

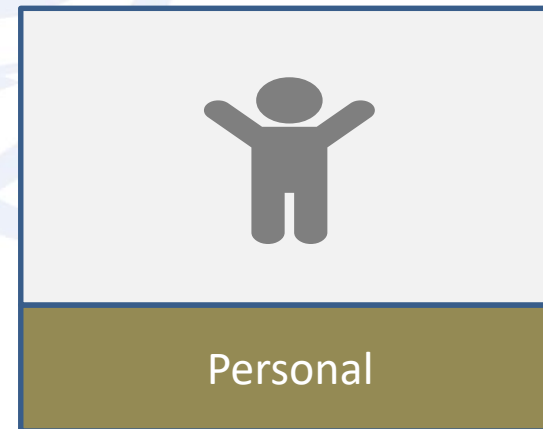
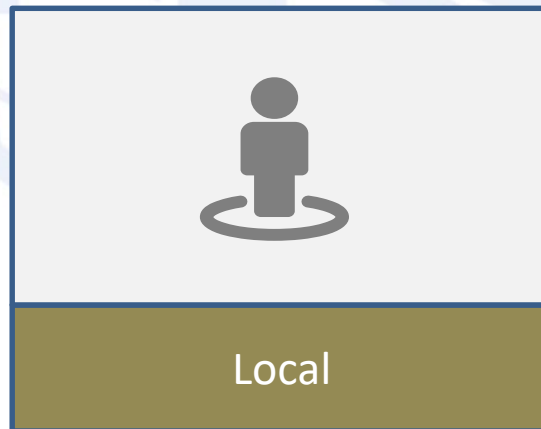
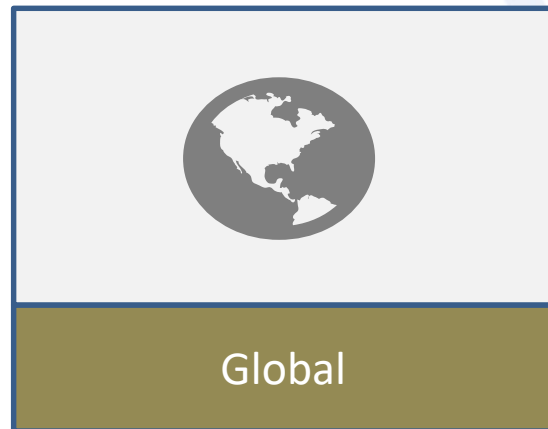
# App Economy

## Market analysis for Economic Development

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# App Economy

*The sum of all economic activity, products and services, required to deliver app functionality to end users via mobile broadband services*



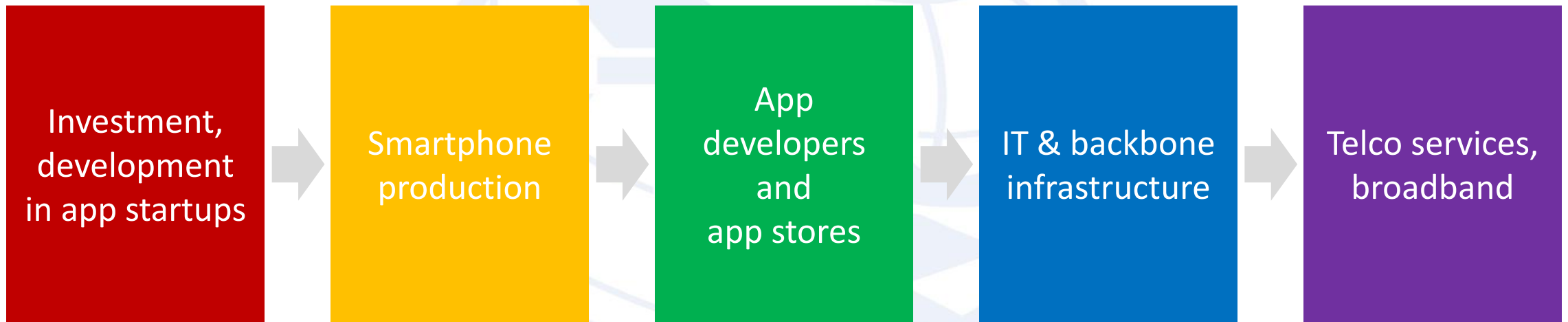
## Potential: exportable

Growth for a local area by writing a mobile application that is nationally or even globally successful.

