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Executive Summary


Methodology

The app data included in this report covers a time period of July through to September 2016.

The AVAST Android App Performance & Trend Report was gathered from a sample of aggregated and anonymized data from more than three million Android users around the globe.

This Report only includes Google Play applications where AVAST observed a minimum sample size of 50,000 usage incidences.
A Insights and Analysis

1 musical.ly
Video killed the battery bar

One of the fastest growing social networks of 2016, musical.ly, lets you record a 15 second clip of you and your friends lip-syncing to a popular song. It’s gone through the roof with over 100 million users watching and uploading these clips. It’s a smart idea, great fun, and one of the worst battery eaters we’ve ever seen. In our tests, it drained a Samsung Galaxy S6 from 100% to 0% in just 2 hours.

Even if it’s used in short bursts, this app is heavy on data as well as on battery. Watching 25 clips in a row, which took just a few minutes, drained the battery by 11% and used up more than 100 MB of mobile data.

If a user were to do this everyday for a month, they would burn through 3 GB of data, which would exceed most standard data plans. Given musical.ly is geared towards teens, any bill-paying parent might like to know this.

The app does get rid of some of that data after a period of time but you can proactively delete it manually if you’re running low on space. Go to your profile page in musical.ly, tap on Settings and Clear cache.
A Insights and Analysis

2 **WhatsCall:**
So call me maybe... not?

Ad-financed newcomer, **WhatsCall**, allows you to call any landline or mobile phone (internationally) or other WhatsCall users for free. No wonder it’s a hit app, as competitors like Skype require the other user to have the same app installed and also charges for landline calls. Instead, WhatsCall awards you virtual credits for downloading apps, reading and tagging articles, watching ads and inviting friends. You then use these credits to make calls.

It may be cheaper than Skype but WhatsCall ranks 5th in our list of most resource draining apps. In our tests to find out why, it only drained the battery slightly faster than its well-known competitor Skype over the course of a five minute call. The real drain seems to come from background activity which keeps the phone busy even when you’re not making calls.

3 **Jehovah’s Witnesses:**
App needs a miracle

A newcomer to our rankings, the official **Jehovah’s Witnesses** app went straight in at the No 1 spot on the highest storage eating applications list. This new app allows users to download their Bible (in all languages) and browse a library of video tutorials and introductions in high-resolution.

The digital cost of this rich content is 2 GB for the scripture and 3 GB for watching the introduction videos. It’s no wonder it shows up at the top of our lists as it exceeds the traffic and local storage required by most apps. If you’re using it, keep an eye on mobile data costs and make sure to check the **Downloaded** section and delete entries that you no longer use.

**Tip:** If you’re using the app, keep an eye on mobile data costs and make sure to check the **downloaded** section and delete entries that you no longer use.
It's refreshing to see an app like Wattpad that unites writers and readers alike and allows you to write stories with others, share your own stories and enjoy good old fashioned books. Unfortunately, Wattpad also ranks at No 3 in our list of most resource heavy apps overall.

This is likely caused by its notifications and followers features, which constantly check for new books and act more like Facebook than a true reading app. If you want to limit the drain on your phone, go to the Settings section and turn off all notifications.

If you want to limit the drain on resources, go to the Settings section and turn off all notifications.
A Insights and Analysis

5  TayuTau Pedometer: Gives your phone quite a workout

Fitness apps are all the rage, but they’re also heavy battery drainers. A case in point is TayuTau Pedometer. A great and precise app for tracking how many steps you’ve taken, how many calories you’ve burned and how far you have walked, it does however rank at number seven in the top drainers that run automatically in the background on Android phones. In our tests, we used it for both a longer run and a shorter walk around the block:

As you can see, in less than an hour, the battery drain was at a massive 31%. But even walking around the block for a mere five minutes drained the battery by 3%. In both cases, the screen was mostly off – we only turned it back on for a few 2 - 3 second glances to check progress.

6  LIONMOBI: Isn’t it ironic? The battery saver that drains your phone’s battery

A relative newcomer to the range of battery saving apps, LIONMOBI Power Battery aims to show you all the power draining apps and then tweak some settings to improve battery life.

