

An UFI report  
based on the results of a survey conducted from  
5 September 2017 to 15 September 2017



# UFI Digital Innovation Committee survey – Apple changes to its App guidelines

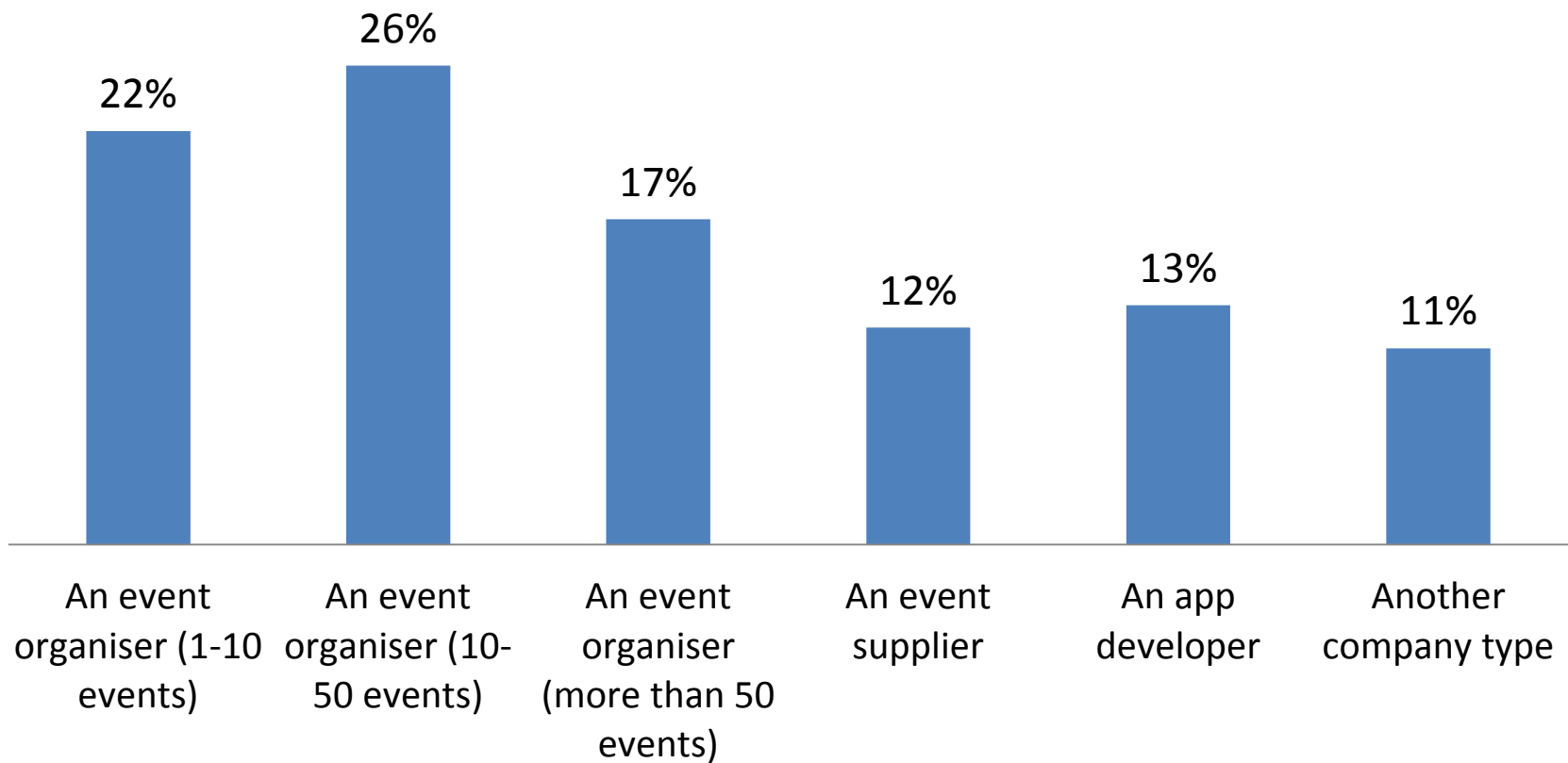
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## Survey Overview

- **No. of responses: 120**
- **No. of email sent: 965**
- **% of participation: 12,43 %**