## Opportunities for economic development

local universities,  
an educated workforce,  
desirable amenities such as quality of life and  
ease of recreation.

# App economy value chain

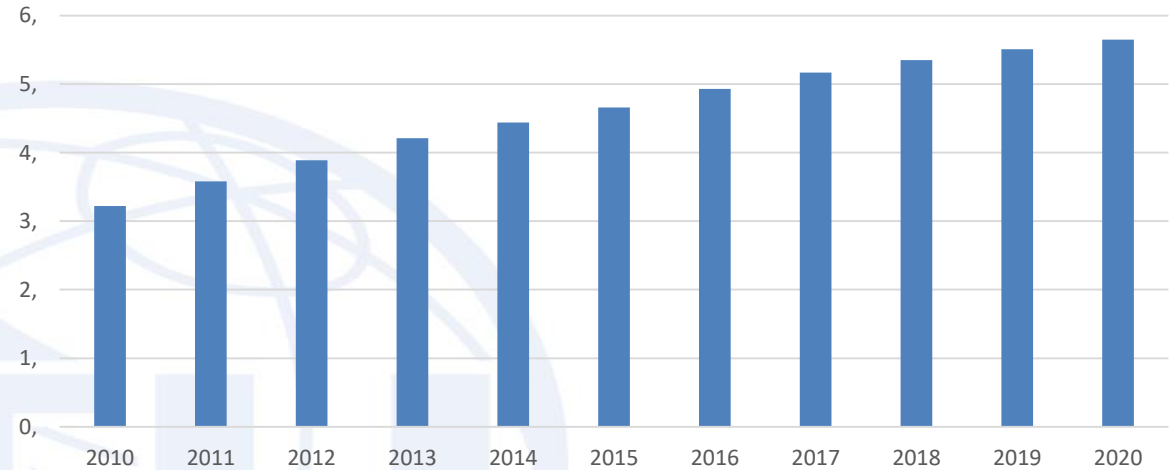


# Context statistics

## Subscribers

The number of mobile subscribers will continue to grow slowly but to reach more people even in developing countries

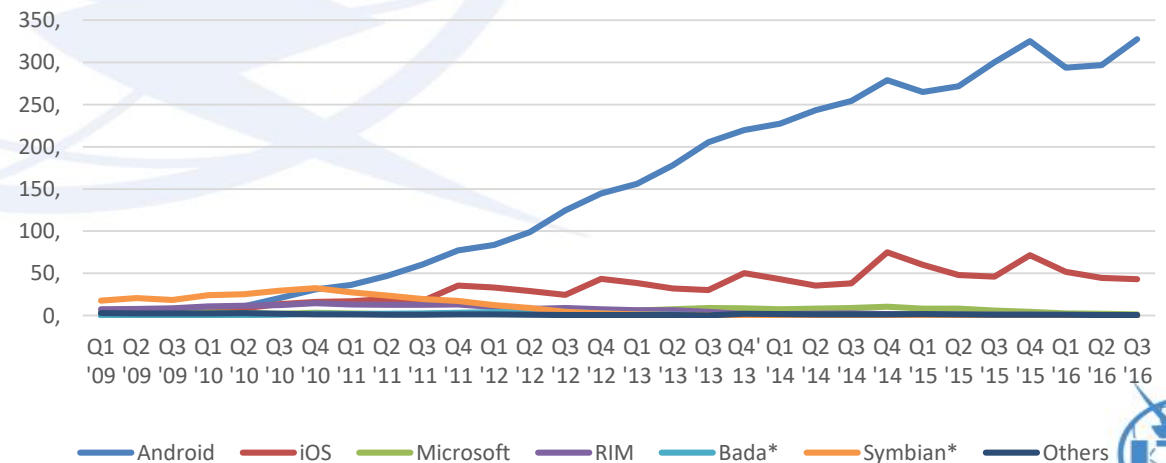
Global unique mobile subscribers 2010-2020 Number of unique mobile subscribers worldwide from 2010 to 2020 (in billions)