Unfortunately, the app itself drains more than it should as both it and its cleaner app sibling now occupy two of the top ten spots in the category of most battery draining apps. Users are reporting these issues on Google Play so the good news is the developer is most likely aware and we can hope to see a fix soon.

TIP

Luckily TayuTau offers some battery saving options under Settings such as enabling Energy-saving mode, Sleep mode and Automatic START/STOP. While this might impact the accuracy a bit, it also noticeably reduces the drain.
A Insights and Analysis

7 Most popular devices in Q3:
Android 4.4 still the dominant OS

The Galaxy S3 Neo, a 2014 model, held the top spot among our user base in Q3 2016, but its market share dropped by almost 25% during this timeframe as consumers replaced the device with newer smartphones.

From a combined 1.2 million users at the beginning of the summer, only one million remained by the end of the quarter. We saw similar trends with the Samsung Galaxy S5 and the Sony Xperia Z2, which steadily declined by 10%.

The Samsung Galaxy S6 has seen a steady increase during the same period, climbing into the top 10 most used devices globally during Q3. In terms of OS, the only two devices delivering Google Android 5.0 are the Samsung S6 and the Sony Xperia M4 with all other phones still running on the three year old Android 4.4 (KitKat).
Top 50 Most Installed Android Apps

New to the list of top installed apps this quarter are Uber, the ride-sharing app, and Shazam, one of the oldest apps around. Only very few apps tend to stay relevant after just a few weeks, yet Shazam still enjoys a vivid community and continues to acquire new users after its initial mobile release in 2008. However, this year’s surprise phenomenon was...
Insights and Analysis

Top 50 Most Installed Android Apps cont...

...Pokémon GO! Since launch, the initial spike has died down quite significantly across our user base. While we logged 300,000 installs (or app updates) per day in August, we are now seeing less installs – dropping to 20-30K in September and falling as low as 5,000 in November. Despite it using augmented reality to deliver a rich gaming experience, Pokémon Go didn’t quite make it into our top 10 but at position 13, was still a major resource drainer as it:

- Shares location via GPS
- Keeps the screen fully lit
- Operates the camera
- Plays sounds through the speakers
- Renders 3D graphics.

In our tests, we determined that a Samsung Galaxy S6 battery will drop from **100%** to **0%** in **2 hours and 40 minutes**.

If you are a keen Pokémon GO player, you can find some tips [here](#) to help you get the best from your phone while playing.
Key Findings
World’s Greediest Mobile Apps
B Key Findings

World’s Greediest Mobile Apps

In this section, we reveal which apps had the most overall impact on mobile devices, draining battery life, storage and data plan.

In comparison to the first half of 2016, we have seen a lot of change in the list of most resource hungry automatic applications. Top ranking apps in the first half of 2016, WhatsApp, Kik Messenger and WeChat have completely disappeared from the top slots, replaced by WhatsCall and musical.ly.

It goes without saying that, Facebook, Google Maps, and Instagram continue to rank high and should be avoided if there’s no outlet in sight. For users in Israel, it’s worth noting that local app ynet shows a significant draw on resources that is on par with Instagram, which is likely caused by its notifications.

TOP 10 PERFORMANCE-DRAINING APPS THAT RUN AT START-UP

1. Facebook (Facebook)
2. musical.ly (musical.ly)
3. Google Maps (Google Inc.)
4. WhatsCall (Cheetah Mobile Cloud)
5. Daily Mail Online (Daily Mail Online)
6. Instagram (Instagram)
7. ynet (ynet)
8. BBM (Blackberry Limited)
9. Facebook Pages Manager (Facebook)
10. Facebook Messenger (Facebook)
### B Key Findings

