

## Mobile Device Apps - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“The initial spike in downloads is now being followed by a phase in which consumers are focusing on fewer apps but rely on these more heavily, fostering both usage and monetisation. The introduction of chatbots will further facilitate this re-bundling of different services and information in a single multifunctional location/platform.”

– **Sara Ballaben, Senior Technology Analyst**

This report looks at the following areas:

- **Fostering monetisation**
- **Adapting to the maturity of the UK’s app market**

This Report looks at apps designed specifically for use with smartphones, tablets and smartwatches.

Analysis is restricted to the three main platforms: Apple’s iOS, Google’s Android and Microsoft’s Windows Phone. Market size data is restricted to discussion of Apple and Google’s sales, as supplied by App Annie (see below). Consumer data covers all the main operating systems, but some discussion is restricted to Apple and Google devices and user activity, as low sample sizes for Windows users prevent in-depth analysis.

Other common definitions used in this Report:

**Freemium** – apps that are downloadable for free but offer in-app purchases (IAPs). These include subscription apps that offer access to content upon payment of a monthly fee.

**Paid apps** – apps that are downloadable only upon payment of an upfront fee

**In-app advertising** – advertisements within apps such as banner ads, video ads etc.

Some data in this Report is supplied by app analytics firm App Annie. All App Annie data is identified as such when quoted. For more information from App Annie please email [contact@appannie.com](mailto:contact@appannie.com) or visit its website <https://www.appannie.com>.

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### DID YOU KNOW?

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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