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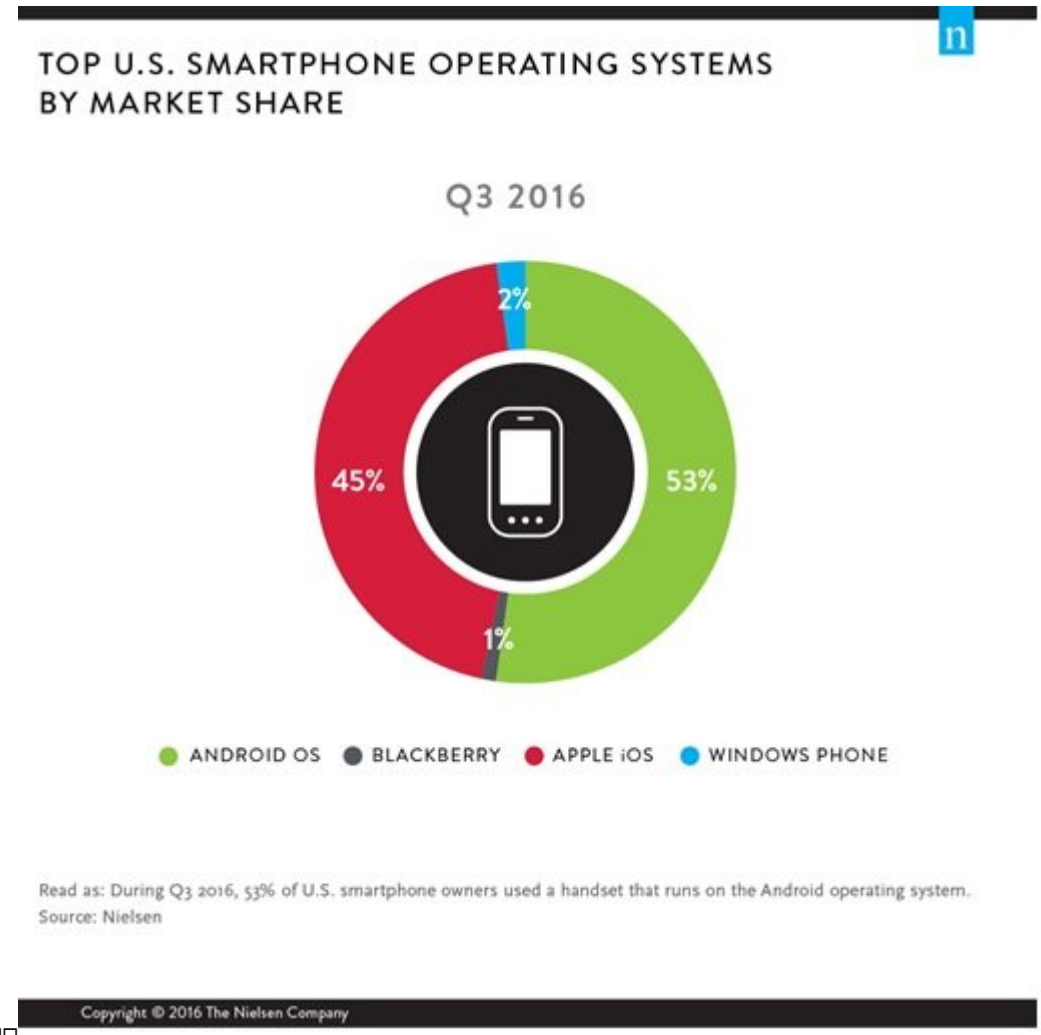
TOP SMARTPHONE APPS OF 2016

RANK	APP	AVERAGE UNIQUE USERS	YOY % CHANGE
1	FACEBOOK	146,027,000	14
2	FACEBOOK MESSENGER	129,679,000	28
3	YOUTUBE	113,738,000	20
4	GOOGLE MAPS	105,749,000	22
5	GOOGLE SEARCH	103,959,000	9
6	GOOGLE PLAY	99,773,000	8
7	GMAIL	88,572,000	18
8	INSTAGRAM	74,672,000	36
9	APPLE MUSIC	68,392,000	20
10	AMAZON APP	65,511,000	43

Note: The list is ranked on average unique audiences, which is the average of January 2016 - October 2016. The year-over-year percent change represents the unique audience of October 2016 compared to the unique audience of October 2015.

Source: Nielsen

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