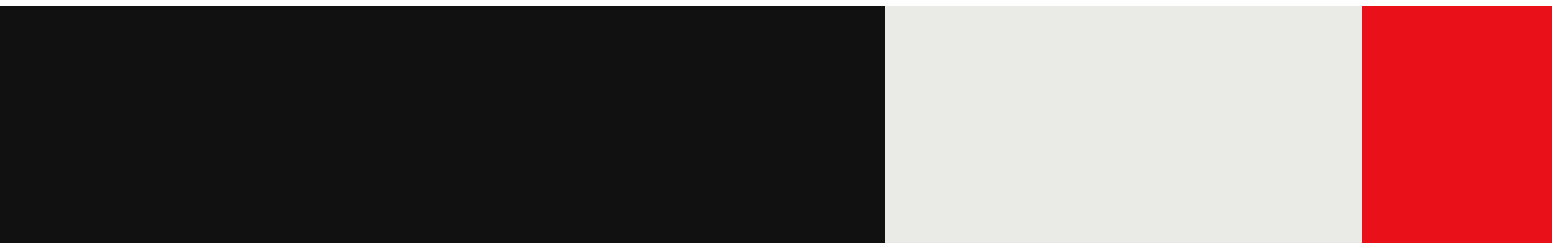


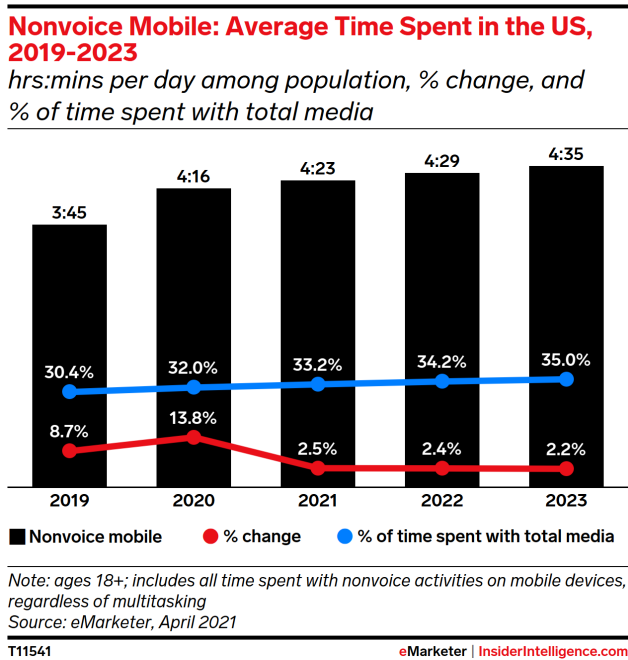
# How time spent on smartphones is changing, why Apple's on fire, and new app store rules

Audio



On today's episode, we discuss what exactly happened to the amount of time people spent on mobile over the last few years, what will happen to it going forward, whether the calming of

the pandemic has a direct correlation with reduced mobile screen time, and which mobile activities folks will keep doing into the future. We then talk about why Apple's not slowing down, a bill that aims to impose new rules on app stores, and some new mobile shopping behavior research. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Yory Wurmser.



Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

**Drive business growth with VTEX Commerce Platform.**

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.](#)