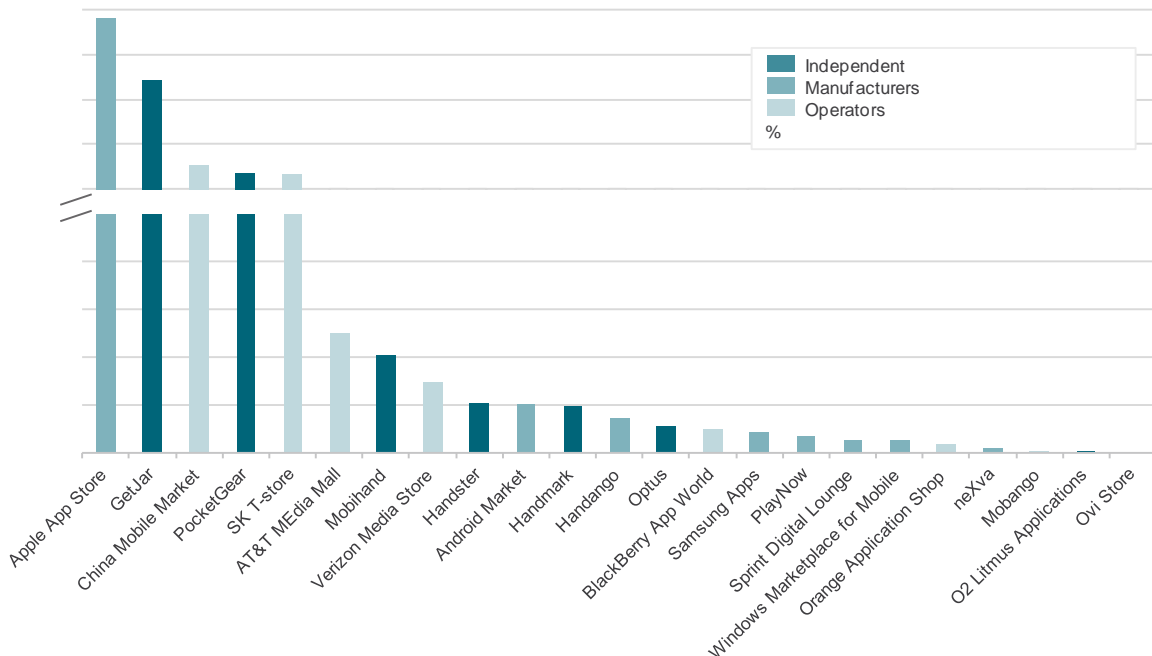


Global Smartphone Application Market Report 2010

Business Potential Ranking of App Stores



20th of August 2010

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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.

Within this document, 26 main smartphone applications stores are analyzed and ranked according to the benefits they offer for corporate application publishers. The objective is to give corporate application publishers guidance in selecting the right app store. The app store ranking is 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. application store comparison, Survey results of “first mover” experiences in application development and publishing, 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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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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