App Development and Distribution Models 1Q 2013

Abstracts

This report evaluates the connected app marketplace in North America. The study examines the app development, management, integration, and publishing process for the major app-enabled devices - smartphones, tablets, and connected TVs.

"Connected device ownership is going mainstream, providing a solid foundation for app development and spurring rapid growth of app economies," said Heather Way, senior research analyst, Parks Associates. "Navigating multiple app environments is a developer challenge; therefore, developers must leverage existing skill sets to break down technical and financial barriers of delivering content across multiple Internet-connected devices."

Contents

List Of Figures

LIST OF FIGURES

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