

# Mobile Applications today:

facts and figures

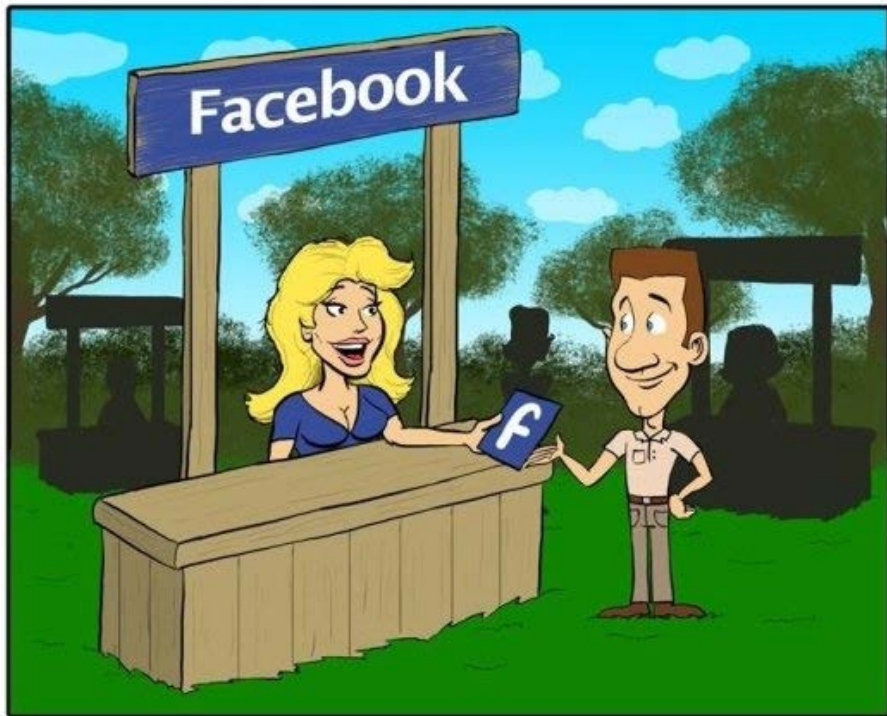
1,5 mln apps in Appstore and 1,6 mln in Googleplay exist nowadays (Statista)



However, only a few companies are dominating app usage (Techcrunch)

C-SECTION COMICS

SIGNING UP FOR FACEBOOK



SIGNING UP FOR GOOGLE PLUS

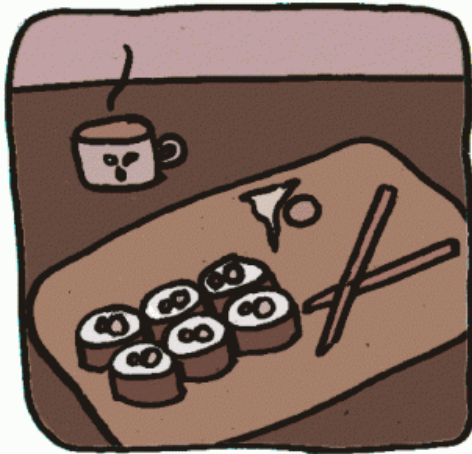


With games and media etc only being a step behind the trend (Wikipedia)

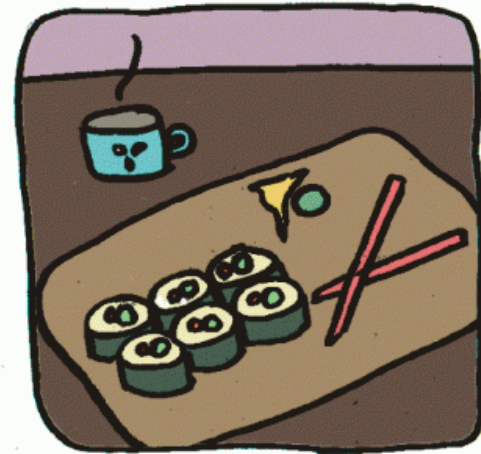


89% would rather spend time in the app than on mobile site (Nielsen)

INSTAGRAM:  
"LOOK AT MY SUSHI!"