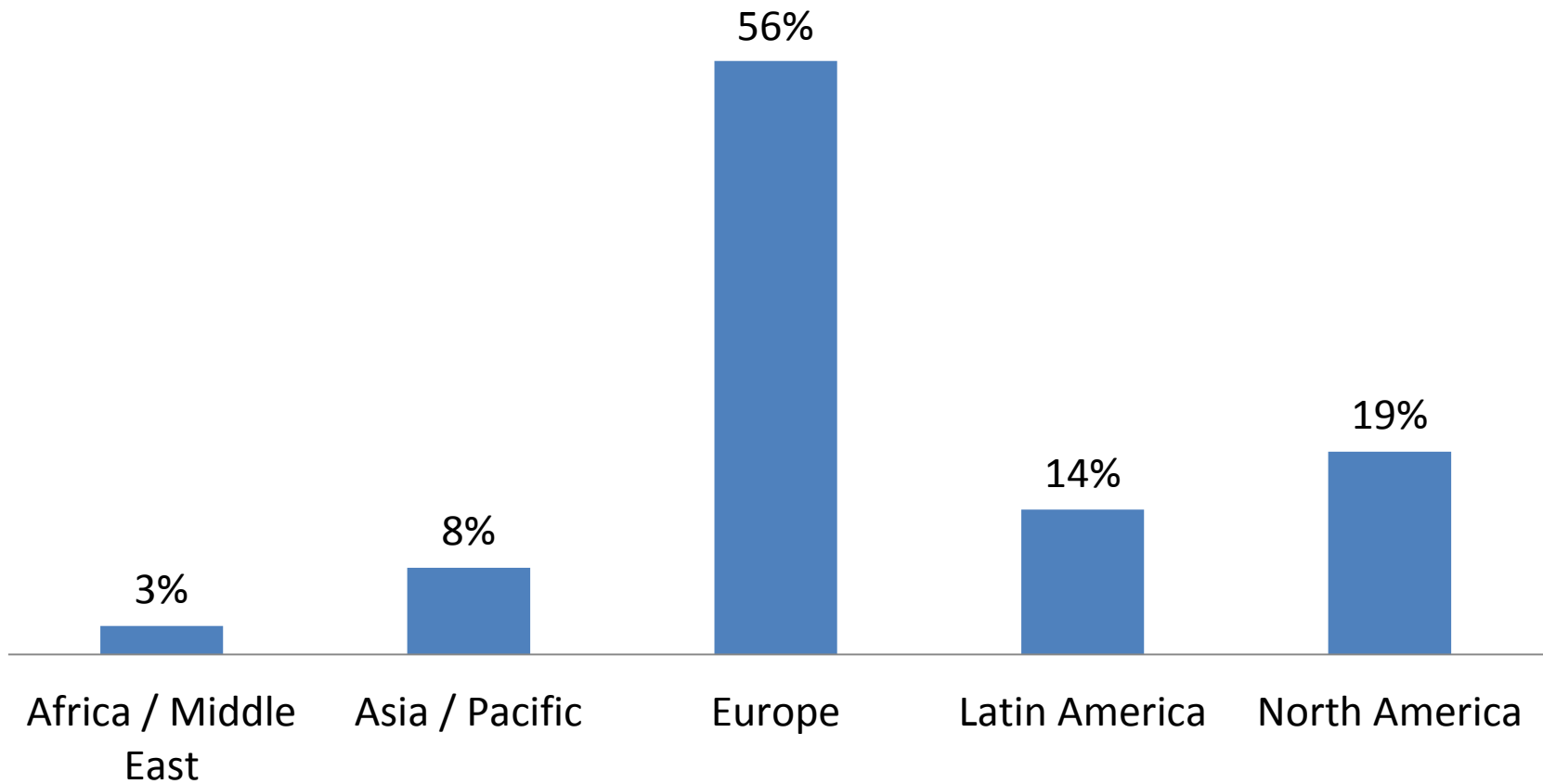
## Company category

### Profile question



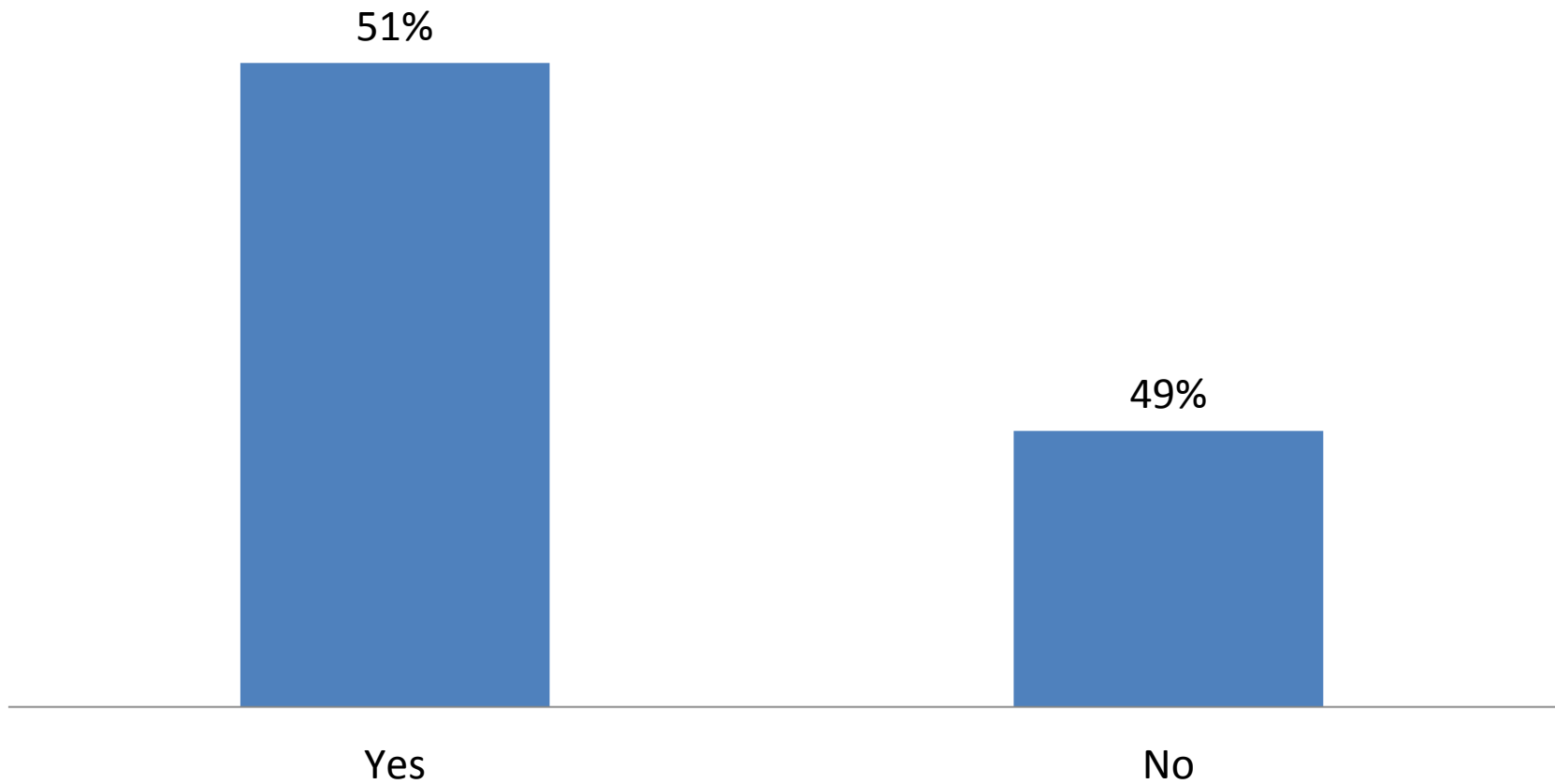
## Regional overview

### Profile question



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Had you heard about this Apple policy change before reading this update?



