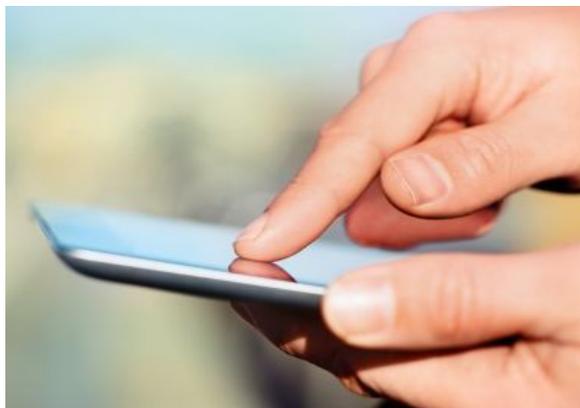


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“The value of mobile app sales continues to grow as the media becomes more embedded in consumer lifestyles and habits. Continuing advances in existing technologies allows for the release of more powerful apps. Meanwhile the emergence of the connected home and new device categories are opening new opportunities for developers.”
 – Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

Definition

This report looks at smartphone and tablet apps – or apps designed specifically for use with smartphone and tablet devices.

Analysis is restricted to the 'big four' platforms: Apple's iOS, Google's Android, Microsoft's Windows Phone and BlackBerry's BlackBerry. Market size data are restricted to discussion of Apple and Google's sales. Some discussion of consumer data is restricted to Apple and Google devices and user activity, as a low sample size for Windows and BlackBerry users prevented in-depth discussion.

Some data in this report are kindly supplied by app analytics firm App Annie. All App Annie data are identified as such when quoted.

For more information from App Annie please email contact@appannie.com.

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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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