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## Apple Struggles with Poor tvOS User Retention, per adjust's Analysis Ahead of WWDC

**Berlin and San Francisco - June 8, 2016** - Mobile app analytics and attribution company adjust today revealed data indicating that users are generally disinterested in apps on Apple TV, threatening app developers' investment in the platform.

Only 8.9 percent of users return to a tvOS app seven days after installing it, compared to nearly 20 percent on tablets and 18.5 percent on smartphones. After 30 days, an app developer can only expect to retain 4.1 percent of acquired users, greatly diminishing the ability of an app developer to earn a profit from in-app purchases or advertising.

adjust's analysis suggests that Apple TV users are not engaging with apps on the platform. Specifically, adjust measured the retention rate, defined as the percentage of users who return to an app a certain number of days after they installed it. The company sampled apps that had been ported from iOS to the Apple TV, comparing the app's performance on TV versus phones or tablets. The apps sampled were benchmarked against the company's Mobile Benchmark reports and found to typically fall within the upper area of the third quartile in terms of retention performance.

The sample included 299,925 users, of which around two percent had been active on an Apple TV device.

"These are apps that are some of the best performers on phones and tablets, yet when the apps are brought to Apple TV -- just like tvOS was meant to -- they fall flat," says Christian Henschel, CEO and Co-Founder of adjust, "Compared to the benchmarks, the tvOS apps are the lowest quartile performers overall."

This analysis comes ahead of the Apple Worldwide Developers Conference, where Apple customarily announces improvements to their software platforms. adjust predicts, on the basis of their numbers, that Apple is set to unveil a strategy to provide developers with better tools to make apps natively designed for the larger TV screen format, and become a bigger part of the living room.

If Apple can't reverse the trend, app developers may turn away from the platform.

“Apple meticulously measures the performance of their software and are fully aware of this issue. Apps on tablets are already different experiences than on phones, and something similar needs to happen for the TV,” says Henschel. “Every platform struggles at the start. Still, it’s a make-or-break moment for Apple TV: are app developers going to be helped by Cupertino, or will they abandon the platform?”

The analysis is still very early, being that very few apps have so far been made available on the Apple TV. adjust’s sample of 300,000 users is drawn from three case studies where an app’s performance on tvOS as well as iOS could be directly compared.

Paul H Müller, the company’s CTO, commented: “This is a remarkably low number. Our SDK automatically segments and tracks tvOS activity whenever an iOS app is directly ported to the TV. It’s in 16,000 apps. The fact that only three apps register any level of tvOS activity means that extremely few developers have made the gamble. These are only the apps that have significant resources and motivation.”

## **About adjust**

adjust is a business intelligence platform for mobile apps, providing the highest quality analytics and attribution solutions for companies worldwide. With adjust’s open source SDK, app developers can track and analyze user acquisition, feature releases, user lifetime cohorts and more. adjust provides streamlined reporting for understandable, actionable and comparable metrics. adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner, and dynamic adjust integrations is in use by over 700 networks and analytics providers worldwide. Founded in Berlin in 2012, adjust today has global offices in San Francisco, Istanbul, Tokyo, Shanghai and Sydney.

adjust is trusted by clients across Asia, the EU and the Americas: including leading app and IT companies like Spotify, Uber, Yelp; global brands like Universal Media, Yandex and Sony Music; as well as the world’s largest advertising and media agencies, including Vivaki, Publicis and GroupM. adjust supports clients on the ground from each global office, and offers fully localized solutions in multiple languages.

adjust is the only mobile analytics company to meet stringent EU privacy compliance standards, proving that app tracking does not have to be intrusive. adjust is funded by Target Partners, Capnamic Ventures, Iris Capital, and Active Venture Partners.