



SPORTS & RACING REPORT

Competitive Research and Actionable Product Recommendations

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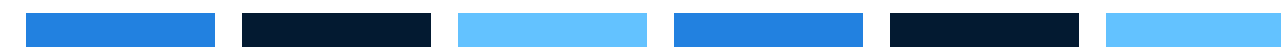
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SEPTEMBER

2022

MARKET WATCH



New apps and notable releases from established competitors

BREAKOUT APP

Developer Madbox specializes in tight gameplay with clean visuals, and *Pocket Champs* is no exception. The app offers a simple but compelling upgrade and race loop, plus character design that evokes Epic Games' viral hit *Fall Guys*. But while this simplicity makes it easy for players to get started, it may also inhibit long-term retention.

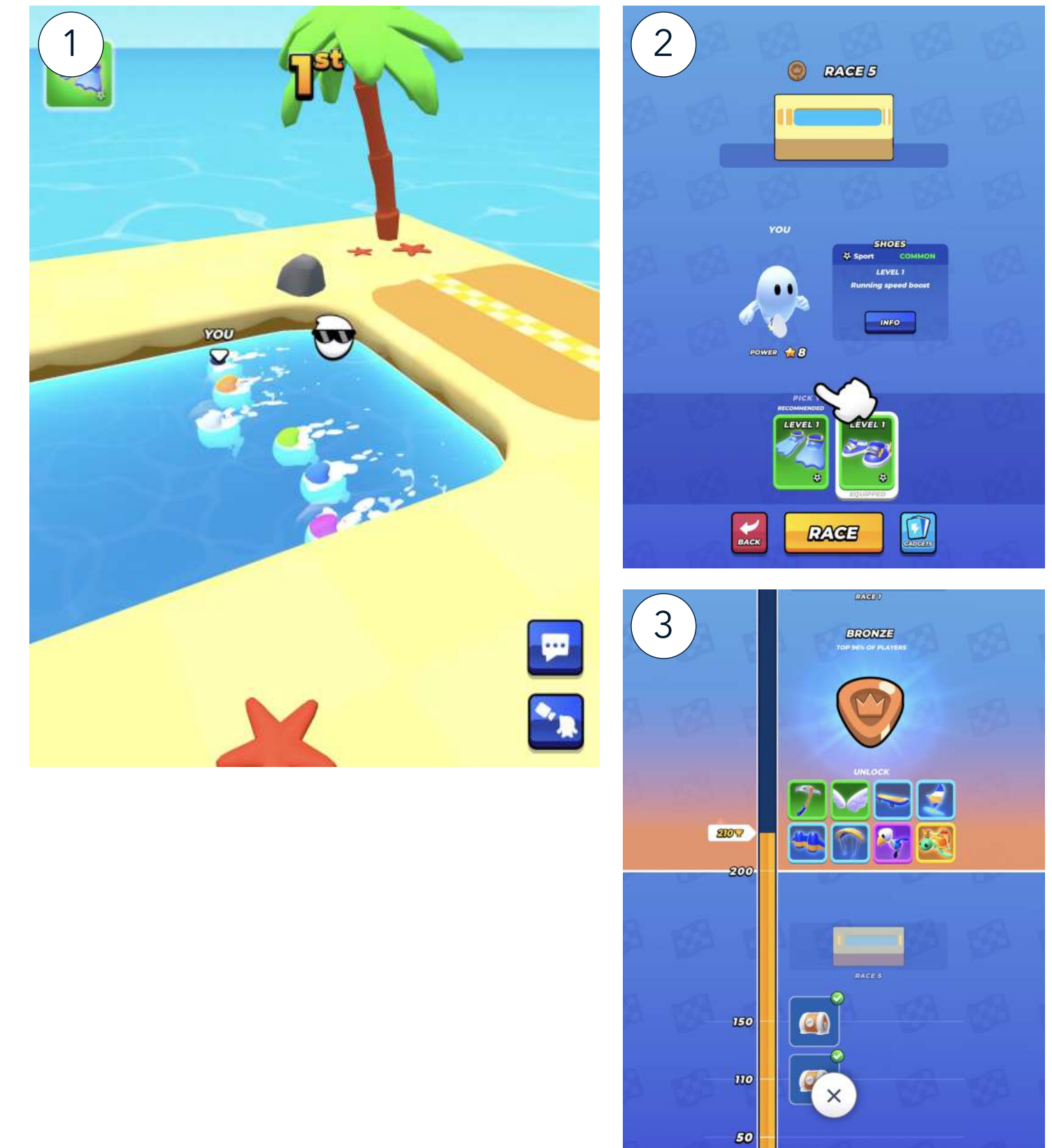
Pocket Champs by Madbox

App Details

- Players level up racers and race against other players (1 and [video](#)).
- Players do not control their racers during races.
- Before each race, players choose one item to equip (2).
- Equipped items boost players' stats for that race with varying durations and number of uses.
- Players spend currency and combine duplicate items to upgrade equipment.
- Finishing a race in the top three awards trophies and a chest that opens on a timer.
- Players can spend premium currency to instantly open chests.
- Some races offer a bonus reward that players claim by spending premium currency or watching an ad.
- Coming in fourth place or lower removes trophies.
- Trophies fill a meter that grants rewards, unlocks features, and advances players to the next race (3).
- Other features include a daily store, tournaments, and skins that can be upgraded to include boosts.

Launch Information

- Released worldwide on 8/27/22
- 14th top-ranked sports app as of 9/1/22
