

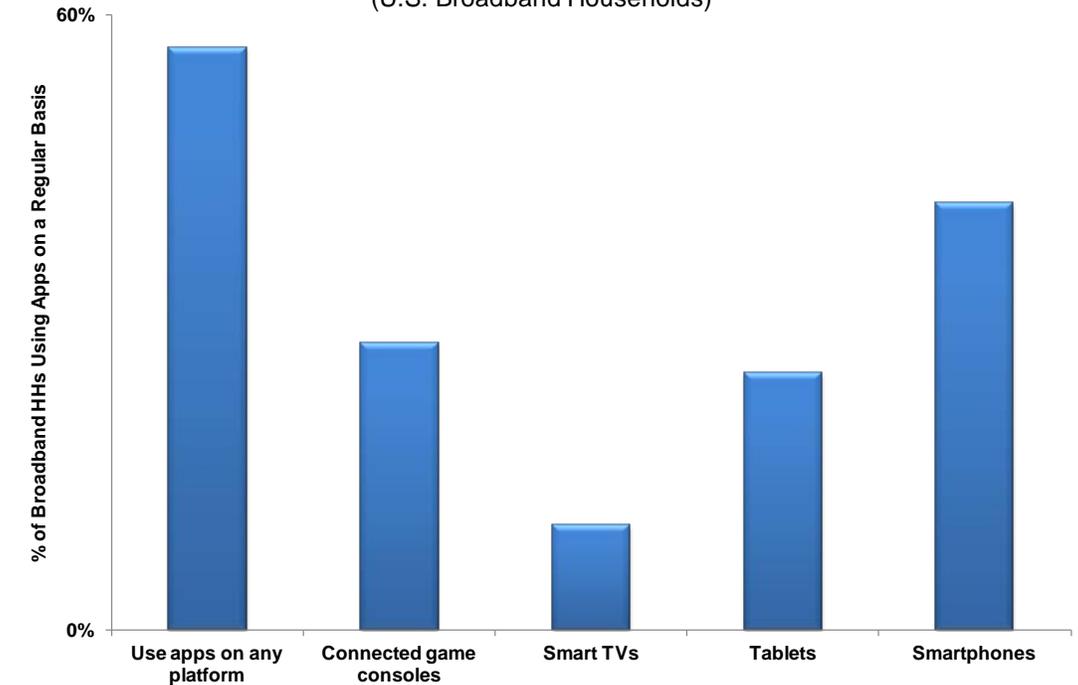
By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Consumers and App Business Models analyzes app revenue models and provides insight into consumer expenditure on apps, in-app purchases, and consumer response to in-app advertising.

It also examines the emerging role of smart TVs and game consoles in the app ecosystem and their revenue potential.

Using Apps by Platforms
(U.S. Broadband Households)



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ANALYST INSIGHT

“Smartphone and tablet apps have become major revenue sources, and the app ecosystem is now expanding to game consoles and smart TVs. These platforms are going to bring additional revenue opportunities for multiple players, including content providers, service providers, and app developers.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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