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Synopsis

Parks Associates’ *Executive Insights: Consumer Apps* includes interviews of industry executives; summary of industry insight, profiles of industry leaders, and key trends; and analyst perspectives on industry leaders’ comments, market trends, and success stories.

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.

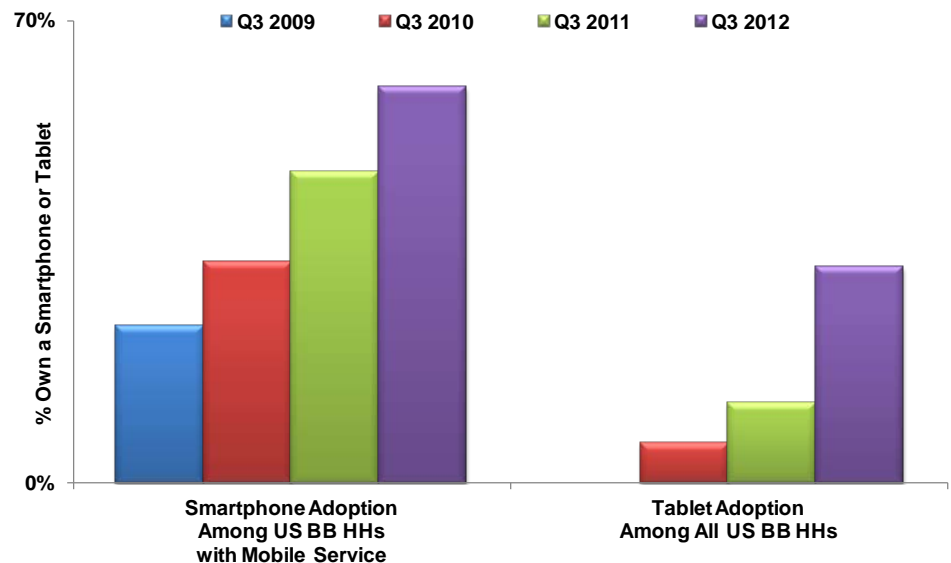
Analyst Insights

“Apps are not just apps—they are new service interfaces and launch pads for new business/revenue models. The app ecosystem is impacting the entire connected consumer value chain.”



— **Harry Wang**, *Director, Mobile and Health Research*, Parks Associates

Smartphone and Tablet Adoption (2009 - 2012)



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Purpose of Research

- Data Sources by Industry Segment
- Glossary of Terms

Summary of Executive Insights

- Executive Insight Summary: Content Creation
- Executive Insight Summary: Development & Management
- Executive Insight Summary: Distribution & Discovery
- Executive Insight Summary: Monetization

Content Creation: Content Owners/Developers

- Pandora
- Slacker
- Exent
- Shazam
- Viggle

- ShopSavvy
- American Express Serve

Development and Management: Development & Management Firms

- Appcelerator
- AppMobi
- Brightcove
- 3Scale
- Mashery
- Audible Magic
- Civolution
- BoxPay

Distribution & Discovery: App Stores & Discovery Platforms

- Google Play
- Opera Mobile Store/Opera TV Store
- GetJar
- Appsfire
- Apsalar
- TapJoy
- YouAPPi

Monetization: Ad Networks, Exchanges, Technologists, & Ad Agencies

- AdMarvel
- adRise
- Appssavvy
- Greystripe
- Second Screen Networks
- Digitas

Attributes

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Number of Slides: 54

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