





















© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.





© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.











© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.





© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.





















Strategies for The Apps Economy

International Data Corporation

Jay Gumbiner

Research Vice President

IDC LATAM































© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.





© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.



© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.







© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.



© GEN – The Global Executive Network is a registered trademark

Images on the website have been digitally watermarked with ownership and usage information. Digimarc and the Digimarc logo are registered trademarks of Digimarc Corporation. The „Digimarc-Enabled“ Web Button is a trademark of Digimarc Corporation, used with permission.

