

# App Stats You Should Know

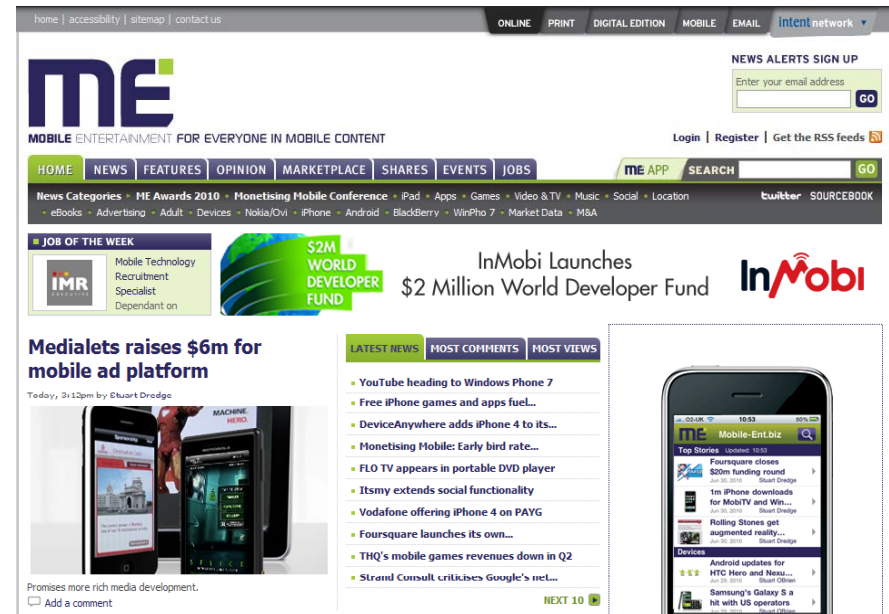
Compiled by Mobile Entertainment / Daten dürften aus dem Sommer 2010 stammen

Ergänzt aber auch gekürzt durch [www.ks3.biz](http://www.ks3.biz) – Dezember 2010  
KS3 ist auch auf Twitter & Facebook & XING zu finden ☺ ...

Weitere relevante Quellen: [www.mobile-zeitgeist.com](http://www.mobile-zeitgeist.com) und  
<http://mobilemetrics.de/>

# Who is Mobile Entertainment?

- Mobile Entertainment provides news, views and analysis on the mobile content industry
- Total monthly audience of **100,000+** people
- We also run industry events, a targeted jobs service, and do contract publishing



[www.mobile-ent.biz](http://www.mobile-ent.biz)

# History of Mobile Gaming

- [http://www.youtube.com/watch?feature=player\\_detailpage&v=fdDpfzCYhoY](http://www.youtube.com/watch?feature=player_detailpage&v=fdDpfzCYhoY)

# App Store Sizes - summer 2010

- Apple's App Store has **225,000** apps
- Android Market has **70,000** apps
  - But unofficial estimates suggest **105,000**
- BlackBerry App World has **7,200** apps
- Ovi Store has **13,000+** 'content items'
  - Includes ringtones, wallpapers and songs as well as apps
- iPad App Store has **11,000** apps
  - Unofficial estimates suggest **20,000+**

