

By **Harry Wang**, Director of Mobile & Health Research; **Heather Way**, Senior Research Analyst; **Jennifer Kent**, Research Analyst, Parks Associates

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

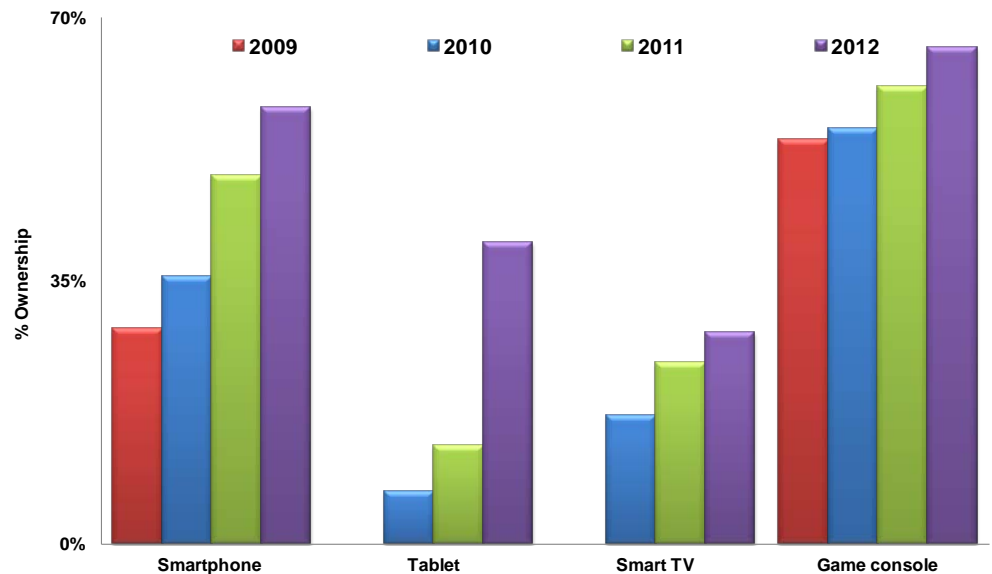
"Apps are the new consumer service interface and content access point. Connected device penetration, particularly smartphones, paired with consumer demand for content outside of conventional means (e.g., TV, radio, and print), has laid the foundation for a new media development, distribution, and monetization environment – the app ecosystem."



— **Heather Way**, Senior Research Analyst, Parks Associates

Connected Device Adoption Trends*

(Among U.S. broadband households)



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*Inactive and active Internet connections

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Data Sources by Industry Segment

Glossary of Terms

Summary of Executive Insights

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

Content Creation: Content Owners/Developers

- Fandango
- NPR

Development & Management: Development and API Management Firms

- Accedo
- apmato

- AppCarousel
- Brightcove
- Cognitive Networks
- Chute
- Cumulocity
- Layer 7 Technologies
- WatchWith

Distribution & Discovery: Discovery Platforms

- Kannuu
- DigitalSmiths

Monetization: Ad Networks and App Marketing

- AdTheorent
- ChartBoost
- Fiksu
- Flurry
- GroupM
- smartclip
- SocialTwist

Data Analytics

- Aggregate Knowledge

Attributes

Authored by **Harry Wang, Heather Way, Jennifer Kent**
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Contact

Parks Associates
15950 N. Dallas Pkwy, Suite 575
Dallas TX 75248

TOLL FREE 800.727.5711

PHONE 972.490.1113

FAX 972.490.1133

www.parksassociates.com
sales@parksassociates.com