AppLogic NETWORKS

phenomena

THE **INTERNET** PHENOMENA REPORT **FEBRUARY 2025**

The Rise of AI Assistants

2025 STORIES

Trends in **App Popularity**

Cookie Hype and Ad **Analytics**

Changes in **Application Encryption**

The **Impact** of Live Streamed **Sports**

"

What is more useful? **95%** of the data, or **60%** ?

Sure, you can make business predictions with 60% of the data, but at best those predictions will be only 60% accurate.

Mark Driedger **CEO, AppLogic Networks**

"

AppLogic NETWORKS

CONTENTS

In this Report

AppLogic Networks 2025 Internet Phenomena Report

In this report, we're using AppLogic's library of 2,500+ application signatures to classify and categorize more than 95% of the traffic in networks worldwide.

The data powering the report comes from a representative sample of AppLogic Networks customers reporting across tens of millions of Fixed and Mobile network subscribers. Data is anonymized and aggregated for privacy.

The raw data is per-day App Volume (upstream and downstream), associated subscriber counts, and total subscriber counts in either a Fixed or Mobile network.

Our sample is interpreted through:

- "App Volume per Subscriber" (daily volume for an app/total number of subscribers)
- "App User Volume" (daily volume for an app/number of subscribers using that app)
- "App Popularity Percentage" (percentage of the subscriber base that use an app per day)

A "Subscriber" in a Fixed network is a household. In our "Popularity" calculations, that traffic counts as one subscriber. In a Mobile network, a "Subscriber" is an individual mobile phone user. Mobile apps used on Fixed networks (e.g. home Wi-Fi) will be included in the Fixed network data.

AppLogic NETWORKS

At the Polls: App Popularity Ebbs and Flows

The ballots are in. Everyday billions of people vote for their favorite app with each click and byte of internet use. The result is that 2024 was another record-breaking year for internet usage and the top 8 brands continue to generate more traffic than everyone else combined. Still, a deeper look at the data across several application categories reveals some valuable insights.

Video:
In the video category, there is a trend toward live streaming of sporting events. These live events are driving traffic to new heights and pushing network capacities to their limits. As part of this trend, QUIC traffic is displacing TCP traffic, making metrics like Inter-Packet Arrival Time (IPAT) and Inter-Packet Arrival Jitter (IPAJ) increasingly critical in measuring Application Quality of Experience (QoE).

In addition to driving traffic volumes to new peaks, live events intensify subscriber sensitivity and can cause net promoter scores to plummet. There are no second chances to cheer your favorite team in the final seconds of a game, or to experience the thrill when a prized-boxer delivers the knock-out punch. The large quantity of viewers experiencing the same thing simultaneously escalates the risk of complaints going viral. Ensuring and managing video QoE is thus vital for protecting a provider's reputation.

Application and network providers should be forewarned that resets, throbbers, loading bars, and pixelation during live events have sent unhappy subscribers posting brand hate speech on social media sites.

Social media traffic surges
as Netflix users experience video quality issues...

The diagram above shows how X (formerly Twitter) traffic surged when the Netflix Luke Paul vs. Mike Tyson boxing match encountered video quality issues on November 15, 2024. Refer to the article "A Game Changer" for more information about the impacts of exclusive live sports.

Social Media:
TikTok continues to remain highly popular, being accessed by 64% of Fixed subscribers and 37% of Mobile subscribers on a daily basis despite international security concerns and bans in some areas. As noted in the report methodology (page 2), Mobile apps accessed on in-home WiFi networks will show up under Fixed network data.

TikTok traffic also comprises 5-7% of total internet volume, ranking it within the top five application leaders across both Fixed and Mobile networks. Still, a sneak-peak into 2025, and the temporary shut-down that occurred in the U.S. on January 18th, leave what's to come for Byte Dance's TikTok in limbo.

Facebook appears to be in decline, at least in the volume of traffic they generate. This could be due to return-to-office initiatives, users transitioning to other platforms, or a host of other factors not covered in this report. X (formerly Twitter) has also been in decline, an observation often attributed to the transition of ownership to Elon Musk in early 2022.