# App Store Downloads

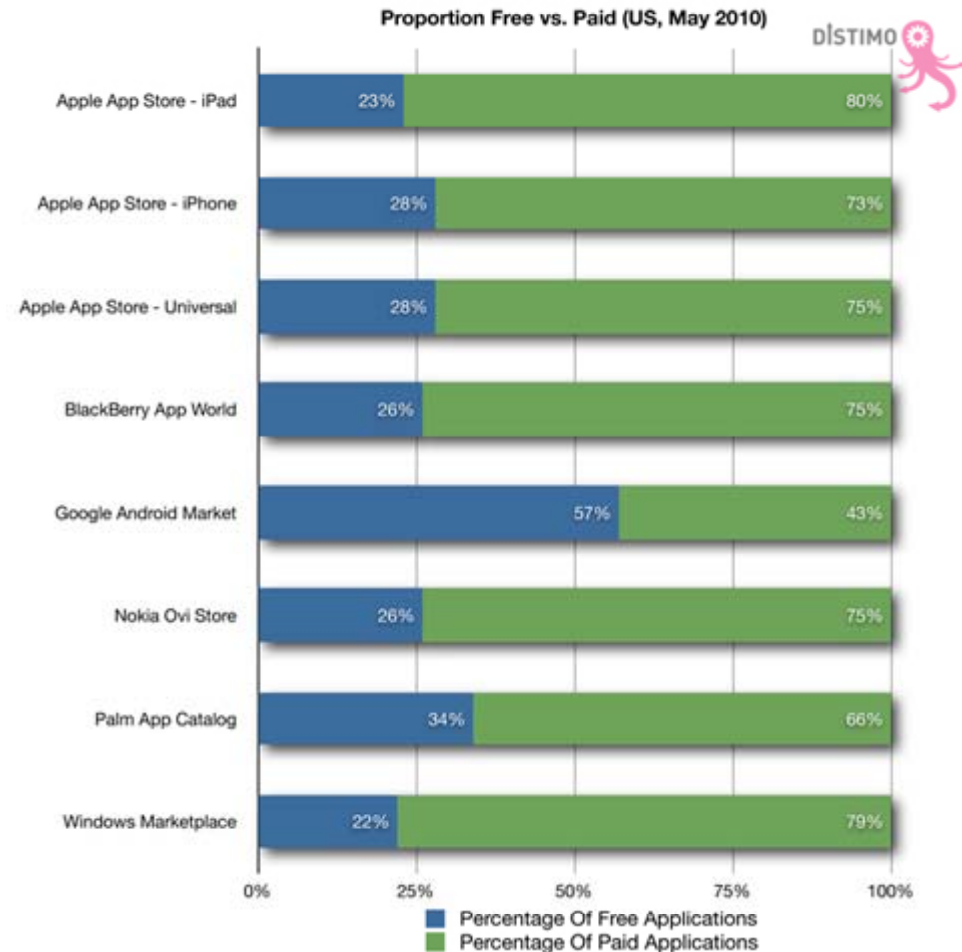
- iPhone passed **5bn** downloads in June 2010
  - Last billion took two months = **16.7m** a day
- Android passed **1bn** downloads in July 2010?
- Ovi Store is doing **1.7m** daily downloads
- BlackBerry App World **1m** daily downloads
  - From **20m** registered users according to RIM
- iPad did **35m** app downloads in first 65 days
- Indie store GetJar does **3m** daily downloads

# The Evolution

- [http://www.youtube.com/watch?v=JcnXOhrmDB8&feature=player\\_detailpage](http://www.youtube.com/watch?v=JcnXOhrmDB8&feature=player_detailpage)

# The Power of Free

- **57%** of Android Market apps are free according to Distimo
- But FADE claimed in March that **98.9%** of Android downloads were free
- In June, Piper Jaffray claimed **81%** of App Store downloads were free



# Paid App Stats

- Apple has paid out more than **\$1bn** to iOS app developers
- In February, AdMob found that **50%** of iPhone owners buy at least one paid app a month
- **35%** of the apps in Mplayit's 'most popular app' charts are paid
- The average paid iPhone app has sold **101,024** copies over a lifetime of 261 days
- **7%** of iPhone and iPod touch owners have spent more than \$50 on games in the last three months

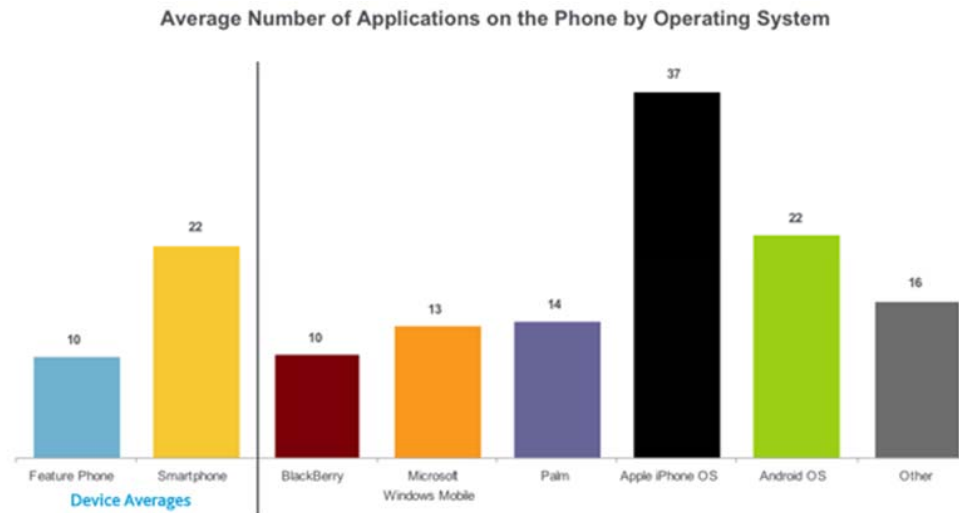
# App Satisfaction



Source: The Nielsen Company  
Q4 2009

- **84%** of App Store users are satisfied with the experience, compared to **81%** of Android Market users, and **58%** of BlackBerry App World users

