



LOUVAIN
School of Management

UNIVERSITE CATHOLIQUE DE LOUVAIN

LOUVAIN SCHOOL OF MANAGEMENT

Le « Pricing Model » des applications mobiles et plus précisément
des messageries instantanées.

(Annexes)

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Mémoire-recherche présenté par
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en vue de l'obtention du titre de
Master en sciences de gestion

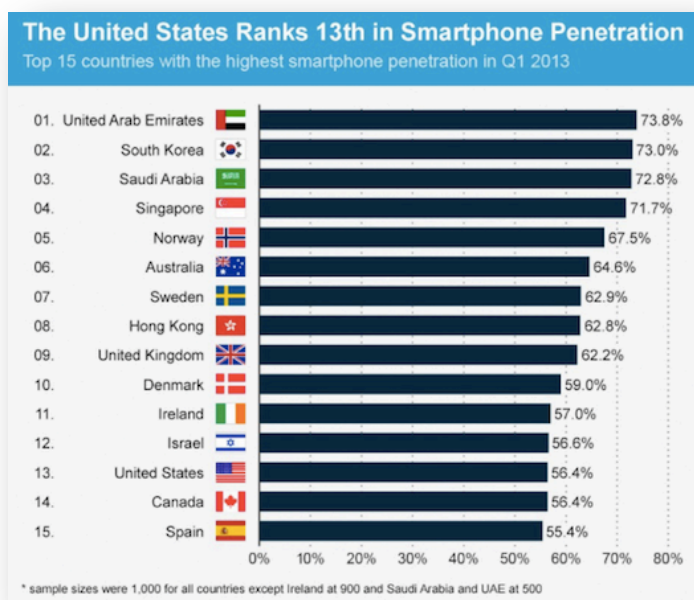
ANNEE ACADEMIQUE 2014-2015

Annexes

Tableau 1: Worldwide Shipments (in millions)

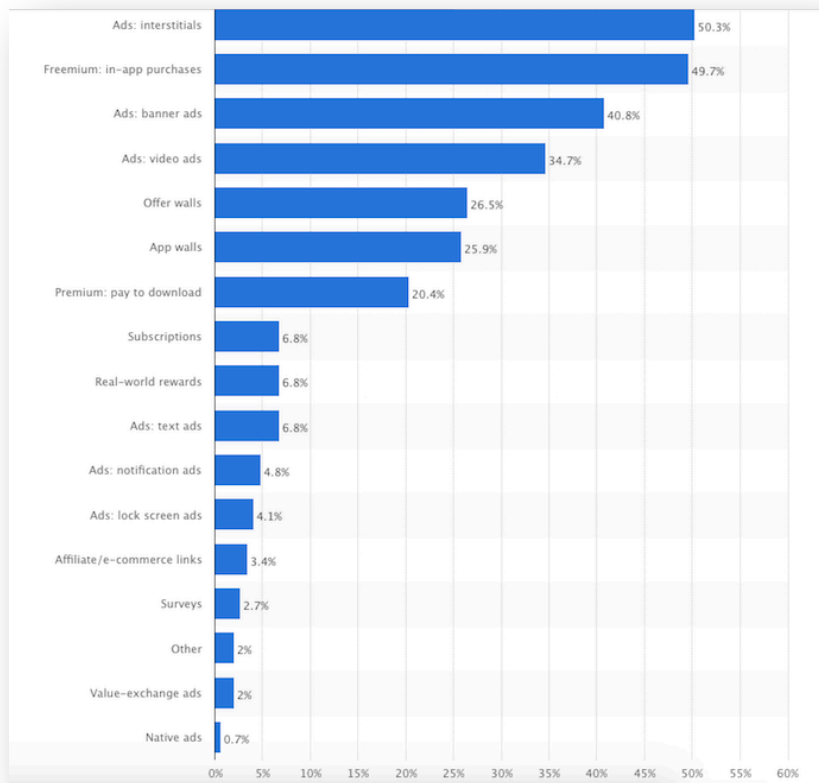
	2012 Shipments (Millions of Units)			2013 Shipments (Millions of Units)			Growth in 2013		
	Total	Smartphones	Non-Smartphones	Total	Smartphones	Non-Smartphones	Total	Smartphones	Non-Smartphones
North America	201	127	74	201	157	44	0%	24%	-41%
Latin America	173	68	106	179	90	90	3%	33%	-15%
Western Europe	184	119	64	184	144	40	0%	20%	-38%
Eastern Europe	111	44	67	113	57	57	2%	29%	-16%
Middle East and Africa	279	76	203	298	107	190	7%	41%	-6%
Asia-Pacific	777	301	476	859	472	387	11%	57%	-19%
China	337	168	168	385	296	89	14%	76%	-47%
India	213	43	170	240	65	175	13%	52%	3%
Asia-Pacific developed markets	92	63	29	94	73	21	2%	17%	-30%
Asia-Pacific emerging markets	135	27	108	140	38	102	4%	40%	-5%
Total	1,725	734	990	1,833	1,027	806	6%	40%	-19%