- Average daily U.S. revenue (past 90 days): \$5,874
- Average daily U.S. downloads (past 90 days): 4,426
- View *Pocket Champs* on the [App Store](#) and in our [gallery](#)



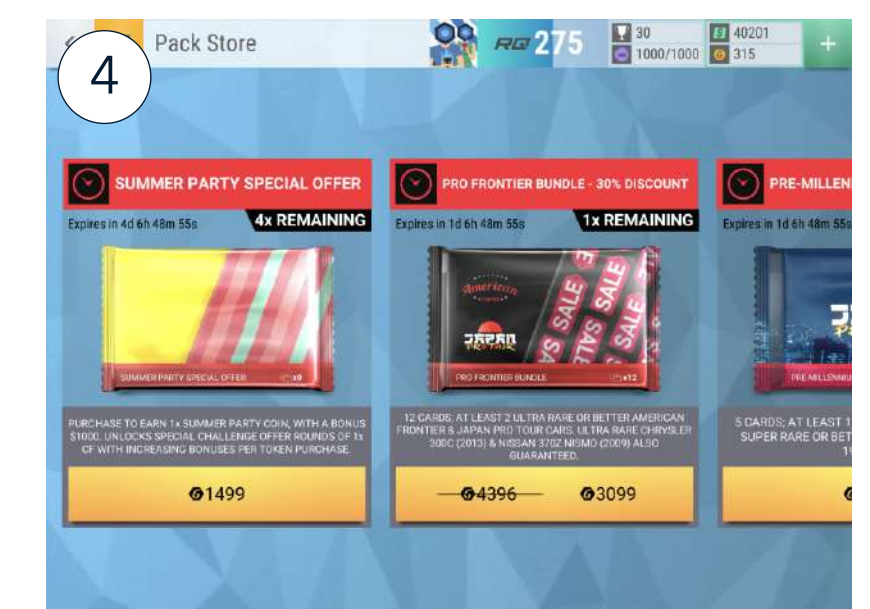
FEATURE AND EVENT RELEASES I

App	Release	Description
CSR 2	American Road Trip 2 Indianapolis mission event	<ul style="list-style-type: none"> • Players complete a series of 40 PvE races. <ul style="list-style-type: none"> • Certain races require specific cars. • Winning a race advances players to the next race and grants rewards (1). • Completing the series unlocks a second series of 15 races. <ul style="list-style-type: none"> • Completing all races awards a rare car (video).
Golf Rival	Bountiful Offer reward event	<ul style="list-style-type: none"> • Three purchase offers unlock each day for five days (2 and video). • Offers include currency, golf clubs, golf balls, and chests. • Claiming all 15 offers awards rare golf clubs and golf balls.
	Lucky Spin mini-game event	<ul style="list-style-type: none"> • Once per day, players can spin a prize wheel for free (3 and video). • Winning a reward removes it from the prize wheel. • Completing golf holes unlocks offers to spend currency for additional spins (video). • Spinning the wheel five times awards a chest.
KartRider Rush+	Piggy Bank bank feature	<ul style="list-style-type: none"> • Players complete weekly challenges to add premium currency to a bank (4). • Opening the bank within seven days after making the initial deposit awards its contents (video). • Opening the bank 7-14 days after the initial deposit awards double its contents. • If players do not open the bank within 14 days, its contents are sent to the player's mailbox.