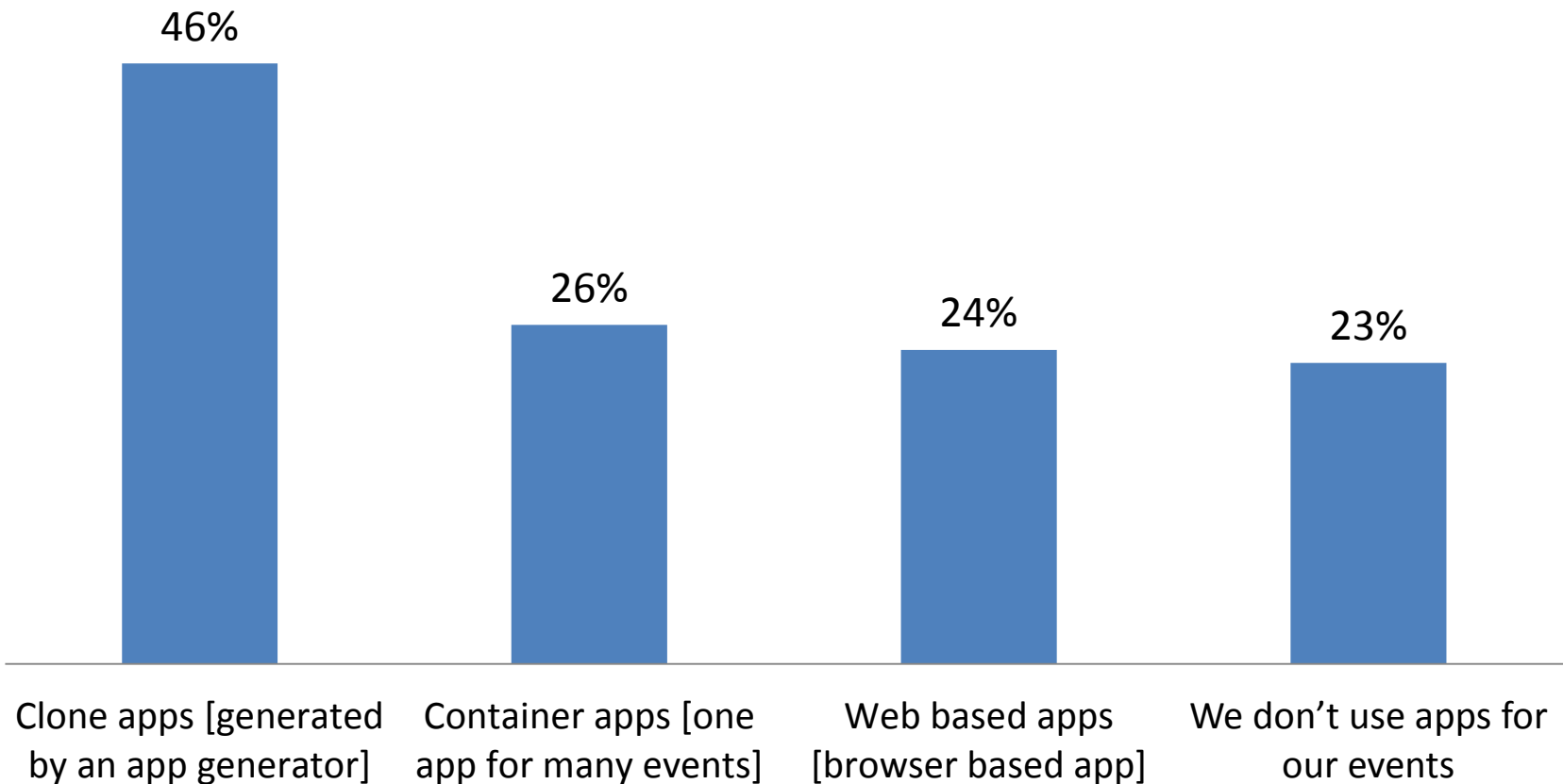
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## Where have you heard about the policy?

- At Goomeo
- Blogpost on the web
- Connect
- E-Mail from Apple
- Email from colleague
- EMECA DBWG
- Event industry news
- Everywhere...
- Facebook