Source : CSS Insight, 2014

Figure 3 : Top 15 Countries with the highest smartphone penetration in Q1 2013

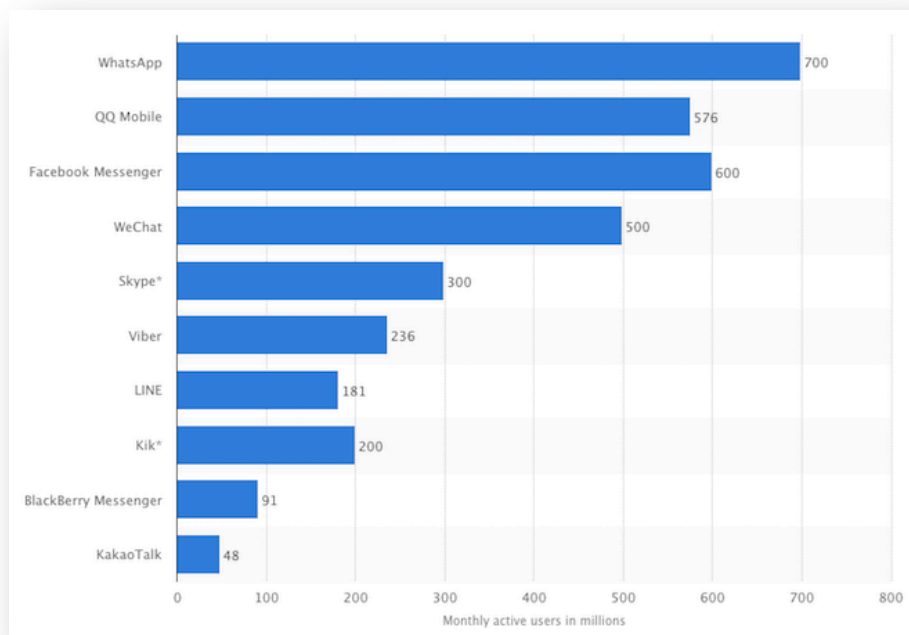
Source : Statista, 2013

Figure 11 : Popular Monetization model



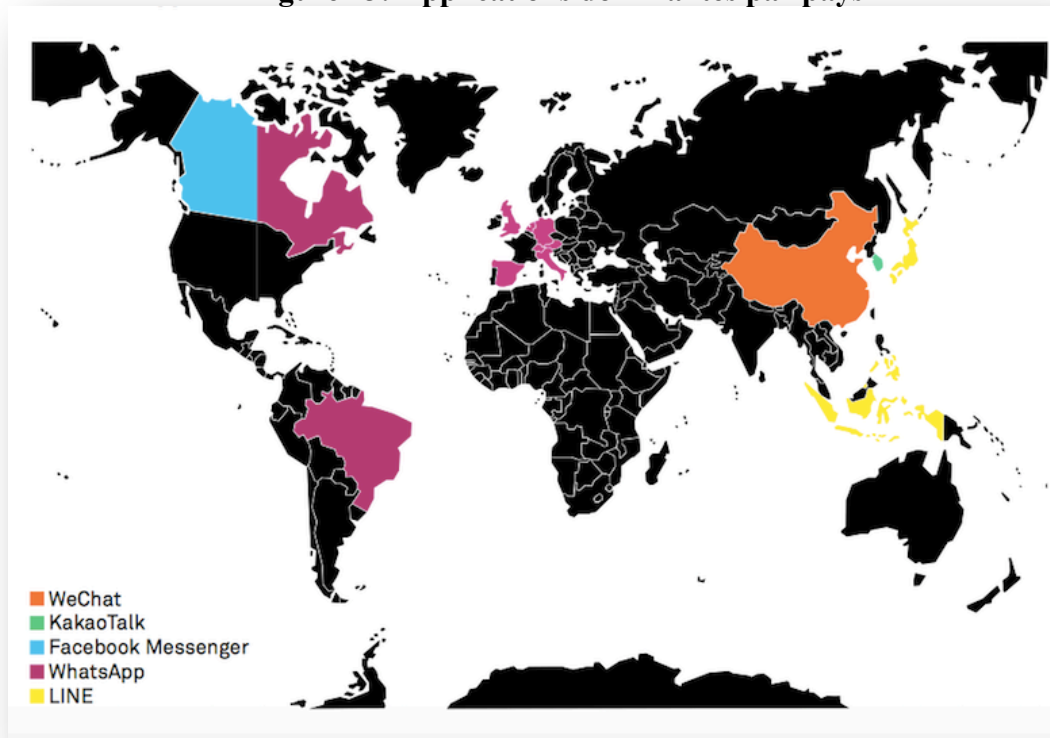
Source : Statista, 2014

Figure 12 : Most popular global mobile messenger apps as of March 2015, based on number of monthly active users (in millions)



Source : Statista, 2015

Figure 13: Applications dominantes par pays



Source : IPG, 2014

Tableau 14 : Building a large community create lots of different revenue generating opportunities

Building a large community creates lots of different revenue generating opportunities

	Kik	KakaoTalk	Tango	Nimbuzz	Viber	LINE	Wechat	WhatsApp
