



Publications Office
of the European Union

NEW MULTIMEDIA SERVICES AND PRODUCTS **GOING MOBILE: MOBILE APP DEVELOPMENT AND PUBLISHING SERVICES**

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Overview

- When is a mobile app the right choice?
- Development
 - Example – Passenger Rights app (DG MOVE)
- Publishing
- Analytics

When is a mobile app the right choice?

- Providing an active public service
- Available offline
- Smartphone features
 - camera for scanning codes, taking pictures and uploading documents
 - other phone sensors – accelerometer, gyroscope, etc.
 - games
 - social media
- General public vs specialised target users



Example: Passenger Rights, DG MOVE



- One of the most popular EU apps among users
- App informing citizens about their travel-related rights



Example: Passenger Rights

- Complete revamp
- Modern look and feel, based on a Q/A format
- Accessible
- Fetching content is streamlined
- User feedback is monitored by the OP
- Maintenance is active
- Available in 23 languages
- https://op.europa.eu/en/applications/-/asset_publisher/I9vpigUfqVn6/content/your-passenger-rights

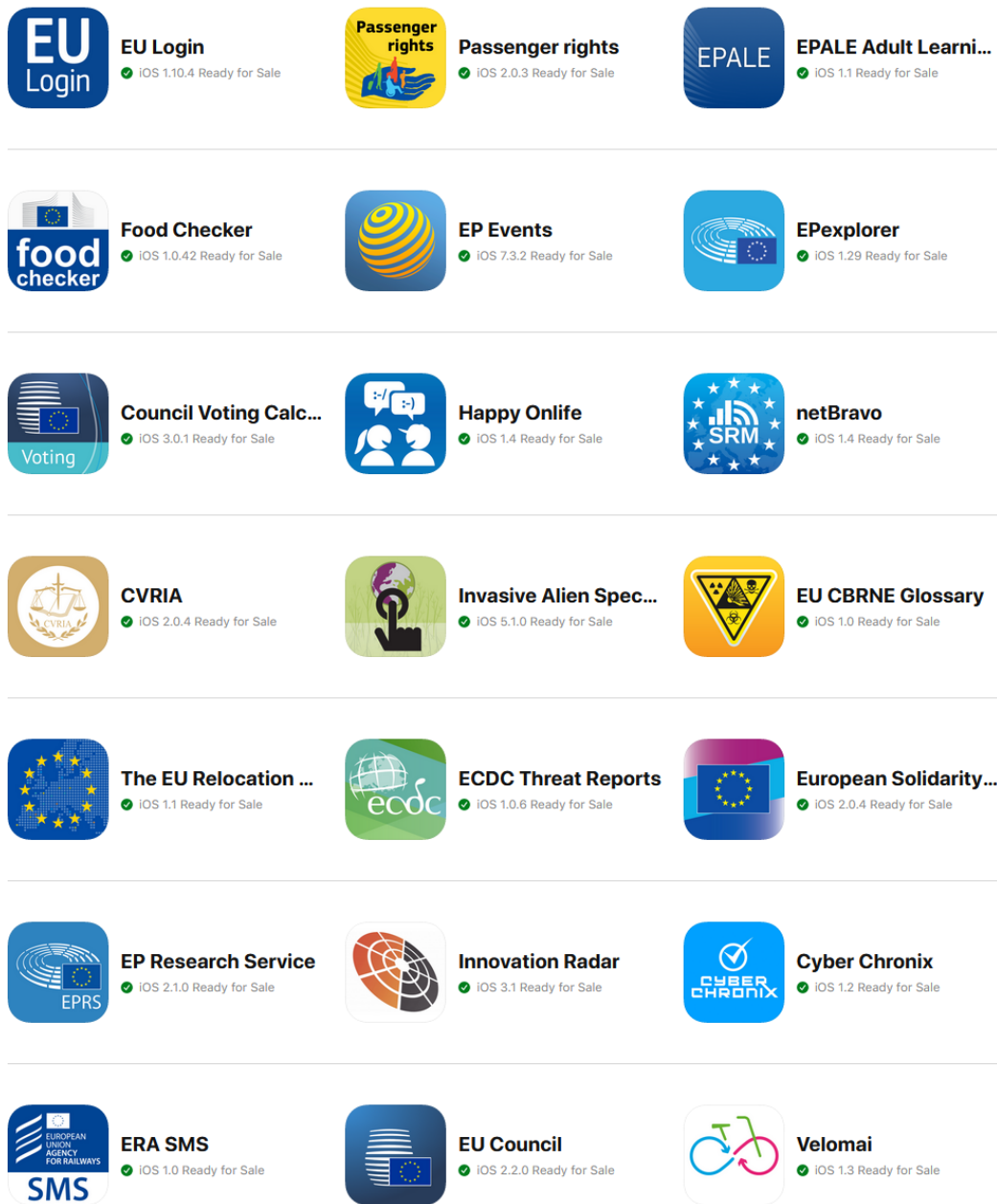




Lifecycle management

- Development
- Publishing
- Monitoring app performance, user feedback
- Maintaining and updating