- Industry magazine
- internet
- LinkedIn
- My App provider informed me
- Through a client call
- Twitter
- UFI

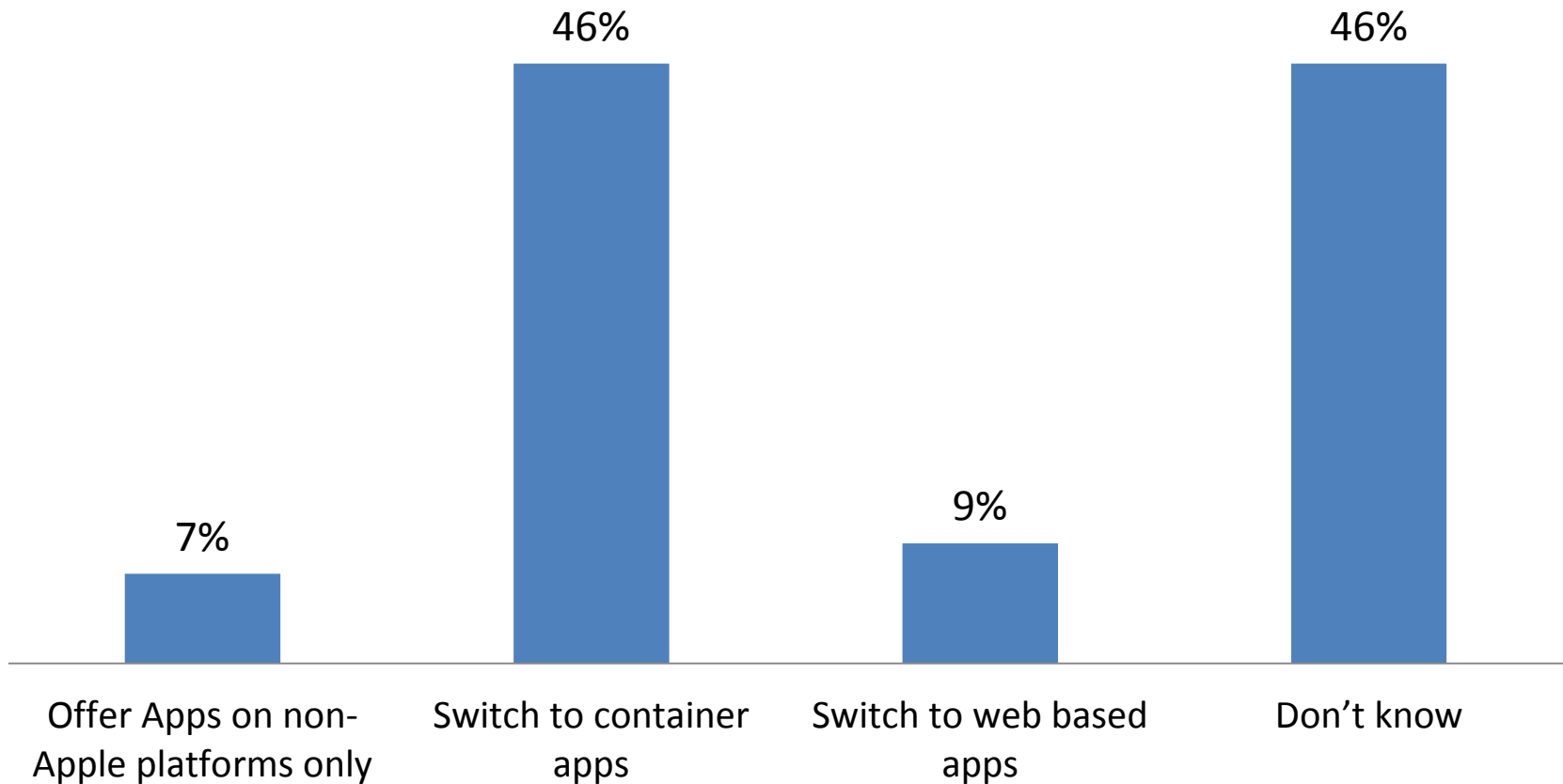
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## Which types of apps are you currently using for your events? Please select all that apply