## Platforms

Sales continue to grow  
Two dominant players (IOS and Android)  
Innovation and new functionalities  
evolution

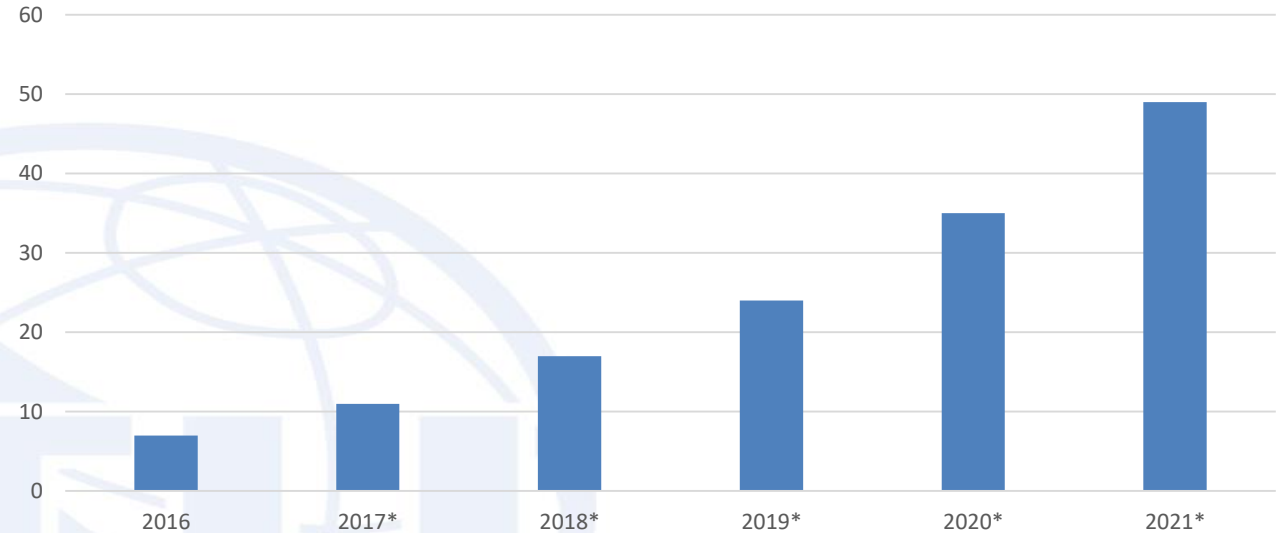
Global smartphone sales to end users from 1st quarter 2009 to 3rd quarter 2016, by operating system (in million units)



