



iPhone app users have a **higher value** than Android app users



Utility app users have a **higher value** than game and entertainment app users



Average revenue is defined as monthly revenue (aggregate of 50 apps that met our criteria) / unique users per month



Apps with 500k+ downloads and/or 75k+ daily active users were used for calculation purposes



Apps spent an average of two weeks in their categories 'Top 10' listing and are Free apps



Value is based only on advertising revenues



Active user is defined as a usage of 3 times a week for a minimum of 5 mins