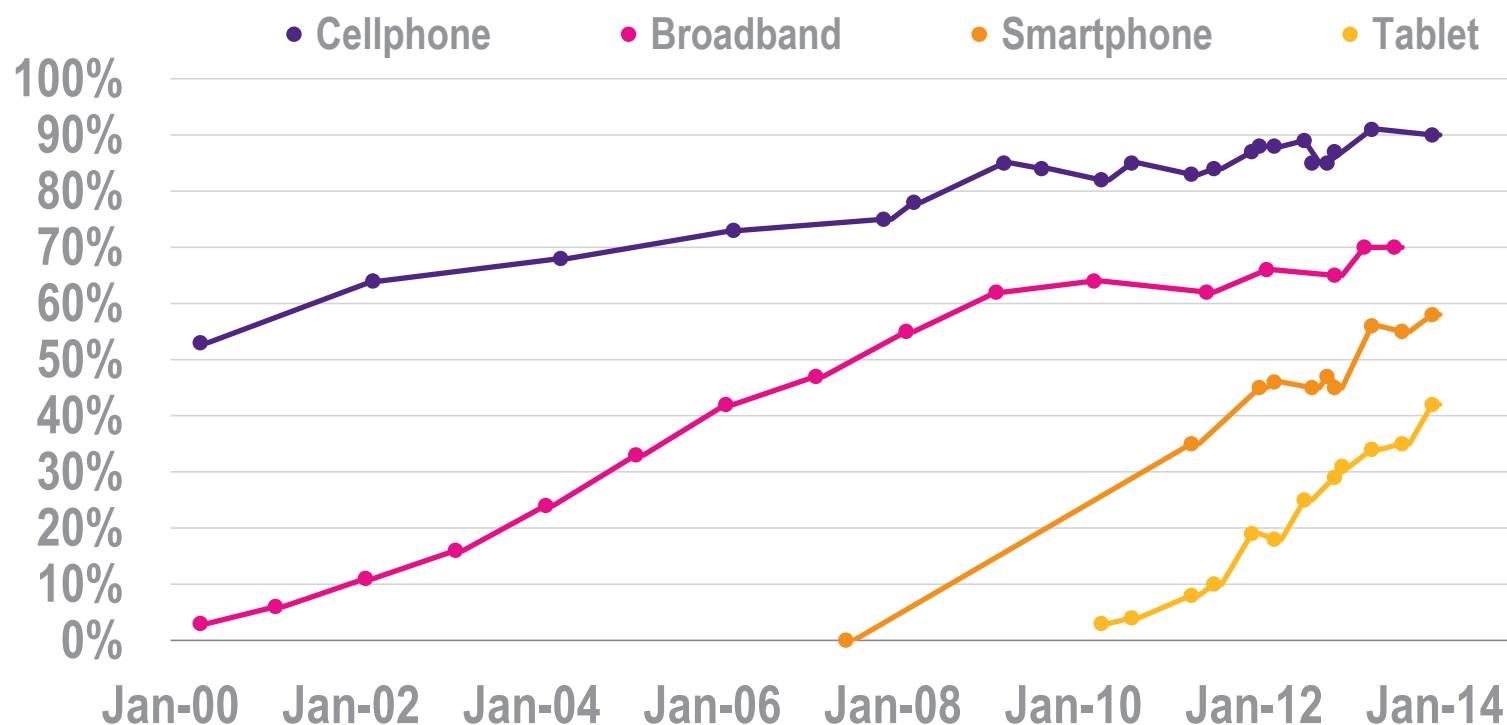


Rapid smart device adoption driven by apps

Technology adoption in the US

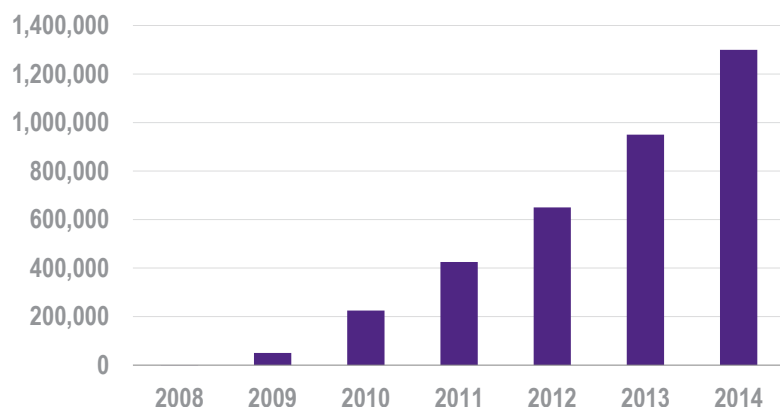
% of US adults



Source: Plum Consulting, Pew Internet Research

Apps – unprecedented growth supported by stores

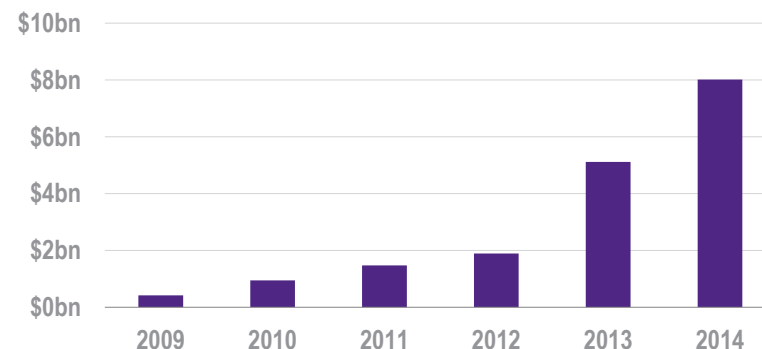
Apps available (midyear estimates)



