

Cross-Platform Apps: Market Update 4Q 2013

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Abstracts

This report provides an analytical review and update of the cross-platform app marketplace from smartphones to smart TVs. The study offers strategic insight into key consumer use cases by device platform as well as the monetization tactics and revenue estimates for market expansion.

The variety in device form factors and fragmentation in app platforms make it challenging for developers to design and develop apps that work across all devices and platforms. “Cross-platform apps that are well designed provide a great user experience across any device or platform and act as a strong lever in engaging and retaining customers,” said Tejas Mehta, Research Analyst at Parks Associates. “Cross-platform apps are also opening up new frontiers in interactivity and creating opportunities for monetization for app developers.”

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