

## Top U.S. Apps of Last Month: Revenue Insights Revealed

### Description

[Pixelate](#) has published a ranking of the top-grossing mobile applications across various countries, including the United States. Interestingly, the rankings diverge from conventional metrics like installation numbers or revenue from paid apps. Instead, they reflect the estimated programmatic ad spend generated by these applications. This automated method of buyer bidding occurs in real-time, with top bids winning the auction, rather than through fixed agreements with publishers.

In essence, these applications yield the highest programmatic advertising revenue as calculated by Pixelate. The data encompasses apps available on both the Apple App Store for iOS users and the Google Play Store for Android users.

According to Pixelate's analysis, the leading app in the U.S. App Store for November was the highly advertised [Vita Mahjong](#), which accumulated \$4 million in programmatic ad spend. This tile-matching game, designed with older adults in focus, not only excels in advertising revenue but also ranks second in installations within the Board category.

Following closely, four other apps each earned \$3 million through programmatic ads last month. These include [Happy Color by Numbers](#), which ranks 28th in popularity within the Board category, and [Tuneln Radio Music & Sports](#), positioned 53rd among music applications.

Over in the Google Play Store, [Audiomack: Music Downloader](#) topped the chart with \$5 million in programmatic ad revenue for November, followed closely by [Pandora Music & Podcasts](#), which brought in \$3 million.

### Vocabulary List:

1. **Programmatic** /prəʊgræ'mætɪk/ (adjective): Relating to automatic processes in advertising where ads are bought and sold in real-time through technology.
2. **Bid** /bɪd/ (noun/verb): A proposal or offer especially in auctions; to make an offer for something at a specified price.
3. **Revenue** /'revənu/ (noun): The income generated from business activities particularly from sales or services.
4. **Analysis** /ə'næləsɪs/ (noun): Detailed examination of the elements or structure of something typically as a basis for discussion or interpretation.
5. **Installation** /ɪnstə'læʃən/ (noun): The action of installing something especially software or an application.
6. **Category** /'kætəgəri/ (noun): A class or division of people or things regarded as having particular shared characteristics.

## Comprehension Questions

### Multiple Choice

1. Which method does Pixalate use to rank the top-grossing mobile applications?

- Option: Installation numbers
- Option: Revenue from paid apps
- Option: Programmatic ad spend
- Option: Fixed agreements with publishers

2. What is the leading app in the U.S. App Store for November according to Pixalate?

- Option: Happy Color by Numbers
- Option: Vita Mahjong
- Option: Tuneln Radio Music & Sports
- Option: Audiomack: Music Downloader

3. Which app topped the Google Play Store chart for programmatic ad revenue in November?

- Option: Happy Color by Numbers
- Option: Audiomack: Music Downloader
- Option: Vita Mahjong
- Option: Tuneln Radio Music & Sports

4. What category does Vita Mahjong excel in for installations?

- Option: Music
- Option: Board
- Option: Sports
- Option: Podcasts

5. Which app is positioned 53rd among music applications according to Pixalate?

- Option: Happy Color by Numbers
- Option: Vita Mahjong
- Option: Tuneln Radio Music & Sports
- Option: Pandora Music & Podcasts

6. Which app ranks 28th in popularity within the Board category?

- Option: Happy Color by Numbers

Option: Vita Mahjong  
Option: TuneIn Radio Music & Sports  
Option: Audiomack: Music Downloader

### True-False

7. Pixalate ranks mobile applications based on revenue from paid apps.
8. Vita Mahjong is designed for younger audiences.
9. Audiomack: Music Downloader brought in \$3 million in programmatic ad revenue for November.
10. Happy Color by Numbers is positioned 53rd among music applications.
11. TuneIn Radio Music & Sports excels in advertising revenue.
12. Pandora Music & Podcasts ranks first in programmatic ad revenue on Google Play Store.

### Gap-Fill

13. Audiomack: Music Downloader topped the chart with \$5 million in programmatic ad revenue for November, followed closely by \_\_\_\_\_.
15. Pandora Music & Podcasts brought in \$ \_\_\_\_\_ in programmatic ad revenue on Google Play Store for November.
16. Happy Color by Numbers ranks \_\_\_\_\_ in popularity within the Board category according to Pixalate for November.
17. The leading app in the U.S. App Store for November, Vita Mahjong, also excels in installations within the \_\_\_\_\_ category.
18. TuneIn Radio Music & Sports is positioned \_\_\_\_\_ among music applications according

---

to Pixalate.

