

Global Smartphone Application Market Report 2010

App Store Detailed Profiles



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1 Preface

research2guidance is a research organization focusing on insights into mobile market developments. Our aspiration is to provide business leaders with a fact base to better understand some of the most important trends shaping global mobile markets today.

This report provides in-depth review of 27 major smartphone application stores. Each app store profile is built around screen captures of the store interface and developer portals. From these images, an analysis is provided of the available page elements, showcasing their functionality and assessing the possibilities they provide for users and developers. The objective is to support any corporate application developer in making the decision of where to publish their smartphone application. The application store detailed profiles are a part of the comprehensive “Global Smartphone Application Market Report 2010 (Update: 1st Half Year 2010)”.

Please go to www.research2guidance.com to find more research documents on the smartphone application market. research2guidance offers different content options, to provide you with exactly the information you need:

- A. Full report (300 pages): This full report explores the major trends affecting the smartphone application market. It contains key insights for companies looking to enter or deepen their engagement in the application market, providing you with insight on all relevant aspects of the market to ease your investment decisions.
- B. **Individual sections (10-50 pages):** Select specific section of the report that is most relevant to your company’s needs (e.g. key market trends and figures, application store ranking, guiding principles of successful application publishing).
- C. **Ready-to-use results (1-10 Power Point pages):** Take advantage of our broad selection of Power Point presentation slides by selecting specific content that can easily be downloaded and incorporated into your presentations.

As with all research2guidance projects, the research behind these reports has not been commissioned or sponsored in any way by any business, government, or other institution.

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2 Application Store Detailed Profiles

This section provides in-depth reviews of major application stores. Each application store profile is built around screen captures of the store interface and developer portals, where access to each section was possible. From these images, an analysis is provided of the available page elements, showcasing their functionality and assessing the possibilities they provide for users and developers.

Each application store profile includes high-level assessment according to several criteria that can assist with store categorization and evaluation.

- **Content:** The extent and type of potential downloadable items within a store. This can range from applications only, to both apps and games and often, in comprehensive stores, the inclusion of other media types such as themes, ringtones, music, movies, and images.
- **Access:** Each store has one or more possible interfaces through which users can access and download content. Whether available on a single platform or via multiple methods, possibilities include web, mobile web, downloadable on-device applications, and pre-installed on-device applications.
- **Devices:** Not only what handset software platforms are supported by a store, but also whether or not they focus exclusively on advanced “smartphone” models. Stores are either single- or multi-platform, and may provide smartphone content only or support both smartphones and feature phones.
- **Developer Resources:** Of key importance for developers is the amount of support provided by stores. Here, stores range from simply accepting submissions, to providing a full developer portal that may or may not include a software development kit (SDK).
- **Maturity:** The overall user experience within the store interface is also an important factor for publishers and developers. Stores vary in their capabilities, from basic (including search and content categories) to standard (search, categories and curated lists) and advanced (filtered search, categories, curated lists, and other features such as related content, community integration, and additional discovery tools).

Developers and prospective application publishers can quickly leverage these overviews to identify the market’s available sales and marketing channels, and assess which stores’ positioning and capabilities will best support their planned expansion within the mobile applications market.

2.1 OEM Application Stores

2.1.1 iTunes App Store (Apple, Inc.)

General Info

Operator	Launched	Access	Devices	Localization
Apple, Inc. (US)	July 2008	iTunes web interface, on-device App Store application	iPhone, iPod Touch, iPad (as of March 2010)	National stores for 90 countries

Highlights

- Extensive resources and documentation are available for members of the App Store developer program.
- The customer experience in both the iTunes and on-deck interfaces is very advanced and list-driven, allowing multiple browsing options.

Web Store Main Page

Accessed from iTunes, the desktop version of the App Store is integrated into the overall iPhone management experience. Users are presented with a large amount of curated content on the main store page.



3 About research2guidance

We are an international team of experts with backgrounds in consulting and market research. research2guidance was founded based on a shared fascination with the rapid developments in the mobile market, and channels this enthusiasm as well as our collective experience into comprehensive market studies, bespoke research and consultancy.

About the Authors



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Ralf is a co-founder of research2guidance. He has a track record of more than 15 years in the telecom and media industry, and has worked previously as a partner for Cap Gemini Telecom Media & Networks. He has published various market studies dealing with current topics, including “Mobile TV,” “Mobile Content” and “Fixed Mobile Convergence,” and has helped more than 30 clients in the telecom and media industry to develop new business opportunities.



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Markus is a co-founder of research2guidance. Prior to that he has been engaged in market research for more than six years. Previously Research Director for the UK-based Group GTI/trendence, Markus has conducted global research projects with clients such as KPMG, PricewaterhouseCoopers, Deutsche Bank, IKEA, Bain, BCG, McKinsey, Audi and BMW.



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