# Apps Per User



Base: Feature Phone (n=1,914), Smartphone (n=2,351), BlackBerry (n=659), Microsoft Windows Mobile (n=285), Palm (n=63), Apple iPhone OS (n=1,113), Android OS (n=61), Other (n=73)

Source: The Nielsen Company  
Q4 2009

- iOS users have an average of **37** apps on their devices, compared to **22** for Android users and **10** for BlackBerry users
- US iPhone users download **60** apps a year

# UK App Usage

- The average British smartphone owner downloads **15** apps to their handset, keeps **12** of them, and uses **5** every day
- GfK NOP's survey found that 16-24 year-olds are using **10** apps every day on average though
- A **fifth** of UK smartphone users were downloading more apps in June 2010 than six months before
- A **fifth** of them would never pay for an app, but **half** have already paid for one

# Euro App Usage

- There were **81.9** million app users across the UK, France, Italy, Spain and Germany in April 2010
- Maps was the most popular category (**11.1m**)
- It was followed by social networking (**9.5m**) and weather (**9.4m**)



# Gaming Stats

- **51%** of iPhone owners have five or more games installed on their devices says Compete
- **37%** of iPhone owners play games at least every day – puzzle games are most popular
- **46%** of BlackBerry owners have no games on their devices at all
- Gartner claims that mobile gaming will be worth **\$5.6bn** in 2010, rising to **\$11.4bn** in 2014
  - Claims that up to **80%** of all mobile app downloads are games, although up to **70%** of those are free
- Flurry estimates that iPhone games made **\$500m** in the US in 2009
  - That's **5%** of total US gaming revenues

# Female Focus

- **39%** of smartphone-owning women aged 55+ have downloaded one or more apps
- Nearly **one in five** say games are their favourite genre according to LadyGeek's survey
- Facebook is the most popular app for these people
- **22.5%** discovered their favourite app from a friend's recommendation



# Analyst Stats

- Ovum thinks Apple generated **67%** of all smartphone app downloads in 2009
  - But thinks this will fall to **22%** by 2015
  - Other platforms in 2015 – Android **26%**, Symbian **19%**, BlackBerry **17%**
- Gartner thinks free downloads are **82%** of the market in 2010, rising to **87%** in 2013

# Developers! Developers! Developers!

- **53%** of US mobile developers are building iOS apps
  - iGR's survey says next most popular platforms were BlackBerry, Android and Windows Mobile 6.5
  - Developers are making apps for **2.4** platforms on average, but this will increase to **3.4** over the next year
  - **More than half** think multi-touch is important or essential to development
- **25%** of games developers are now making mobile games – up from **12%** in 2009
  - Of those, **nearly three quarters** are targeting iOS

# Android Momentum



- **60%** of developers surveyed by VisionMobile in July 2010 had recently made Android apps
  - Ahead of the **50%** who'd made iOS and Java apps

# More Android Stats

- **70%** of iPhone developers are planning to release Android apps in the next six months (March 2010)
  - AdMob's survey found **31%** of devs in its network are working on multiple platforms today
  - **47%** say they plan to do so in the next six months
  - **49%** of respondents have been developing mobile apps for less than a year



# iPhone Melting Pot

- Only **5%** of apps in Apple's Top 100 charts are published by trad mobile devs
  - **17%** are by traditional media companies
  - **22%** are by online firms
  - **19%** are by traditional gaming companies
  - **17%** are by retailers and brands
  - **20%** are by new iPhone-focused startups