Like the video category, there is a growing trend within Social Media applications to utilize UDP QUIC traffic in favor of TCP.

Television:
The dramatic growth in television is primarily a regional phenomenon. This phenomenon appears to be driven by increased access to live sports and other television content via mobile apps. In some markets, Mobile providers have partnered with local broadcasters and streaming television providers to offer their subscribers a bundled package that includes both mobile internet and television content.

Communication:
WhatsApp and Facebook Messenger continue to be the most popular communication applications with more than 60% of subscribers accessing the applications daily across both Fixed and Mobile Networks.

Conferencing:
Return-to-office programs around the globe have had a significant impact on traffic volumes for conferencing applications. Microsoft Team and Webex traffic, for instance, has declined by more than 15% for both Fixed and Mobile networks.

Audio Streaming:
Spotify and Apple Music continue to be the most popular audio applications with more than 40% of subscribers accessing the applications daily across Fixed networks.

IoT:
The most prolific connected device (outside of smartphone voice agents) is Amazon Alexa, which can be found in 31% of households across the sampled markets. Amazon penetration varies significantly across national boundaries such that household usage in Amazon's primary markets can extend well above 50%.

Peer-to-Peer Traffic:
Peer-to-peer traffic has declined significantly primarily due to a decline in Perfect Dark traffic on Mobile Networks.

2024 was a historic year for political elections. Voters headed to the polls in more than 60 countries in what has been referred to as Global Elections Super-Cycle. For political incumbents, the year has been described as calamitous. But, for the top internet applications and brands, there were only a few shifts in the popularity struggle.

Traffic volumes generated by conferencing applications went down, with Microsoft Teams being the most notable. Generative AI apps burst onto the scene with ChatGPT and Copilot leading the charge. X (formerly Twitter) continued its decline, suggesting that the political arena and app popularity on the internet may have strong cross-over effects.

As we peer into the crystal ball of 2025, one can't help but wonder how much politics will play a role in internet usage this coming year. What will be the impact of the U.S. Supreme Court's strike-down of net neutrality? How much will the U.K.'s Competition and Markets Authority (CMA) or Information Commissioner's Office (ICO) affect Google's cookie strategy? Will the European Union's Digital Services Act (DSA), a piece of legislation partly aimed at censoring the internet, block or seriously disrupt any leading applications?

No matter the outcome, the GIPR will share the results

The Dominance of Big Tech

In today's digital age, the influence of big tech companies like Alphabet, Meta, Microsoft, Amazon, and Apple is undeniable, especially when it comes to internet traffic. These giants not only shape the way we access and consume content but also hold a significant share of global internet activity.

Unprecedented Control
Our data indicates that these companies, along with Netflix, Disney, and TikTok, account for more than 50% of web traffic. Alphabet dominates daily subscriber interactions with their Google search engine, while YouTube remains the go-to platform for video content, consuming more than 10% of internet bandwidth. Similarly, Facebook and Instagram dictate social media engagement, with billions of users scrolling and sharing daily. Amazon, meanwhile, has transformed e-commerce, attracting millions of shoppers to its platform and influencing the entire retail landscape.

The Call for Regulation
As the dominance of big tech continues to grow, so does the call for regulation. Policymakers globally are increasingly scrutinizing these companies to ensure fair competition and protect consumer interests. Antitrust investigations and discussions around data privacy and user rights are at the forefront of this conversation.

Conclusion
The dominance of big tech companies in terms of internet traffic is a double-edged sword. While they provide convenience and connectivity, their control over such a large volume of online activity poses risks for content diversity and market fairness. As we move forward, finding a balance that fosters innovation and ensures a fair digital landscape will be crucial for the future of the internet.

