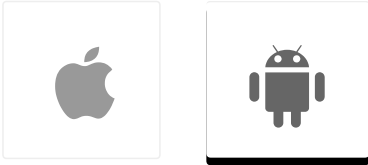


Leverage billions of data points about the mobile ecosystem to set goals and streamline the release process.

1. Select your target platform



2. Select your launch country

United States of America ▾

3. Select your iOS App Store category

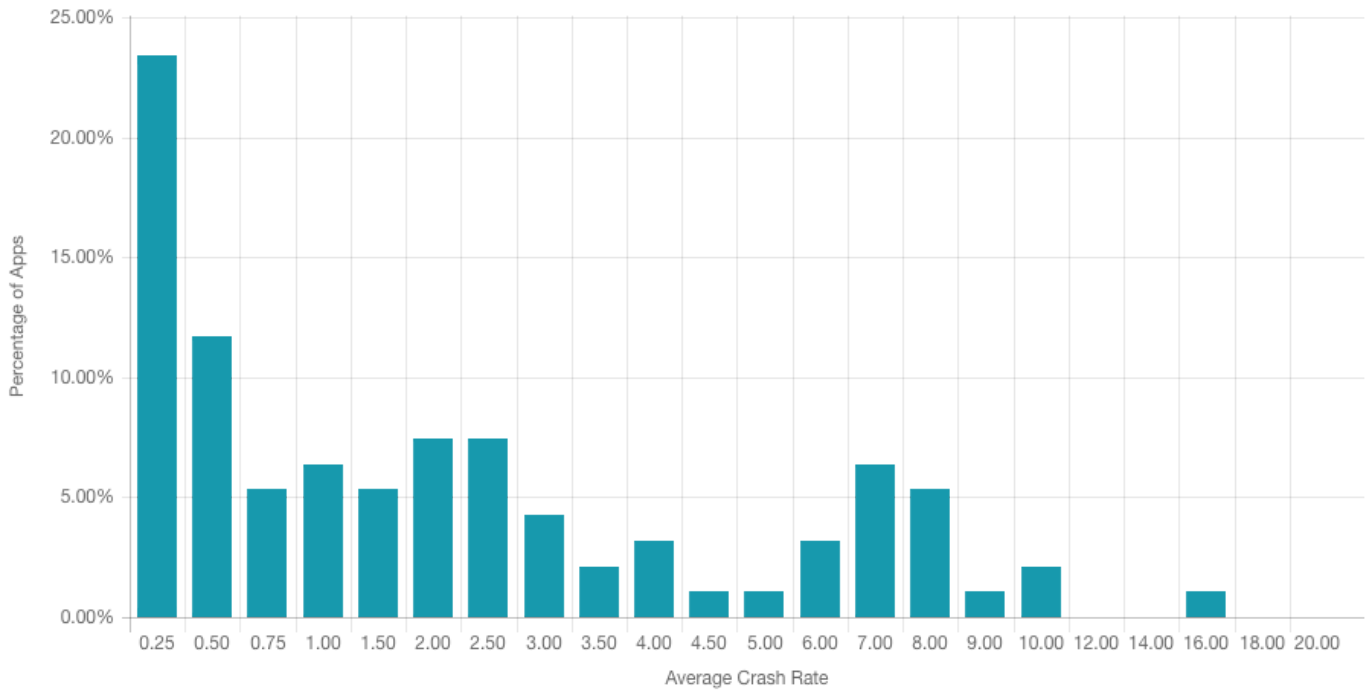
Travel ▾

Stability

Goals for crashes and errors

- iOS Travel apps have an average crash rate of 2.61%, this is 40% lower than the global average of 4.38%
- 52% of apps in this category have less than < 1.5% crash rate

