

# Top app monetization methods amid the rise of digital privacy

Article

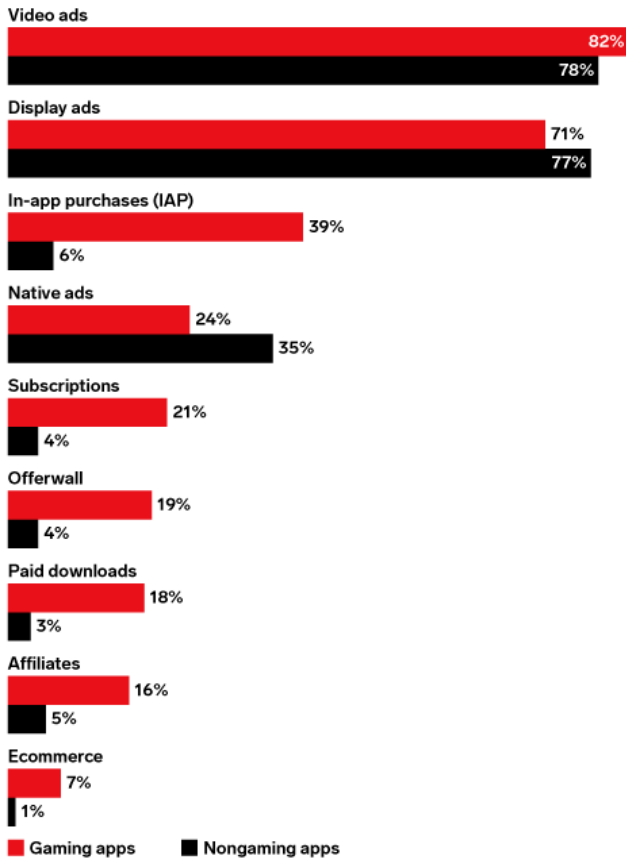
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Despite the iOS privacy changes rolled out last year, app publishers worldwide still rely heavily on advertising to make money. **Video and display ads** are the top monetization methods

among apps of all types. For mobile games, the next leading method is **in-app purchases**, and for nongaming apps, it's **native ads**.

### Monetization Methods that Mobile App Publishers Worldwide Use for Their Apps, Gaming vs. Nongaming, Oct 2021

% of respondents



Source: AdColony and Fyber, "Mobile App Monetization Survey," Nov 10, 2021

271316 eMarketer | InsiderIntelligence.com

More like this:

- Report: [Insider Intelligence's Mobile Trends to Watch in 2022](#)
- Article: [Tech's 5 weirdest flexes for 2021](#)
- Article: [In 2022, each tech firm will have its own version of the metaverse](#)