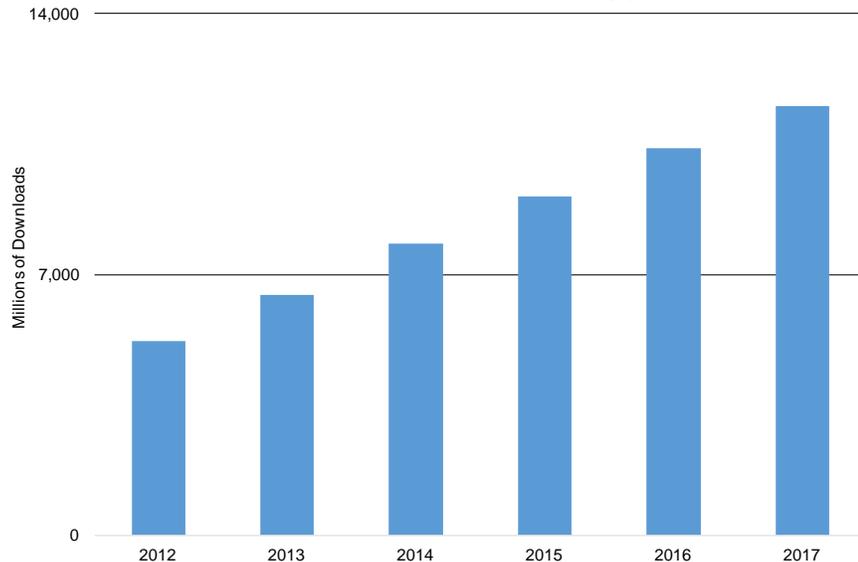


Synopsis

This report takes a close look at how APIs and app mash-ups create new business opportunities for app developers and service providers. It profiles major API providers and successful mash-ups and analyzes the implications of APIs as a new competitive advantage for companies operating in digital media publishing and distribution, digital communications, and online and mobile commerce.

App Forecast

North American Market Mobile App Downloads



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Publish Date: 1Q 14

Apps deeply weaved into people’s “fabric of life” in just five years, thanks to the popularity of smartphones and tablets. APIs as tools to connect users with the right information, service, and experience not only are a key enabling solution but also become an asset to app developers and their customers/partners to capture greater value from the App economy. “API is not only the lubricant of the app economy but also one of the engines of the app economy,” said Harry Wang, Director of Mobile & Health Research at Parks Associates. “Developers and service providers will benefit significantly from a successful API strategy if they have the right partners and build the right business models around it.”

Contents

The Bottom Line

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Definitions
- 1.3 Research Approach

2.0 APIs and Web Services: Functions and Business Models

- 2.1 APIs for Mobile App Developers
 - 2.1.1 API Types and Their Use in App Development
 - 2.1.2 Mash-ups
 - 2.1.3 APIs for Cloud Services
 - 2.1.4 Network APIs: A Service Provider Perspective
 - 2.1.5 API’s Revenue Models

3.0 API Management Platforms and Services

- 3.1 The Need for API Management
- 3.2 Major API Management Platforms and Services

3.3 Trends in API Management Industry

4.0 API and Mash-Ups: Case Studies

4.1 API for Digital Content Publishing/Distribution: Spotify

4.2 API for Retail and Commerce: Best Buy

4.3 API for Digital Communications: KaKao Talk

5.0 Market Implications and Recommendations

6.0 Appendix

6.1 Glossary

6.2 Company Index

Figures

Key Entities in API Industry
 Companies Researched and Briefed for Report
 Types of APIs
 Open APIs by Category
 Open Mash-Ups by Category
 Leading Cloud API Providers
 Open Cloud API Initiatives
 Network APIs and Benefits to Developers
 Telco's API Initiatives and Strategies
 API-enabled Business Models
 API Management Company's Role and Service Categories
 Major Third-Party API Management Firms
 Market Positioning of Major 3rd-Party API Management Firms

Attributes

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