

# Mobile Applications – Global Trends



Mobile Monday Bucharest

08.11.2010

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# Applications / mobile devices 2010

- Apple : 300K apps, 90 mil. devs, ratio 1:300;
- Android :100Kapps, 30 mil. devs, ratio 1:300;
- BlackBerry :8Kapps, 110 mil. devs, ratio 1:13750;
- Windows Mobile: 20K apps, 75 mil. devs, ratio 1:3750;
- Symbian: 7K apps, 400 mil. devs, ratio 1:57578;
- JavaME: 45K apps, 3 bil. devs , raport 1:66666
- Mobi sites: +3 million for 2 billion users

Mobile Developer Economics 2010 Report

Distimo reports

# Downloads and % of free apps

- Apple Store: +6 bil. downloads, 30% free
- Android: +1 bil. downloads, 60% free
- Ovi Store: 2.3 mil downloads/day 30% free
- BlackBerry : +1mil downld/day 25% free
- GetJar: +1 bil. downloads
- Another 75 app stores, 5 with more 50k apps and 5 with more 100 mil downloads

# Money



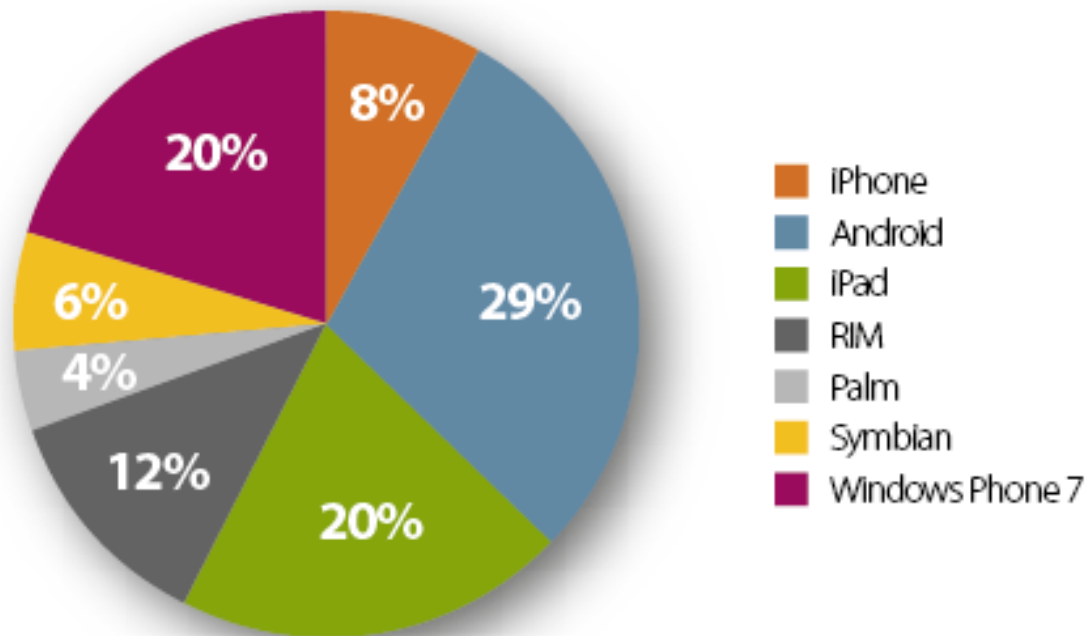
Gartner predicts in 3 years 30 bil US\$ sales and 21 bil downloads

