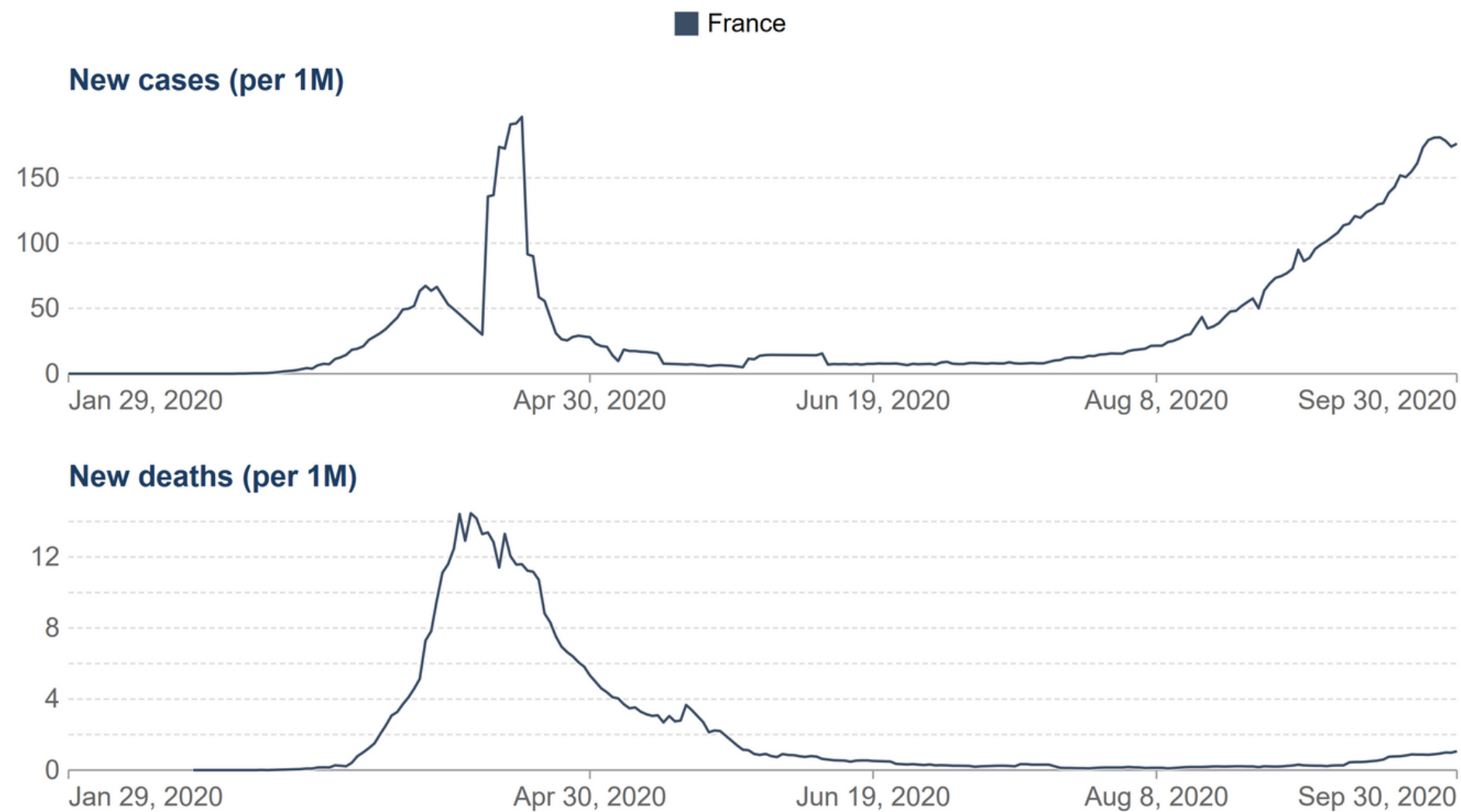


French mobile app market in 2020

Daily new confirmed COVID-19 cases & deaths per million people

7-day rolling average. Limited testing and challenges in the attribution of cause of death means the cases and deaths counts may not be accurate.

