

THEY'VE GROWN BIG AND FAST. THEY'RE RAMPANT IN ASIA. NOW THEY'RE MAKING US PAY.



# RISE OF THE PLANET OF THE APPS

iOS WORLDWIDE



## NORWAY - PLANET OF BIG MONEY DOWNLOADS

Revenue per download in selected countries (USD)



## EAST ASIA - LAND OF THE RISING DOWNLOADS

Tremendous growth in China and Japan



## BIGGEST PRIZE MONEY IN THE US

Local revenue from the #1 grossing iPhone app in selected countries. (Indexed values)



## IN-APP PURCHASE REVENUES ROCKET

Apps with in-app purchases now monetizing at more than double the rate of those without. (Indexed values)



## TAKING FLIGHT - GROWTH RATE OF IPAD DOWNLOADS

Downloads on iPad grew 200% in 2011, while iPhone only grew 70%.



## IPAD - A SIGNIFICANT SLICE OF THE IOS PIE

Revenue from iPad apps contributes to 30% of overall iOS revenue.



## IPAD - DOUBLE THE DOLLAR SUNSHINE

iPad generates 2.4X revenue per download compared to iPhone (USD)

