



SPORTS & RACING REPORT

Competitive Research and Actionable Product Recommendations

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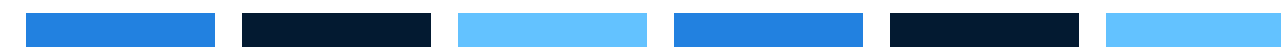
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AUGUST

2022

MARKET WATCH



New apps and notable releases from established competitors

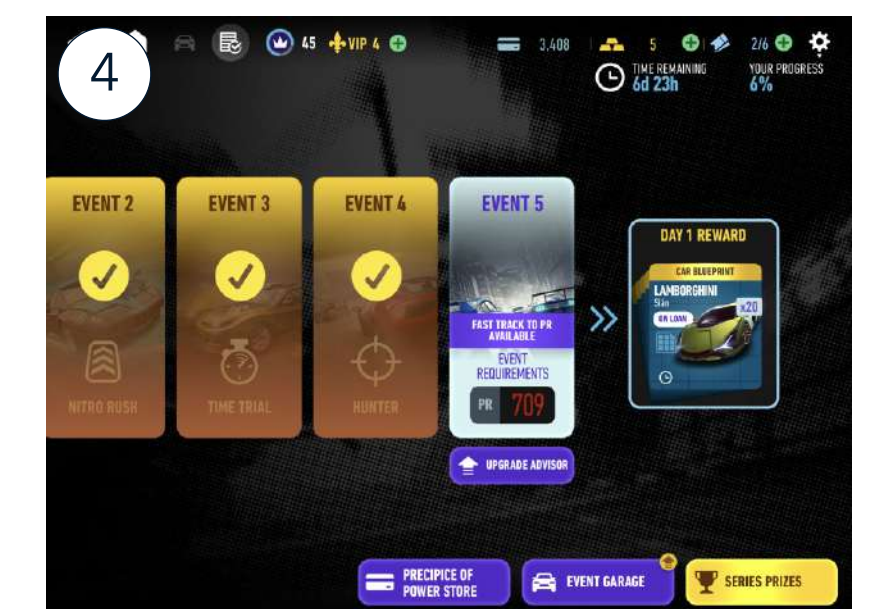
FEATURE AND EVENT RELEASES I

App	Release	Description
8 Ball Pool	Rough Patch , Slippery Ice , and Unstable Breakshot competition events	<ul style="list-style-type: none"> • Players complete pool matches on three types of tables with different conditions. <ul style="list-style-type: none"> • The first table includes cloth patches that slow down players' balls (1). • The second table is icy and causes players' balls to slide. • The third table changes the balls' starting position every match. • Winning a match awards double the player's bet and a loot box. • Winning 10 matches awards an item. • Collecting items awards pieces for a pool cue at milestones.
Asphalt 9: Legends	Drive Syndicate Undercover Ops mission event	<ul style="list-style-type: none"> • Players drive a police car in a series of missions (video). <ul style="list-style-type: none"> • The police car's boost automatically recharges. • During missions, players eliminate opponents by boosting into them (2). • Completing missions awards points. <ul style="list-style-type: none"> • Players spend points to unlock more missions and buy vehicle upgrades. • Some missions take place on a new track set in Greenland (3). • Completing all missions unlocks a new, fully upgraded car.
	The Clash Shop exchange feature	<ul style="list-style-type: none"> • Clubs earn tokens based on their performance in a club competition feature. • Players exchange tokens for rewards in a shop (4). <ul style="list-style-type: none"> • Rewards include exclusive cars and car parts.