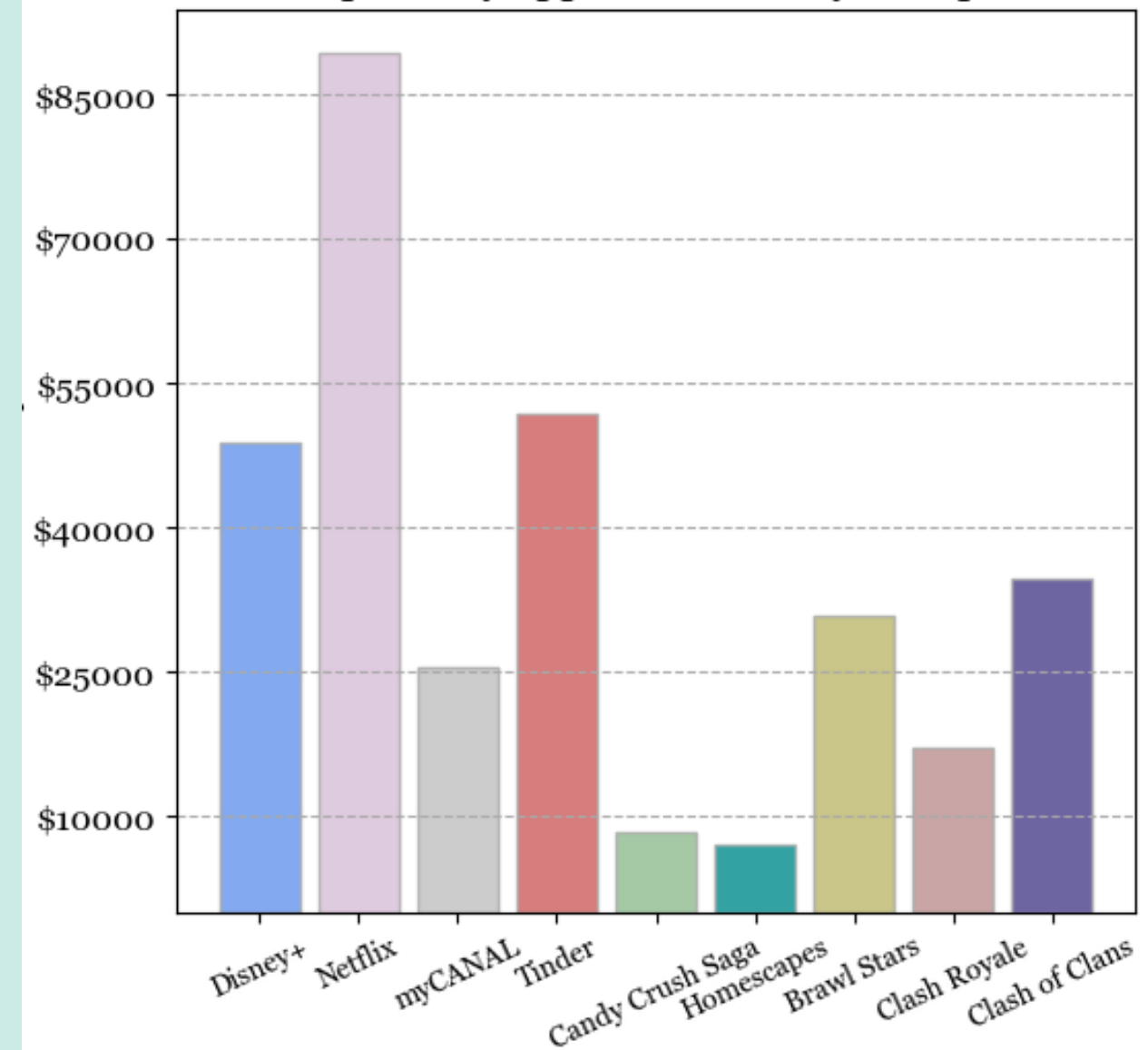
Our World
in Data



