



## About the App Economy

Smartphones are the single most rapidly adopted technology in human history, outpacing innovations like the printing press and the steam engine. In just 10 years—and with the marriage of app stores (or platforms), mobile, and cloud—apps changed the phones, devices, and services we use every day. Altogether, platforms, devices, apps, developers who make apps, the consumers who use them, and all the economic activity (like digital transactions) make up the app economy.

But the network of activity driving this economy is more than just the apps on a phone. In the last fifteen years, the sheer market power of the app economy resulted in a host of services to support and grow app development. Everything from digital advertising services to venture capital funds to tech incubators comprise the wider ecosystem that serves app and connected device companies. The app economy provides tremendous business potential for small, independent companies to engage with customers on a global scale and bring the transformative power of their products to industries like healthcare, agriculture, and transportation. Without apps, a smartphone is just a phone, after all.



### Policy Priorities

-  **BROADBAND, INCLUDING TELEVISION WHITE SPACES**
-  **CONNECTED HEALTH**
-  **WEAR IT ACT**
-  **PRIVACY**
-  **ENCRYPTION & LAWFUL ACCESS**
-  **TECHNICAL STANDARDS**
-  **PLATFORMS & COMPETITION**
-  **COVID-19**
-  **WORKFORCE DEVELOPMENT**
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### Fast Facts:

- The app economy is a \$1.7 trillion ecosystem led by U.S. companies.
- App developers and related companies, directly and indirectly, employ 5.9 million Americans.
- Consumers spent more than \$120 billion globally in app stores in 2019, nearly two times what consumers spent in 2016.
- In 2019, 317,673 companies were active in the mobile app market in the United States.
- Today, there are more than 2 million apps available on the major app platforms.

## In Your District- Imagine This! Marketing Group



Located in Effingham with 10 employees, Imagine This! Marketing Group serves their clients as an outsourced marketing department for the price of only one employee. They serve other small to mid-sized businesses, and their services range from traditional strategic marketing and public relations to web development and search engine optimization.

## About ACT | The App Association

ACT | The App Association is an international organization for small and medium-sized tech companies. We work with industry leaders and new entrants that are innovating to improve productivity, accelerate learning, deliver entertainment, and promote healthier lifestyles. Together we represent the growing app ecosystem in all its diversity. The app marketplace is growing in areas outside traditional tech hubs. In the United States, more than 83 percent of app companies are located outside of Silicon Valley, and 13 percent operate in rural and suburban areas.

With a flourishing app economy in all 435 congressional districts across the United States and around the globe, app makers are as mobile and diverse as the industry they represent, working in any location and in companies as small as a single developer. If you would like a briefing about how apps and the mobile economy are critical to your constituents, pick up your smartphone and call us or use an app to reach us via DM, SMS, or instant message.



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