Source: Plum Consulting, Apple and Google press releases

Annual app store revenue, Europe

Apple and Google stores



Source: Plum Consulting, Apple, AppAnnie

Contract revenues as much again

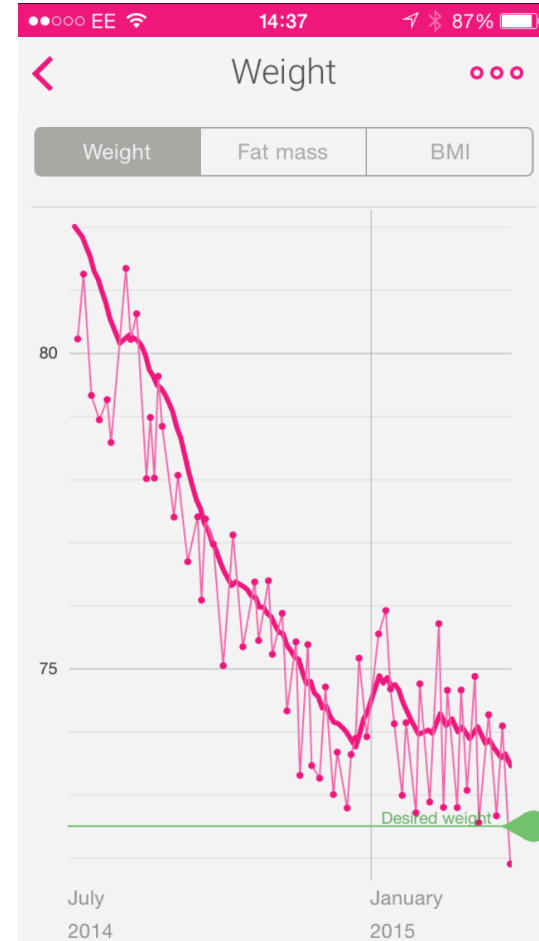
Apps platforms lower entry & adoption barriers, new platforms proliferating e.g. for health

