

# m-Commerce and Entertainment Apps: Usage Trends

<https://marketpublishers.com/r/M2F61F60EB4EN.html>

Date: September 2015

Pages: 67

Price: US\$ 5,000.00 (Single User License)

ID: M2F61F60EB4EN

## Abstracts

This 360 View Update assesses the current trends in entertainment content consumption, payment app adoption, spending habits among mobile users, with results broken out by operating system, phone brand, service provider, and data plan size (for entertainment). It examines in music, video, and game consumption as well as payment app spending. For payment app spending, a TURF analysis examines combinations of purchase categories that may extend app reach and usage.

### Key Topics

Overview of smartphone and tablet ownership among U.S. broadband households

Breakdown of entertainment content consumption on mobile devices

Current adoption of mobile payment apps

Consumer spending trends with payment apps

### Research Benefits

Assesses m-commerce and entertainment usage by operating system, phone brand, service provider, and data plan size

Quantifies video consumption on mobile phones and tablets

Compares monthly expenditures on payment apps by OS provider

Provides a TURF analysis of payment app spending that may extend app reach and usage

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360 View: Mobility & the App Economy (Q4/15)  
Connected Cars and the Smart Home: Crossover Opportunities (Q2/15)  
Connected Car Services and Apps (Q2/15)  
Smart Watch and Beyond: New Mobile Experiences (Q2/15)  
Smart Watch: Extending the Mobile Experience (Q2/15)  
Choice of Mobile Device: The Consumer Perspective (Q4/14)

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## **ADDITIONAL RESEARCH FROM PARKS ASSOCIATES**

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