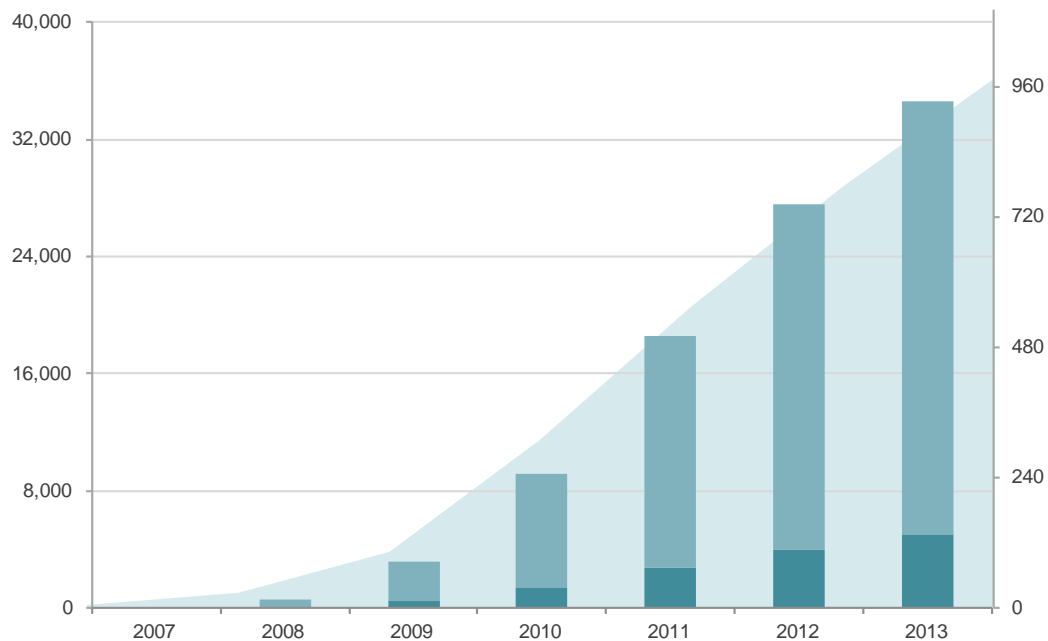


Global Smartphone Application Market Report 2010

Smartphone App Market Trends and Figures 2010-2013



20th of August 2010

Table of Contents

1	Preface	2
2	Scope of the Report	3
3	Market Background	5
3.1	Market Developments 2000-2010	5
3.2	Trend Analysis	14
4	Market Outlook 2010-2013	16
4.1	Forecast.....	16
4.2	Key Market Developments.....	20
4.2.1	Business Model Trends: Paid Downloads vs. Alternative Revenue Sources	21
4.2.2	Application Technology Trends: Native versus Web-based Applications.....	22
4.2.3	Platform Dominance: End-to-End vs. Horizontal Platforms	23
4.2.4	Smartphone Application Store Market Structure: Oligopoly vs. Competition ...	24
4.2.5	Content: Global Versus Regional/Local Applications	25
5	About research2guidance.....	26
	List of Figures	27
	List of Tables	27

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 is a consolidation of the most important trends in the smartphone application market. It analyses today's market size and provides market projections until 2013. The study results are 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):** The 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. market background, application store comparison, market outlook, guiding principles or corporate application survey results).
- 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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5 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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List of Figures

Figure 1: Scope of the Report	3
Figure 2: Number of Smartphone Applications 2007-2010	6
Figure 3: The Application Store Race	7
Figure 4: Number of Application Stores 2007 - 1 st HY 2010	8
Figure 5: Number of Smartphones Launched since 2 nd HY 2008 with Pre-installed or Downloadable Application Stores (2 nd HY 2008 – 1 st HY 2010).....	9
Figure 6: Cumulative Number of Smart Devices Launched since 2nd HY 2008 by Platform 2008-2010	9
Figure 7: Average Application Price per Platform 2007-2009	10
Figure 8: Change in Average Paid Application Price per Platform during First Half of 2010..	11
Figure 9: Share of Smartphone Applications Downloads per Store 1 st HY 2010	12
Figure 10: Smartphone Application Market Size (2007-2009).....	13
Figure 11: iPhone Shipments Before and After the App Store Launch (millions).....	15
Figure 12: Smartphone Application Market Size 2007-2013.....	17
Figure 13: Application Download Trends (Paid and Free) vs. Total Application Shoppers (Installed On-Device Store) 2007-2013	18
Figure 14: Application Price Development 2007-2013	20
Figure 15: Key Trends in the Smartphone Application Market (2010-2013)	21

List of Tables

Table 1: Pre- and Post Apple App Store Launch Application Market.....	14
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