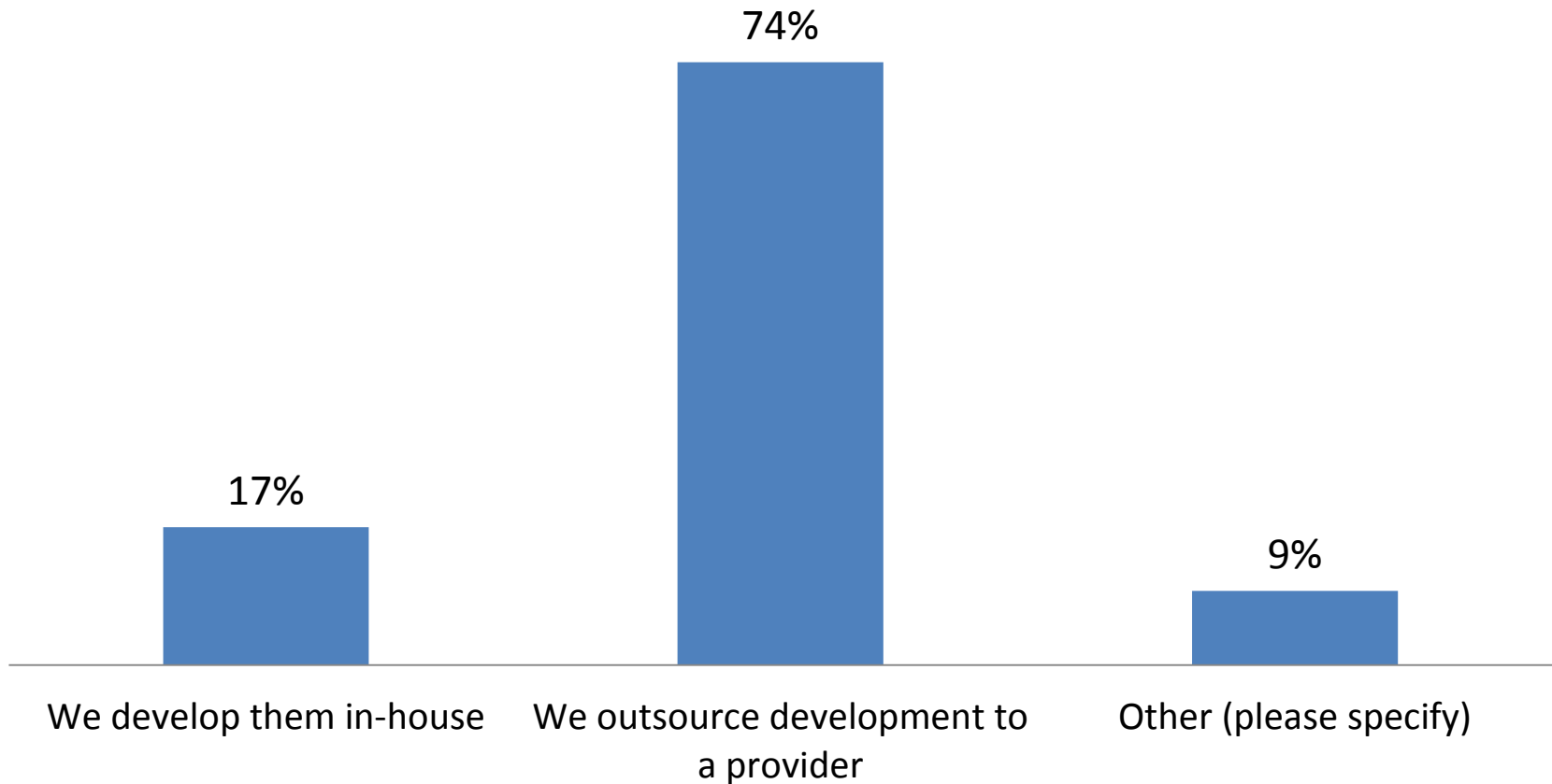
If you use clone apps which of the following alternative solutions are you mostly likely to choose?