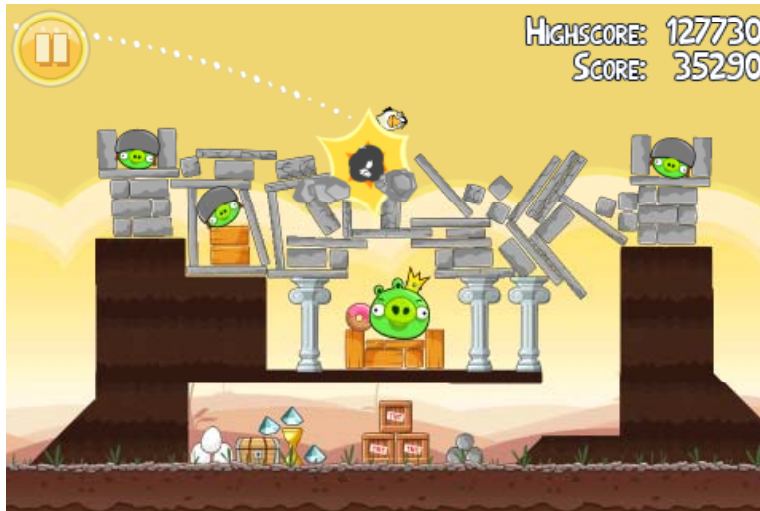
**AND NOW SOME  
SUCCESS STORIES...**

# Shazam

- More than **75m** users
- **1bn** identified songs
- Added **25m** users in six months up to mid-May 2010
- Shooting for **100m** by end of the year
- **260k** music track sales a day via Shazam



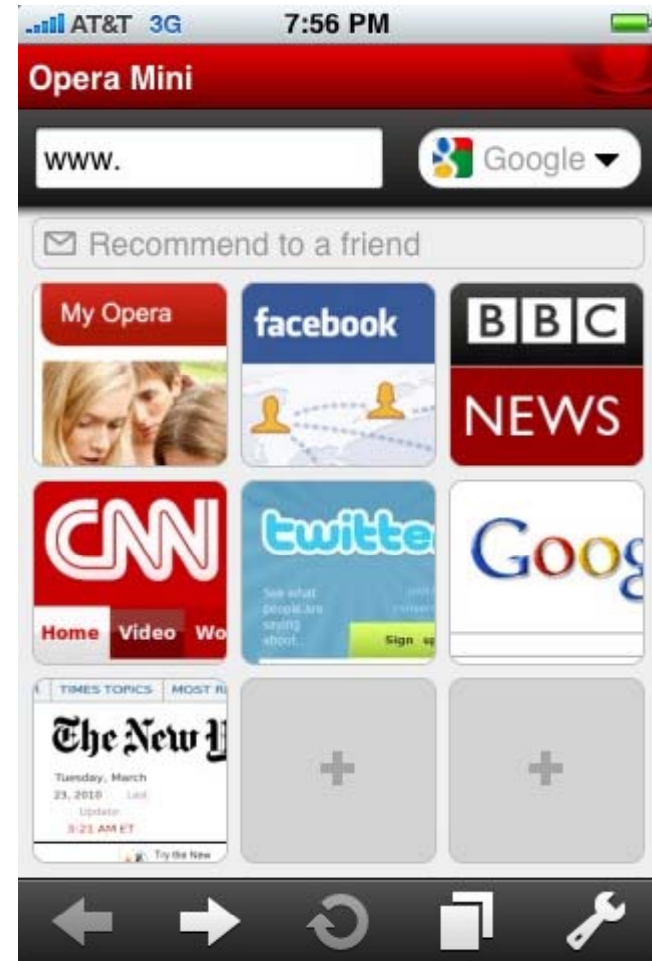
# Angry Birds



- **12m** sales on the App Store (LeWeb 10 – 8.12.10)
- **30m** free downloads (LeWeb 10) many of the game's free download come from the Android App however advertising makes \$1 million per month
- LeWeb'10: Rovio Mobile boss – rise of Angry Birds

# MyTown

- Social location game MyTown has **3.1m** users playing for **70** minutes a day on avg
- It launched in December 2009, passed **1m** users in February 2010, and **2m** in May 2010



