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the mobile research specialists

App Store Comparison

Key Facts and Figures (2009 – 2011)

Preview

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An overview of 56 app stores, including the historical data for 17 major OS, OEM and independent stores

- **Key facts and figures of 10 major OS&OEM application stores (Q1 2009 – Q3 2011)**
  - Apple App Store
  - Android Market
  - BlackBerry App World
  - Nokia Ovi Store
  - Palm App Catalog
  - PlayNow Arena
  - Windows Marketplace for Mobile
  - Windows Phone 7 Marketplace
  - Samsung Apps
  - LG World
- **Key facts and figures of 7 major independent full-catalogue stores (Q4 2009 – Q3 2011)**
  - Handango
  - Handmark
  - GetJar
  - Mobango
  - MobiHand
  - Handster
  - PocketGear
- **Overview of 10 other smartphone application Stores (Q3 2011)**
  - Motorola SHOP4APPS
  - Sony Ericsson eStore
  - Symbian Horizon Directory
  - Java Store
  - Phoload
  - neXva
  - Cellmania
  - Clickgamer
  - Djuzz
  - Youpark
- **29 MNO app stores monitor: key facts and figures (Q3 2011)**
  - AppCentral
  - AT&T AppCentre
  - China Mobile Market
  - China Unicom Wo store
  - Globe AppZone
  - JazzBananas
  - KT Show
  - m1 AppStore
  - Maxis 1Store
  - MTN Play
  - NTT DoCoMo Market
  - Omnitel Programeles
  - Optus App Store
  - Orange App Shop
  - Portugal Telecom TMN
  - Reliance Rworld
  - SingTel AppZone
  - SK T-Store
  - Softwareload by T-Mobile
  - Sprint Digital Lounge
  - Taiwan MatchMarket
  - Telecomnz ‘App Store'
  - Telefonica / Movistar mStore
  - Telkomsel AppZone
  - TelstraOne Experience
  - TIM Store
  - T-Mobile web2go widgets
  - Turkcell Uygulamalar
  - Verizon VCast
  - Vodafone 360

Key facts and figures of major OS&OEM Application Stores (1/3)

App stores comparison

		Device Manufacturers and Mobile OS Providers									
General information	Logo										
	Store name	Apple App Store	Android Market	Samsung Apps[a]	BlackBerry App World	Nokia Ovi Store	Palm App Catalog	LG World	PlayNow Arena[a]	Windows Marketplace for Mobile[c]	Windows Phone Marketplace
	Profile										
	Launch	Jul-08	Oct-08	Sep-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Closed	Oct-10
Customer Interface	On deck store	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	Target platforms	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	Payment options	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
Developer Interface	Developer portal	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	SDK	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	SDK license fee	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	App submission fee	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	Control on app submission	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	Developer revenue share	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx

Preview

[a] Store operator – Handmark
[b] unless signed up for an open source developer membership, which waves these submission and SDK fees
[c] The web-version of Windows Mobile 6.x Marketplace was discontinued on July 15th, 2011. Apps still available through downloadable app store application.

Source: research2guidance 2011

Matches Apple App Store model
Differs from Apple App Store model
Supports only SP
Supports FP and SP
Provides only applications
Provides apps, ringtones, etc.
$ Paid and/or free applications
Only free applications

Key facts and figures of major OS&OEM Application Stores (2/3) (2009 Q1 – 2011 Q3)

App stores comparison

		2009 Q1	2009 Q2	2009 Q3	2009 Q4	2010 Q1	2010 Q2	2010 Q3	2010 Q4	2011 Q1	2011 Q2	2011 Q3
	# Total apps	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	% of paid	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	∅ Price $	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Downloads (mio)	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# User base (mio) [b]	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Developers	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Supported devices	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Countries	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Total apps	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	% of paid	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	∅ Price $	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Downloads (mio)	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# User base (mio)	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Developers	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Supported devices	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Countries	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Total apps		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	% of paid		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	∅ Price $		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Downloads (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# User base (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Developers		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Supported devices		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Countries		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Total apps [a]		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	% of paid		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	∅ Price $		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Downloads (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# User base (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Supported devices		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Countries		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Total apps		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	% of paid		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	∅ Price $		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Downloads (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# User base (mio)		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Supported devices		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx
	# Countries		xx	xx	xx	xx	xx	xx	xx	xx	xx	xx

[a]Excluding personalization content; [b] includes iPod Touch and iPad; [c] Ovi Store is available globally, except Cote d'Ivoire, Cuba, Democratic Republic of Congo, Iran, North Korea, Sudan, Syria, Zimbabwe.

Preview

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