

By **Jennifer Kent**, *Research Analyst*, Parks Associates

## Synopsis

*Primary Data Digests: Consumer Apps* highlight consumer research data that identify trends, use cases, different monetization models, and app user segments.

Parks Associates' **App Ecosystem Research Service** focuses on apps across mobile and digital home CE platforms, analyzing the impact of cross-platform app development and distribution over a variety of business areas.

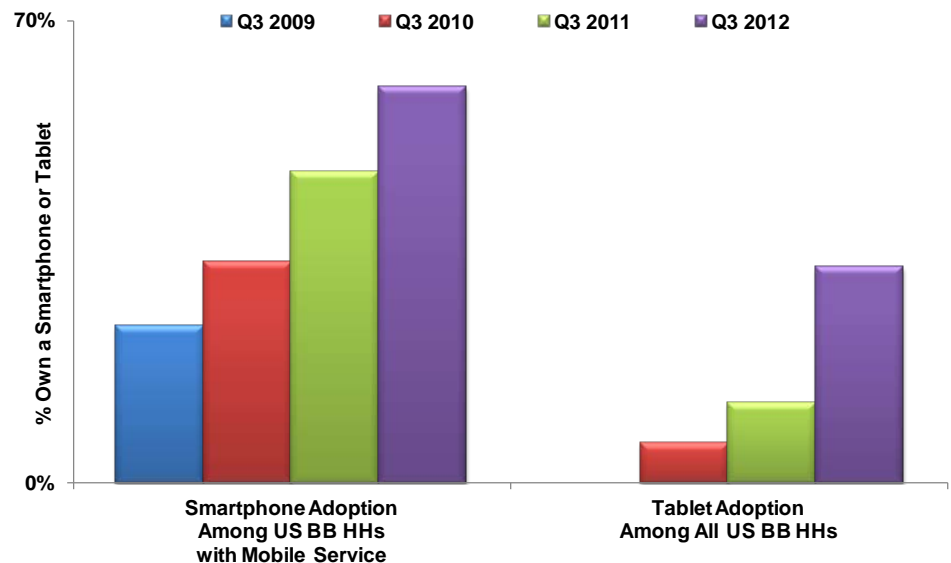
## Analyst Insights

*"Rising smartphone and tablet adoption among U.S. broadband households has set the foundation for a growing application ecosystem."*



— **Jennifer Kent**, *Research Analyst*, Parks Associates

## Smartphone and Tablet Adoption (2009 - 2012)



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Number of Slides: 54

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