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# IOS Android App Store Report 2016: Business Intelligence App Store Report



iOS Android APP STORE 2016  
Business Intelligence Report

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## Synopsis

This report provides business intelligence for mobile content developers. This information is valuable for gaining a greater understanding of the App Stores, App Store Optimization, Pricing, Categories, Downloads and Unique Installs, and the Markets. Business intelligence is crucial for those developers and producers who wish to gain an edge in a highly competitive industry. This publication is the result of over 12 months of research and analysis conducted from July 2015 through to August 2016 and reveals the most recent global trends within the mobile content industry. Further information can be found at [www.ctalyst.com](http://www.ctalyst.com)

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