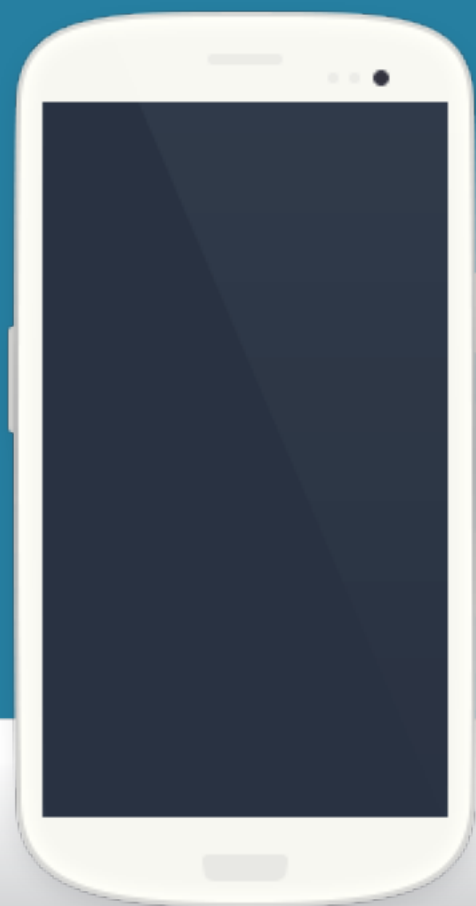
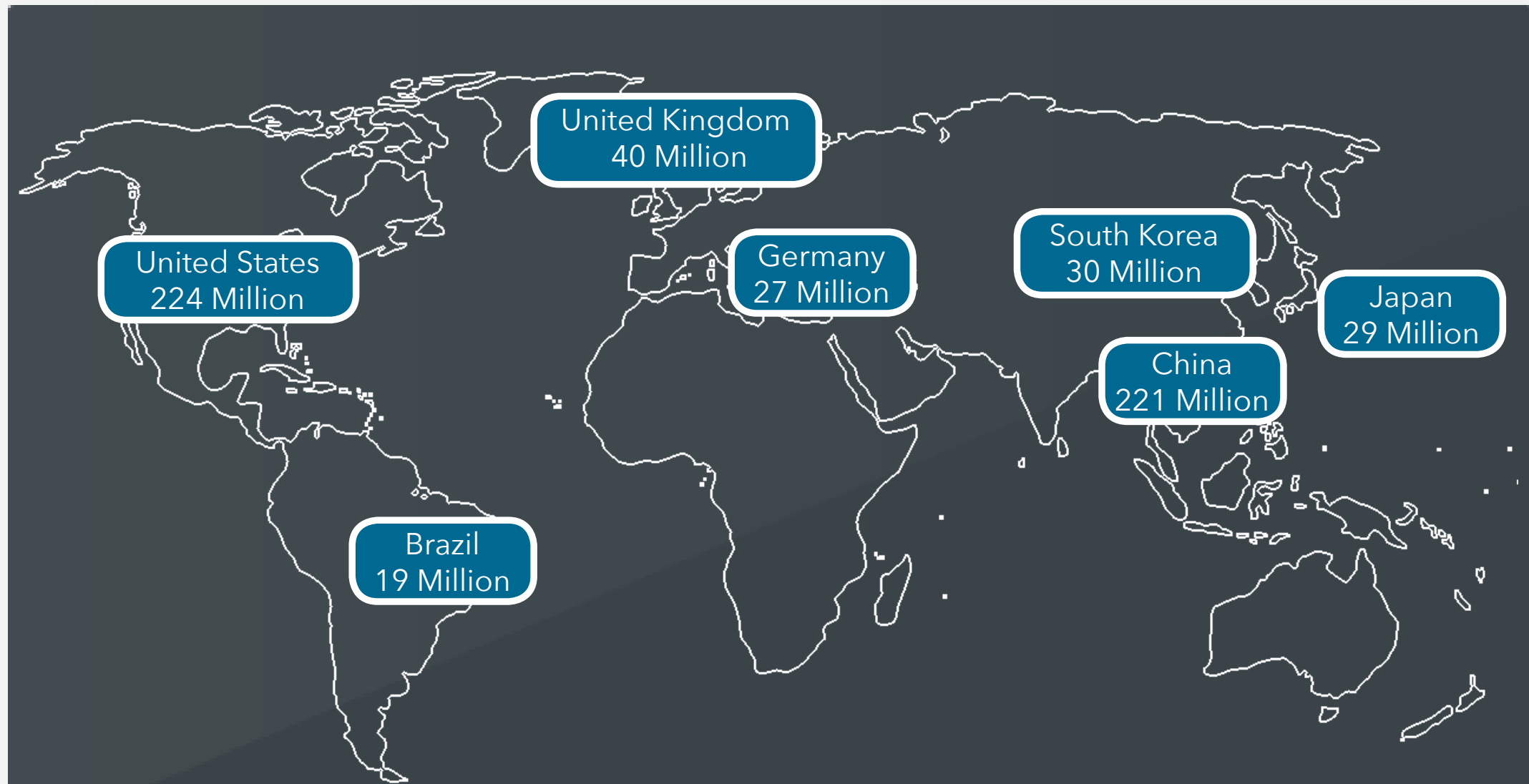