Multiple choices





## How do you develop Event apps in your organisation?



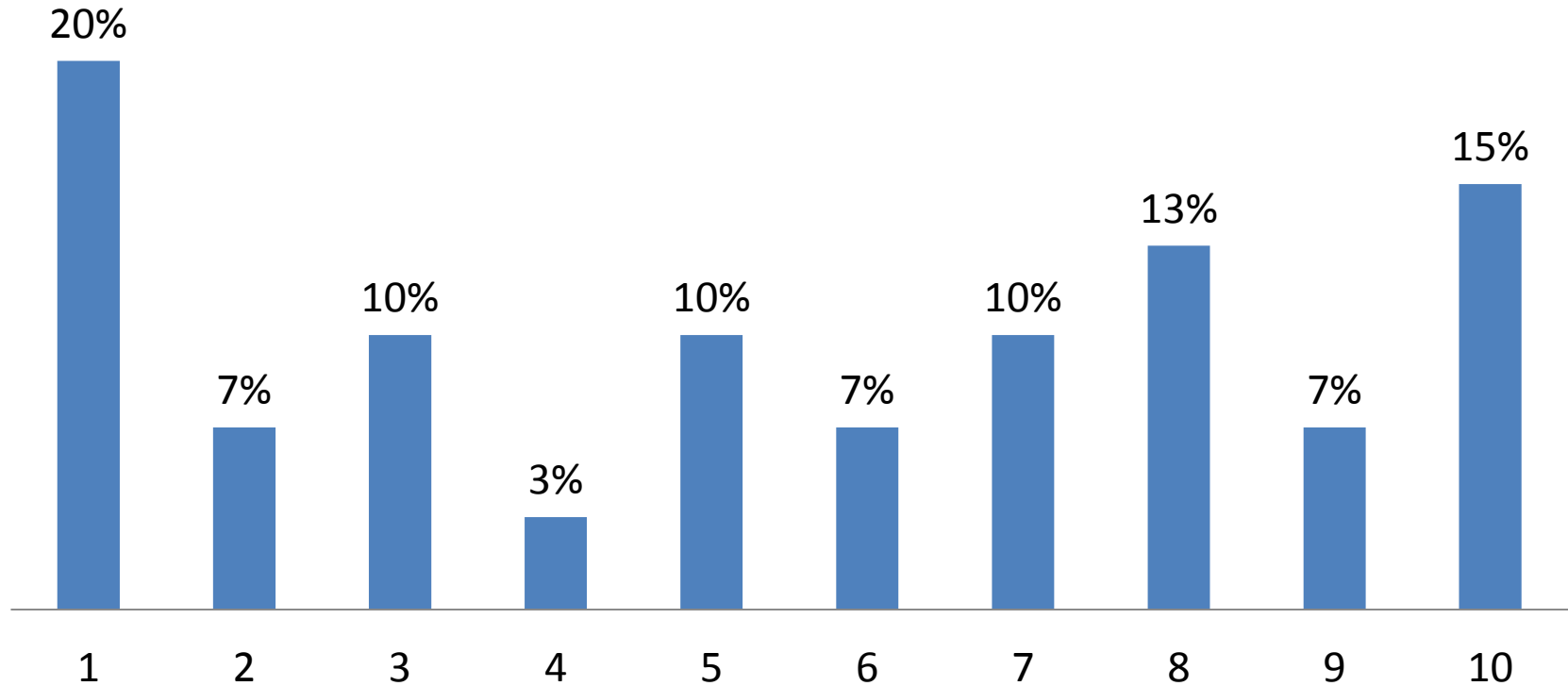
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## If you use a provider which one do you use?