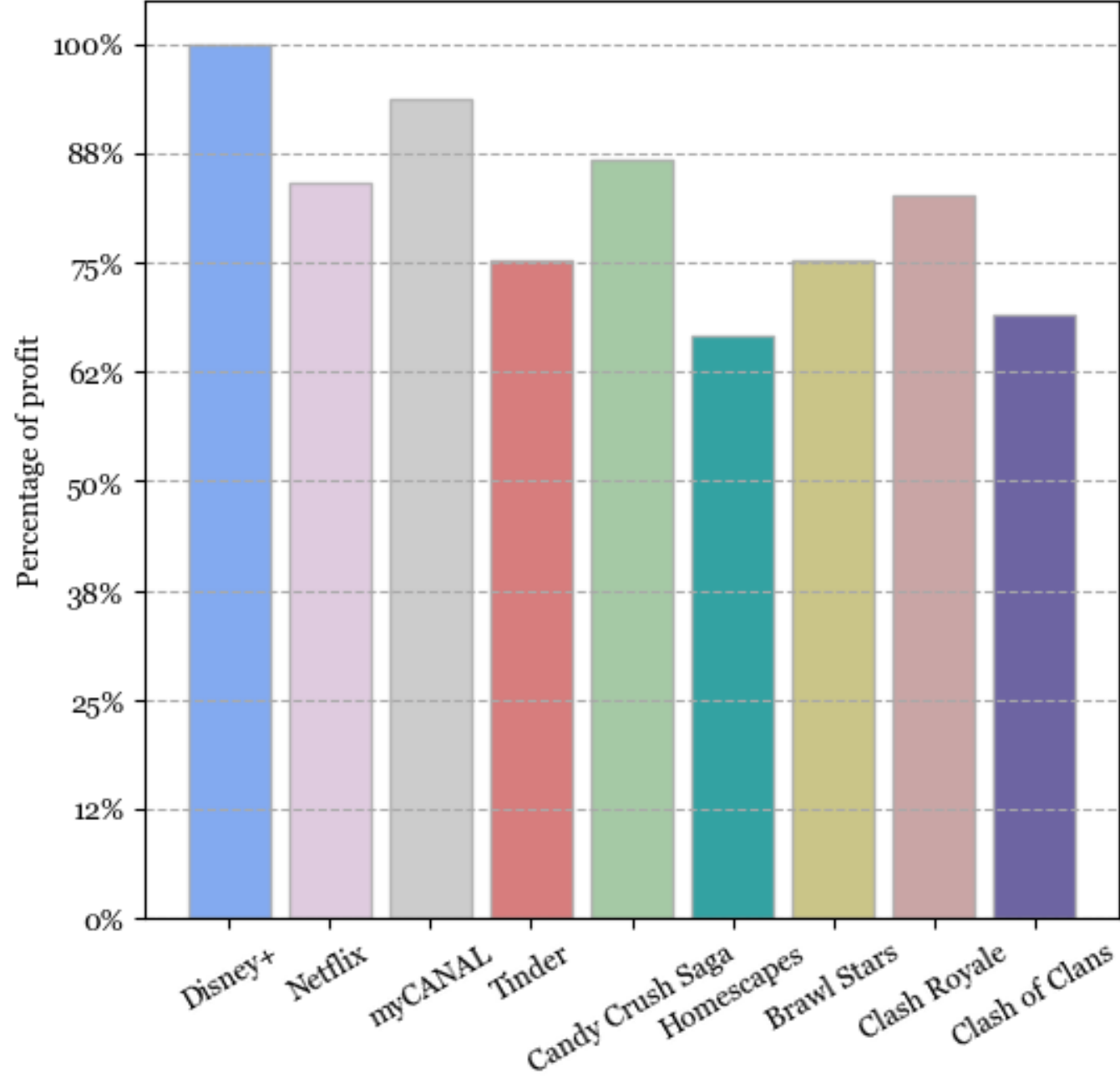
Source: Johns Hopkins University CSSE COVID-19 Data

