

Digital Single Market

EventsBrussels, Belgium13/02/2014

Report Launch and Workshop: Sizing the EU App Economy

At this workshop the report “Sizing the EU App Economy” will be launched. Guest speakers include Commissioner Neelie Kroes and Rovio Chief Marketing Officer Peter Vesterbacka, who will discuss the future of the EU app economy. The report details both jobs and revenues for the EU app economy in 2013, with a forecast for 2018. In two workshop-style participatory sessions, policies to support jobs and revenue creation along with solutions to overcome major bottlenecks will be discussed.

Speaker

[1]

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