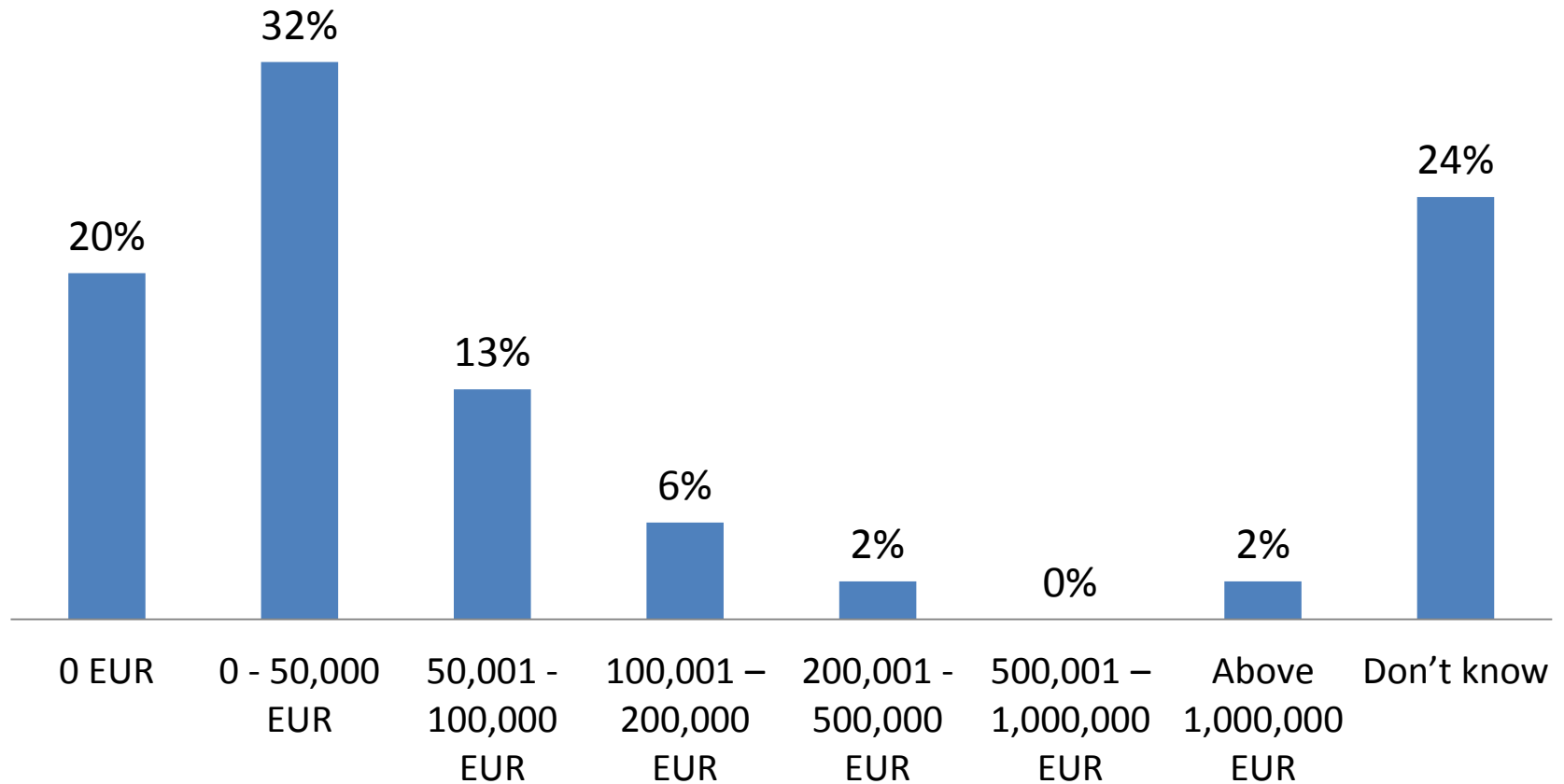
- ACOB
- App4
- CadmiumCD
- Central interactiva
- Corussoft, Berlin, Germany
- DATAGROUP
- Depends on App developer selected for an event
- Different Portuguese Companies (depending on the show)
- doble douche
- Double Dutch, CentralInteractiva
- eTouches
- Eventbase, Cvent
- EventEdge
- eventtia , eventtouch
- Goomeo
- Heidelberg Mobil // Goomeo
- Infoexpo
- INSIDE Guidance
- Local company
- mobLee
- MWay
- M-Way Solutions GmbH
- MYS
- ND
- Noxum GmbH
- Sherpa
- Tapcrowd
- T-flow
- Ungerboeck
- Visit Connect
- Wissen