CC BY

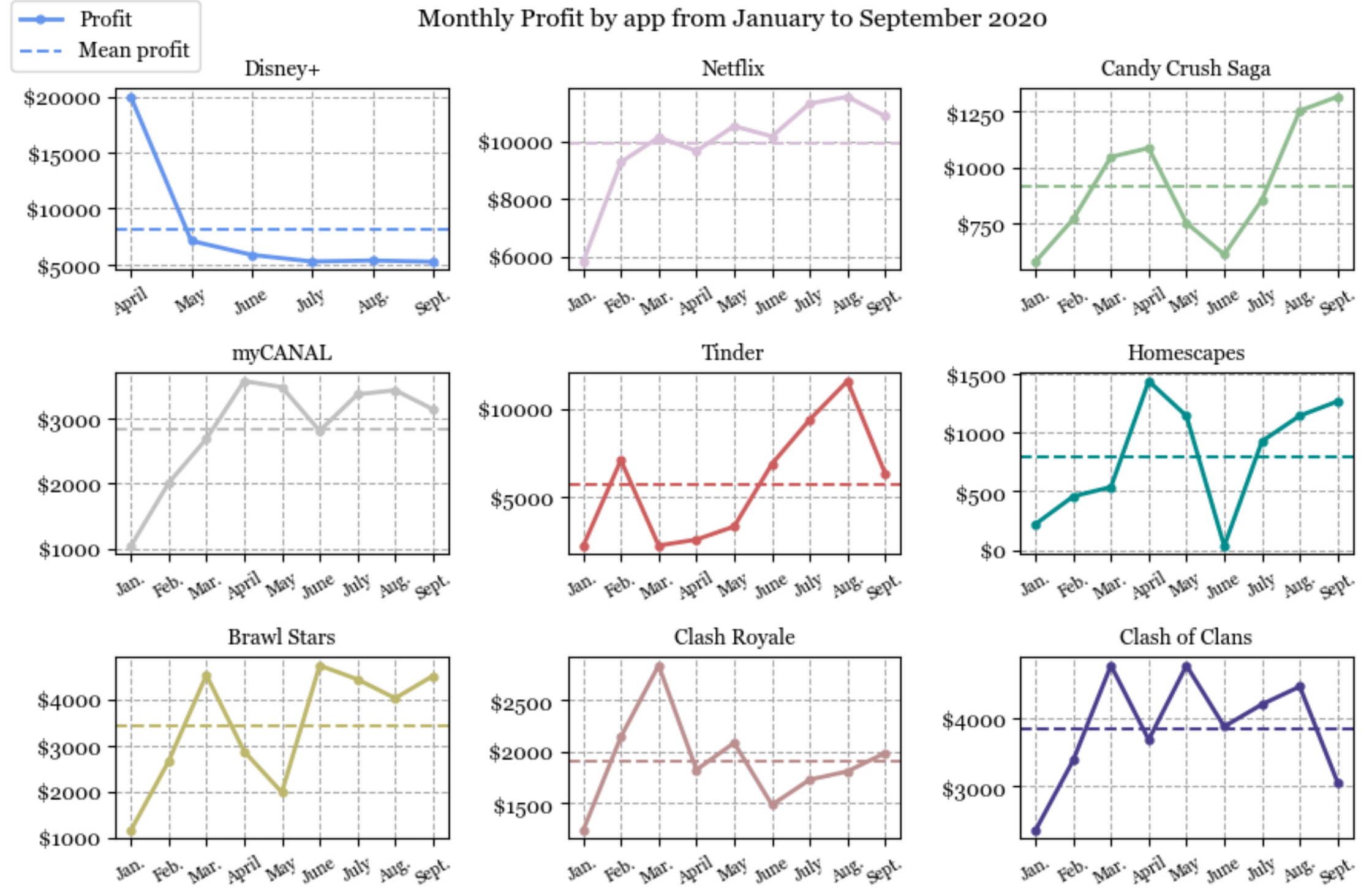
Accumulated profit by app from January to September 2020