5 paid games exceeded 3 million downloads in App Store

In 2010 almost 1 billion in Ebooks

## New App Platforms Publishers Plan to Support in 2011

CHART B

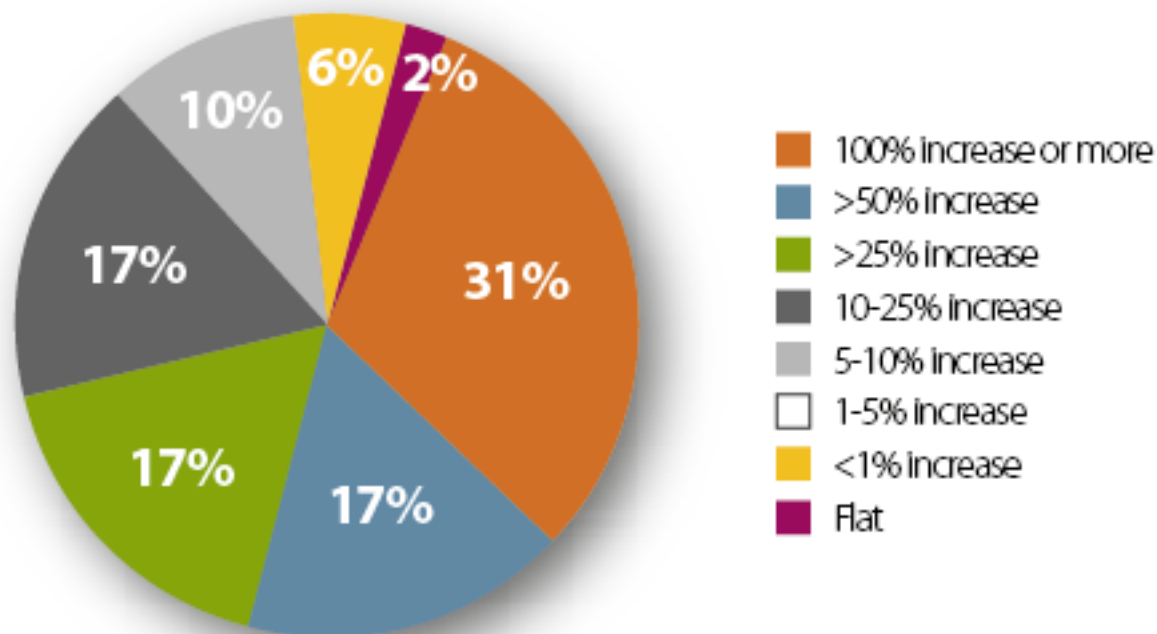


State of the Apps Industry 2010 and 2009 Surveys; DIGIDAY, Stifel Nicolaus, Millennial Media.

Millennial Media | Stifel Nicolaus | DIGIDAY

## Publishers' Expected Increase in Apps Revenue from 2010 to 2011

CHART C



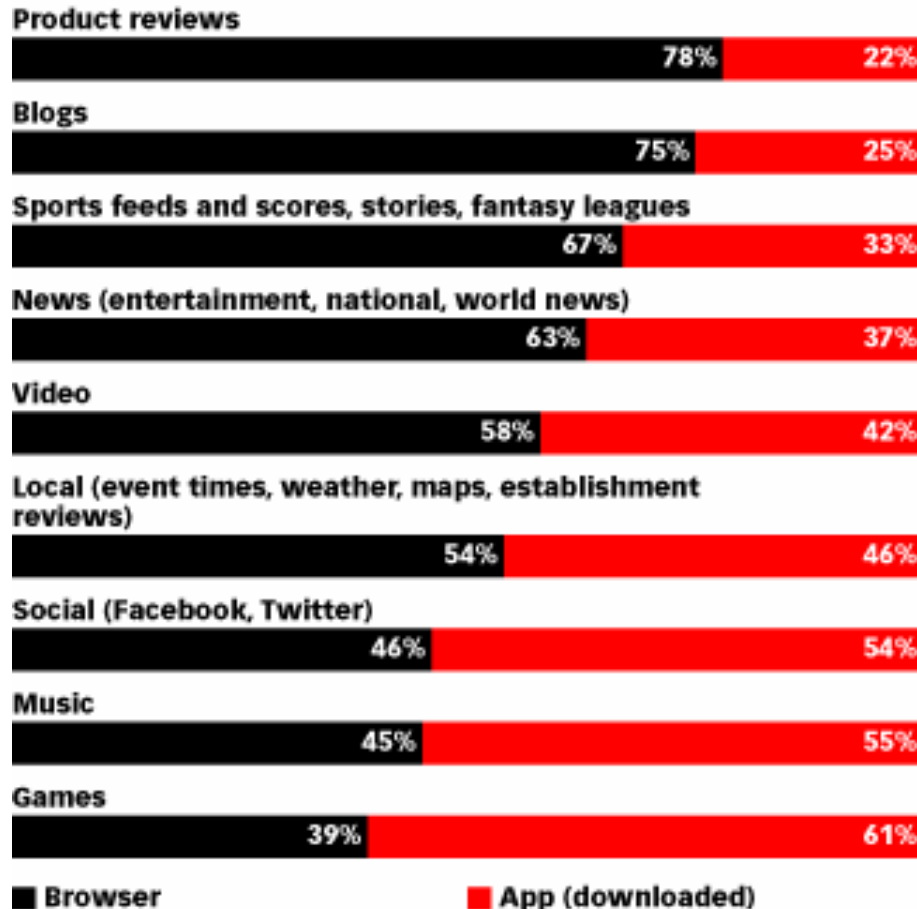
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Millennial Media | Stifel Nicolaus | DIGIDAY