All About Apps

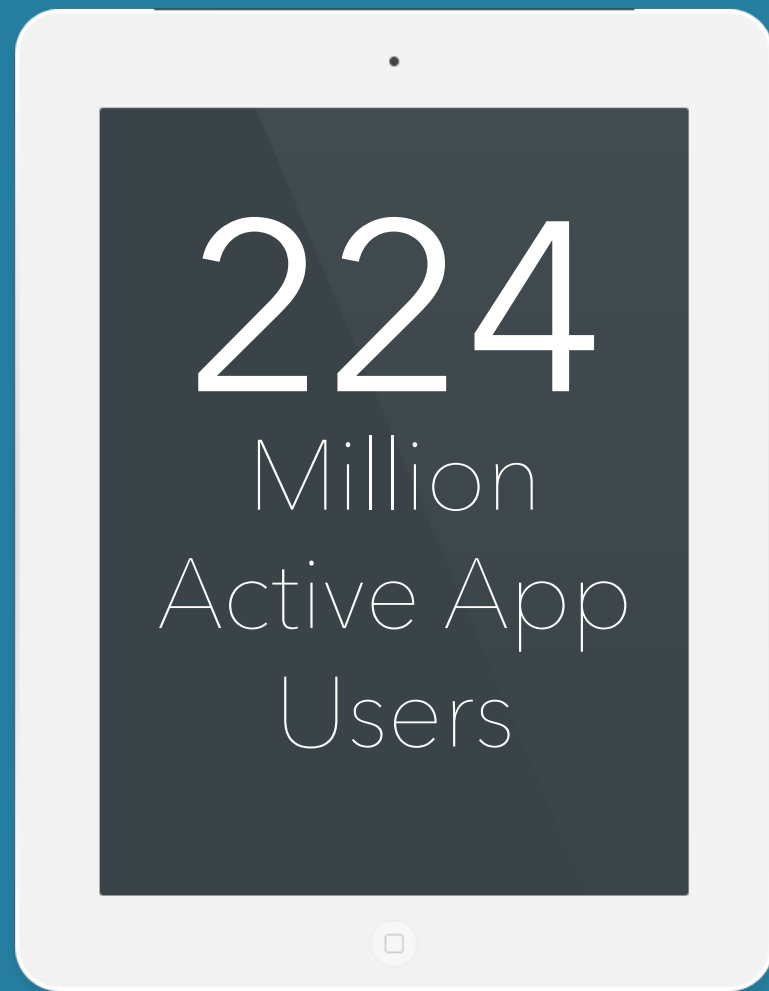


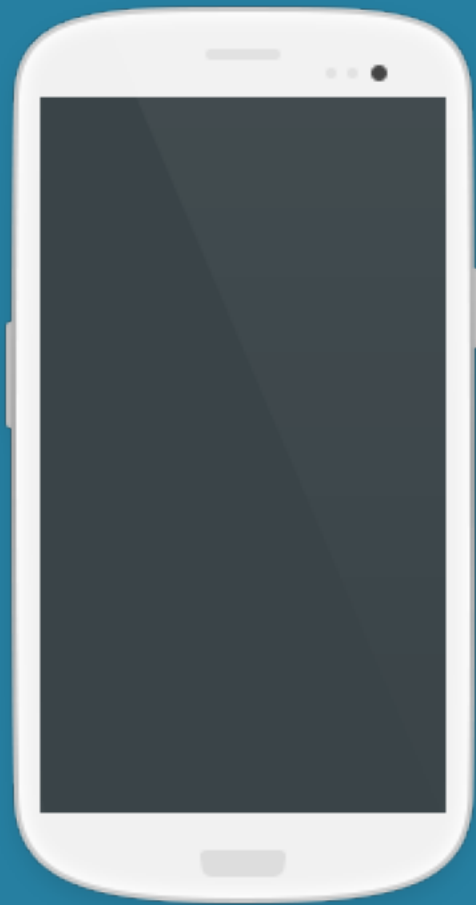
Worldwide Smart Device Users



Over 1 Billion Active Smart Devices Worldwide

US Digital Audience





Google Play
700,000 Apps



App Store
775,000 Apps

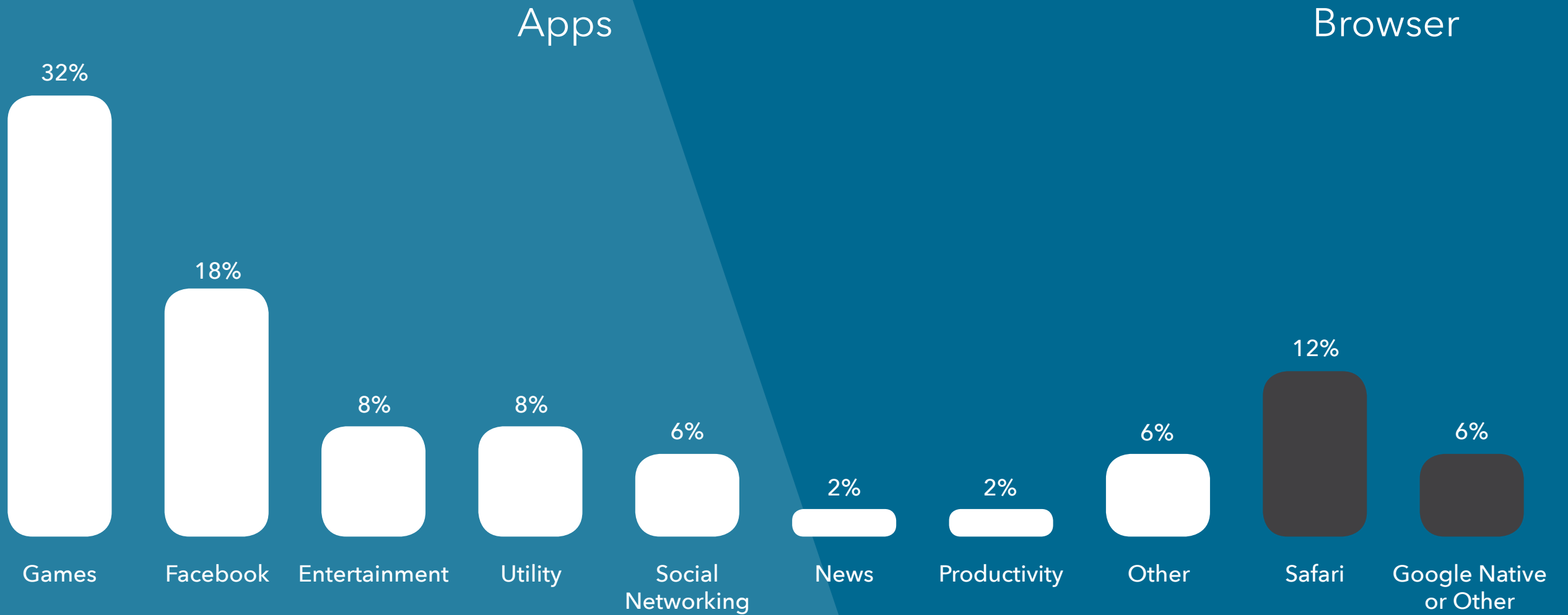


Windows Marketplace
50,000 Apps

