

Mobile Apps - US - October 2015

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"Mobile applications are becoming an increasingly critical part of consumers' lives, but the market faces challenges in the form of consumer engagement and monetization. There is more pressure than ever to build intuitive apps that offer seamless experiences across devices and to become smarter about mobile targeting and promotions."
- Bryant Harland, Technology Analyst

This report looks at the following areas:

- Mobile app users split between Android and iOS
- Top app categories for smartphones
- Top app categories for tablets
- How WiFi impacts the mobile app market

Mobile apps include any programs that can be downloaded to a mobile device or that come preprogrammed on phones or tablets, but not mobile websites accessed via a browser. For example, using the YouTube app that was downloaded from an app store would be considered using a mobile app, but accessing YouTube from the mobile Safari or Chrome browsers is not considered using the YouTube app.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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