# Users choose mobile browser instead of app

## Preference for Using a Mobile Browser vs. App for Accessing Select Types of Media/Entertainment Content, Aug 2010

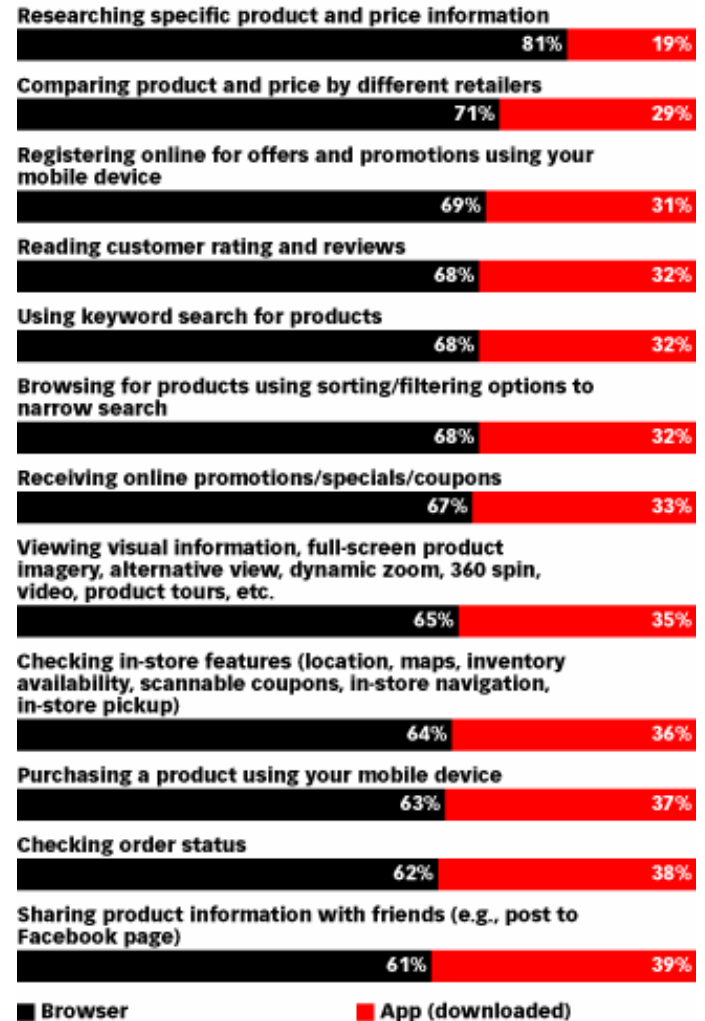
% of US mobile device users



Source: Adobe Systems Incorporated, "Adobe Mobile Experience Survey: What Users Want from Media, Finance, Travel & Shopping" conducted by Keynote Systems, Oct 13, 2010

## Preference for Using a Mobile Browser vs. App for Select Shopping Tasks, Aug 2010

% of US mobile device users



Source: Adobe Systems Incorporated, "Adobe Mobile Experience Survey: What Users Want from Media, Finance, Travel & Shopping" conducted by Keynote Systems, Oct 13, 2010

# Mobile Applications: Trend 1

Mobile web apps > native apps in terms of quantity and users



# Mobile Applications: Trend 2

Native apps will dominate M2M, M-Money, M-Health & other specific areas



# Mobile Applications: Trend 3

## Entertainment & Gaming will lead mass adoption



# Mobile Applications: Trend 4

Mass market : free / sponsored apps  
Niche markets: paid apps



# Mobile Applications: Trend 5

Business model will change from advertising to freemium & other user engagement transactions



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THANK

YOU

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