

























## Global Smartphone Application Market Report 2010

# App Store Comparison

Device Manufacturers										
General information	Logo									
	Store name	Apple App Store	Palm Software Store	Samsung Apps <sup>a</sup>	BlackBerry App World	Nokia Ovi Store	Palm App Catalog	Application Store	PlayNow Arena	Archos AppsLib
	Profile	  \$	  \$	  \$	  \$	  \$	  \$	  \$	  \$	  \$
	Launch	Jul-08	Dec-08	Sep-09	Apr-09	May-09	Jun-09	Jul-09	Aug-09	Sep-09
Customer interface	On deck store	Pre-installed	Pre-installed	Pre-installed, downloadable	Pre-installed, downloadable	Pre-installed on N97, downloadable	Pre-installed	Web-based	Web-based	Pre-installed, downloadable
	Payment	Credit card	Credit card	Credit card, PayPal	PayPal	Credit card, operator billing	Credit card	Credit card	Credit card, operator billing	n/a
Developer interface	Software development kit	Yes	Yes	Yes	Yes	Yes (Beta)	Yes	Yes	WebSDK	Modified Android SDK
	Developer portal	iPhone Developer Portal	Palm Developer Network	Samsung Bada	BlackBerry DeveloperZone	Ovi Store Publishing	WebOSdev (Beta)	LG Mobile Developer Network	SE Developer World	None
	Control on app submission	Strict	Low	Moderate	Moderate	Moderate	Low	Low	Low	Moderate
Content and device focus	Content available	Apps	Apps	Apps	Apps	Apps, ringtones, personalization content	Web-based apps	Apps, ringtones, wallpapers	Apps, ringtones, personalization content	Apps
	Target platforms	Apple	Palm	Windows Mobile	BlackBerry	Symbian	Palm	Windows Mobile	Windows Mobile	Android
	Target devices	iPhone, iPod Touch	Palm smartphones	Samsung smartphones	BlackBerry smartphones	Nokia smartphones and feature phones	Palm smartphones, PDA	LG smartphones	Sony Ericsson smartphones and feature phones	Android smartphones, PDA

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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 describes today's main app stores in detail. It highlights the differences of app stores operated by OEM, OS, MNO<sup>1</sup> and independent companies. For each store key facts and figures are shown. The objective is to support any corporate application developer in making the decision of where to publish their smartphone application. The application store comparison is a part of the comprehensive "Global Smartphone Application Market Report 2010".

Please go to [www.research2guidance.com](http://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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<sup>1</sup> OEM – original equipment manufacturer; OS – mobile operating system vendor; MNO – mobile network operator

### 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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