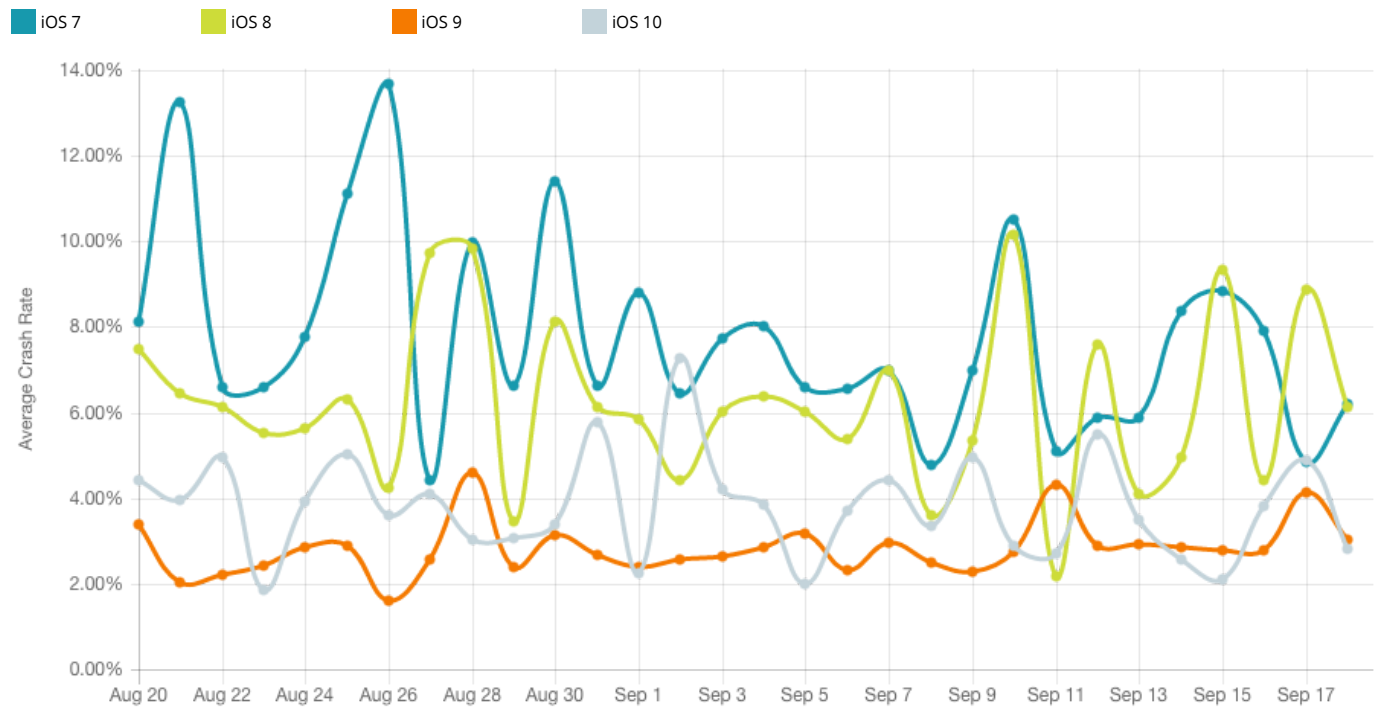
Distribution of Apps by Average Crash Rate



Data Period: 2016-08-20 to 2016-09-18

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Crash Rate by Major OS Version



