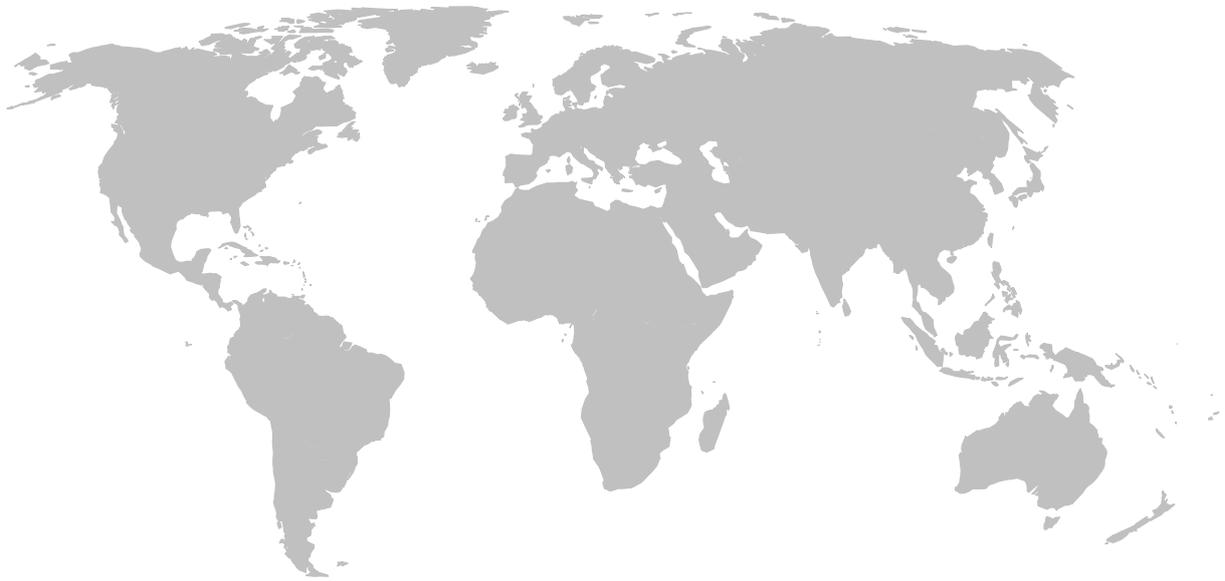


Global Smartphone Application Market Report 2010

App Market Survey: Experiences of Successful “First Mover” Corporate Publishers



15th of February 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.

This document gives details of the results of an online survey and expert interviews amongst successful corporate smartphone application publishers. The survey results are part of the comprehensive “Global Smartphone Application Market Report 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 comparison, 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



Ralf-Gordon Jahns

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.

Contact: info@research2guidance.com



Kristofer Fichtner

Kristofer is a co-founder of research2guidance. Kristofer has four years of experience in the telecom and energy industry.

Prior to research2guidance he worked as a management consultant in global strategy consultancy company Corporate Transformation Group.

His focus has been to develop innovative business concepts for large corporate and start-up companies.



Markus Pohl

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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