25 Billion Dollars Annual Revenue

 \$16,000 per App, per Year

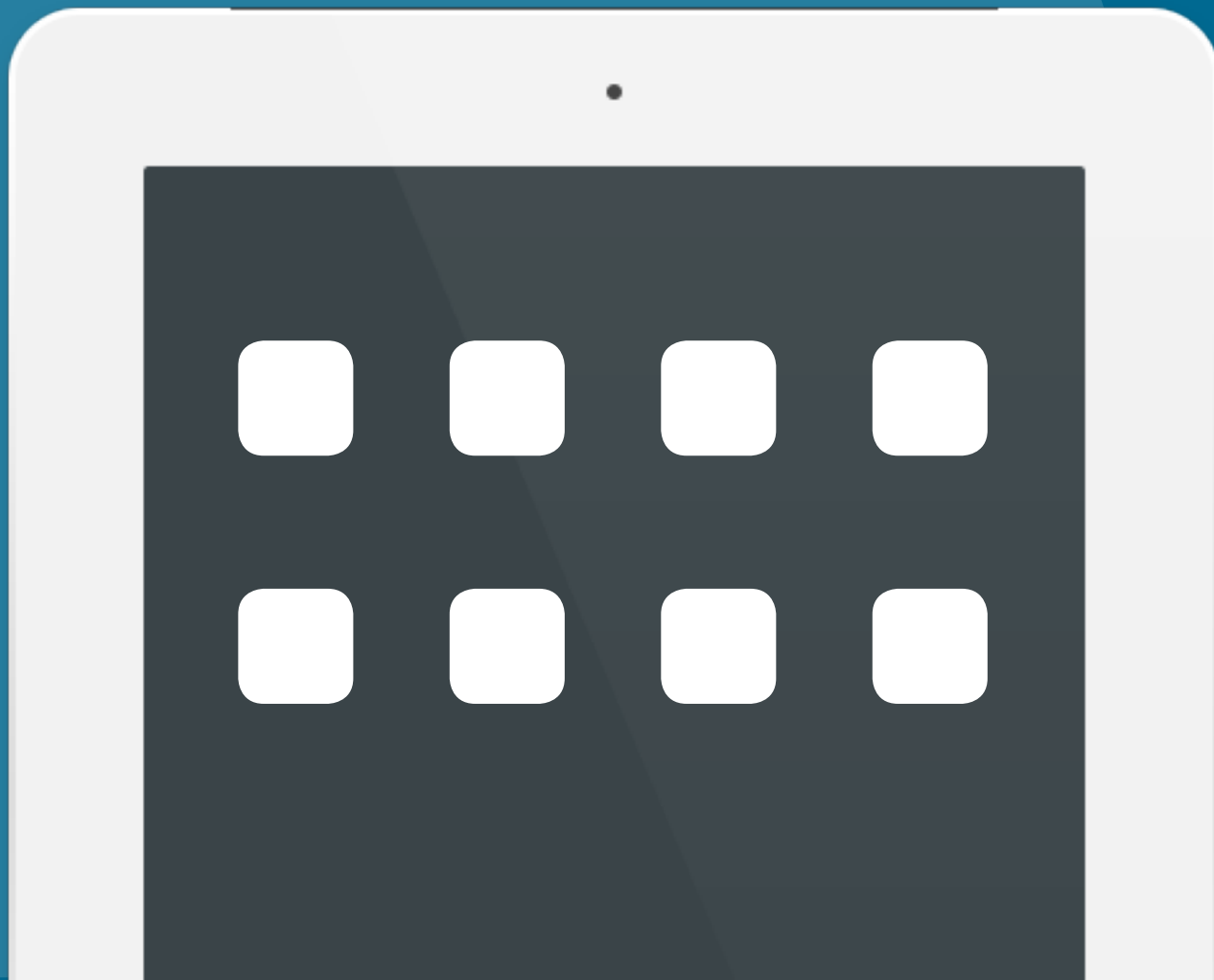
Time Spent on Android and iOS Devices



Daily App Usage

Average User Launches
8 Apps Every Day

52 Million Users
Launch Apps Between
7 and 9 P.M. Every Day



To Reach 52 Million Customers



250 Top Apps in iOS and Android



200 Top Weekend Newspapers



