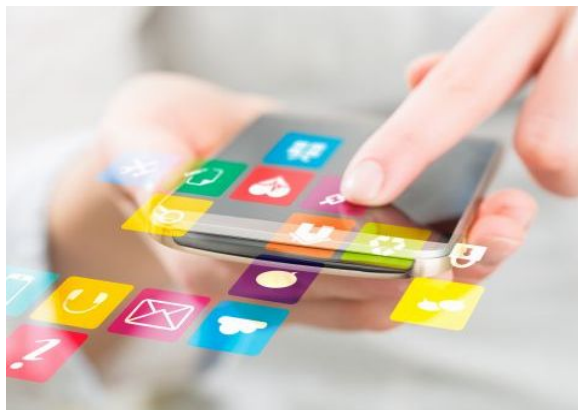


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“Browsing app stores is one of the main ways Irish consumers find apps, indicating that the app store environment is an important influencer on the decision to download an app. As such, optimising their apps to include keywords in the title and description of the app and regular updates will help developers to get their apps ranked higher within app store search results, thus increasing their visibility and ultimately app downloads.”

This report looks at the following areas:

- What are the main operating systems used in Ireland?
- What influences Irish consumers to download apps?
- Are Irish consumers concerned about privacy within apps?

This Report will examine the apps and applications industry in Ireland through exploring the issues that are driving or inhibiting its growth on the island. Apps and applications are concerned with the sale and operation of such software on smartphone devices and tablet computers.

The apps and applications covered in this Report fall into three types:

- Mobile web apps are applications that run through webpages in which all or some parts of the software are downloaded from the web each time it is run. These apps can be accessed from all web-capable mobile devices and require a web connection to operate.
- Native apps are applications that are specifically designed to run on a device's operating system and machine hardware, such as calculator and calendar apps, and typically need to be adapted for different devices, for example Apple's iOS apps will only run on iPhone and iPad devices.
- Hybrid apps are applications that utilise real-time web connectivity and web apps to provide offline modes that can be accessed without network connectivity.

Jame

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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