

**Synopsis**

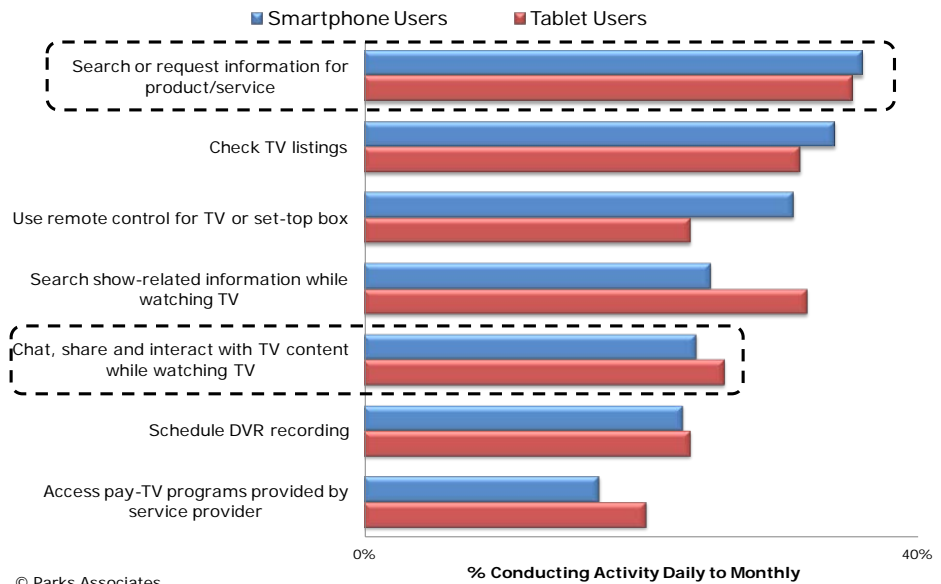
This report provides an analytical review and update of the cross-platform app marketplace from smartphones to smart TVs.

The study offers strategic insight into key consumer use cases by device platform as well as the monetization tactics and revenue estimates for market expansion.

**Second-screen Activities**

**Second-screen Activities while Watching TV**

(Smartphone and tablet users in U.S. broadband households)



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The variety in device form factors and fragmentation in app platforms make it challenging for developers to design and develop apps that work across all devices and platforms. "Cross-platform apps that are well designed provide a great user experience across any device or platform and act as a strong lever in engaging and retaining customers," said Tejas Mehta, Research Analyst at Parks Associates. "Cross-platform apps are also opening up new frontiers in interactivity and creating opportunities for monetization for app developers."

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**Attributes**

**Parks Associates**  
15950 N. Dallas Pkwy  
Suite 575  
Dallas, TX 75248  
  
800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax  
  
parksassociates.com  
sales@  
parksassociates.com

Authored by Tejas Mehta  
Executive Editor: Jennifer Kent  
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