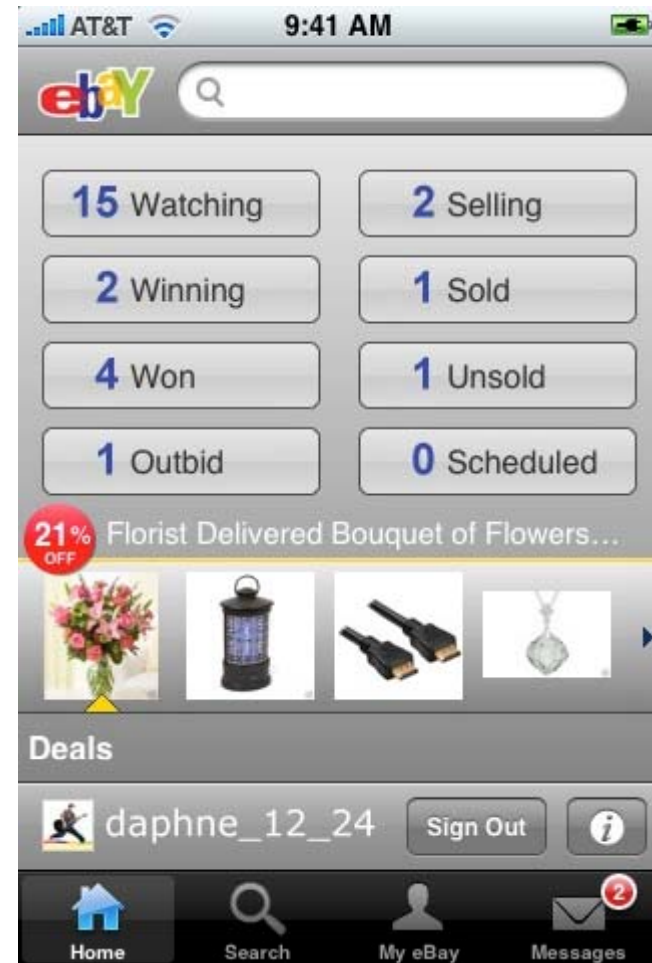
# Tap Tap Revenge



- Tapulous' games had been downloaded **35m** times by July 2010
  - By June the games had generated **5m** song sales
  - And they were shifting **500k** downloads of featured tracks a week

# eBay

- eBay's iPhone app had been downloaded **11m** times by July 2010
- The company expects to make **\$1.5bn** from mobile transactions in 2010
- That's up from **\$600m** in 2009



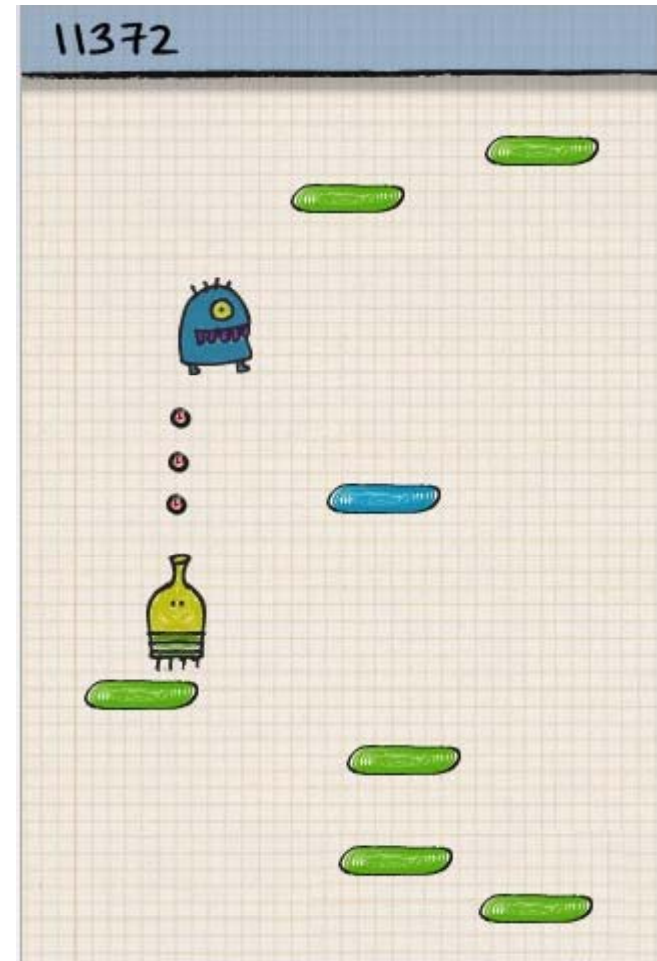
# Paper Toss

- Backflip Studios' game passed **24m** downloads in August 2010
- In March, the developer said it made **\$2.5m** of revenues in the previous nine and a half months
- That included **\$1m** from in-game advertisements



# Doodle Jump

- Doodle Jump passed **5m** iPhone sales in June 2010
- It was the first paid iPhone game to reach that milestone
- Its \$0.99 price means it's generated **\$3.46m** of revenues for two-man developer Lima Sky



# Skype

- In its first few days on the App Store in June 2010, Skype's 3G iPhone app was downloaded **5m** times



# Branded Apps

- Barclaycard's Waterslide Extreme game passed **10m** downloads in Jan 2010 ([source](#))
- Zippo's Virtual Lighter app hit **10m** in June 2010 ([source](#))

