

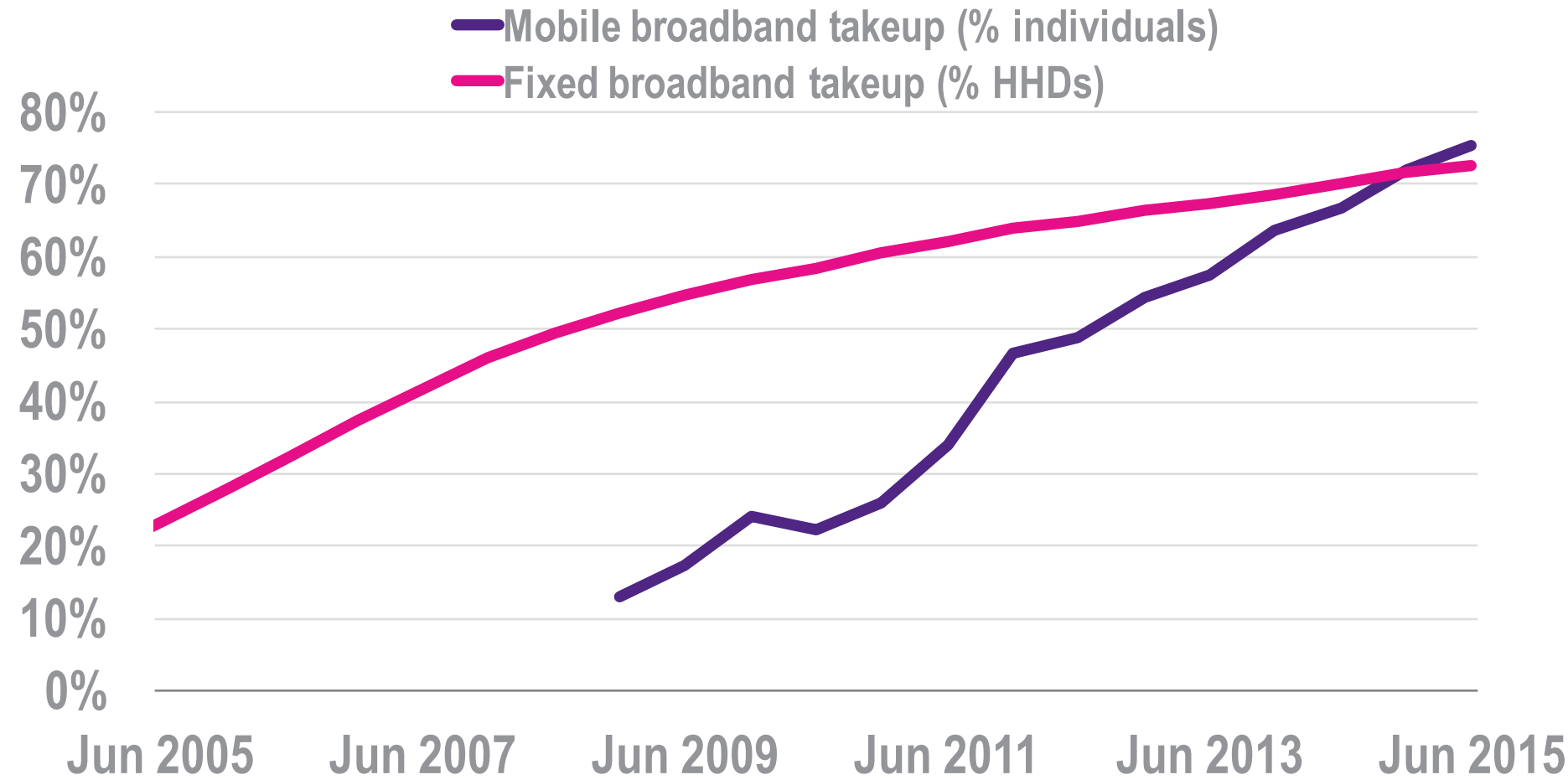
6 April 2016

The app economy – where online meets offline

Brian Williamson

Mobile access has overtaken fixed access

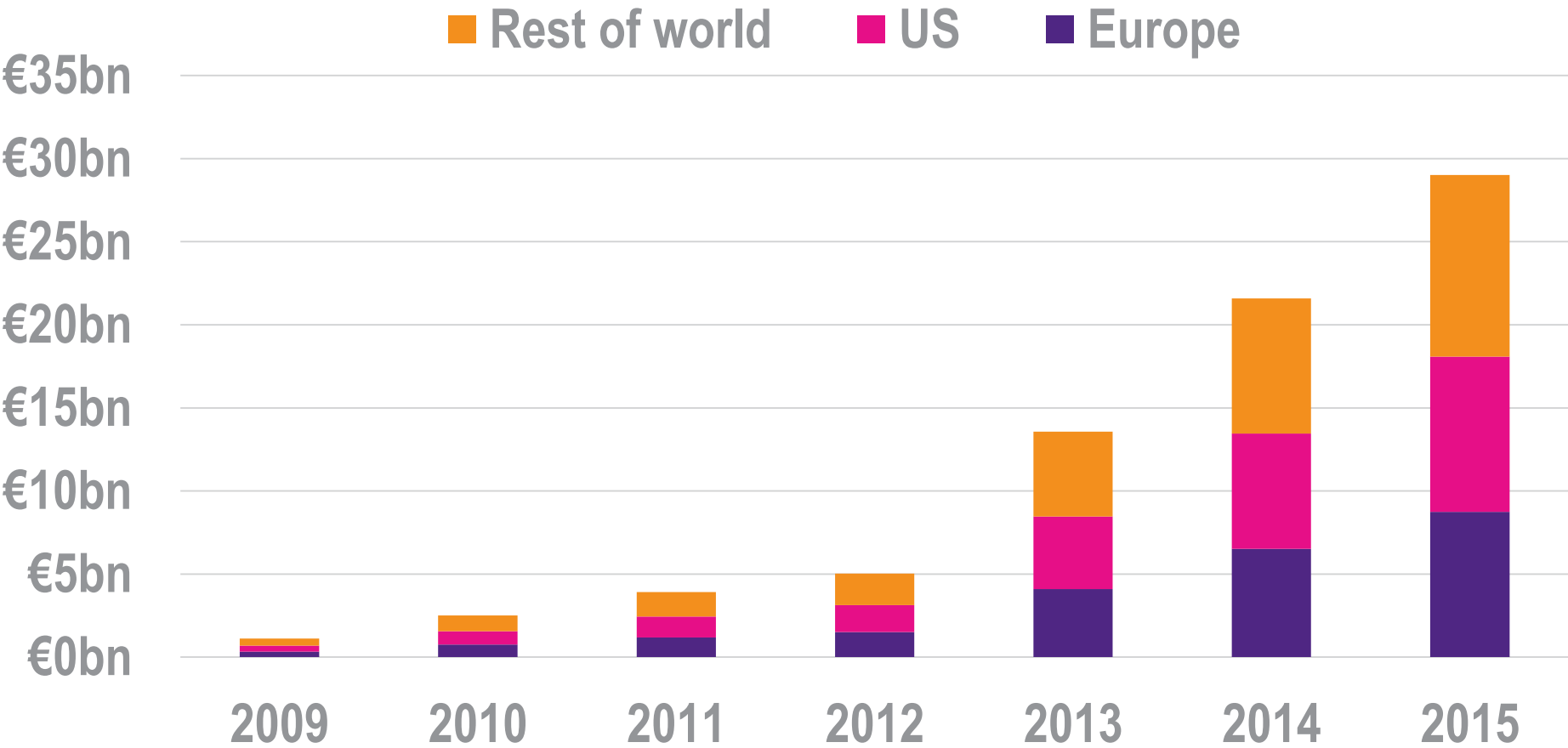
Broadband takeup, EU



Source: Plum Consulting, Digital Agenda, Eurostat

Europe makes up a third of global app revenues

Apple and Google. Excludes contract app revenues



Source: Plum Consulting, Apple, Google