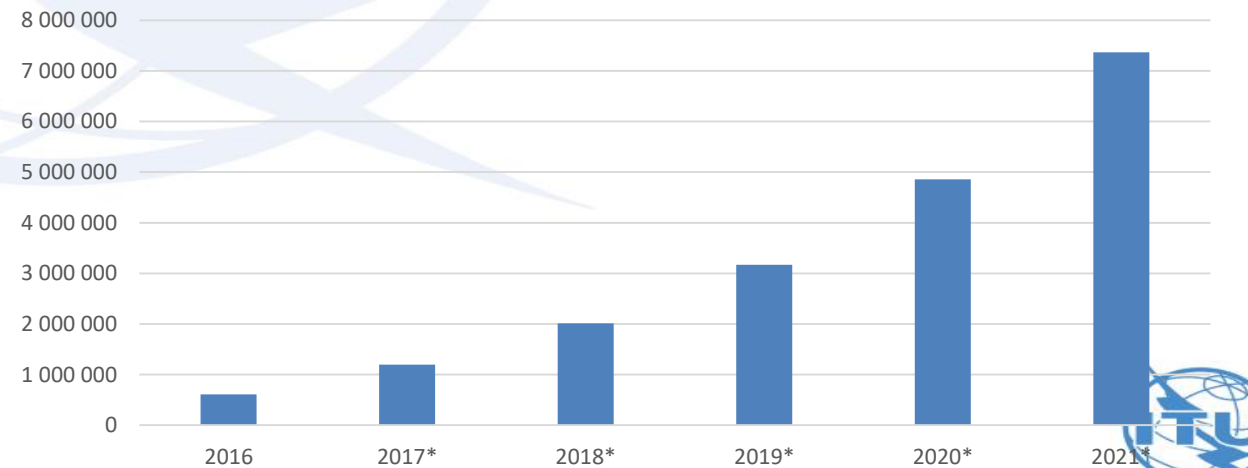
## Traffic

- Services delivered through the mobile telecommunications network, has led to strong growth in consumer demand for fixed and mobile bandwidth.
- Government policy concerning infrastructure investment, communications regulation and a range of related issues has played critical roles in the development of these services.
- The price and quality of these services remains a key political issue for many, if not most, governments around the world.

Global mobile data traffic from 2016 to 2021  
(in exabytes per month)

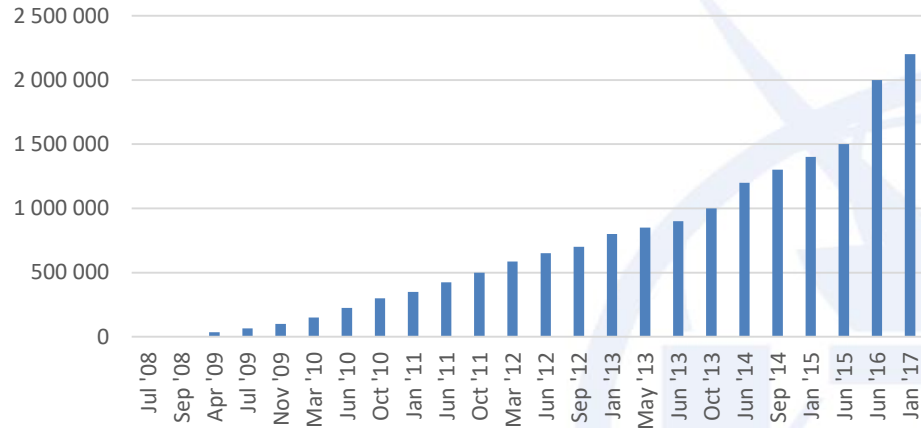


Mobile data traffic in Middle East and Africa from 2016 to 2021  
(in terabytes per month)