**World’s Greediest Mobile Apps cont...**

**TOP 10 PERFORMANCE-DRAINING APPS RUN BY USERS**

<table>
<thead>
<tr>
<th>1</th>
<th>Snapchat</th>
<th>6</th>
<th>Tinder</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Spotify Music</td>
<td>7</td>
<td>SmartNews</td>
</tr>
<tr>
<td>3</td>
<td>Wattpad Free Books</td>
<td>8</td>
<td>Clean Master</td>
</tr>
<tr>
<td>4</td>
<td>LINE: Free Calls &amp; Messages</td>
<td>9</td>
<td>Google Sheets</td>
</tr>
<tr>
<td>5</td>
<td>Amazon Shopping</td>
<td>10</td>
<td>The Guardian</td>
</tr>
</tbody>
</table>

**CATEGORY:** Social, Music & Audio, Communication, Tools, Shopping, Productivity, Lifestyle, Newspaper & Magazines

Top drainers **Snapchat** and **Spotify** haven’t changed from H1 2016, but **Wattpad** is now the third position as a resource drainer across the board. New entrants **Tinder** and **Google Sheets** stole the number six and number nine spots respectively.

**Google Sheets**, a simple spreadsheet app, is a bit of a surprise – our tests showed even the fast Samsung Galaxy S6 struggles displaying simple sheets as CPU and graphics usage rises, and the phone gets hotter just by scrolling and editing the in-app files.
B Key Findings

Top Ten Battery Draining Apps

TOP 10 BATTERY DRAINERS THAT RUN AT START-UP

1. Samsung Link
   Samsung Electronics Co., Ltd.
   CATEGORY: Transportation

2. Samsung Security Policy Updates
   Samsung OTA Software Update

3. Beaming Service for Samsung
   Mobeam Inc.

4. ChatON
   Samsung Electronics Co., Ltd.

5. Navigation Shortcut
   Mobeam Inc.

6. Samsung WatchON
   Samsung Media Solution Center

7. Pedometer
   tayutau

8. Power Battery - Battery Saver
   LIONMOBI

9. Pango +
   Milgam Cellular Parking Ltd.

10. Power Battery - Optimize Cleaner
    LIONMOBI

Over the course of almost two years, this list has barely changed. We still see Samsung Link (previously known as Samsung AllShare) and Beaming Service for Samsung which allows you to access a remote display using your phone, topping the charts. Ironically, spots eight and 10 are occupied by LIONMOBI’s battery saving and cleaning apps.

Also new on the list is the useful Navigation Shortcut, which simply launches Google Maps in navigation mode. In this case, there’s no need to worry as this is a normal feature of using your phone as a GPS.
Key Findings

Top Ten Battery Draining Apps cont...

1. Samsung WatchON
   Samsung Media Solution Center

2. Telstra
   Telstra Corporation Ltd.

3. OLX Free Classifieds
   OLX Inc.

4. Snapchat
   Snap Inc.

5. Tinder
   Tinder

6. Kouzoh
   Mercari, Inc.

7. Amazon Shopping
   Amazon Mobile LLC

8. Netflix
   Netflix, Inc.

9. Mercado Libre
   Mercado Libre

10. Microsoft Outlook
    Microsoft Corporation

Last appearing in our Q4 App Report of 2014, the old version of the TelstraOne app is back as one of the top battery hogs for our friends down under, even though all it does is redirect to the new Telstra 24 x 7 app.

Also back, for the first time in two years, is OLX Free Classifieds which helps you sell and buy items in your area - its location features and use of heavy imagery make it a major battery drainer.
### Key Findings

**Top Ten Storage Hogging Apps**

<table>
<thead>
<tr>
<th>Rank</th>
<th>App Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>musical.ly</td>
<td>Social</td>
</tr>
<tr>
<td>2</td>
<td>Facebook</td>
<td>Communication</td>
</tr>
<tr>
<td>3</td>
<td>Amazon Kindle</td>
<td>Books &amp; Reference</td>
</tr>
<tr>
<td>4</td>
<td>Facebook Pages Manager</td>
<td>Tools</td>
</tr>
<tr>
<td>5</td>
<td>Google Maps</td>
<td>Media &amp; Video</td>
</tr>
<tr>
<td>6</td>
<td>Google Chrome</td>
<td>Business</td>
</tr>
<tr>
<td>7</td>
<td>Quick Search Box</td>
<td>Social</td>
</tr>
<tr>
<td>8</td>
<td>Carrie Mail</td>
<td>Tools</td>
</tr>
<tr>
<td>9</td>
<td>Daily Mail Online</td>
<td>Social</td>
</tr>
<tr>
<td>10</td>
<td>Skype - Free IM &amp; Video Calls</td>
<td>Social</td>
</tr>
</tbody>
</table>

