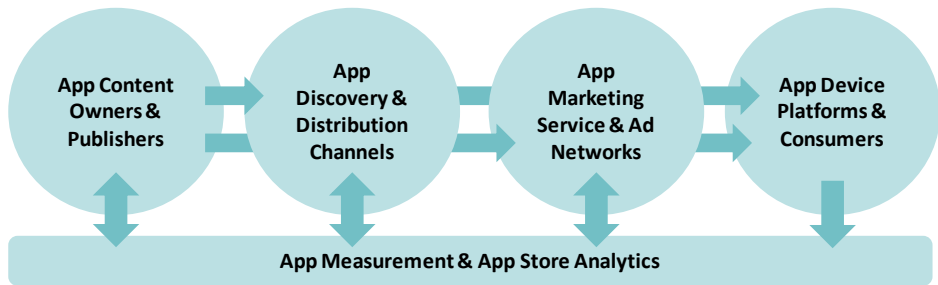


Synopsis **Ecosystem**

This report assesses app-enabled device ownership and app usage trends, reviews the app discovery and marketing industry segments, and evaluates app marketing strategies employed by app content owners and publishers. Five-year forecasts of app marketing spending via smartphone and tablet in-app ads in the U.S. are provided in addition to recommendations for app content owners and publishers to achieve app visibility and grow app revenues.

App Discovery & Marketing Ecosystem



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"As the app economy grows at a rapid pace, app content owners and publishers are challenged with standing out in a crowd of 2.5 million apps (and counting) available to the marketplace," said Heather Way, Senior Analyst, Parks Associates. "In the quest to establish a monetizable user base, app developers have quickly realized they must have multiple strategies in place to drive app installs and attract loyal users, which strengthens the value of their app product(s)."

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