Mobile app publishing














- OP manages the official *European Union* accounts on the app stores
- 60 apps – iOS and Android (and Meta)
- If you want to publish your existing or newly-developed app, we'll handle the publishing process for you

App analytics

- EU mobile apps analytics sites show:
 - Number of active users
 - Number of total users
 - Ratings
 - Reviews
 - Number of installs
 - Number of crashes
 - ...
- iOS and Android
- <https://webgate.ec.testa.eu/mobileapps/>

EU Applications Overview

Click on the symbol of Android, iOS or Meta to access statistics on each platform

	EU Login Author: European Commission Subject: Utilities Download .zip	 
	EU Data Protection Author: European Data Protection Supervisor Subject: Books &Reference Download .zip	 
	Virtual Coaching Tool Author: European Parliament Subject: Education Download .zip	  
	Passenger rights Author: European Commission Subject: Travel Download .zip	 



EU Login

Cumulative Average Rating 4.2★
356 ratings

Download .zip

Files ▾

Total installs by user (?)

	#	Date(s)
Total	75,025	26-Mar-2013 - 6-Oct-2022
#1 Spain ⓘ	10% (5,959)	26-Mar-2013 - 16-Jul-2018
#2 Italy ⓘ	5% (3,323)	26-Mar-2013 - 16-Jul-2018
#3 Romania ⓘ	5% (3,157)	26-Mar-2013 - 16-Jul-2018
#4 Others ⓘ	77% (43,149)	26-Mar-2013 - 16-Jul-2018

Installs by user (?)

	#	Date(s)
Daily max.	177	28-Mar-2013
Daily last	1	28-Mar-2013
Total	75,899	26-Mar-2013 - 16-Jul-2018

Uninstalls by user (?)

	#	Date(s)
Daily max.	177	28-Mar-2013
Daily last	1	28-Mar-2013
Total	75,899	26-Mar-2013 - 16-Jul-2018
Retention rate ⓘ	5%	26-Mar-2013 - 16-Jul-2018

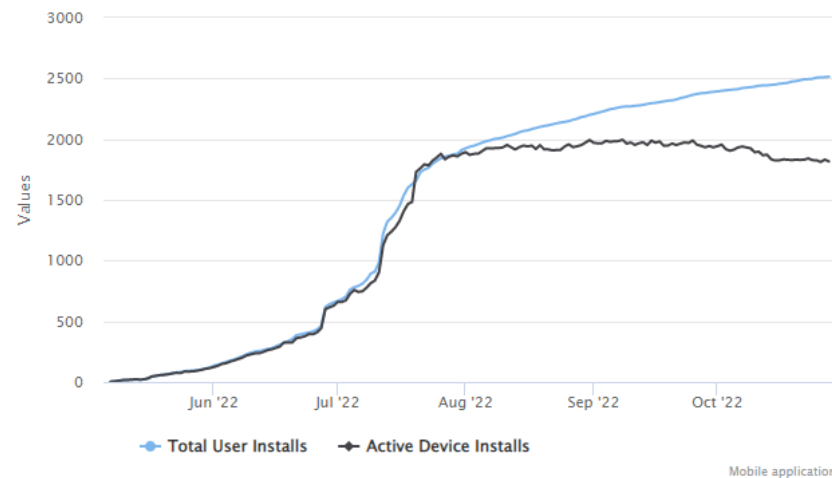
Installs on active devices (?)