Connected devices, apps & health

Withings scales

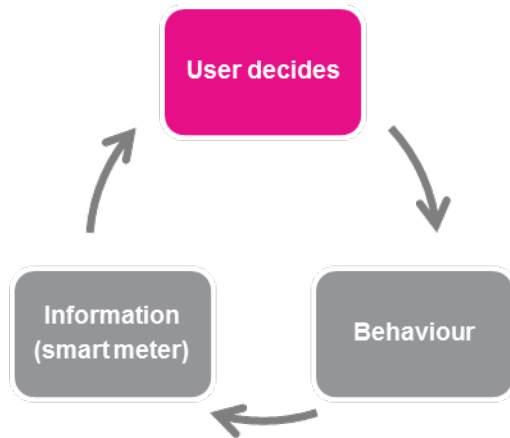


App automatically tracks progress

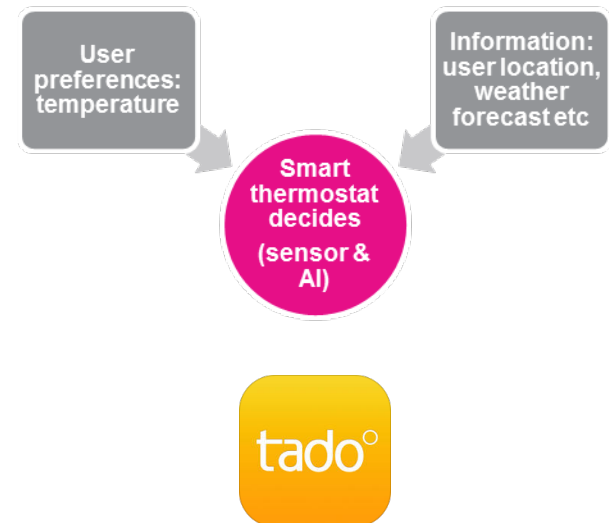


Apps are helping transform 'offline' to 'online'

Smart meter: User micro-management with feedback



Smart thermostat: "Executive level" user input with AI micromanaging



Energy savings 10-20%, rapid innovation via software that reaches the installed base

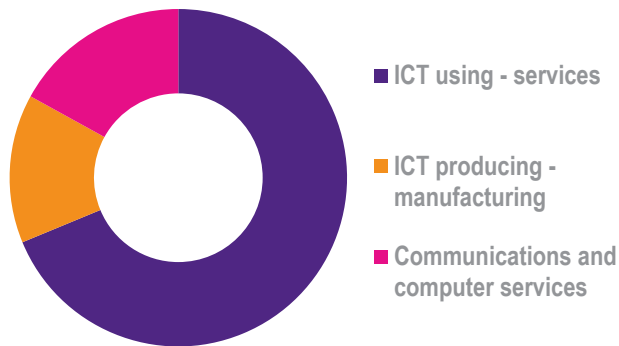
Most benefit will come from app use

ICT - decade to 2007

Apps – health, mobility, energy, transport

Use dominates productivity growth contribution

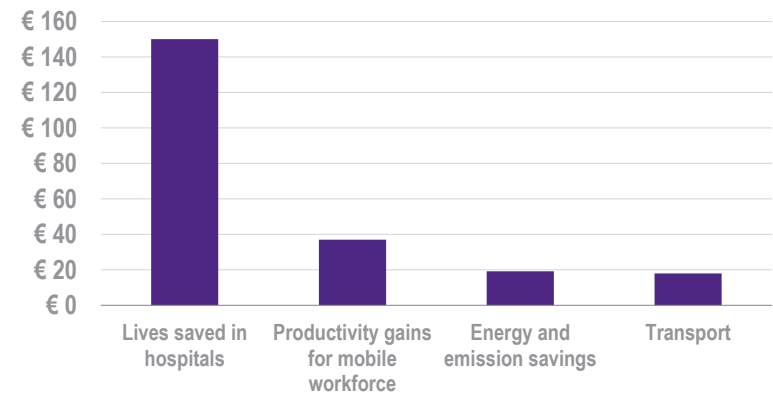
EU27, 2007



Source: Plum, KLEMS

Benefits from specific apps and verticals

€bn in 2020



Source: Plum Consulting

Not just about that app: a new game requires new rules

Embrace app
driven innovation
throughout the
economy

Facilitate open
access to
government data

Enhance
connectivity &
inclusion

The greatest policy challenges for the information society may now lie outside the sector

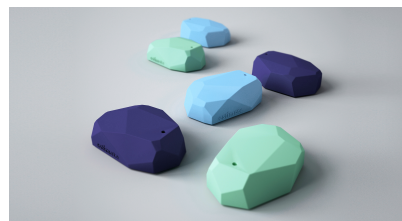
Not just about 'the economy'



"This technology has given me loads of confidence – it's given me the chance to be independent and be really free"

Lauren

- App helps blind & partially sighted people navigate
- Trial uses Estimote beacons (San Francisco, New York & Krakow)



- Supported & developed by
 - London Underground
 - Royal London Society for Blind People
 - ustwo (London, Malmö, New York & Sydney)
- <http://www.bbc.co.uk/news/health-31757593>

All About That App