Contribution to
Daily Volumes

The Rise of AI Assistants

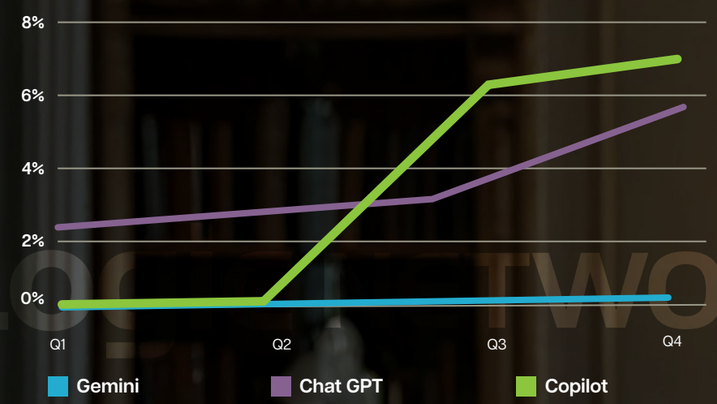
AI personal assistant usage erupted last year marking a pivotal shift in how the world now interacts with technology. Powered by advancements in natural language processing and contextual understanding, AI personal assistants have transcended their initial role as simple task managers. They have become versatile tools capable of managing complex queries, offering personalized recommendations, and seamlessly integrating with smart devices.

Unlike traditional search engines, which primarily deliver ranked lists of results based on keywords, AI personal assistants provide conversational and context-aware responses. They are designed to understand the user's intent, often predicting needs based on past interactions and real-time contextual cues. For example, while a search engine might return a list of nearby restaurants, an AI assistant can recommend one based on the user's dietary preferences, location, and time of day, even making reservations.

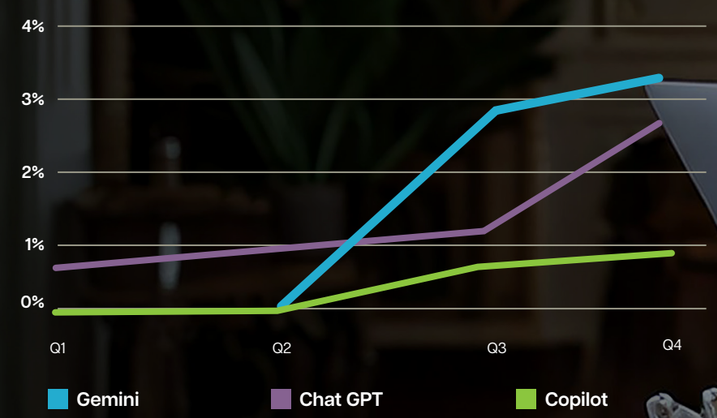
Another factor contributing to their growth is their multi-modal interface. Users can interact through voice, text, or gestures, making AI assistants more inclusive and accessible. Furthermore, their ability to bridge multiple applications and systems enhances their utility, contrasting with the more singular function of search engines.

The eruption of AI personal assistant usage in 2024 suggests that AI assistants could become as ubiquitous as search engines. OpenAI's GPTs, Google Gemini, Anthropic's Claude and Microsoft's CoPilot showed a significant rise in popularity throughout the year. These AI engines are now reaching as high as 7% of households in Fixed networks and 4% of mobile users across the globe.

AI Popularity FIXED



AI Popularity MOBILE



AppLogic NETWORKS

THE COOKIE HYPE AND AD ANALYTICS

2024 was expected to be a disruptive year for the digital advertising industry, but third-party cookies are still around and so is its largely ignored cousin, Ad Analytics.

Leading up to July 2024, reports of "cookiepocalypse" and "the death of third-party cookies" circulated the internet describing Google's plan to follow Safari and Firefox in blocking third-party cookies in their Chrome web browser. Then in July, Google Chrome reversed their plans.

Third-party cookies have received a lot of attention. The reasons are simple. When Apple changed the way Safari handles third-party cookies in 2021, it reportedly cost social media platforms nearly $10 billion. Google Chrome's market share is significantly larger than Safari, so digital advertisers were expecting the financial impacts of blocking third-party cookies in Chrome to be even greater. Instead of killing third-party cookies, however, Google Chrome now plans to enable users to make an informed choice about whether they want third-party cookies to be blocked or supported.

For network providers, perhaps even more interesting than third-party cookies is Ad Analytics. Ad Analytics involves the systematic gathering and analysis of data to measure the performance and effectiveness of advertising campaigns. It includes tracking customer journeys to see which ads and channels are most effective at driving conversions. It also helps digital marketers understand which demographics are most responsive to their ads so they can tailor future campaigns to these groups.