In addition to topping the list of apps with the most overall impact on devices, **musical.ly** also holds the top spot in list of most storage consuming apps for Android. In our tests, just flicking through 30 videos grew the app’s cache to over **300 MB** as the videos were downloaded on the phone.
### Top Ten Storage Hogging Apps cont...

Aside from the heavy hitter that is the Jehovah's Witnesses' library app, newcomer Comico also exceeds the typical storage eaters Snapchat and Spotify. Available only in Japan, it allows you to download and read Mangas, which can be quite resource heavy. It's worth deleting the Mangas once you have read them to free up this space.

Ever used the SNOW (Selfie Motion Sticker) app? It allows you to take selfies and add stickers on top of your face and apply photo filters. No wonder it's a storage hog, as it constantly saves photos and allows you to share them with your friends.

**Note to parents:** if your kid is complaining about their phone, don’t assume you need to buy them a new one. Get them to use a photo cleaner tool to free up some space and restore their device to its former speed.
B Key Findings

Top Data Traffic Hogging Apps

TOP DATA TRAFFIC HOGS THAT RUN AT START-UP

1. 2chMate
   Airfront, Inc.

2. Facebook
   Facebook

3. Malwarebytes Anti-Malware
   Malwarebytes

4. Yahoo! JAPAN
   Yahoo Japan Corp.

5. ynet

6. WhatsCall
   Cheetah Mobile Cloud

7. Instagram
   Instagram

8. Mobile Security & Antivirus
   Bitdefender

9. Swift WiFi: Global WiFi Sharing
   DotC United Swift Team

Japanese users take note: not only is Yahoo! Japan still on the list of the most traffic eating apps, but social network app 2chMate now holds a top spot as it consumes more bandwidth than even Facebook in the background.
Key Findings

Top Data Traffic Hogging Apps cont...

Whether it was the rise in subscribers, the increasing amount of TV shows and movies or the app draining more battery life, but Netflix was responsible for consuming more traffic than any other app. News apps The Guardian and SmartNews came in a close second and third.

If you need to use these news apps on the go, you could limit yourself to just reading the articles and avoid their video coverage.
Key Findings

Mobile Gaming - What Gamers Should Know

Japanese messaging giant Line and Disney have collaborated to launch the addictive Tsum Tsum game. Despite its simple 2D graphics and gameplay, it has however managed to climb to the number two spot of our list most resource hungry games. In our initial tests, we found that LINE: Disney Tsum Tsum drains the battery of a Samsung Galaxy S6 in **2 hours and 35 minutes**, so if you’re not at home, you might want to keep play to a minimum.

Aside from the other newcomers Clash Royal and Criminal Case, the usual suspects were still in this chart including Puzzle & Dragons, Clash of Clans, the “Saga” series, Hay Day and Words with Friends.
Addressing the Issues
7 Ways to Boost Battery Life, Free Up Storage and Reduce Mobile Data Traffic

Here are 7 easy steps to help you boost battery life, stop storage eaters and save mobile traffic.

- **Limit notifications to save battery life, performance and mobile data**
  
  Phone notifications are one of the most useful mobile inventions, giving users information they need to know about new appointments or messages at a glance. But not all of them are useful, and they can consume resources.

- **Limit apps battery & performance drain**
  
  Reduce background features, refresh intervals, location usage or in-app notifications.

- **Free up space**
  
  Apps collect clutter over time. Use [AVG Cleaner for Android](https://www.avg.com/), an Avast product, to get rid of temporary files.

- **Reduce data traffic**
  
  Turn off background data transfers or any offline reading features within your app if you don’t want it to consume mobile traffic.

