

# Apps Are A BIG Business



- ✂ In 2012 worldwide app downloads doubled to **60.1B**
- ✂ The average user uses **7.9 apps/day**
- ✂ In Q1 '13, app revenue hit **\$2.2B**
- ✂ By 2015, app revenue is projected to exceed **\$45B** with in app purchases adding **\$5.6B**
- ✂ By 2017 app downloads are projected to increase to **108B** with revenue exceeding **\$74B**

**BUT, the app ecosystem is in  
*app solute chaos***

# The Telco App Store Initiative - Be a *Trusted Advisor* To Your Customers



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## MOBILE INTERNET

**Franklin Wireless U210 Data Card**

Take your connection on the go with the worlds thinnest laptop USB modem

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w/ 2 year plan

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Vendor: PINTEREST, INC.

Rating: ★★★★★ (98)

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SUPPORTED FORMATS

DOWNLOAD



Screen shots;  
Click on thumbnail to zoom

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Use social media to promote apps

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Sign In X

Find a service

Facebook	Twitter	Email
Print	Gmail	StumbleUpon
Favorites	Tumblr	Pinterest
Google	Email App	LinkedIn
Blogger	Delicious	Y! Mail
Hotmail	PrintFriendly	AOL Mail

Pinterest  
http://appstore.carolinawest.com/app/pinterest.18205

Add This Privacy

# MTN Nextapps Store



Gidimo is a must have app for every Nigerian who desires to socialize, learn and grow. It is a life utility tool for the mobile generation.

Gidimo will help you to:

- Keep in touch with old friends and make new ones.
- Stay up to date with the latest news updates around the world.
- Prepare for SSCE.
- Get flight schedules, cinema schedules and much more.

This app takes less than a minute to download on the MTN 3G network.

It is free to download, however, data charges may apply. Subscription fees do not apply.

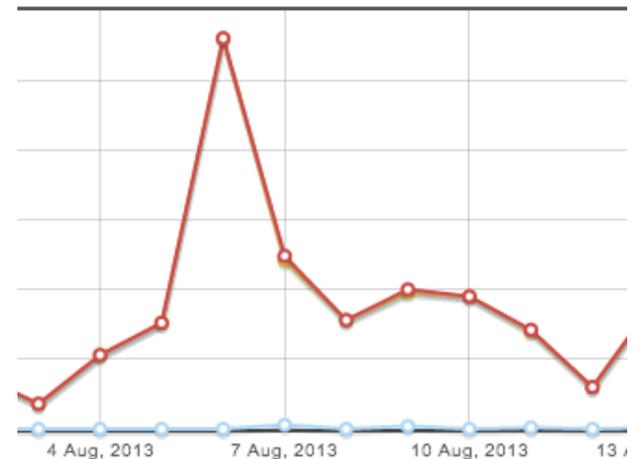
Text *gidimo* to 131 to download this app.  
Visit [nextapps.mtnonline.com](http://nextapps.mtnonline.com) to see more apps.  
Available on Android smartphones. Others coming soon.



everywhere you go

To check if your phone is Android, press the 'Home' button on your device, then navigate to 'Menu' - Settings - About Phone - Firmware version or Android version

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Advertise apps that are relevant to your customers

# neXva Super simple carrier branded app store



Our app store offers what your users have come to expect and much more:

- ✂ Branded web portal
- ✂ Branded Android app that includes best of breed UX
- ✂ Web2Mobile technology
- ✂ One click operator billing
- ✂ Push updates

The key to the app store is also what is in it, our service offering and tools solve this problem :

- ✂ Developer outreach by neXva and customized ingestion portal
- ✂ App testing and vetting
- ✂ App portfolio management and curation tools

# Targeted Content

The key to any app store is the apps!

Your app store is different because you choose the apps that meet your customers' needs

Localized  
Personalized  
Developer Outreach

Help your customers cut through the “clutter” in the app stores and bring them real, valuable apps



**AND, MAKE MONEY IN THE PROCESS**

# They understood the opportunity



Competitive Carriers Association  
Rural • Regional • Nationwide



Steve Berry, President and CEO,  
Competitive Carriers  
Association - Voted one of the  
most powerful people in  
wireless by FierceWireless.

Steve Berry, CEO of the CCA says *“We chose neXva because they are by and far the most flexible of offerings available. With their technology offering carriers of all sizes can have their own app store. This gives carriers many advantages such as more revenue, more presence on user’s devices and greater stickiness with the subscriber.”*



World’s third largest wireless operator with more than 260 million subscribers. Present in more than 20 countries. Singtel and Vodafone are significant shareholders. Airtel’s footprint stretches from India to Africa.



MTN Group - a South Africa-based multinational wireless carrier, operating in many African, European and Middle Eastern countries. With 15B turnover and the 5th largest telco in the world in number of subscribers MTN is a fast growing and innovative carrier.

Thank you



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