FEATURE AND EVENT RELEASES II

App	Release	Description
KartRider Rush+	Sim Mode expansion feature	<ul style="list-style-type: none"> Players assemble a team of characters and vehicles (1). <ul style="list-style-type: none"> Characters and vehicles have different stats and rarities. Stats affect performance based on track curves, straightaways, and terrain. Players' teams compete against AI opponents in simulated races (2 and video). <ul style="list-style-type: none"> Players can win up to 16 races each day. Each race contains three challenges that players can complete for additional rewards. Winning races awards currency and tokens. <ul style="list-style-type: none"> Players spend tokens to buy new characters and vehicles. Players spend currency to level up characters. Winning races and completing challenges grants additional rewards at milestones.
Need for Speed: No Limits	Live Event mission event	<ul style="list-style-type: none"> Players get a new vehicle to use for the event's duration (3). Each day of the event contains multiple races (4). <ul style="list-style-type: none"> As the event progresses, there are more races per day. Players receive free tokens at timed intervals and can buy additional tokens. Players spend tokens to join races with different win conditions. Completing races awards currency and upgrades for the new vehicle (video). <ul style="list-style-type: none"> Winning all races in a day grants additional rewards. Players can also buy temporary upgrades with event or premium currency. Certain races require players to upgrade the vehicle to a certain level. Winning races advances a storyline and awards blueprints for the new car at milestones. <ul style="list-style-type: none"> Players can buy additional blueprints in an event store. Winning all races awards enough blueprints to unlock the new car and keep its upgrades. Players who don't unlock the car by the end of the event earn currency for their upgrades. <ul style="list-style-type: none"> Players can use earned blueprints to unlock the new car through later events or purchases.

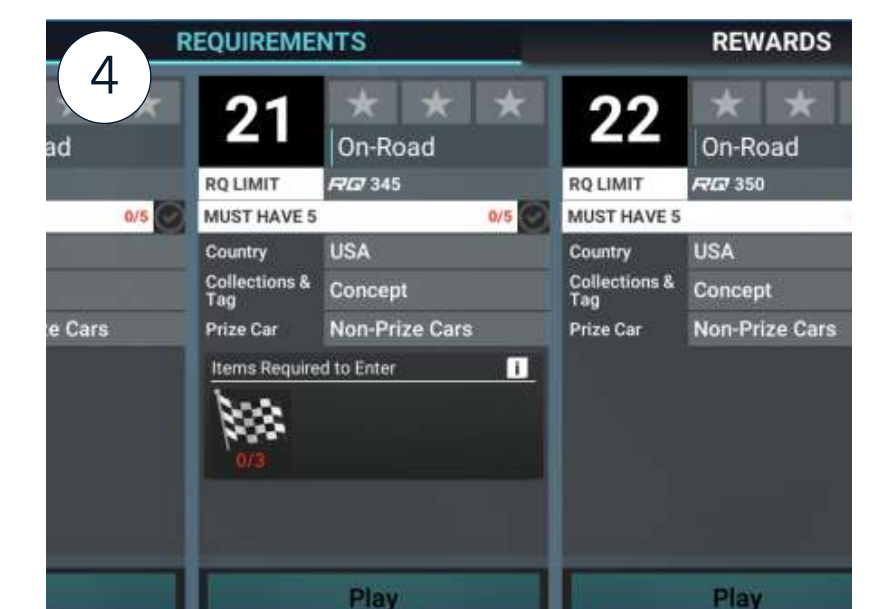


FEATURE AND EVENT RELEASES III

App	Release	Description
Rebel Racing	Milestone Race mission event	<ul style="list-style-type: none"> • Players get free tokens at timed intervals and can buy additional tokens. • Missions consist of multiple races. • Races require players to use certain cars (1). • Players spend tokens to race against the ghosts of other players or AI players (2 and video). • Winning races awards currency and keys that open chests. • Winning all the races in a mission completes the mission. • At the end of the event, players receive rewards based on the number of missions completed. <ul style="list-style-type: none"> • Rewards include keys, vehicle upgrades, and premium currency.
Top Drives	Time Trial Series mission event	<ul style="list-style-type: none"> • Players complete three-day missions that each consist of 30 time trial races (3). • Each race requires a certain type of car (4). • Completing missions awards currency, tokens, and loot boxes. • In the final mission, certain races require tokens to enter. • Completing the final mission awards a loot box. <ul style="list-style-type: none"> • Players with more tokens receive rarer loot boxes.

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, Tennis Clash, and Top Drives

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

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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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

"I was born to race and to win."

– Lewis Hamilton

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