Paid for/ Subscription	No	No	No	No	No	No	No	Yes
Advertising	No	No	No	Yes	No	No	No	No
Stickers	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Sponsored stickers	No	Yes	No	No	No	Yes	Yes	No
Official accounts	No	Yes	No	No	No	Yes	Yes	No
Content merchandising	No	No	No	No	No	Coming soon	No	No
Other content – filters, themes...	No	Yes	No	No	No	Yes	Yes	No
Platform SDK incl in-app purchases	Yes	Yes	Yes	Limited	No	Yes	Yes	No
Commerce incl payments	No	No	No	No	No	Coming soon	Yes	No
Music	No	No	No	No	No	Coming soon	No	No
Call termination	No	No	No	Yes	Limited trial	No	No	No

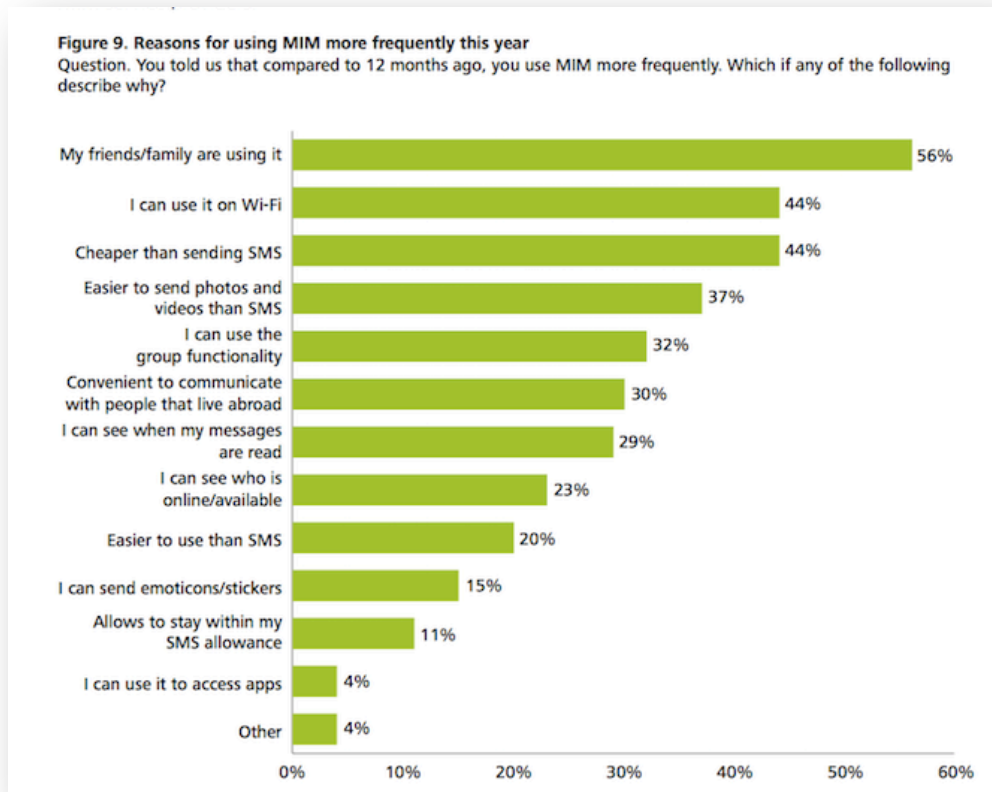
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Source : Mark Watts, 2013

Figure 15 : Reasons for using MIM more frequently this year



Source : Deloitte, 2014