- **Turn down brightness**
  
  If you’re not in bright sunlight, we recommend turning the brightness levels down to 50-70%. Why? On many of today’s big phones and tablets, the display is responsible for up to 80% of the entire power consumption.

- **Get rid of performance-sapping apps**
  
  Our [AVG Cleaner for Android](https://www.avg.com/) app analyzes the top battery, storage, and traffic-hogging apps on your device. If you don’t need one of these apps, you can easily uninstall it and look for more resource-friendly alternatives.
For further info, please visit: Our blogs, press info and resources on how to get the most out of your connected devices at: blog.avast.com and AVG Now now.avg.com Our website for details about our performance products: avast.com/en-gb/battery-saver and avg.com/performance

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Appendix

App Resource Consumption Analysis

In this section, you can find the app resource consumption analysis for the United States and the United Kingdom. We used the same methods to calculate the rankings as before, but this time only took into account performance data of users from these specific countries.
**Appendix**

**USA**

**TOP PERFORMANCE DRAINING APPS - EXCLUDING GAMES**

1. **Facebook**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather
   - HIGHEST IMPACT

2. **Snapchat**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

3. **Google Maps**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

4. **Clean Master**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

5. **Facebook Messenger**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

6. **Instagram**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

7. **Netflix**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

8. **The Weather Channel**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

9. **Skype**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

**TOP BATTERY DRAINERS THAT RUN AT START UP**

1. **Samsung AllShare**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather
   - HIGHEST IMPACT

2. **Samsung Security Policy Updates**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

3. **Google Maps**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

4. **Facebook**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

5. **WhatsApp**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

6. **Facebook Messenger**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

7. **Cleaner 2016 - Clean & Boost**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

8. **The Weather Channel**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather

9. **T-Mobile USA**
   - Social
   - Communication
   - Entertainment
   - Tools
   - Books & Reference
   - Weather
Appendix

USA

TOP BATTERY DRAINERS RUN BY USERS

1. Snapchat
   Snap Inc.
2. Clean Master
   Cheetah Mobile
3. Netflix
   Netflix, Inc.
4. Amazon Shopping
   Amazon Mobile LLC
5. Google Text to Speech
   Google Inc.
6. Google Plus
   Google Inc.
7. Google Play Newsstand
   Google Inc.
8. Flipboard: Your News Magazine
   Flipboard
9. Google Docs
   Google Inc.
10. Google Maps
    Google Inc.

CATEGORY: Social Tools Shopping Productivity Newspaper & Magazines Entertainment

TOP 10 STORAGE EATERS - EXCLUDING GAMES

1. Facebook
   Facebook
2. Snapchat
   Snap Inc.
3. Amazon Kindle
   Amazon Kindle LLC
4. Google Chrome
   Google Inc.
5. Google Maps
   Google Inc.
6. Quick Search Box
   Google Inc.
7. Skype - Free IM & Video Calls
   Skype
8. Instagram
   Instagram
9. Facebook Messenger
   Facebook
10. Firefox Browser fast & private
    Mozilla

CATEGORY: Communication Social Books & Reference Tools
### Appendix

#### USA

**TOP 10 DATA TRAFFIC HOGS - EXCLUDING GAMES**

<table>
<thead>
<tr>
<th>Category</th>
<th>App Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social</td>
<td>Netflix</td>
<td>Netflix, Inc.</td>
</tr>
<tr>
<td>Productivity</td>
<td>The Weather Channel</td>
<td>The Weather Channel</td>
</tr>
<tr>
<td>Social</td>
<td>Facebook</td>
<td>Facebook</td>
</tr>
<tr>
<td>Tools</td>
<td>Clean Master</td>
<td>Cheetah Mobile</td>
</tr>
<tr>
<td>Weather</td>
<td>Snapchat</td>
<td>Snap Inc.</td>
</tr>
<tr>
<td>Weather</td>
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<td>Google Inc.</td>
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<tr>
<td>Tools</td>
<td>Instagram</td>
<td>Instagram</td>
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<tr>
<td>Social</td>
<td>Messenger</td>
<td>Facebook</td>
</tr>
<tr>
<td>Tools</td>
<td>Samsung Security Policy Update</td>
<td>Samsung Electronics Co., Ltd.</td>
</tr>
</tbody>
</table>