FEATURE AND EVENT RELEASES II

App	Release	Description
KartRider Rush+	Spirit Litter Discount Offer reward event	<ul style="list-style-type: none"> • Players can spend currency to refresh offers in a store (1 and video). • Players can spend more currency to refresh the store with guaranteed rare items. • Refreshing the store awards points that fill a meter. • Completing the meter allows players to make a purchase from a special shop.
	Starlight Treasure Hunt - Flower Fairy reward event	<ul style="list-style-type: none"> • Players receive a free token once per day and can buy more from a shop. • Players spend tokens to earn random rewards and fill a meter (2). • Spending tokens has a chance to completely fill the meter. • Completing the meter awards a prize and resets the meter. • Completing the meter nine times awards a racer.
Top Drives	Expo Pass purchase feature	<ul style="list-style-type: none"> • Players buy one of two tiers of passes to unlock a series of 40 missions (3 and video). • The more expensive pass offers greater rewards for completing missions. • Players receive tokens on a timer or buy them with premium currency. • Players spend tokens to attempt missions that each contain five races. • Missions award up to three stars based on players' performance in the races. • Earning three stars unlocks the next mission. • Completing all missions awards a car.
	Ultra Rare Summer Party Offer Ladder purchase event	<ul style="list-style-type: none"> • Players spend premium currency to buy tokens (4). • Players use tokens to buy a series of loot boxes containing rare cars.



Quickly review all features and events

Filter the [Database Tool](#) by month and year to see all new releases.

APPENDIX



TRACKED SPORTS & RACING APPS

Tracked Sports Apps

8 Ball Pool, Fishing Clash, Golf Clash, Golf Rival, Tennis Clash, Top Drives, and Ultimate Golf

(Coming soon: Madden NFL 22 Mobile Football, MLB 9 Innings 22, and MLB Tap Sports Baseball)

Tracked Racing Apps

Asphalt 9: Legends, CSR 2, Hashiriya Drifter, KartRider Rush+, Mario Kart Tour, Need for Speed No Limits, No Limit Drag Racing 2, Real Racing 3, Rebel Racing, and Trucks Off Road

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- Discover top creatives and better shape user acquisition strategy.

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SPORTS & RACING MECHANICS TAXONOMY

Mechanic	Definition
Accelerators	Increases in the power, impact, or efficiency of play
Banks	Features that save a percentage of spend to be unlocked later
Bonuses	Free bonuses given to players (e.g., retention or W2E)
Challenges	Goal-oriented tasks for players to complete
Clubs	Groups that accomplish goals or compete with other groups
Collections	Sets of items that players collect (often for a completion prize)
Competitions	Features where players compete against other players
Cosmetics	Improvements or updates to the app or features
Currencies	Changes to currencies, economies, stores, and items
Custom Design	Options for cosmetic customization
Exchanges	Stores that allow players to trade items for other items
Expansions	Additional rooms, worlds, play modes, VIP lounges, etc.
Flows	Specific flows, like the NUX, ratings, and surveys

Mechanic	Definition
Hazards	Level elements/blockers that increase difficulty
Interactions	Social features with direct or indirect interaction
Leaderboards	Stand-alone leaderboards
Levels	Anything to do with leveling
Mini-Games	Smaller, shorter games within games (e.g., scratch cards)
Missions	Linear sets of tasks that players must accomplish
Notices	Feature or product announcements
Other	Miscellaneous features and outliers
Profiles	Features related to a player's settings, profile, and controls
Purchases	Anything to do with purchases
Quests	Tasks that advance players along a map-like feature
Rewards	Rewards players receive for engagement or spend

“Somebody may beat me, but they are going to have to bleed to do it.”

– Steve Prefontaine

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