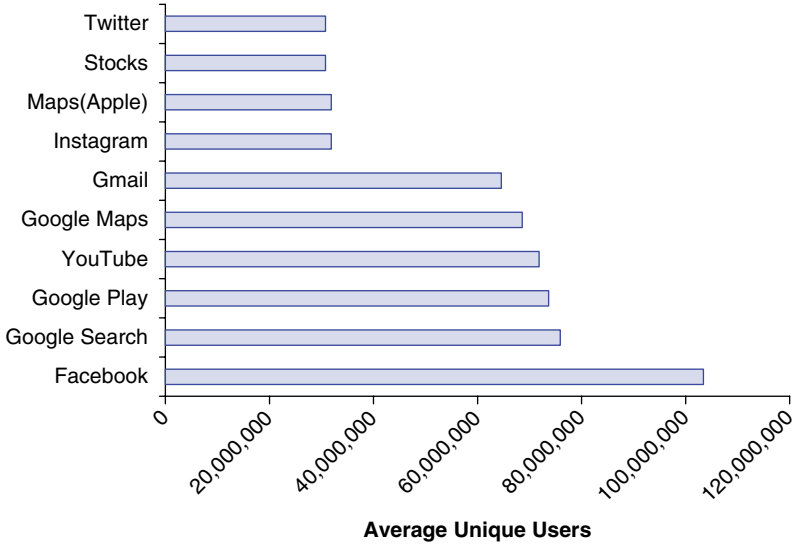
FIGURE 3.4

TOP TEN SMARTPHONE APPS, 2013



Source: Nielsen, "Tops of 2013: Digital," http://www.nielsen.com/us/en/insights/news/2013/tops-of-2013-digital.html.