

Mobile Device Apps - UK - November 2017

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“Software and hardware innovation is creating new ways the consumer can engage with mobile apps. In particular, apps are increasingly able to link virtual behaviour with the physical environment. This will lead to new opportunities for people to interact with services and brands, and opportunities for market players to monetise these interactions.”

– Andrew Moss, Technology Analyst

This report looks at the following areas:

- App innovation led by digital assistants, augmented reality, and artificial intelligence
- Opportunities for monetisation

Income from apps has extended beyond the app store, and advertising and sponsorship provide a massive revenue stream for apps which struggle to implement an in-app or subscription-based model. Innovation in augmented reality (AR) and location-based services can provide additional revenue sources, allowing apps to monetise virtual interactions based on their relationship to physical locations. However, privacy concerns related to data and location sharing means developers will need to tread carefully if implementing these potentially intrusive app features.

Convergence of app functions into multi-function apps has continued in 2017, and a push for digital assistant integration gives an indication of how consumers may interact with these functions in the future. However, consumers are currently reluctant to engage with integrated digital assistants in their mobile devices, which is likely due in part to concerns over the use of voice-control input outside of a home environment.

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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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- Opportunities for monetisation
- The facts
- The implications

The Market – What You Need to Know

- App revenue continues to rise

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Nielsen Ad Intel coverage

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Consumers want multi-functional apps

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AR, digital assistants and location-based services

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