

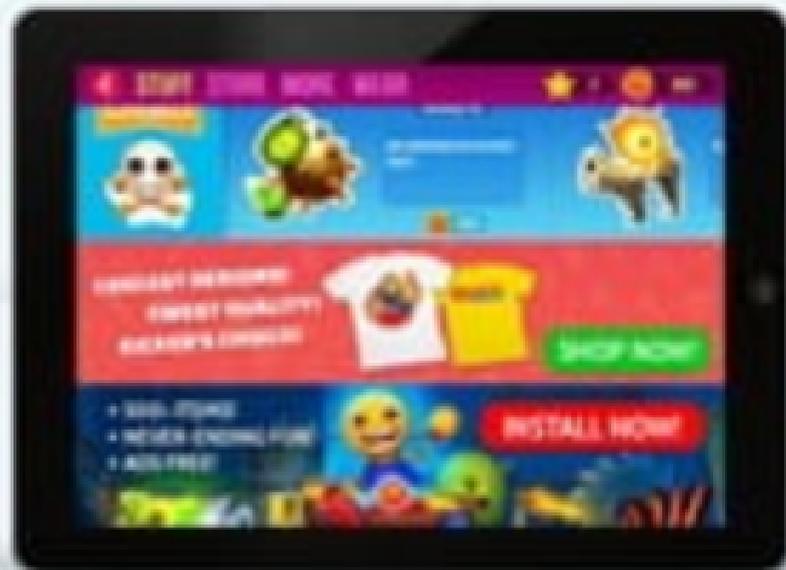
A photograph of two men sitting on the grass outdoors. The man on the left is wearing a blue polo shirt and glasses, and is pointing at a tablet held by the man on the right. The man on the right is wearing a light blue t-shirt and is smiling. The background is a blurred green field.

[N]TENSIFY

A new revenue
stream for mobile
developers

A photograph of a retail store interior, likely a toy or merchandise store, with shelves and displays. A large green circle is overlaid in the center, containing the text '\$2B' in white. The store has a warm, orange-toned wall and various merchandise on display, including a purple t-shirt and a red figure. A wooden display case in the foreground has 'TV' written on it. The ceiling has track lighting.

\$2B





Daven
CEO



Songrom
CMO



Andrew
CTO



A photograph of two young men sitting on a grassy area. The man on the left is wearing a blue polo shirt and glasses, and is pointing at a tablet held by the man on the right. The man on the right is wearing a light blue t-shirt and is smiling. The background is a soft-focus green field.

[N]TENSIFY

A new revenue
stream for mobile
developers



\$2B

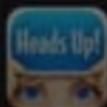


BEST OF
2014

Top Paid



Angry Birds 2
Rovio Entertainment
\$4.99



Heads Up!
Crazy Labs
\$4.99



Angry Birds Friends
Rovio Entertainment
\$4.99



7 Minutes Without...
Crazy Labs
\$4.99



Plague Inc.
Zynga
\$4.99



The Sims 4
Electronic Arts
\$4.99



Angry Birds Star Wars
Rovio Entertainment
\$4.99



Angry Birds Space
Rovio Entertainment
\$4.99



Angry Birds Seasons
Rovio Entertainment
\$4.99



Wipeout
Rovio Entertainment
\$4.99

Top Free



WhatsApp
WhatsApp Inc.
Free



Snapchat
Snap Inc.
Free



YouTube
Google Inc.
Free



Angry Birds
Rovio Entertainment
Free



2048
Ketchapp
Free



Angry Birds Star Wars
Rovio Entertainment
Free



Angry Birds Epic
Rovio Entertainment
Free



WhatsApp
WhatsApp Inc.
Free



Sling TV
Sling TV
Free

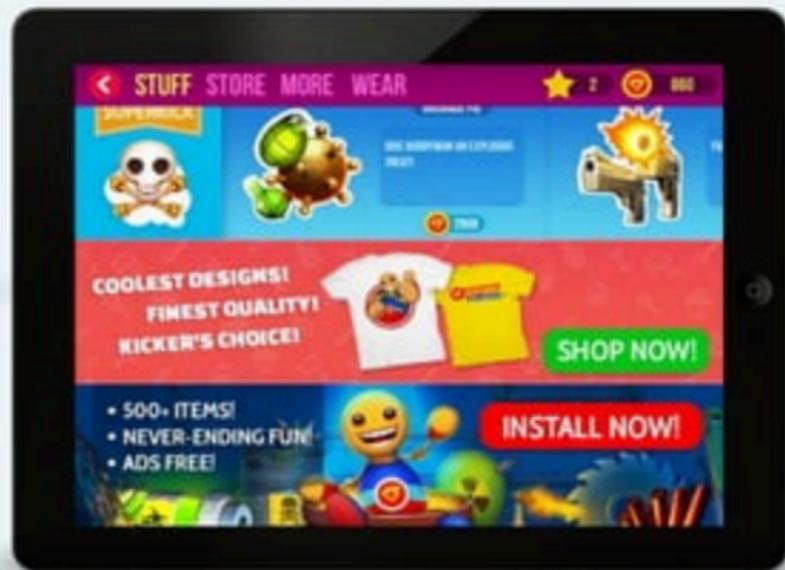


Google
Google Inc.
Free



Angry Birds
Rovio Entertainment
Free

#8 Most
Downloaded





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HARVARD
BUSINESS
SCHOOL

Sangram
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SONY
PICTURES



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