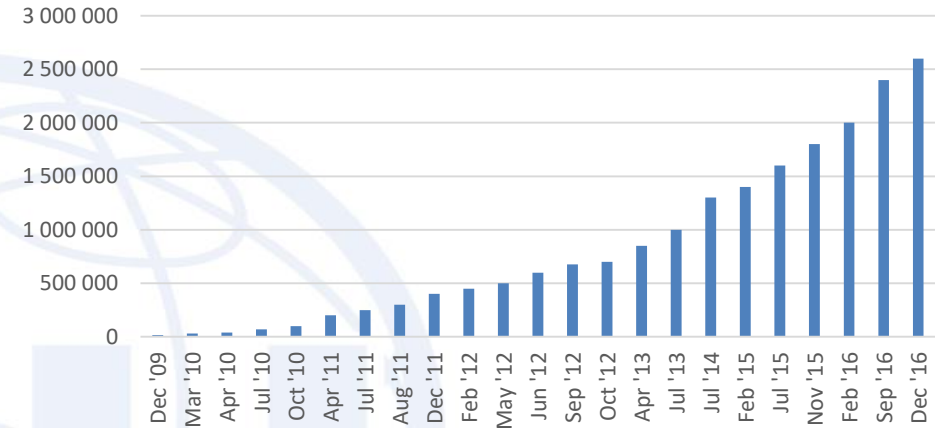


# Context statistics

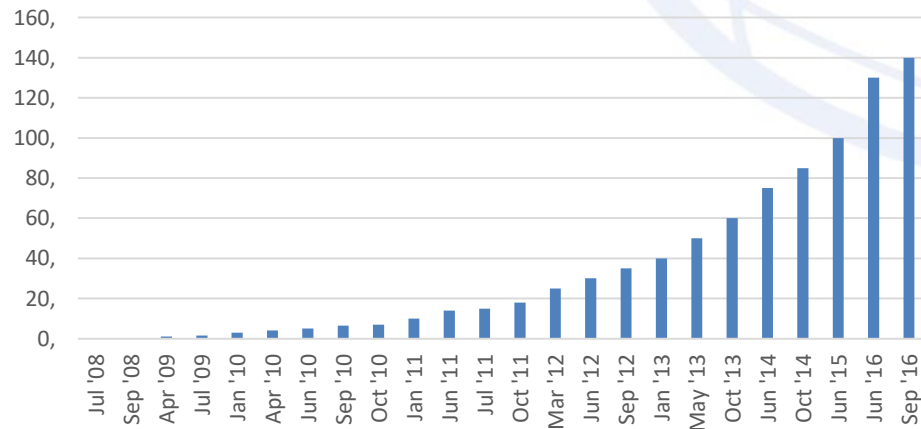
Number of available apps in the Apple App Store from July 2008 to January 2017



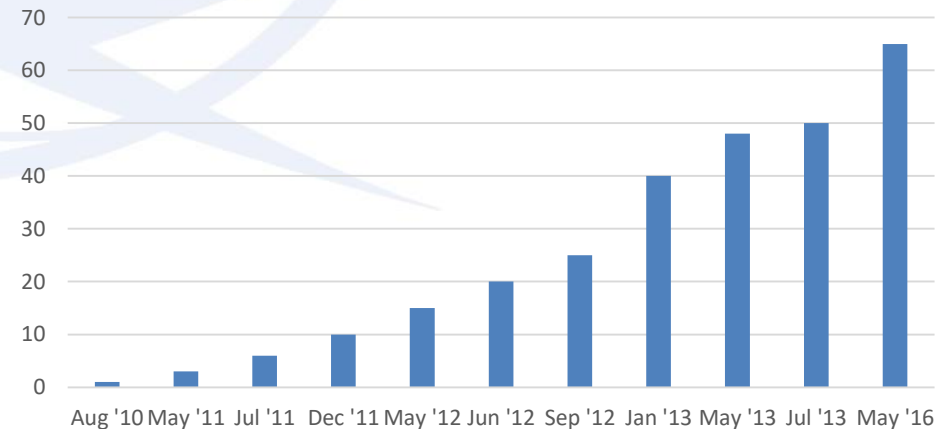
Number of available apps in the Google Play Store from December 2009 to December 2016



Cumulative number of apps downloaded from the Apple App Store as of Sept 2016 (in billions)



Cumulative number of apps downloaded from the Google Play as of May 2016 (in billions)



# Business models

## Premium

Charging money for an app

## Freemium

The app away for free  
Making money via in-app purchases (IAP)

## Ad supported

Apps are supported by advertising.

## Hybrid

freemium with ad-supported  
premium with in-app purchases (IAP)



# App economy for operators



Contributed to the app economy growth:  
pricing models  
Benefited from app economy: users have  
consumed much larger amounts of data



They are a pipe  
Picking majority of the revenues from core  
service  
A 'free' ride to OTT players



Deploy skills, partnerships and integration  
capabilities across the value chain

