



Get the Insight - App Ecosystems

Date: Thursday 28th May 2015

Location: SocietyM @ CitizenM Hotel, 60 Renfrew St, Glasgow, G2 3BW

Time: 6.30pm to 9.30pm

Registration: <http://bit.ly/1LOTnmB>

Contact Person: Joan Serafini – joan@equatorevents.com or call her on 07775 822505

Interactive Scotland: www.interactivescotland.com

THE OPPORTUNITY

With an estimated 2 million jobs across Europe directly related to the app economy, and with Ford attracting over 11,000 developers to its platform to develop apps for cars, app development is evolving to become an integral service across all businesses as well as entertainment.

Games still remain the most popular downloaded application followed by enterprise apps. However, enterprise apps offer more opportunity, generating higher monthly revenues than consumer apps.

For any company developing apps, understanding the dynamics of an app store is crucial to generating revenue as well as driving audience engagement. Mixing up this dynamic is Smart TVs, digital media players and cross platform game engines like Unity.

THE INVITE

Get the Insight – App Ecosystems provides the opportunity for anyone involved in developing mobile games, mobile applications, eBooks, advertising or those involved in digital marketing to get the latest insight into how Appstores are evolving.

On the 28th May, Jesse Freeman from the Amazon Appstore team in New York will be joining us at the CitizenM hotel in Glasgow. Jesse is Amazon Appstores leading Developer Evangelist for Games and will be providing the latest insight into how App Stores are evolving especially with a focus around Games.

Following the presentations, Jesse will be holding the **Appy Hour** which is an informal session where you will be able to test out some of Amazon's latest mobile tech as well as getting a feel for the Amazon Appstore.

GETTING INVOLVED

Interested in attending? Confirm your attendance by registering here: <http://bit.ly/1LOTnmB> no later than **Tuesday 26th May**. Any queries regarding the event, please contact **Joan Serafini** at joan@equatorevents.com or **07775 822505**.

This is a great opportunity to get the latest insight into App development as well as networking with Scotland's App Development community.

We look forward to seeing you there.

Best regards,

Alisdair Gunn

Project Director, Interactive Scotland