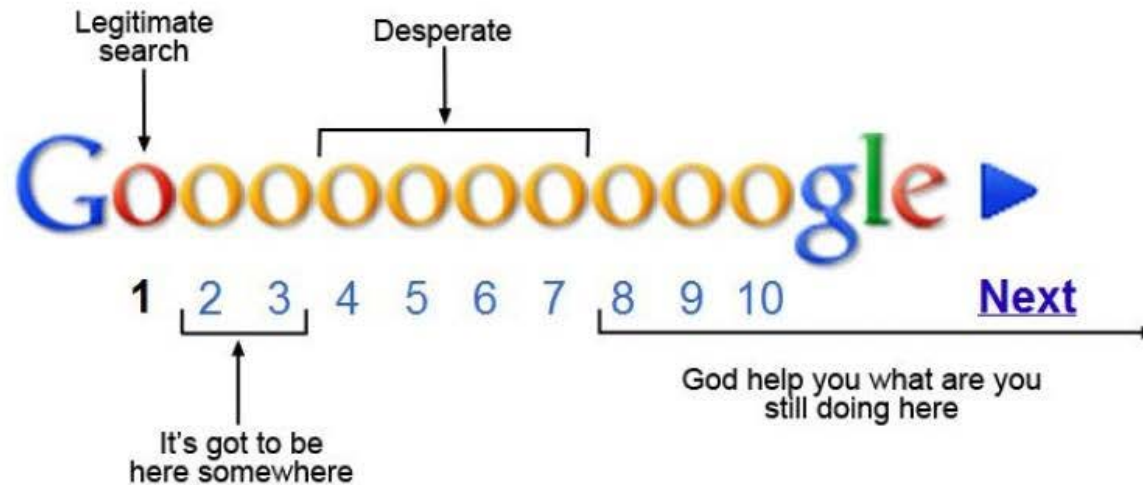


VINE:  
"LOOK AT MY SUSHI FOR  
SIX SECONDS!"



# 26% would search in app while only 48% would Google (Smart Insights)

EATLIVER.COM



39% of shoppers purchase via mobile app (Heidicoohen)

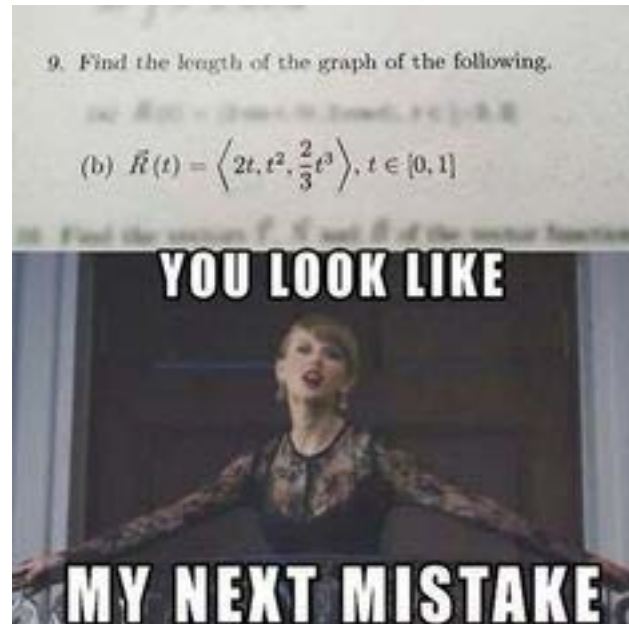


In-app advertising spend will reach  
\$7.1 billion by the end of 2015  
(Juniper Research)





35% of large enterprises will leverage apps by the end of 2015 (IDC)



Thank you

Questions?