Two reasons why Ad Analytics should be of interest to network providers are the amount of traffic they generate on the network and the pervasiveness in which they occur across the subscriber population. Another reason Ad Analytics may be of interest to network providers is that it highlights the value of the data passing through their networks for digital marketers.

2024 GIPR data reveals that Ad Analytics is gathered from 93% of Fixed network subscribers and 76% of Mobile network subscribers every day – placing it among the top 5 most popular services. Ad Analytics traffic comprises less than 2% of an average subscriber's daily volume, but still comes to 66MB per subscriber per day in Fixed networks and 6 MB per subscriber per day for Mobile networks. Frequently, subscribers have no knowledge of this traffic and how it may be affecting the performance of the other applications they are using.

It's somewhat ironic that Ad Analytics ranks among the most popular services but is virtually unknown to subscribers. Creating subscriber awareness by publishing Ad Analytics data consumption to their customers is something network providers may want to consider.

Network providers may also want to consider the CAPEX and OPEX expenses of Ad Analytics traffic and whether it should be shaped to enhance overall network performance or whether other opportunities are available to recover network costs.

Top 20 Apps – Fixed

	Application	% Subscribers
1	Generic Web Browsing	98%
2	Google	98%
3	**Ad Analytics**	**93%**
4	Android Market	91%
5	Facebook	90%
6	**Google Analytics**	**89%**
7	YouTube	88%
8	Microsoft	88%
9	WhatsApp	80%
10	Crashlytics	79%
11	Steam	78%
12	Bing	76%
13	Gmail	74%
14	Yahoo	74%
15	Apple	72%
16	Netflix	66%
17	Apple Store	66%
18	**AppsFlyer**	**64%**
19	Tik Tok	64%
20	Instagram	63%

Top 20 Apps – Mobile

	Application	% Subscribers
1	WhatsApp	80%
2	Google	80%
3	Facebook	77%
4	**Ad Analytics**	**76%**
5	Android Market	72%
6	Google Messaging	67%
7	Generic Web Browsing	65%
8	Facebook Messenger	64%
9	Crashlytics	60%
10	**Google Analytics**	**60%**
11	**AppsFlyer**	**53%**
12	Gmail	49%
13	Instagram	47%
14	Microsoft	46%
15	Google Maps	43%
16	Amazon	40%
17	Tik Tok	37%
18	Amazon AWS	34%
19	Apple	33%
20	**Adjust**	**33%**

Application Encryption Changes in 2024

The year 2024 brought critical updates to application encryption protocols, driven by a focus on quantum resistance and increased user privacy. These changes aimed to mitigate emerging threats posed by advanced technologies and ensure a secure digital experience.

Key advancements included

- Adoption of post-quantum encryption standards like Kyber, a NIST-approved quantum-resistant algorithm
- Enhanced packet obfuscation through fragmentation, particularly in protocols like IETF QUIC, making data flows harder to analyze
- Support for Encrypted Client Hello (ECH) to conceal server names during TLS handshakes, significantly improving user privacy

Timeline of Key Releases

April 2024

Google Chrome began supporting quantum-resistant encryption via Kyber for TLS connections. Simultaneously, applications using IETF QUIC protocols increased payload obfuscation through further fragmentation of packets, making it more challenging to detect and analyze traffic patterns.

Major applications supported were Netflix, Facebook, YouTube, Instagram, Google applications and webpages accessed through browsers.

September 2024

Cloudflare rolled out Encrypted Client Hello (ECH) in beta for all customers, enabling it by default in their free tier. This enhancement prevents ISPs and intermediaries from identifying the destination server during TLS handshakes, adding a layer of privacy.

Application coverage is limited to the apps that utilize free tier from Cloudflare and top 10 applications are not included in this list.

November 2024

Chrome transitioned from Kyber to ML_KEM, a new post-quantum encryption algorithm optimized for performance and security in real-time communication applications.

Application visibility was not observed to be impacted by this change.