## Answer

**Multiple Choice:** 1. Programmatic ad spend 2. Vita Mahjong 3. Audiomack: Music Downloader 4. Board 5. TuneIn Radio Music & Sports 6. Happy Color by Numbers

**True-False:** 7. False 8. False 9. False 10. False 11. False 12. False

**Gap-Fill:** 13. Pandora Music & Podcasts 15. 3 16. 28th 17. Board 18. 53rd

## Vocabulary quizzes

### **Multiple Choice ( Select the Correct answer for each question. )**

1. Which term refers to the action of taking the first step or move?

- Option: Functionality
- Option: Initiative
- Option: Complications
- Option: Rectify

2. Which term describes the act of looking forward or foreseeing possible outcomes?

- Option: Purported
- Option: Anticipating
- Option: Maximize
- Option: Speculation

3. Which term best describes a person who introduces new methods or ideas?

- Option: Programmatic
- Option: Bid
- Option: Innovator
- Option: Frontrunner

4. Which term refers to the quality of being easy to approach or enter?

- Option: Multilingual
- Option: Comprehends
- Option: Accessibility
- Option: Performance

5. Which term denotes the detailed examination or study of something?

- Option: Achievement

Option: Specifications  
Option: Analysis  
Option: Competition

6. Which term refers to the process of setting something in position for use?

Option: Traction  
Option: Longevity  
Option: Installation  
Option: Category

7. Which term is used to describe something innovative or revolutionary?

Option: Revenue  
Option: Groundbreaking  
Option: Bid  
Option: Analysis

8. Which term refers to the quality of being suited for a designated role or purpose?

Option: Performance  
Option: Functionality  
Option: Maximize  
Option: Speculation

9. Which term describes the forming of a theory without firm evidence?

Option: Instalment  
Option: Programmatic  
Option: Bid  
Option: Speculation

10. Which term refers to the quality of being trusted or believed in?

Option: Multilingual  
Option: Traction  
Option: Credibility  
Option: Analysis

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The project faced several \_\_\_\_\_ that delayed its completion.

12. To minimize risks the company implemented strategies to \_\_\_\_\_ potential issues.

13. The goal of the business is to \_\_\_\_\_ profits while reducing operational costs.



14. Several companies submitted their \_\_\_\_\_ for the construction project.

15. Winning the award was a great \_\_\_\_\_ for the talented actress.

16. The new product gained significant \_\_\_\_\_ in the market within a short period.

17. The company aims to ensure the \_\_\_\_\_ of its products by focusing on quality.

18. The organization implemented a \_\_\_\_\_ approach to streamline its operations.

19. The products are sorted into different \_\_\_\_\_ based on their features and functions.

20. The company reported a significant increase in \_\_\_\_\_ for the current fiscal year.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

21. The software developer had to address and correct the coding errors to the application.

22. The article discussed the benefits of the new healthcare plan.

23. The tourist guide was fluent in multiple languages making him a valuable resource for international visitors.

24. The company that introduces cutting-edge technology is often regarded as a in the industry.

25. A good teacher ensures that every student the lesson before moving on to the next topic.

26. Artists use various forms of to convey their emotions and ideas through their work.

27. Before launching the new model the engineers finalized the design for the product.

28. The intense in the industry led to companies offering innovative solutions to stand out.

29. The payment was divided into several to make it more manageable for the buyer.

30. The athlete's consistent on the field earned him a spot on the national team.

**Answer**

**Multiple Choice:** 1. Initiative 2. Anticipating 3. Innovator 4. Accessibility 5. Analysis 6. Installation  
7. Groundbreaking 8. Functionality 9. Speculation 10. Credibility

**Gap-Fill:** 11. Complications



---

12. Mitigate 13. Maximize 14. Bid 15. Achievement 16. Traction 17. Longevity 18. Programmatic 19. Category 20. Revenue

**Matching sentence:** 1. Rectify 2. Purported 3. Multilingual 4. Frontrunner 5. Comprehends 6. Expression 7. Specifications 8. Competition 9. Instalment 10. Performance

## CATEGORY

1. Sci/Tech - LEVEL4

**Date Created**

2024/12/31

**Author**

aimeeyoung99

ESL-NEWS.COM