

# DALLAS APP DEVELOPERS



*Jan. 15th, 2015*

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Welcome, App Devs!

Wi-Fi  
network: Student  
password: Improving

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# Introduction

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❖ Next Month's Meetup:

SHOW & TELL - Thursday, Feb 19th @ 7pm

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# Monetization: How the Top Free Apps Make Money

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## Overview

- ❖ App Market Statistics\*
  - ❖ Monetization Options
  - ❖ How the Pros Monetize
  - ❖ Tips to Earn More in 2015
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- ❖ \*Charts from [AppAnnie.com](http://AppAnnie.com) & [statista.com](http://statista.com)



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# App Market Statistics: Questions

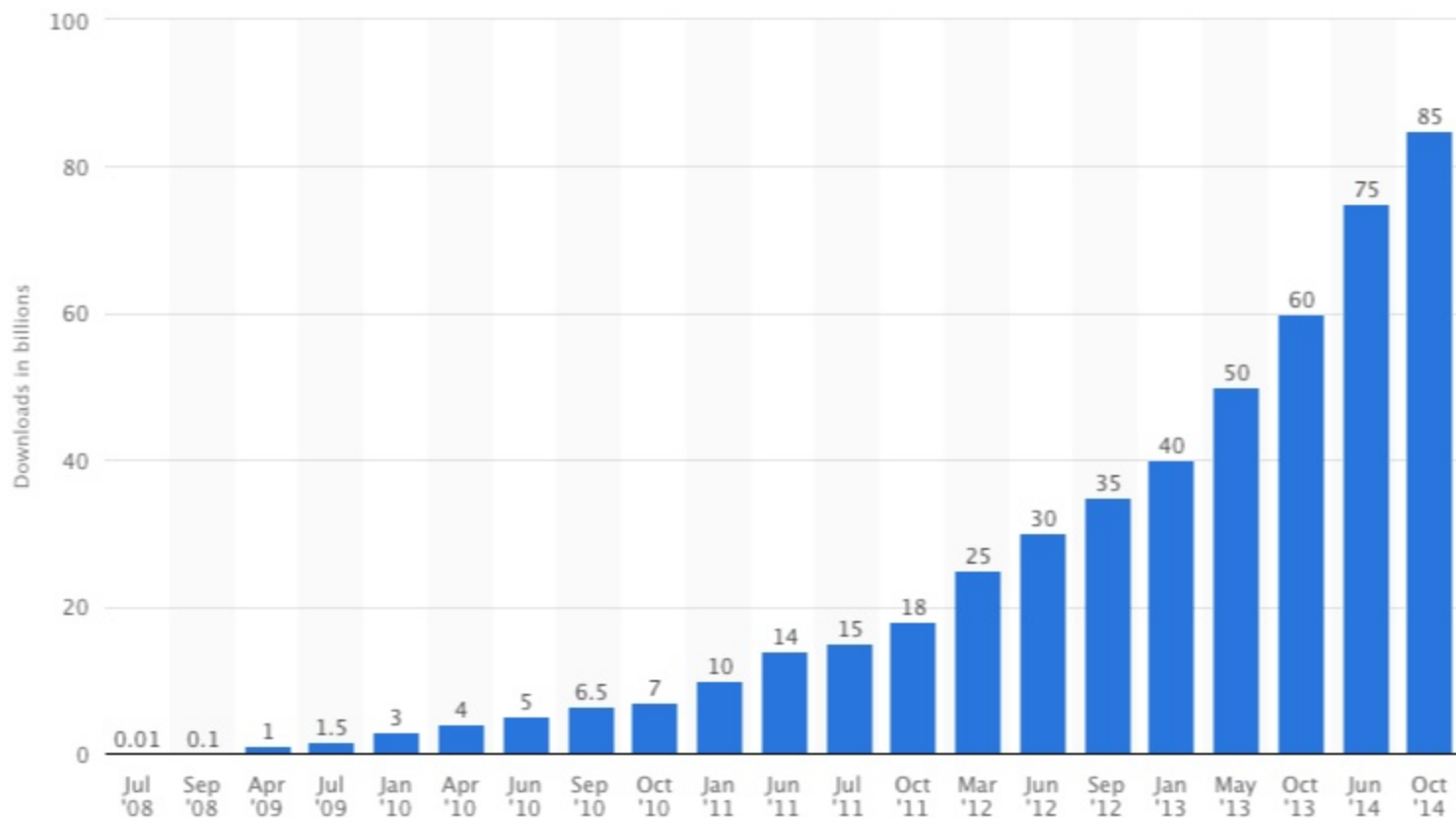
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- ❖ 1. Has the App Store plateaued?
- ❖ 2. Which earns more: Paid or Free apps?
- ❖ 3. Which revenue model ranks supreme?
- ❖ 4. Is the game category too crowded?
- ❖ 5. Is Apple still the top dog?