How does this impact service providers?

The applications that are moving towards more advanced encryption techniques for security pose significant challenges in terms of visibility, as they obscure the apps being utilized in their networks. This drives the need for more sophisticated techniques in application classification to restore visibility for mission-critical use cases.

Application and sub classification of apps into type of traffic being used within the app is vital in gauging subscriber experience on the network.

APRIL

Google Chrome rolls out support for **Kyber for TLS**

Applications utilizing IETF QUIC introduce increased obfuscation techniques

SEPTEMBER

Cloudflare starts supporting **Encrypted Client Hello (ECH)** for apps hosted through their CDN

NOVEMBER

Google Chrome replaces Kyber with **ML_KEM** to enhance data security

2024 | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER

Live Streaming: A Game Changer

Anticipating year-over-year growth and seasonal usage trends won't be sufficient much longer for network planners. Peak Internet usage in the United States is being pushed to new heights by Live Streaming and this is just the beginning. 2024 witnessed the impact live streaming can have: the top ten traffic days all coincided with a live streaming event.

In both 2023 and 2024, the NFL formed partnerships with the streaming giants to offer their broadcasts via digital distributions. The strategic decision to expand into live streaming has driven increased accessibility for casual sports fans who have 'cut the cord' and for football fans around the globe who might otherwise have no access. It has also highlighted how exclusive streaming of sporting events can set a streaming provider apart from the competition.

In 2024, the streaming giants – Amazon Prime, Peacock, and Netflix – all doubled down and broadcast exclusive sporting events to lure and retain subscribers.

Top Streaming-ONLY Events

Peacock Wildcard Game - Jan. 13
Amazon Prime Thursday Night Football
Netflix Jake Paul vs. Mike Tyson - Nov. 15
Netflix NFL Christmas Day Games - Dec. 25

Most recently, the NFL and Netflix partnered to stream Christmas Gameday live, marking the first time an NFL game was exclusively available on the Netflix platform. Netflix purchased the exclusive rights for two NFL games on Christmas for a reported $150 million.

In addition to the NFL broadcasting rights, Netflix has also made a reported 5 billion dollar deal to acquire the exclusive streaming rights to WWE for the next decade. This deal also secures the vast catalog of archived WWE content in many countries. Netflix began live streaming Monday Night Raw every Monday night at the start of 2025.

The investment in live streaming is being seen across all sports and we expect this trend to continue as media deals come up for renewal. The NBA in 2024 completed negotiations for an 11-year deal for their three media packages with Disney (ABC and ESPN), Comcast (NBC and Peacock) and Amazon. The new media deal saw streaming giant Amazon displace the 40-year relationship between the NBA and Turner Sports (Warner Bros. Discovery).

Amazon expanded their Thursday Night Football offering to 16 regular season games this season. Amazon has shown it can deliver at scale, we saw that 6 out of the top 10 network volume days in 2024 were driven by TNF.

Amazon also pursued a sublicensing deal with Rogers Communication to bring Monday Night Hockey to Prime subscribers for free in Canada. The two-year deal (2024/25 and 2025/26) has already shown dividends as we are seeing new peaks in Canadian network operators for the start of this season.

The NHL media deal in Canada will expire at the end of the 2025/26 season and the United States will expire in the 2027/28 season.

Disney+ added ESPN+ to their streaming service near the end of 2024, allowing U.S. subscribers to access live ESPN sports content directly within the Disney+ app.

On January 6, 2025 Disney+ announced plans to acquire sports heavy FuboTV, merging its Hulu + Live TV service with Fubo. Fubo and Hulu + Live TV each provide customers the ability to stream live broadcasts to their connected TVs, mobile phones, tablets, and other internet-connected devices.

