

In three years over 300,000 mobile apps have been developed according to **IDC** (December 2010) In 2010 these applications were downloaded 10.9 billion times. IDC predicts that global downloads will reach 76.9 billion in 2014 and will be worth US \$35 billion.

2) Demand for app stores is expected to peak in 2013.

ABI Research (May 2010) predicts that app stores will slowly decline as subscribers migrate from download apps to mobile Web sites and more popular download apps, such as social networking, are preloaded on mobile devices.

3) The average price of a mobile app is falling rapidly on all vendor app stores, except Android.

The Distimo report (January 2011) finds that in December the average the cost of downloading an app was considerably cheaper than it was in January 2010. Distimo makes analytics tools for mobile apps.

Change in price of a download app over 12 months, 2010 according to Distimo					
App store		Apple	Blackberry	Ovi (Nokia)	Android
Number of apps		300,000	18,000	130,000	25,000
Price change	All apps	-12	-24	+1	-29
	Top 100 apps	-19	-24	-9	-61
Source: The Distimo report (January 2011)					

One in four mobile apps once downloaded is never used again.

• **A study by Localytics** (January 2010) found that many apps are downloaded, tried once and then discarded.

• Tracking downloads is often a first step to gauging an app's success, but download stats often provide an incomplete and inflated view. High download numbers always feel great, but if those customers never open the app or abandon it after just a few uses, those high download numbers are really part of a high churn rate." – Localytics study (Localytics makes analytics tools for mobile apps).

Smile of India: India's Largest Education Portal



Number of apps downloaded and used just once according to Localytics				
Quarter	January-March 2010	April-June 2010	July-September 2010	October-December 2010
Proportion of apps used only once	22%	26%	26%	26%
Source: Localytics (January 2011)				

Some app stores, including the largest, Apple, keep download stats for individual apps a secret, which saves the publishers from embarrassment. Thus we will only hear download figures for the more successful apps, but while these sound impressive, they don't mean much without the retention rate i.e. how many people are still using the app a week, month, or year later.

The most used apps across all smartphones – note that's used as opposed to downloaded – in the US according to Nielsen (June 2010), are Facebook, Google Maps and The Weather Channel (TWC). The most popular categories are games; news; maps; social networking and music.

On average US feature-phone users have 10 apps on board and smartphone users have 22 apps (of which iPhone users have the most with 37).

The Facebook App has been downloaded 100 million times from the independent app store GetJar, according to **Get Jar** (December 2010) (making this the most downloaded app from any app store). The irony is that this is not a download app it's a short cut to the Facebook mobile site – Facebook is a Web app, available for anyone with any Web-enabled handset.