Data Period: 2016-08-20 to 2016-09-18

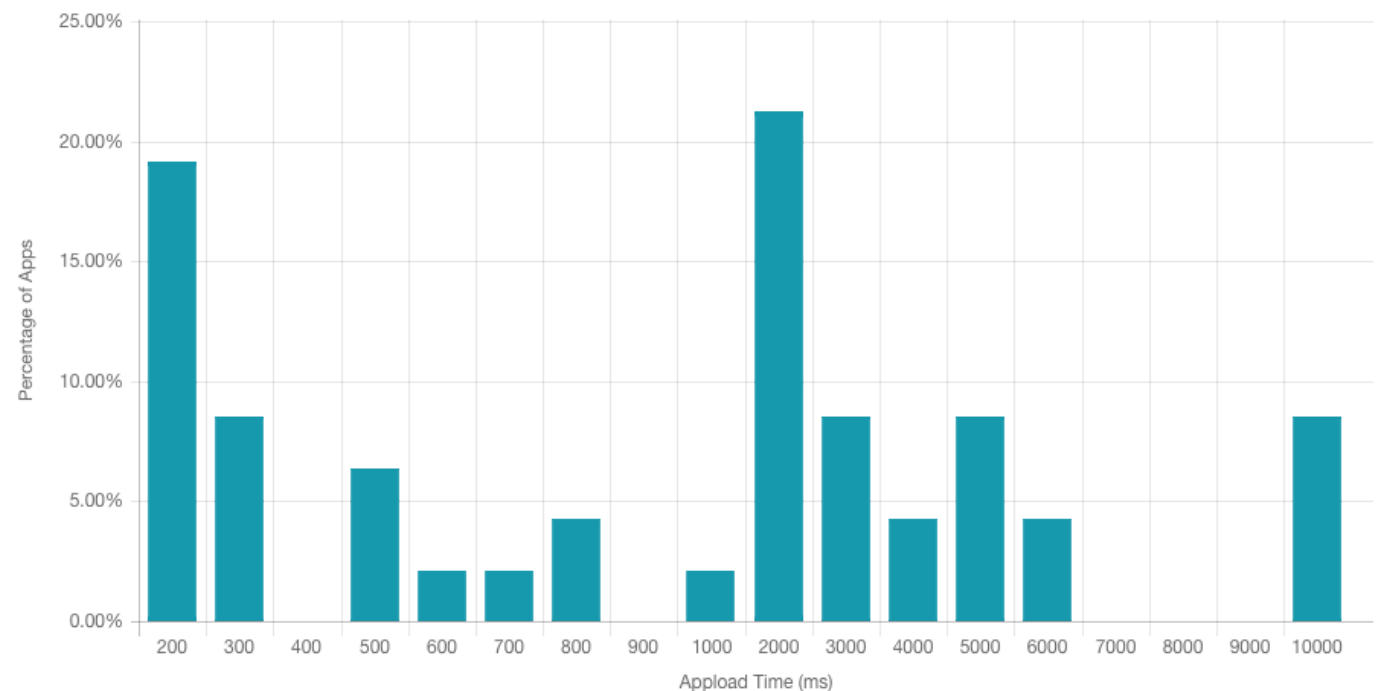
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Performance

Goals for app launch time and performance

- 66% of iOS Travel apps have a launch time of < 2.0 seconds
- The overall average launch time is 2.56 seconds.
- The average network latency in United States Of America is 269 ms, this is 49% faster than the global average of 525 ms

Distribution of Apps by Appload Time (ms)



Data Period: 2016-08-20 to 2016-09-18

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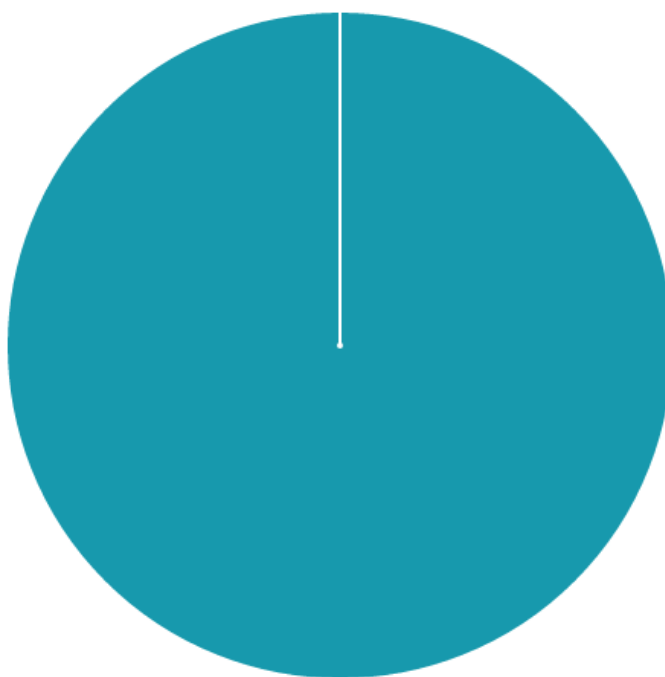
Hardware & Software Footprint

Understand configurations you must support & test, restrictions of those configurations, and adoption of new devices & operating systems.