3 Top Network Television Shows

Cost of Development



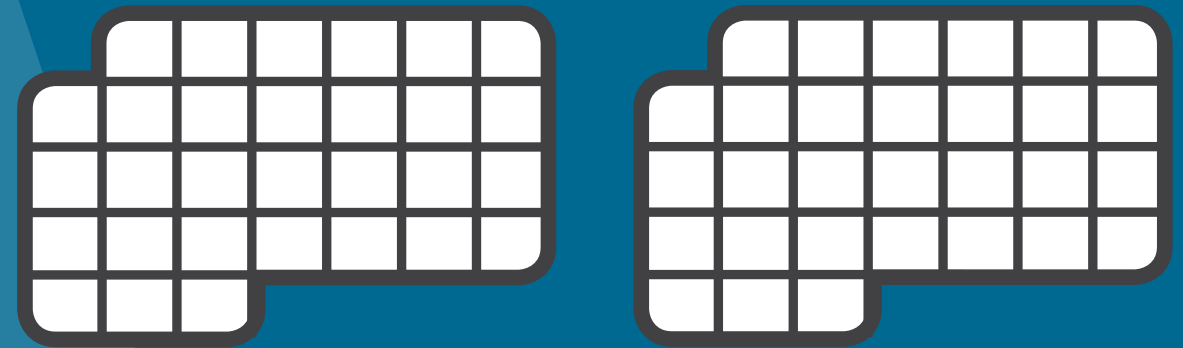
Average Cost per Episode
\$1.7 Million



Average Annual Newsroom Budget
\$200 Million



Average App Development
\$30,000



Average App Development Time
1-2 Months

Overview



More information available at the Flurry Blog
<http://www.flurry.com>