

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

Synopsis

Primary Data Digests: Consumer Apps highlight consumer research data that identify trends, use cases, different monetization models, and app user segments.

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

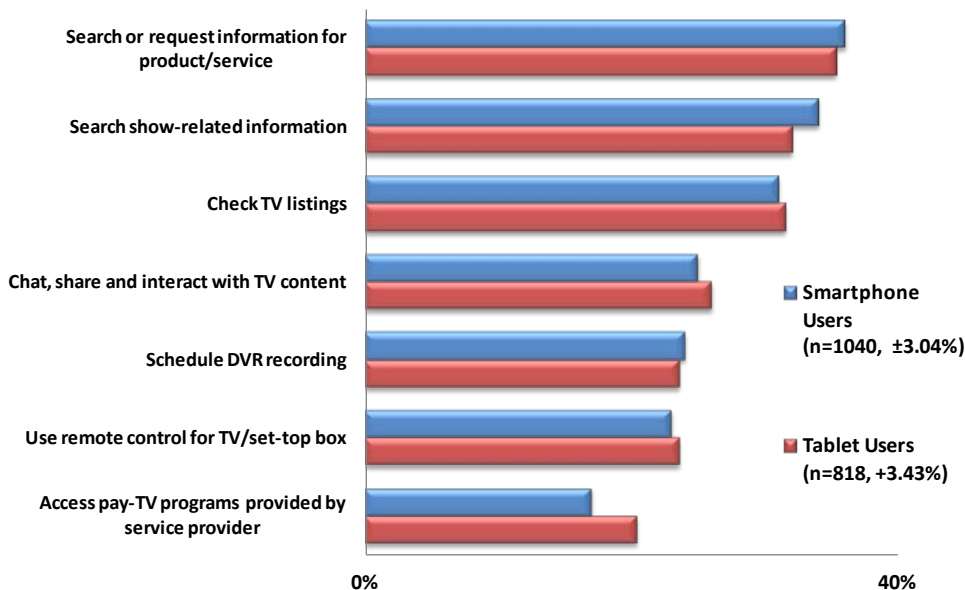
“Over one-third of smartphone and tablet users search for or request product or service information while watching TV. More and more, consumers are using second-screen apps as an alternative to traditional remote controllers and interactive program guides (IPGs).”



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

Second Screen Activities While Watching TV

(Among smartphone and tablet users in U.S. broadband households)



Source: *Untapped Consumer Opportunities for Mobile Services*, 2012 © 2012 Parks Associates

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Content Search, Discovery, and Recommendations

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