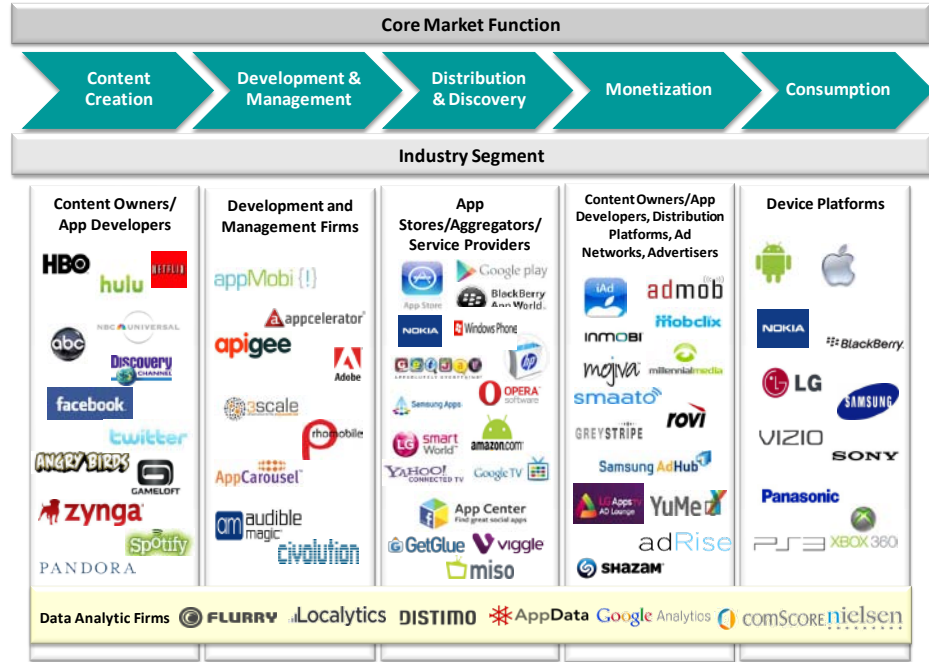


**Synopsis**

*Monetizing Apps on Connected Devices* evaluates the core business models supporting app development and distribution on Internet-connected devices in North America. The report analyzes connected device adoption and app usage trends. Market drivers and risk factors form the basis for strategic direction offered to stakeholders. The report concludes with connected app download, IAP, and revenue forecasts from 2012 to 2016.

**App Market Overview**



**Publish Date:** 4Q 12

“Since Apple’s iPhone OS launch in 2007 and the opening of the App Store in 2008, the Internet-enabled app market has developed at a rate unforeseen by industry investors,” said Heather Way, senior research analyst, Parks Associates. “Today, connected device ownership and app use are going mainstream, and industry stakeholders must adapt to new service models and distribution channels to seize multiplatform revenue opportunities.”

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