Consumer Apps

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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 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)
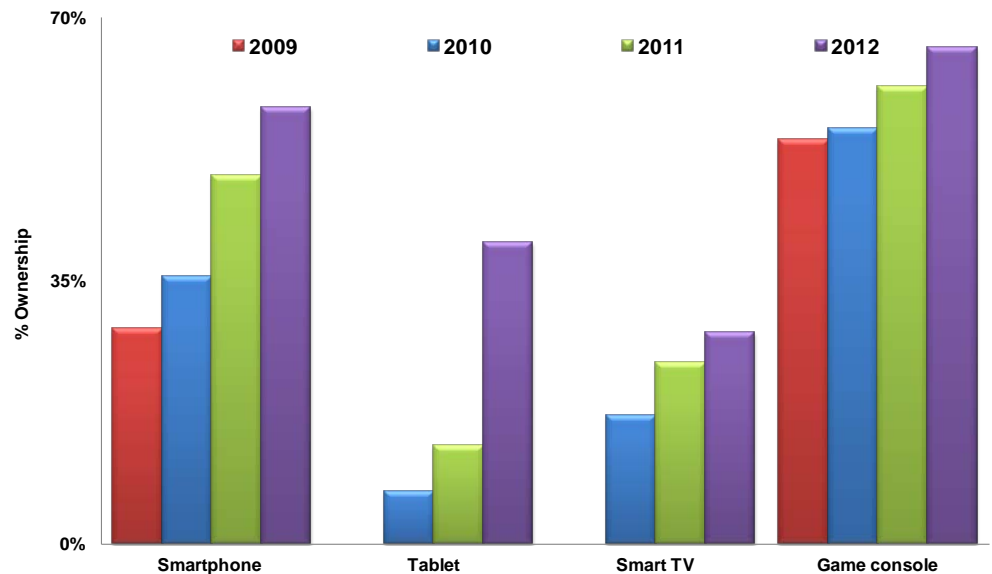
© 2013 Parks Associates   *Inactive and active Internet connections

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