- In United States Of America, the most popular device is the iPhone 6, the most popular operating system is iOS 9.3 with 99% usage share.
- The top 3 devices in United States Of America make up 42% of the market.
- Of the top 20 devices, the worst performing by latency are: iPad 2 (723 ms), iPhone 4s (700 ms), and the iPad Mini (60 ms).

OS Usage by Device

■ iOS 9.3 (98.84%)



Data Period: 2016-08-20 to 2016-09-18

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Top 20 Devices in United States Of America - 98% of device usage

Rank	Device	Model	Most Popular OS	Usage Share [Ⓜ]	Avg Carrier Latency	Avg WiFi Latency
1	iPhone 6	iphone7,2 (iphone7,2)	iOS 9.3	19.26%	489 ms	364 ms
2	iPhone 6S	iphone8,1 (iphone8,1)	iOS 9.3	13.99%	472 ms	343 ms
3	iPhone 6S Plus	iphone8,2 (iphone8,2)	iOS 9.3	9.04%	463 ms	356 ms
4	iPhone 6 Plus	iphone7,1 (iphone7,1)	iOS 9.3	8.87%	505 ms	376 ms
5	iPhone 5S	iphone6,1 (iphone6,1), ...	iOS 9.3	7.00%	505 ms	408 ms
6	iPad Air 2	ipad5,3 (ipad5,3), ...	iOS 9.3	6.53%	532 ms	289 ms
7	iPad Air	ipad4,1 (ipad4,1), ...	iOS 9.3	6.04%	546 ms	323 ms
8	iPad 2	ipad2,1 (ipad2,1), ...	iOS 9.3	4.37%	723 ms	400 ms
9	iPad Mini	ipad2,5 (ipad2,5), ...	iOS 9.3	3.66%	60 ms	449 ms

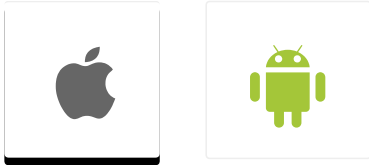
10	iPad Mini 2	ipad4,4 (ipad4,4), ...	iOS 9.3	3.58%	523 ms	346 ms
11	iPad 4	ipad3,4 (ipad3,4), ...	iOS 9.3	3.47%	568 ms	358 ms
12	iPhone 5C	iphone5,3 (iphone5,3), ...	iOS 9.3	2.34%	532 ms	455 ms
13	iPad 3	ipad3,1 (ipad3,1), ...	iOS 9.3	2.14%	545 ms	396 ms
14	iPhone 5	iphone5,1 (iphone5,1), ...	iOS 9.3	1.89%	509 ms	446 ms
15	iPad Pro 13	ipad6,7 (ipad6,7), ...	iOS 9.3	1.75%	459 ms	287 ms
16	iPhone SE	iphone8,4 (iphone8,4)	iOS 9.3	1.46%	460 ms	355 ms
17	iPad Pro 10	ipad6,3 (ipad6,3), ...	iOS 9.3	1.13%	437 ms	291 ms
18	iPad Mini 4	ipad5,1 (ipad5,1), ...	iOS 9.3	0.83%	547 ms	304 ms
19	iPhone 4S	iphone4,1 (iphone4,1)	iOS 9.3	0.77%	700 ms	566 ms
20	iPad Mini 3	ipad4,7 (ipad4,7), ...	iOS 9.3	0.74%	575 ms	347 ms



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Leverage billions of data points about the mobile ecosystem to set goals and streamline the release process.