# Apple App Download Growth

## Cumulative number of apps downloaded from the Apple App Store from July 2008 to October 2014 (in billions)

This statistic shows the number of cumulative app downloads from Apple's App Store from July 2008 to October 2014. In June 2014, Apple announced that 75 billion apps had been downloaded from its App Store.

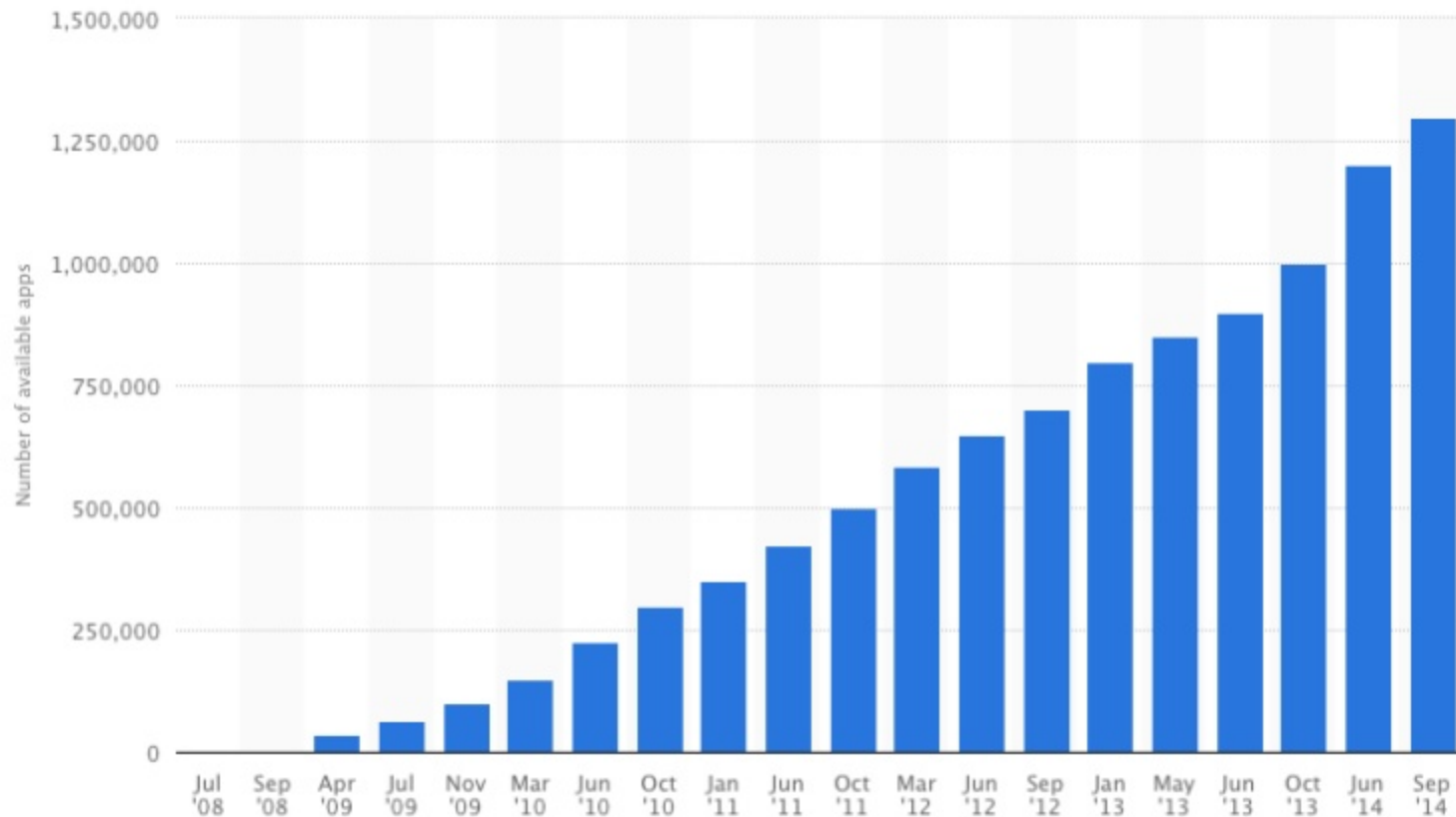


# Apple App # Growth

## Number of available apps in the Apple App Store from July 2008 to September 2014

This statistic gives information on the number of available apps in the Apple App Store since July 2008. As of September 2014, 1.3 million mobile apps were available.