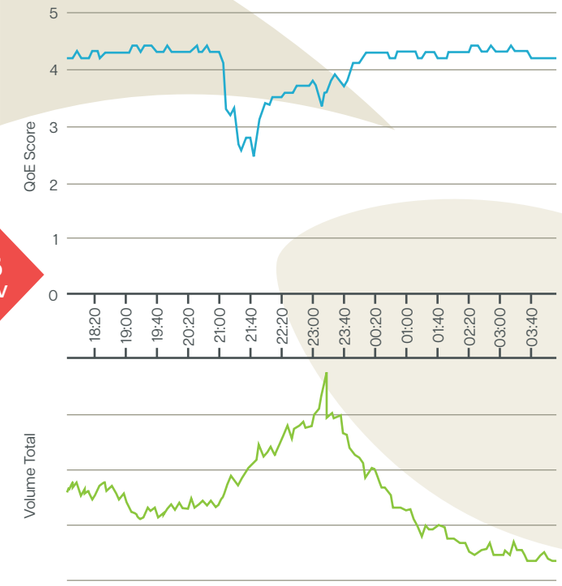
Live streaming is the next big capacity driver for the foreseeable future, and network operators will need to plan for these new peaks. Professional sports leagues are continuing to expand their broadcasts into digital formats to increase accessibility in existing markets and to expand reach through untapped global markets.

The current streaming landscape is fractured in the United States, and streaming providers are competing for consumer attention and dollars. The addition of live streaming to existing streaming platforms will secure the value proposition for consumers and improve brand loyalty. The adoption of live streaming is a trend we expect will continue in the United States and

Q4 2024 US Ranked - Top Traffic Volume

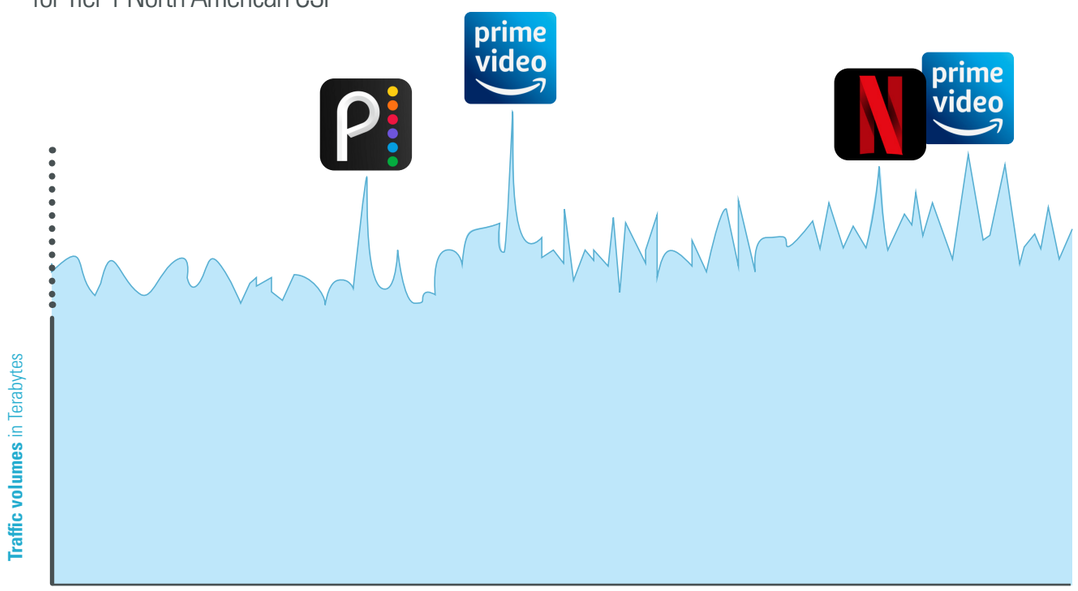
	Date		Event
1	14 November	prime video	NFL Week 11
2	5 December	prime video	NFL Week 14
3	7 November	prime video	NFL Week 10
4	21 November	prime video	NFL Week 12
5	15 November	NETFLIX	Paul vs Tyson
6	21 October	ESPN	NFL Week 7
7	24 October	prime video	NFL Week 8
8	3 November	SUNDAY TICKET	NFL Week 9
9	1 December	SUNDAY TICKET	NFL Week 13
10	12 December	prime video	NFL Week 15

As Quality of Experience drops…



…social media traffic surges

Daily traffic volumes
for Tier 1 North American CSP



Conclusion

Why Internet Phenomena Matter

This year's Global Internet Phenomena Report identifies and quantifies a number of different phenomena, including:

- **The variable nature of application popularity**
  While video remains the largest application category in terms of volume, the content types and specific applications within that category are ever changing. Operators need to be able to identify the exact type of video in order to plan and optimize effectively while maintaining a high quality of experience.