**CATEGORY:**
- Social
- Entertainment
- Weather
- Tools
- Communication
Appendix

UNITED KINGDOM

TOP PERFORMANCE DRAINING APPS - EXCLUDING GAMES

1. Facebook
2. Google Maps
3. Facebook Messenger
4. Instagram
5. Google
6. Skype - Free IM & Video Calls
7. Twitter
8. BBC News

TOP BATTERY DRAINERS THAT RUN AT START UP

1. Samsung AllShare
2. Google Maps
3. Facebook
4. WhatsApp
5. Facebook Messenger
6. Instagram
7. Twitter
8. Google

CATEGORY: Social Communication Tools Newspaper & Magazines
# Appendix

## UNITED KINGDOM

## TOP 10 BATTERY DRAINERS RUN BY USERS

<table>
<thead>
<tr>
<th>Rank</th>
<th>App Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>BBC News</td>
<td>Social Entertainment</td>
</tr>
<tr>
<td>2</td>
<td>BBC iPlayer</td>
<td>Social Entertainment</td>
</tr>
<tr>
<td>3</td>
<td>Google Plus</td>
<td>Tools</td>
</tr>
<tr>
<td>4</td>
<td>Google Newsstand</td>
<td>Social Communication</td>
</tr>
<tr>
<td>5</td>
<td>Flipboard: Your News Magazine</td>
<td>Social Communication</td>
</tr>
<tr>
<td>6</td>
<td>Google Text to Speech</td>
<td>Social Entertainment</td>
</tr>
<tr>
<td>7</td>
<td>Google Docs</td>
<td>Tools</td>
</tr>
<tr>
<td>8</td>
<td>Google Play Books</td>
<td>Books &amp; Reference</td>
</tr>
<tr>
<td>9</td>
<td>BBC Weather</td>
<td>Media &amp; Video</td>
</tr>
<tr>
<td>10</td>
<td>Kindle</td>
<td>Books &amp; Reference</td>
</tr>
</tbody>
</table>

## TOP STORAGE EATERS - EXCLUDING GAMES

<table>
<thead>
<tr>
<th>Rank</th>
<th>App Name</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>Social Communication</td>
</tr>
<tr>
<td>2</td>
<td>Amazon Kindle</td>
<td>Tools</td>
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<tr>
<td>3</td>
<td>Google Chrome</td>
<td>Social Communication</td>
</tr>
<tr>
<td>4</td>
<td>Google</td>
<td>Tools</td>
</tr>
<tr>
<td>5</td>
<td>Google Maps</td>
<td>Social Communication</td>
</tr>
<tr>
<td>6</td>
<td>Skype - Free IM &amp; Video Calls</td>
<td>Social Communication</td>
</tr>
<tr>
<td>7</td>
<td>Messenger</td>
<td>Social Communication</td>
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<td>Instagram</td>
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<td>YouTube</td>
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</tbody>
</table>

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<< Contents
## Appendix

### UNITED KINGDOM

**TOP DATA TRAFFIC HOGS - EXCLUDING GAMES**

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<td>Facebook</td>
</tr>
<tr>
<td>Social</td>
<td>Instagram</td>
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<tr>
<td>Social</td>
<td>BBC News</td>
<td>BBC News Media Application Technologies for BBC entertainment</td>
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<tr>
<td>Social</td>
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<td>Facebook</td>
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<td>Social</td>
<td>Android Pay</td>
<td>Google Inc.</td>
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<tr>
<td>Social</td>
<td>Cleaner 2016 - Clean &amp; Boost</td>
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<tr>
<td>Tools</td>
<td>Skype - Free IM &amp; Video Calls</td>
<td>Skype</td>
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** CATEGORY:**
- Social
- Newspaper & Magazines
- Communication
- Finance
- Productivity