

10 applications with the highest revenue in the world

According to mobile analyst Appfigures, TikTok has been the highest-grossing app in the world for at least 15 months of operation, surpassing both YouTube and Tinder.

TikTok became the highest-grossing app in the world

TikTok may be blocked by the US government, banned in India, and not even available in China, but in February, TikTok became the highest-grossing app in the world with \$189 million, almost twice as much as the application ranked second - YouTube, which only reached 111 million USD.

Actually this is not surprising. TikTok has quite a few revenue streams. One is advertising, which is not mentioned in this report (but is also very lucrative). The second is in-app purchases, where people buy coins for about \$0.02 each (minimum purchase is 65 coins at a time). These coins can then be given to creators during live streams, or used for advertising and more personal post visibility.

Appfigures reports that people are buying a lot of coins on TikTok. This platform has exploited tips much more effectively than Facebook, Twitter, Snap or even Instagram.



10 applications with the highest revenue in the world in February 2024. Photo: Appfigures

Ariel Michaeli, CEO of Appfigures, said TikTok's revenue fell slightly but all mobile revenue globally also fell.

'TikTok was the world's highest-grossing app in February. Our estimates show the platform earned \$189 million in net revenue from the App Store and Google Play, slightly less than in January, but it's not worth worrying about,' Michaeli said.

He added that global revenue for the top 10 apps was \$728 million in February, down 3% from January's \$748 million. TikTok has been at the top of the rankings for a long time, at least, is from December 2022.

YouTube ranked second in February 2024, earning \$111 million in net revenue from the App Store. Unlike TikTok, YouTube's revenue increased a bit, but was still significantly lower than TikTok's. Both ways of making money are completely different so this is not a fair comparison but there is still a huge difference.

Disney+ ranked third with net revenue of 107 million USD from the App Store and Google Play, a slight increase in February. Tinder, Max and LinkedIn entered the top 5 highest-grossing applications in the world.

10 applications with the highest revenue in the world

1. TikTok: 189 million USD
2. YouTube: 111 million USD
3. Disney+: 107 million USD
4. Tinder: 85 million USD
5. Max (old HBO): 58 million USD
6. LinkedIn: 39 million USD
7. Bumble: 39 million USD
8. Hulu: 34 million USD
9. Peacock TV: 33 million USD
10. Audible: 33 million USD

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