- **The rise of AI assistants**
  Though not significant in terms of volume – yet – the explosion of AI assistants in popularity should serve as fair warning to operators. What these assistants mean in terms of future demand and how that demand will translate into traffic – and by extension, customer satisfaction – is yet to be determined. The only way to be ready will be to watch carefully and plan strategically.

- **The continued pervasiveness of ad analytics**
  Often referred to as "the most popular app no one asked for", analytics apps are indeed everywhere and their cumulative traffic must be considered, measured, and optimized for efficiency.

- **The evolution of encryption technologies**
  Encryption technologies continue to grow, both in terms of sophistication as well as usage. This means operators need to seek out better and better classification technologies in order to maintain service quality and customer satisfaction.

- **The impact of live streaming**
  Live streamed sports are earthquakes in network traffic, causing some application to triple or quadruple in usage and network traffic to spike 30-40%. Operators need to plan for and manage these peaks in order to maintain quality of experience without breaking the bank.

Our AI-powered AppLogic accurately identifies, classifies, and categorizes 95% of all traffic going across the network. This data empowers operators to "be ready" for what's next, whether in terms of planning, operations, or customer service.

We believe our technology and our commitment to promoting the ethical use of the same have an important role to play in improving the quality of experiences for people and promoting digital human rights around the world. And with more and more operators developing and implementing AI models across all business entities and functions, the criticality of accurate customer and network data upon which to base those is vital.

To learn more, visit applogicnetworks.com

Top Apps in Category by App User Volume – Fixed

App Category/Name	% Users	YoY	Volume	YoY
Video				
YouTube	88%	0%	1.5 GB	21%
Netflix	66%	1%	1.6 GB	15%
Amazon Prime	49%	7%	644 MB	51%
Disney+	32%	4%	635 MB	17%
Generic Video	20%	-15%	1MB	-12%
Social Media				
Facebook	90%	0%	577 MB	-3%
Tik Tok	64%	2%	490 MB	7%
LinkedIn	64%	1%	3 MB	2%
Instagram	63%	-5%	189 MB	17%
Pinterest	62%	-1%	6 MB	1%
Device Gaming				
Steam	78%	0%	279 MB	20%
EA Game	36%	-1%	1 MB	29%
Unity engine	36%	8%	7 MB	57%
Xbox Live	17%	-14%	380 MB	-13%
Minecraft	12%	31%	2 MB	34%
Television				
Apple TV+	25%	2%	62 MB	13%
Tubi TV	17%	0%	77 MB	25%
Pluto TV	13%	9%	49 MB	-5%
Roku Channel	6%	6%	801 KB	16%
Plex	5%	10%	7 MB	24%
Audio				
Spotify	60%	5%	36 MB	13%
Apple Music	49%	2%	18 MB	5%
Podcast Services	15%	-9%	10 MB	-43%
Amazon Music	9%	2%	18 MB	-2%
Shazam	6%	16%	41 KB	54%
Cloud Gaming				
Playstation Now	3%	-5%	849 KB	45%
Tencent	3%	97%	15 KB	26%
GeForce Now	1%	27%	2 MB	27%
YouTube Playables	1%	36%	79 KB	187%
Playkey	1%	15%	35 KB	8%
Communication				
FB Messenger	80%	1%	31 MB	34%
WhatsApp	80%	1%	15 MB	20%
Google Messaging	46%	1%	540 KB	-26%
FaceTime	28%	-3%	109 MB	25%
iMessage	19%	14%	647 KB	6%
Conferencing				
Google Meet	54%	45%	5 MB	12%
Microsoft Teams	54%	-2%	48 MB	-16%
Skype	9%	-2%	983 KB	-21%
Zoom	8%	33%	13 MB	-5%
Zoho	4%	12%	214 KB	49%
IoT				
Apple Siri	56%	-5%	237 KB	-21%
Bixby	37%	4%	101 KB	13%
Amazon Alexa	31%	14%	2 MB	-45%
Google Home	17%	14%	78 KB	18%
SmartThings	13%	13%	203 KB	21%

