

All About Apps

The App Store Business Model Explained

Index

| | |
|---|----|
| Motivation | 2 |
| About the Author | 2 |
| Methodology | 3 |
| Smartphone Market Overview | 4 |
| Table 1: Smartphone Shipments by Geography, 2007 - 2014E | |
| Operating Systems | 4 |
| Table 2: Shipped Smartphones by Operating System, 2007-2014E | |
| App Stores | 6 |
| Table 3: Overview of Different Types of App Stores (alphabetically) | |
| System-Native | |
| Operator-Driven | |
| Operating System-Driven | |
| Third Party | |
| Table 4: Smartphone OS Overview | |
| App Store Profiles | 8 |
| Android Market | |
| App Store | |
| BlackBerry App World | |
| Ovi Store | |
| Windows Marketplace | |
| App Catalog | |
| Three Types of Developers | 15 |
| Mom's Basement/Start-Up | |
| Outsourced | |
| AAA Production | |
| Shelf Space | 17 |
| Red Ocean | |
| Revenue Models & Projections | 18 |
| Paid Apps: Niche Appeal | |
| Table 5: App Category Breakdown and Price Points | |
| Table 6: Revenue Projection for Paid Apps | |
| Ad-Supported | |
| Table 7: Revenue Projection for Free Apps | |
| Pricing Strategy | 22 |
| High to Low | |
| Low to High | |
| Promotion | 23 |
| Viral Marketing: Don't Believe the Hype | |
| Top 50 | |
| Manufacturer Advertising | |
| Website & Video Walkthrough | |
| Sales Event | |
| Legal | 25 |