

# App Development and Distribution Models 1Q 2013

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## 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.”

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