1. Select your target platform



2. Select your launch country

United States of America ▾

3. Select your Google Play Store category

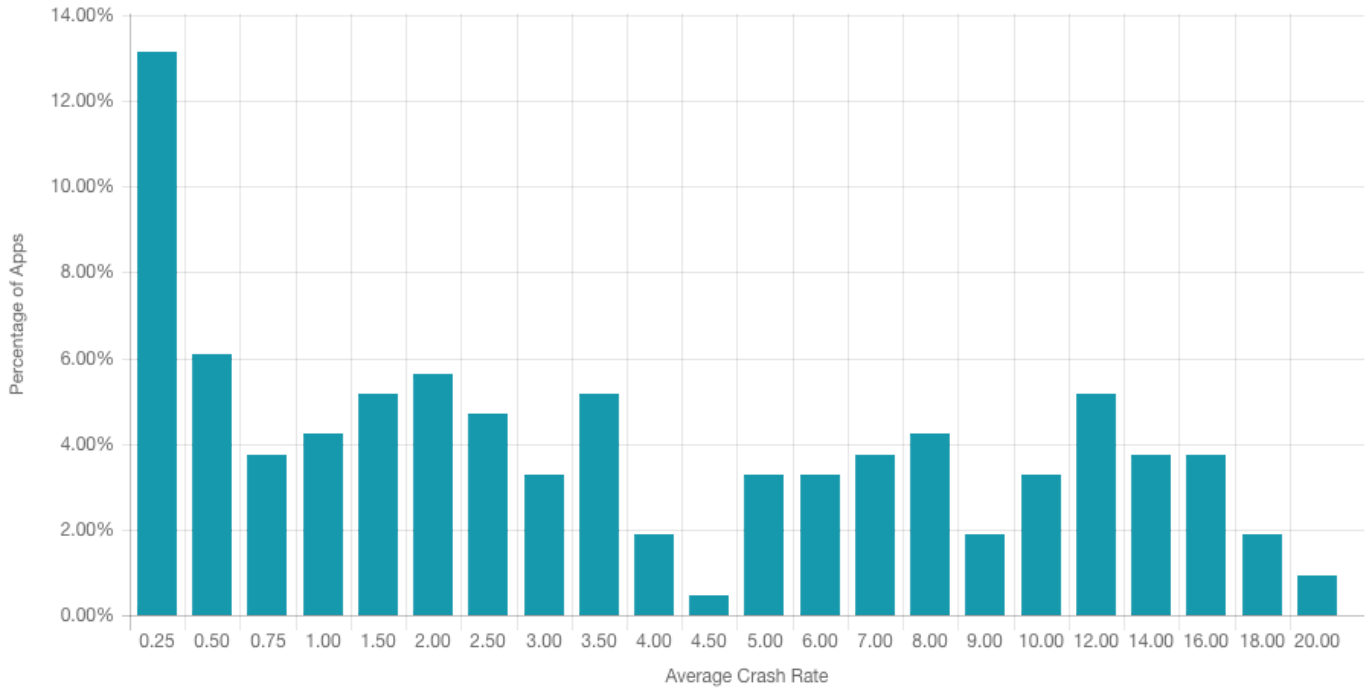
Travel And Local ▾

Stability

Goals for crashes and errors

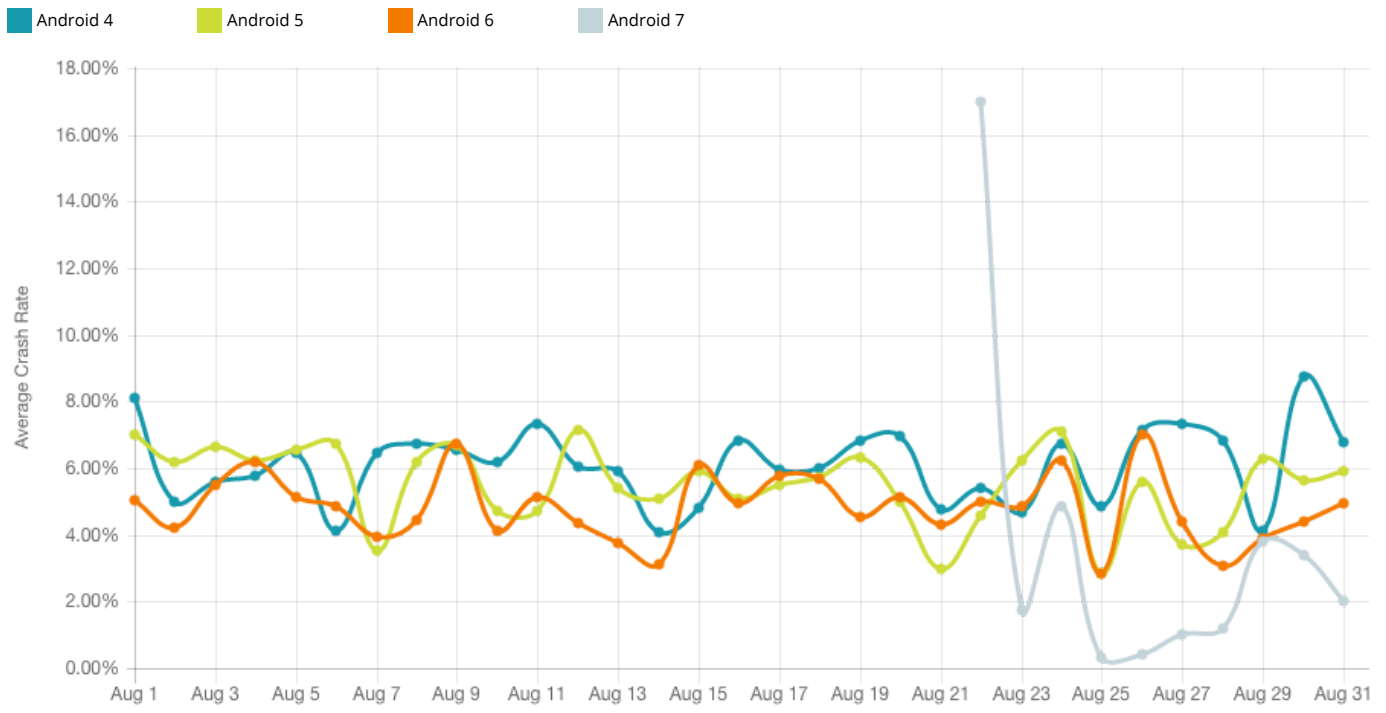
- Android Travel And Local apps have an average crash rate of 4.55%, this is 25% lower than the global average of 6.09%
- 51% of apps in this category have less than < 3.5% crash rate

Distribution of Apps by Average Crash Rate



Data Period: 2016-08-01 to 2016-08-31

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Data Period: 2016-08-01 to 2016-08-31

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Performance

Goals for app launch time and performance

- The average network latency in United States Of America is 273 ms, this is 48% faster than the global average of 525 ms