Top Apps in Category by App User Volume – Mobile

App Category/Name	% Users	YoY	Volume	YoY
Video				
YouTube	72%	-3%	89 MB	7%
XVideos	9%	0%	10 MB	38%
Netflix	8%	10%	20 MB	22%
Generic Video	3%	-29%	6 KB	-134%
Amazon Prime	2%	22%	3 MB	11%
Social Media				
Facebook	77%	-3%	137 MB	-22%
Instagram	47%	1%	45 MB	-12%
Tik Tok	37%	2%	35 MB	5%
Snapchat	29%	3%	16 MB	34%
X (Twitter)	28%	-5%	2 MB	-1%
Device Gaming				
Unity engine	20.5%	5%	1 MB	27%
EA Game	7.1%	-41%	153 KB	-11%
Generic Gaming	1.3%	-8%	466 KB	-7%
Supercell	1.2%	-6%	35 KB	-30%
ROBLOX	1.0%	14%	3 MB	23%
Television				
Apple TV+	1.9%	-1%	190 KB	43%
Plex	0.1%	0%	27 KB	-10%
Sky	0.1%	37%	5 KB	-28%
Pluto TV	0.0%	0%	7 KB	24%
Roku	0.0%	0%	1 KB	40%
Audio				
Apple Music	12.1%	13%	704 KB	-4%
Spotify	10.1%	5%	2 MB	16%
SoundCloud	1.2%	7%	185 KB	29%
YouTube Music	1.0%	-2%	5 KB	28%
Shazam	0.9%	-1%	3 KB	99%
Cloud Gaming				
Tencent	2.3%	7%	6 KB	-11%
Garena+	1.5%	21%	258 KB	18%
Playkey	0.3%	-11%	9 KB	-4%
Playstation Now	0.2%	-7%	1 KB	15%
YouTube Playables	0.1%	63%	3 KB	158%
Communication				
WhatsApp	80.0%	0%	43 MB	19%
Google Messaging	67.2%	-1%	171 KB	-11%
FB Messenger	64.4%	-4%	1 MB	-10%
Telegram	12.8%	12%	7 MB	4%
FaceTime	5.6%	-2%	866 KB	6%
Conferencing				
Microsoft Teams	27.0%	-4%	999 KB	-30%
Google Meet	26.9%	34%	376 KB	16%
Zoom	1.0%	2%	579 KB	-5%
Skype	0.6%	-6%	25 KB	-34%
Zoho	0.4%	0%	8 KB	4%
IoT				
Apple Siri	23.6%	6%	43 KB	11%
Bixby	18.5%	-3%	26 KB	6%
SmartThings	3.3%	31%	8 KB	71%
Google Home	3.1%	22%	7 KB	36%
Amazon Alexa	0.7%	-6%	17 KB	-34%

AppLogic NETWORKS

AppLogic Networks' mission is to revolutionize network observability while championing digital human rights. AppLogic Networks provides application and network intelligence software that enables service providers and enterprises to deliver high-quality online experiences.

AppLogic Networks' AI-powered solutions help network operators analyze, optimize, and monetize their networks with contextual insights and real-time metrics. AppLogic Networks is based in the US, with associates located around the globe.

Learn more about our App QoE portfolio | www.applogicnetworks.com

USA
5800 Granite Parkway
Suite 170
Plano, TX 75024
USA

EUROPE
Neptunigatan 1
211 20 Malmö,
Skåne
Sweden
T. +46 340.48 38 00

CANADA
410 Albert Street,
Suite 201, Waterloo,
Ontario N2L 3V3,
Canada
T. +1 519.880.2600

ASIA
RMZ Ecoworld,
Building-1, Ground Floor,
East Wing Devarabeesanahalli,
Bellandur, Outer Ring Road,
Bangalore 560103, India
T. +91 80677.43333