	#	Date(s)
Daily max.	177	28-Mar-2013
Daily last	1	28-Mar-2013
Total	75,899	26-Mar-2013 - 16-Jul-2018

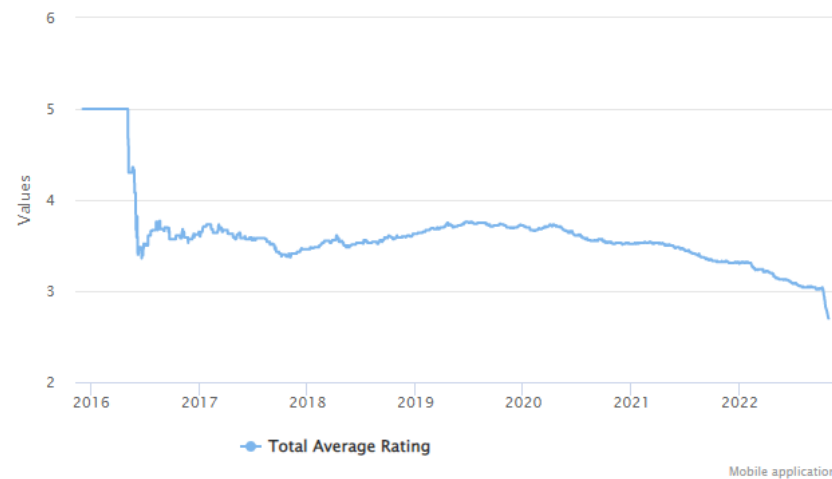
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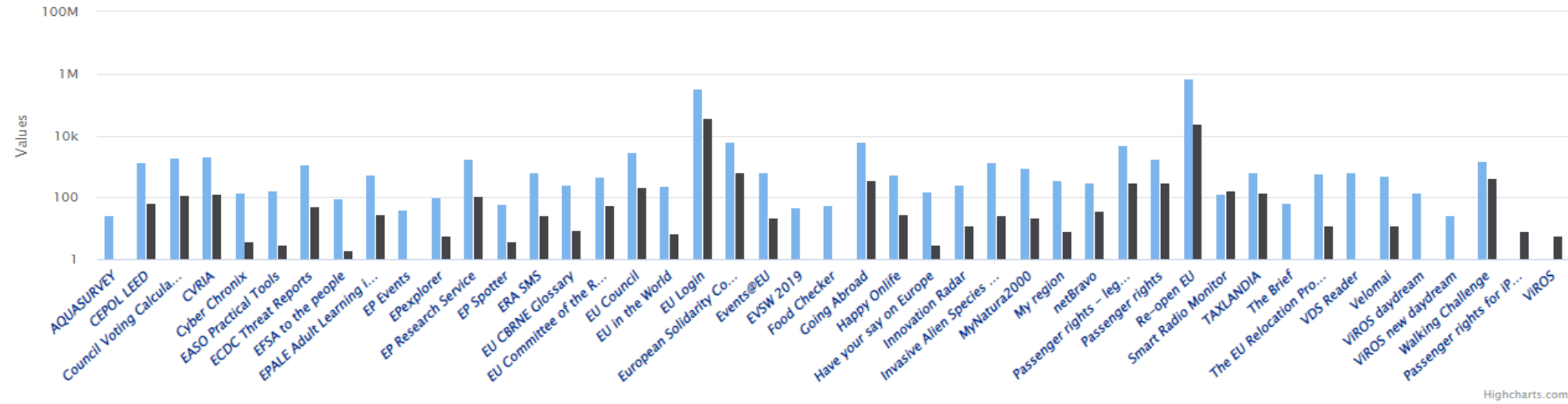
Installs Overview



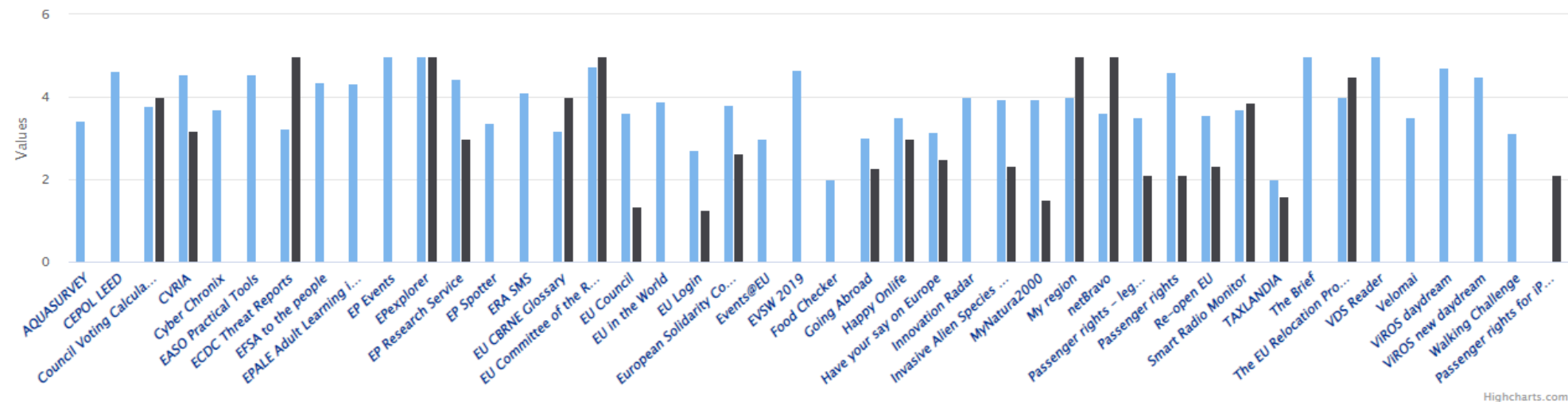
Average Rating



EU mobile apps – Active users



EU mobile apps – Ratings



THANK YOU

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