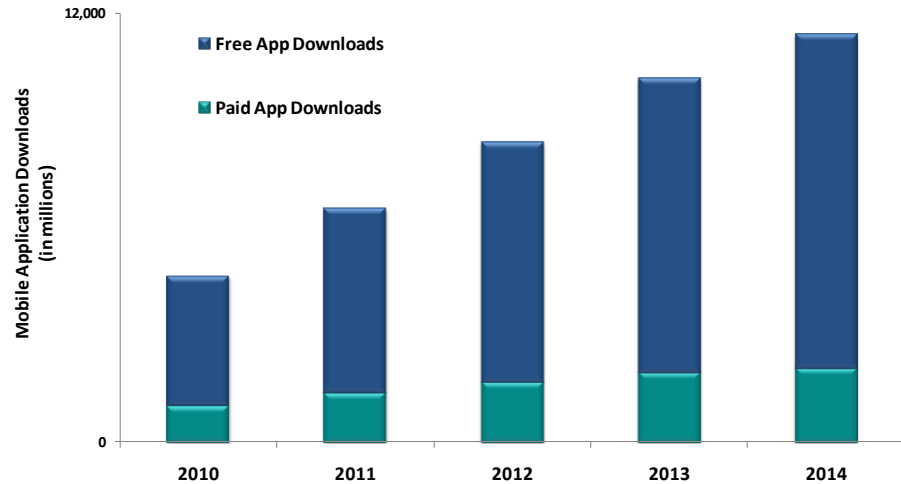


Synopsis

This report provides a comprehensive overview of the mobile application industry in North America (U.S. & Canada). The study examines business roles and strategies by industry segment. It assesses smartphone user growth, mobile application usage, and consumer ad preferences while highlighting business and advertising pricing models. Finally, the study provides implications and recommendations for industry investors and N.A. mobile application revenue forecasts.

Mobile App Downloads

**Mobile Application Downloads - North America
Paid and Free Apps - 2010-2014**



Source: Monetizing Downloadable Mobile Applications
© 2010 Parks Associates

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“Mobile applications provide a rich, interactive user experience while supplying convenient, on-the-go access to a variety of features for practical and entertainment purposes,” said Heather Way, research analyst, Parks Associates. “As such, consumer demand for mobile applications is unlikely to subside in the near future. Growth in the number of advanced mobile devices and increasing mobile data network subscriptions are also fueling market expansion.”

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