# PARKS ASSOCIATES

# Successful App Business Models: Trends and Case Studies

By Harry Wang, Director, Health and Mobile Product Research; Heather Way, Senior Research Analyst; Jennifer Kent, Research Analyst; Christopher Coffman, Research Analyst

2Q 2013

| Synopsis | In-App Spending |
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*Successful App Business Models: Trends and Case Studies* analyzes the mobile app market, highlights consumer usage trends, and evaluates four major app developer business models. The report uses case studies of six mobile apps to showcase how app developers build and grow their businesses.

### In-App Purchase Spending: Smartphones vs. Tablets
(U.S. Broadband Households with Specified Mobile Device)
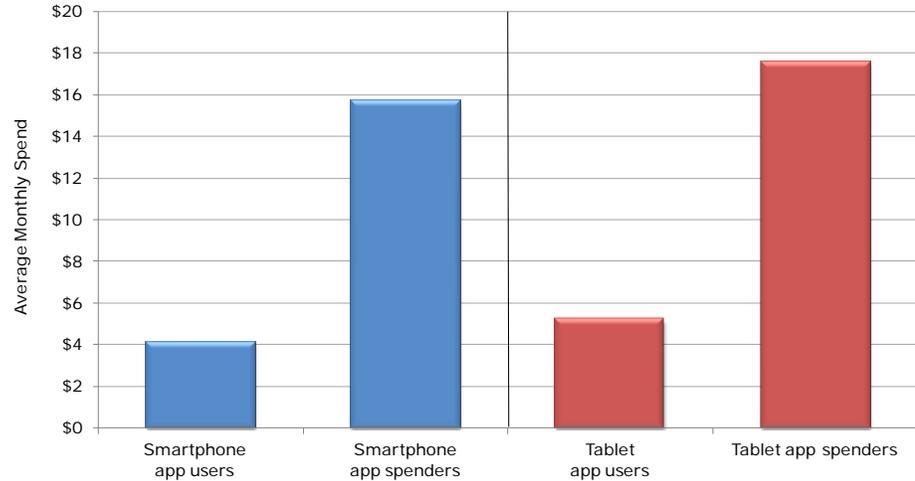


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"After five years of high growth, the mobile app market is entering adolescence," says Harry Wang, Director, Health and Mobile Product Research, Parks Associates. "Parks Associates projects that the rush to create apps will be over soon and market attention will shift to better monetizing existing apps."

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**Data Points**

**The Bottom Line**

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