

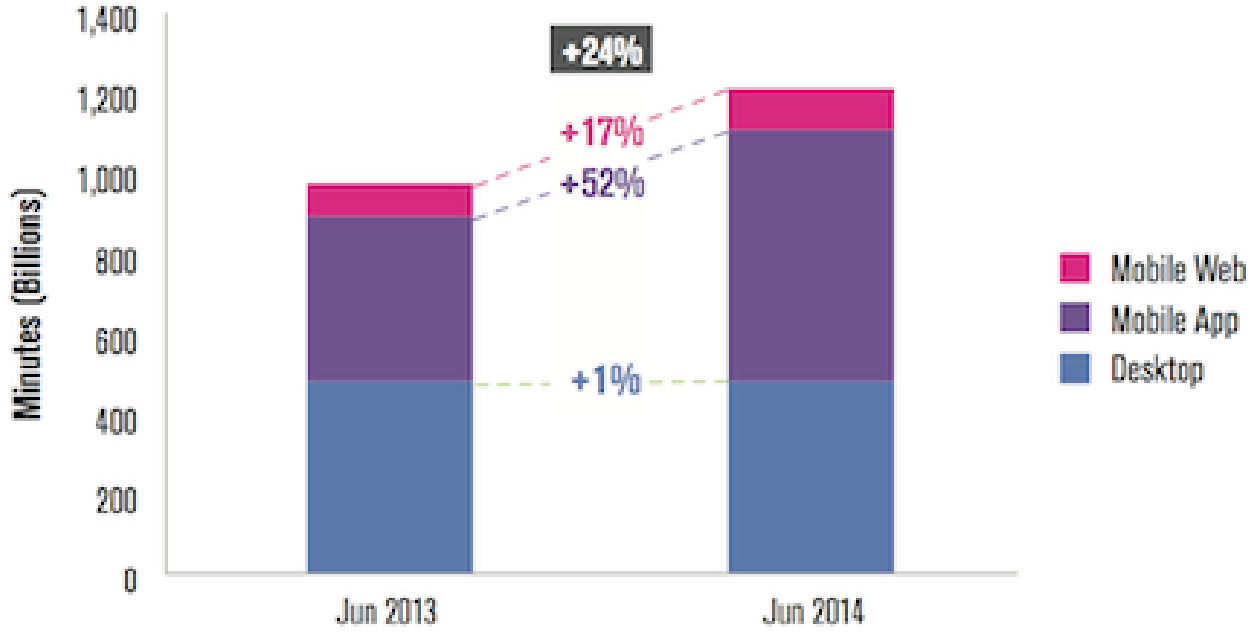


From Desktop to Mobile: What Are the Opportunities for Europe's Digital Economy?

The App Economy and the Internet of Tomorrow:
How Europe Can Seize the Opportunities

Lisbon Council, 10 December 2014

The Trend: a Shift from Desktop to Mobile



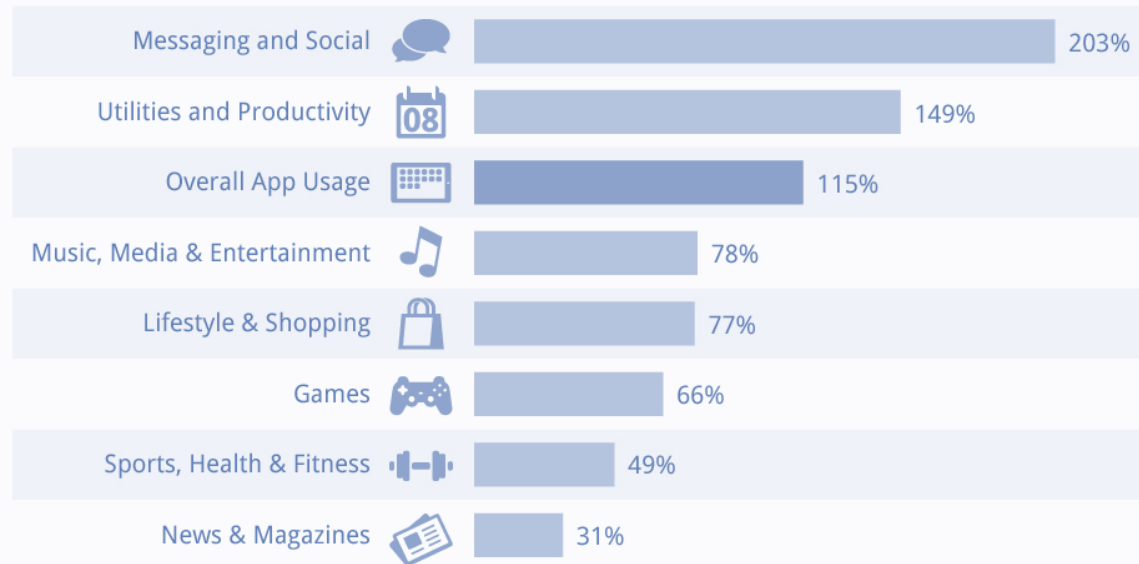
Digital Time Spent Growth Driven by Apps

Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., June 2013 - June 2014

Everything is an App and Apps do Everything

Messaging & Social App Use Triples in 2013

Year-over-year growth of app usage, by category*



* app use defined as a consumer launching an app

Source: Flurry Analytics

Mashable statista

Note that this chart refers to app openings, and not overall usage time (which likely explains the relatively low increase seen in games).



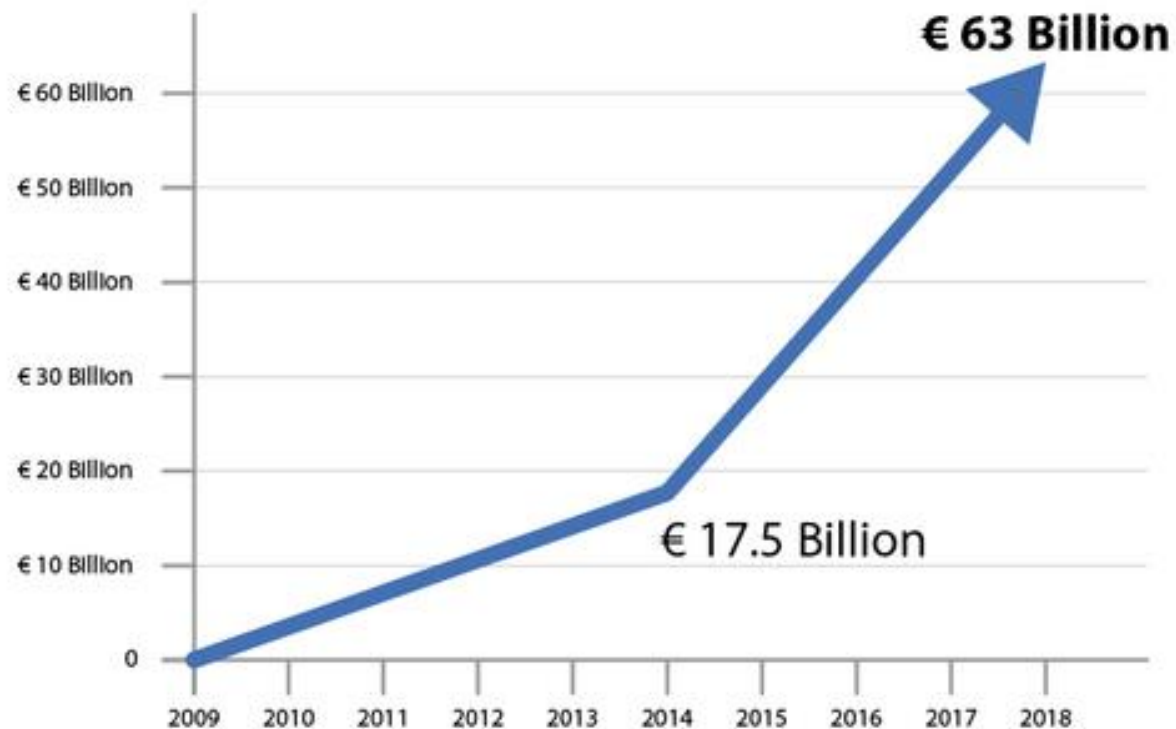
1981



Source: <http://vimeo.com/107569286>

The
European
App
Economy:
a positive
story

Revenues of € 17.5 billion,
rising to **€ 63 billion** by 2018



www.eurapp.eu

[@startupEU](https://twitter.com/startupEU)

www.startupeurope.eu

But, some work
needs to be done
to stimulate the

{ Happy Ending }

While investment is taking off in the U.S., Europe is lagging behind. Why? Because investors lack confidence, credibility and trust.

Jean-Claude Juncker
President of the European Commission



Today, a small business trying to spread across the EU faces 28 rules for consumer protection, data protection, contract law, tax rates. (...)

The benefits of a Digital Single Market are 260 billion euros a year, potentially more.

Andrus Ansip

Vice-President of the European Commission



The recipe is simple. It is up to
the policy-makers to mix

{ the right ingredients }

{ thank you }