Percentage of profit due to the 5 most profitable products

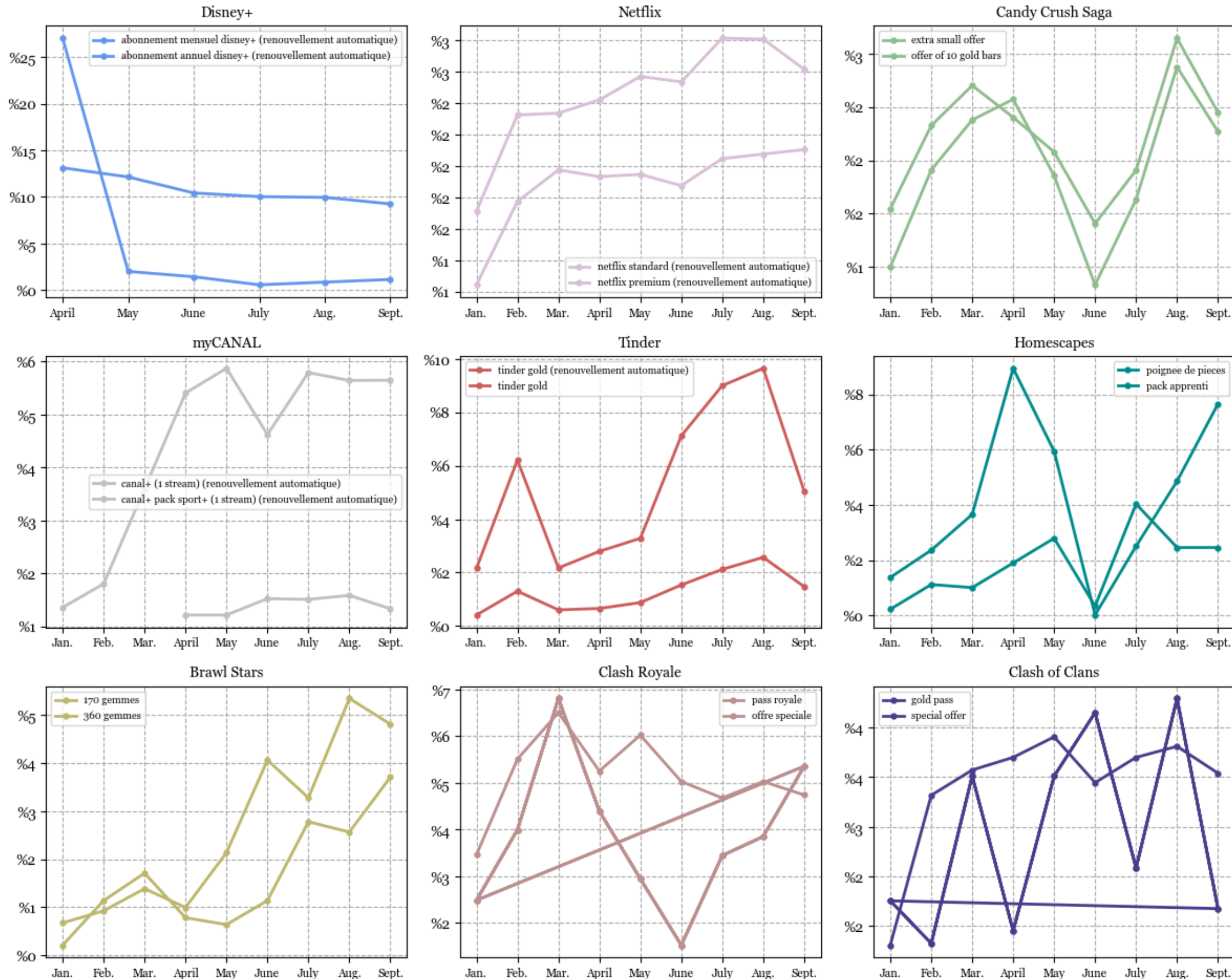


Monthly Profit by app from January to September 2020



Conclusions

Monthly feature contribution to total profit



STREAMING

Services such as Disney+, Netflix, and myCANAL succeeded in retaining consumers' demand for streaming services, thus augmenting their user base. The pace of growth from the sector stabilized, with little reaction due to the first deconfinement.

GAMES

This sector displayed volatility during the period, being able to temporarily increase its user base in sight of the confinement. They've had difficulties in retaining their app market share in regard to customers' habits.

DATING

Due to different social interactions during the first confinement, Tinder users weren't likely to purchase its premium features. After the deconfinement, the company's profits had risen as a consequence of suppressed consumption desire.