

Synopsis

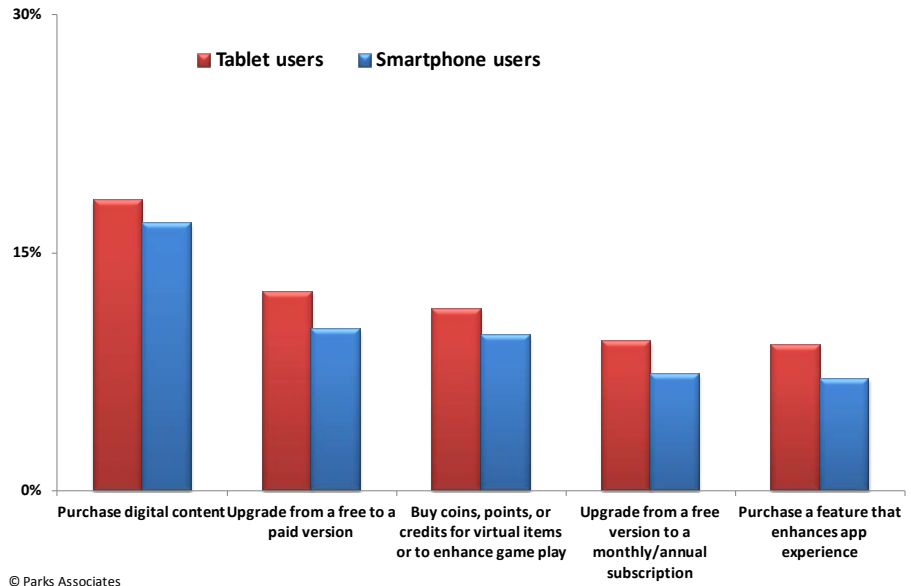
In-app purchase has become an essential monetization model for app developers. Consumers and developers alike face an array of payment options, including credit card, carrier billing, digital wallet (e.g., PayPal), and virtual currency. With a growing volume of in-app purchases, both sides want to reduce transaction friction. This report examines needs from consumer and developer perspectives and analyzes the pros and cons for different payment options for digital in-app purchases. This report projects in-app purchase volume and transaction value for the U.S. market.

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In-App Purchase Habits

In-App Purchases on Smartphones or Tablets in past 30 Days

(Smartphone & Tablet Users in U.S. Broadband Households)



"As free apps become increasingly prevalent in competitive markets, app developers are left with in-app purchases (IAP) and advertising as primary monetization models," said Tejas Mehta, Research Analyst, Parks Associates. "IAP is becoming the most widespread monetization model for app developers, particularly for app categories like games and messaging."

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The Bottom Line

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List of Companies

AliPay	JCB
Amazon	Jumio
Amdocs	Kakao Talk
App Annie	LINE
Appland	Lotaris
Apple	Mastercard
AppMall	Microsoft
Aptoide	Nokia
Authorize.Net	OpenIAB
Bango	PayEase
Bitcoin	PayPal
BitMonet	Samsung
Boku	SlideME
Braintree	stripe
ClickandBuy	Stripe
Coinbase	Swrve
CyberSource	Union Pay
Distimo	Venmo
Flurry	Visa
Fortumo	Wandoujia
GetJar	WhatsApp
Google	Yandex.Store

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