# Operator API contribution

Operator's initiative to be more involved in the chain value

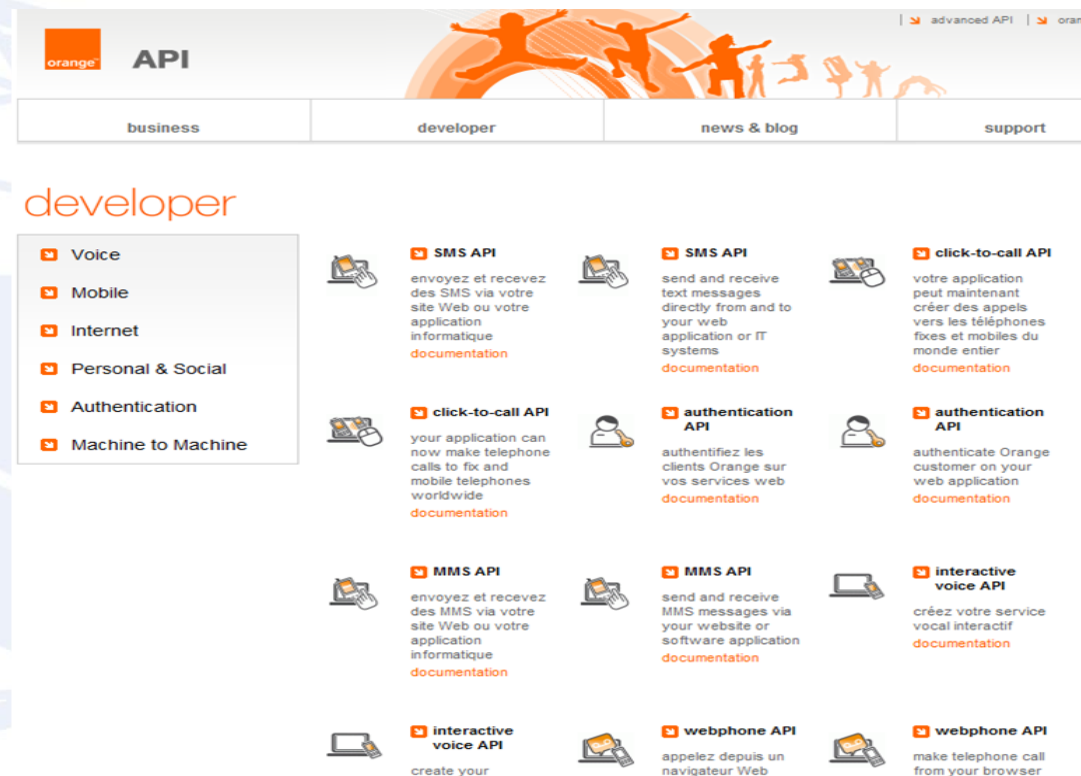
Objective: make money beyond connectivity

Usage universally low

Limited technical integration

Lack of commercial models and incentives

Difficulty to find and grow the markets of developers



The screenshot shows the Orange API developer portal. At the top, there is a navigation bar with the Orange logo and 'API' text. Below the navigation bar, there are four main sections: 'business', 'developer', 'news & blog', and 'support'. The 'developer' section is highlighted and contains a list of API categories: Voice, Mobile, Internet, Personal & Social, Authentication, and Machine to Machine. Below this list, there is a grid of API services, each with an icon, a title, a brief description, and a 'documentation' link. The services include SMS API, click-to-call API, authentication API, MMS API, interactive voice API, and webphone API.

API Category	API Name	Description	Documentation
Voice	SMS API	envoyez et recevez des SMS via votre site Web ou votre application informatique	documentation
	click-to-call API	your application can now make telephone calls to fix and mobile telephones worldwide	documentation
Authentication	authentication API	authentifiez les clients Orange sur vos services web	documentation
	authentication API	authenticate Orange customer on your web application	documentation
MMS	MMS API	envoyez et recevez des MMS via votre site Web ou votre application informatique	documentation
	MMS API	send and receive MMS messages via your website or software application	documentation
Interactive Voice	interactive voice API	create your	documentation
	webphone API	appelez depuis un navigateur Web	documentation
Webphone	webphone API	make telephone call from your browser	documentation
	webphone API	make telephone call from your browser	documentation

**Application economy allows great opportunity for in developing countries**

**Need a stable, secured and managed IT platform**

**Various business models**

**Need of developers in terms of number and qualification**

**Thank you for your presence**