## How substantially do you think Apple's policy change will impact your app strategy?

(1 no impact at all; 10 extreme impact)

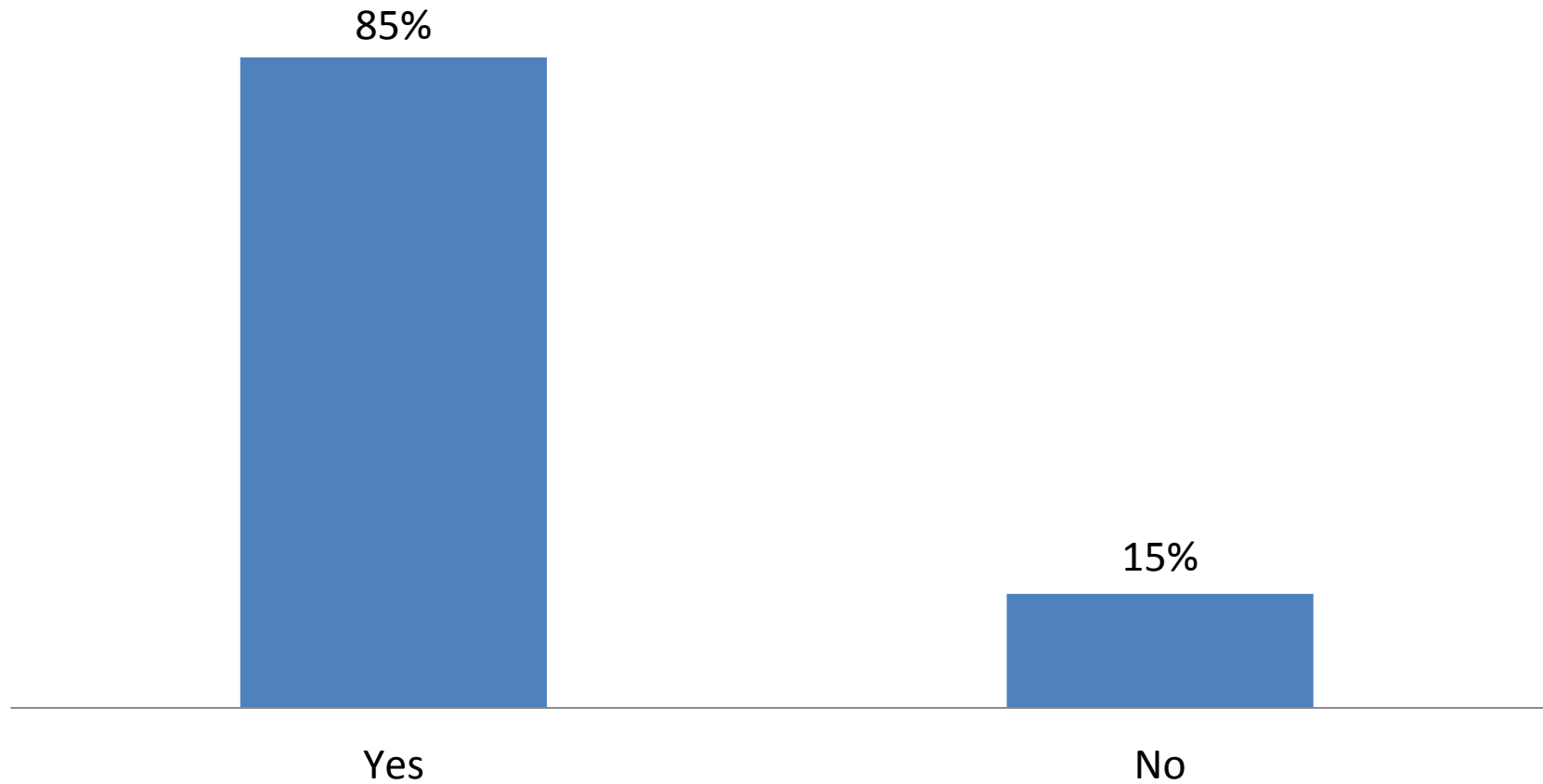


How much do you estimate it will cost to change your app strategy? Please provide your best estimate



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Would you like the UFI Digital Innovation Committee to contact Apple officially to clarify the situation?



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## In your opinion, what should the exhibition industry do next:

