

## Flurry Adds HTML5 Support to Its Industry Leading Analytics Service

*Flurry Analytics HTML5 Support Launches amid Unprecedented and Accelerating Growth*

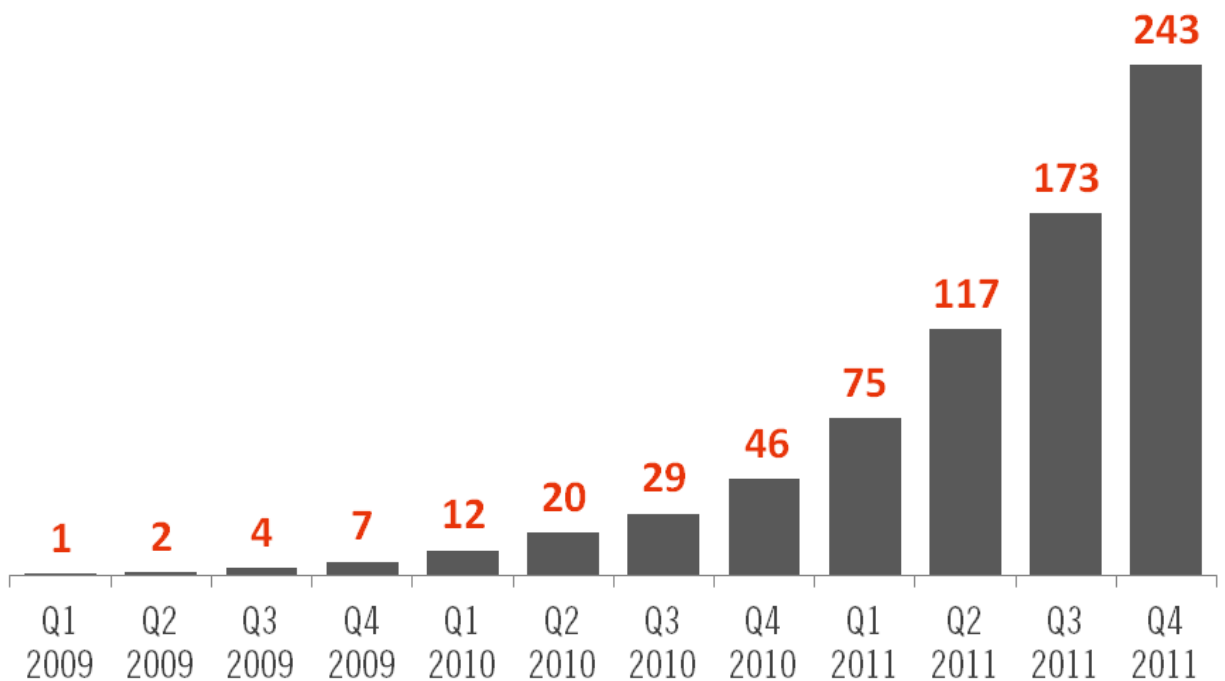
San Francisco, CA – February 1, 2012 – [Flurry](#), the leader in mobile app audience acquisition, insight and monetization, today announced the addition of HTML5 support for Flurry Analytics. [Flurry Analytics](#), a free service used by over 60,000 companies across more than 150,000 applications, delivers an easy-to-use, powerful and fully-scaled analytics solution. HTML5 is the sixth platform supported by Flurry Analytics. iOS, Android, BlackBerry and J2ME launched in 2008, and Window Phone 7 was added in 2011.

“Flurry is committed to supporting developers across any platforms they adopt,” said Simon Khalaf, Flurry president and chief executive officer. “While overall demand for HTML5 remains nascent, there is strong interest among traditional media companies, a group to which Flurry is highly committed.”

### Flurry Analytics Unprecedented and Accelerating Growth

Since launching Flurry Analytics in 2008, the number of cumulative, anonymous user sessions tracked has grown exponentially, more than doubling every six months. By the end of 2011, Flurry Analytics tracked a combined total of more than 240 billion sessions.

## Flurry Analytics Cumulative Sessions Tracked (billions)



“It took Flurry a full two years, from August 2008 to August 2010, to track one hundred million daily sessions,” added Simon Khalaf. “Now we’re adding another hundred million daily sessions every three weeks.”

### **HTML5 Emerging as New Platform next to Native iOS, Android and Windows Phone 7 Platforms**

In a recent survey of technology executives across more than 100 Fortune 500 companies, conducted by mobile app development company Kony, 74 percent said they were considering HTML5 implementation. However, only 7 percent said that it would replace their current native application offering. This suggests that HTML5, which has been pitted as the replacement for native apps, will simply co-exist with native apps for the foreseeable future.

A polling of Flurry’s top developers revealed that HTML5 is favored by web-based companies adapting services for tablets and smartphones, while native application platforms remain the de-facto choice for applications designed from the outset for smartphones and tablets.

### **Pricing and Availability**

Flurry Analytics is a free service currently used by 60,000 developers. The Flurry Analytics HTML5 SDK, now in Beta, is available to developers who sign up [here](#).

### **About Flurry**

Flurry increases the size and value of mobile application audiences, and is used in more than 150,000 applications across iOS, Android, Blackberry, Windows Phone, J2ME and HTML5 platforms. Flurry tracks over 30 billion anonymous, aggregated end-user application sessions each month. Flurry is venture-backed by Draper Fisher Jurvetson, InterWest Partners, Union Square Ventures, Menlo Ventures and First Round Capital. The company has offices in San Francisco, New York and London.

### **Note to editors**

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