcore games globally, with iOS eCPM rising 18% against market trends (casual games). Concurrently, Interstitial ads show remarkable growth—their revenue share in midcore & hardcore games increased 15% YoY, becoming the second-largest revenue source (eCPM second only to Rewarded Video). Developers must balance frequencies and experiences, as Interstitials generate 39.35% of casual games revenue despite constituting 29.31% of impressions.

3. Platform landscape: consolidation meets diversification. AppLovin surpassed AdMob on Android globally, while AdMob and AppLovin jointly lead iOS. "Other networks" hold substantial shares, with Meta and Liftoff supplementing revenue. Regional players—Xiaomi Columbus/Yandex (Ru), Pangle (Japan & Korea), Huawei Ads (Southeast Asia)—become a powerful competition for localization networks in regional markets.

4. Economic and industry trends are impacting ad monetization efficiency. Global economic slowdown triggered advertiser budget cuts, pressuring eCPM (Android Rewarded Video down 7% YoY in casual games). Midcore & hardcore games Android Rewarded Video eCPM (\$6.70) hit a three-year low. Leading platforms (AdMob/AppLovin) leverage technology to optimize ad exposure, while midcore & hardcore games increasingly use ad revenue to supplement IAP—non-paying users now contribute 15%-20% of revenue.



Emerging Trends

- 1. Hybrid monetization games emerge as growth engines.** Hybrid-monetized games combine "light gameplay + heavy monetization" strategies, merging hyper-casual titles' high DAU with midcore & hardcore games' elevated LTV, becoming developers' core growth vector. Midcore & hardcore games boost efficiency through "Rewarded Video for item unlocks + Interstitial supplements," while casual games extend LTV via "ad-viewing acceleration + IAP for premium features."
- 2. Emerging markets face both potential and challenges.** Southeast Asia and Latin America markets show >10% download growth, yet eCPM remains low (e.g., \$1.35 for Android Rewarded Video in Southeast Asia). Developers must leverage localized content (religious/cultural elements) and accessible gameplay (match-3/board games) to engage users, while optimizing revenue through regional platforms like Pangle and Huawei Ads.
- 3. Economic volatility forces efficiency innovation, demanding developers break through with creativity and data-driven strategies.** In response to the challenges posed by the general decline in eCPM due to budget contractions and conservative bidding from global advertisers, developers must focus their cost reduction and efficiency enhancement strategies on two key areas: firstly, the creation of high-quality offerings that transcend the homogenization of casual games through differentiated themes (such as integrating regional cultures and innovative gameplay); secondly, cross-platform distribution to promote simultaneous multi-channel releases, expand the pool of high-value users, and enable traffic reuse and deepening of LTV.
- 4. A single ad aggregator may struggle to fully meet developer needs.** At the market level, advertising resources in different regions show strong localisation characteristics, and it is difficult for a single platform to cover global high-value needs. Secondly, frequent adjustments to platform policies may trigger income fluctuations and form growth bottlenecks. Therefore, developers need to explore cooperation with different aggregation platforms and use their differentiated technical tools and resource coverage to achieve complementary advantages, which not only complements the benefits, but also reduces the risk of single dependency.



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TopOn is a mobile ad mediation platform serving global markets, dedicated to providing ad monetization management and optimization services for mobile developers. Our AI-powered mediation tools leverage big data to deliver: Ad Waterfall Optimization, Header Bidding, Traffic Grouping, A/B Testing, Cross-Promotion, API Management... enabling rapid implementation of sophisticated monetization strategies. Multi-dimensional analytics provide precise insights into ad platform API data, user session duration, ad frequency, DEU, LTV, retention, and other KPIs—maximizing developer ad revenue.

Disclaimer

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