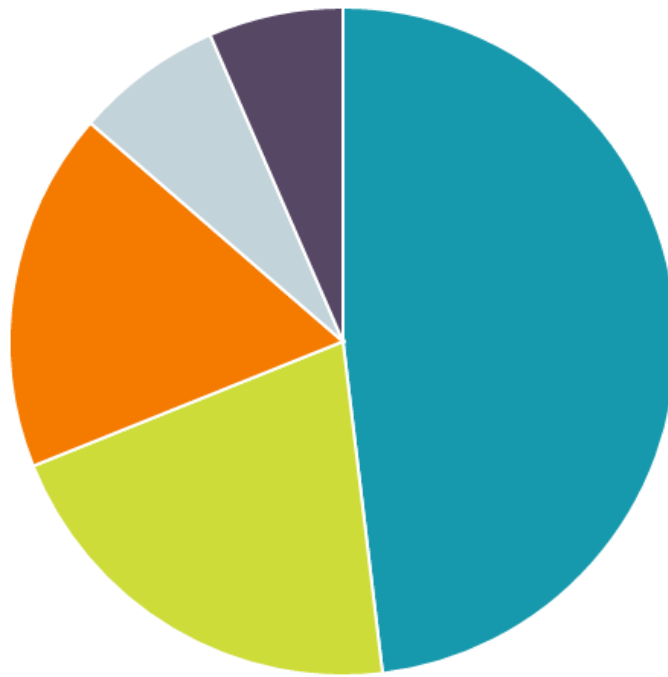
Hardware & Software Footprint

Understand configurations you must support & test, restrictions of those configurations, and adoption of new devices & operating systems.

- In United States Of America, the most popular device is the samsung galaxy s5, the most popular operating system is Android 6.0 with 26% usage share.
- The top 3 devices in United States Of America make up 19% of the market.
- Of the top 20 devices, the worst performing by latency are: samsung galaxy s3 (357 ms), samsung galaxy s4 (324 ms), and the lg g3 (311 ms).

OS Usage by Device

■ Android 6.0 (26.07%)
 ■ Android 5.0 (11.28%)
 ■ Android 4.4 (9.44%)
 ■ Android 4.1 (3.87%)
 ■ Android 5.1 (3.53%)



Data Period: 2016-08-01 to 2016-08-31

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Top 20 Devices in United States Of America - 54% of device usage

Rank	Device	Model	Most Popular OS	Usage Share ¹	Avg Carrier Latency	Avg WiFi Latency
1	Samsung Galaxy S5	S5, ...	Android 6.0	8.29%	276 ms	208 ms
2	Samsung Galaxy S4	GT-I9500, ...	Android 5.0	5.67%	324 ms	260 ms
3	Samsung Galaxy S6	SAMSUNG-SM-G920A, ...	Android 6.0	4.74%	250 ms	176 ms
4	Samsung Galaxy Note 3	SAMSUNG-SM-N900A, ...	Android 5.0	4.33%	298 ms	233 ms
5	Zte Quartz	QUARTZ	Android 4.1	3.87%	n/a ms	234 ms
6	Samsung Galaxy Note 5	SAMSUNG-SM-N920A, ...	Android 6.0	3.45%	242 ms	172 ms
7	Samsung Galaxy Note 4	SAMSUNG-SM-N910A, ...	Android 6.0	2.97%	256 ms	183 ms
8	Samsung Galaxy S7	S7, ...	Android 6.0	2.34%	224 ms	174 ms
9	Samsung Galaxy Core Prime	SAMSUNG-SM-G360AZ, ...	Android 4.4	2.29%	305 ms	235 ms
10	Amazon Fire (2015)	KFFOWI	Android 5.1	2.11%	n/a ms	188 ms
11	Samsung Galaxy S3	GT-I9300, ...	Android 4.4	1.84%	357 ms	244 ms
12	Samsung Galaxy S7 Edge	SM-G935F, ...	Android 6.0	1.75%	227 ms	174 ms
13	Droid Ultra	XT1080	Android 4.4	1.43%	281 ms	232 ms
14	Samsung Galaxy Grand Prime	SAMSUNG-SM-G530AZ, ...	Android 5.1	1.42%	303 ms	229 ms

15	Samsung Galaxy Tab 4 Nook 7.0	SM-T230NU	Android 4.4	1.39%	n/a ms	205 ms
16	Samsung Galaxy S6 Edge	SAMSUNG-SM-G925A, ...	Android 6.0	1.34%	253 ms	180 ms
17	Lg G3	AS985, ...	Android 5.0	1.29%	311 ms	232 ms
18	Samsung Galaxy Tab 3 7.0	SAMSUNG-SM-T217A, ...	Android 4.4	1.27%	289 ms	205 ms
19	Amazon Kindle Fire Hdx 7 (2013)	KFTHWA, ...	Android 4.4	1.20%	217 ms	196 ms
20	Lg G Stylo	LG-H630, ...	Android 6.0	1.20%	238 ms	179 ms



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