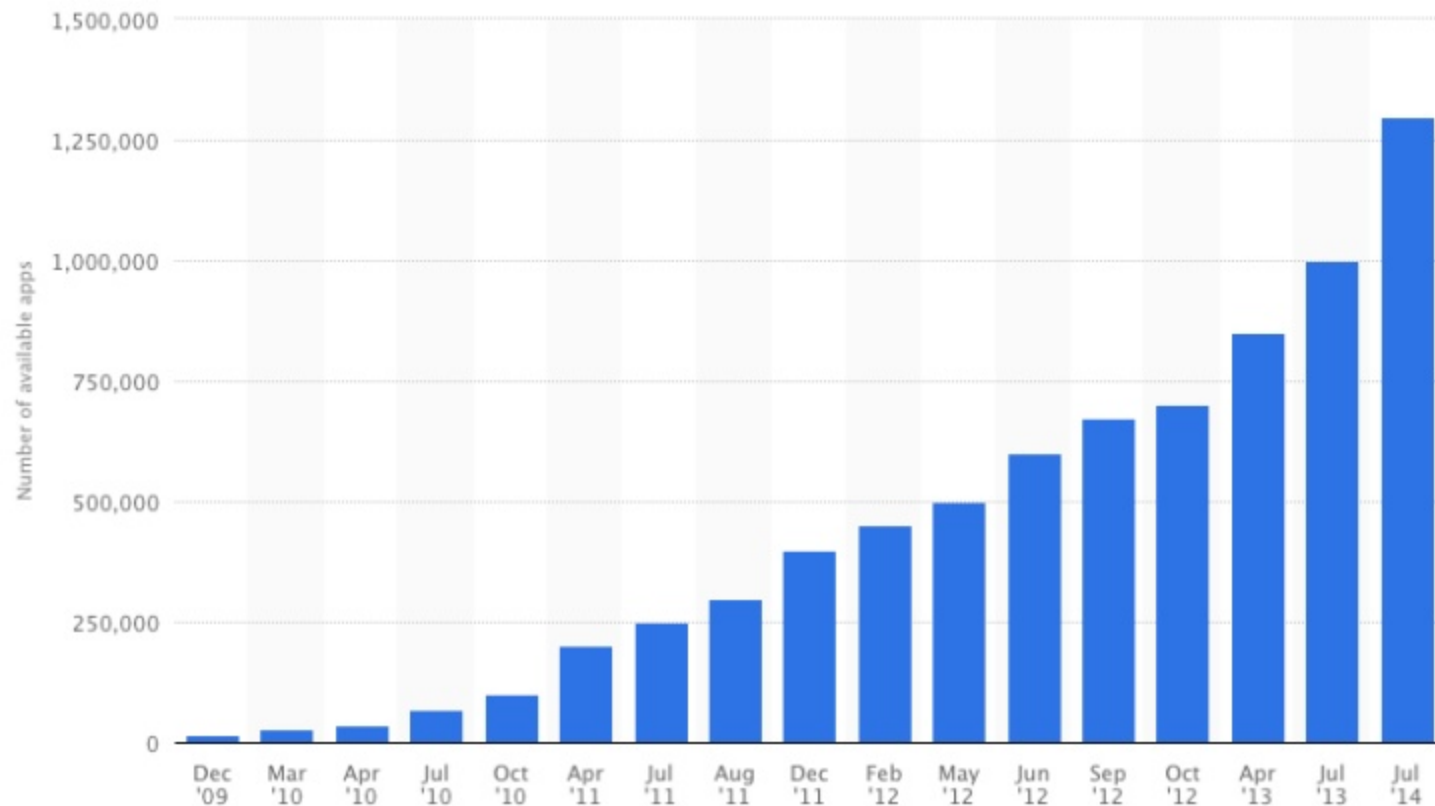
Show more ▾



# Google Play # Growth

## Number of available applications in the Google Play Store from December 2009 to July 2014

This statistic shows the number of available applications in the Google Play Store, formerly known as Android Market, from December 2009 to July 2014. In May 2012, the number of available apps in the Google Play Store amounted to 500,000 and surpassed 1 million apps in July 2013.





# Google Play vs. Apple

## Google Play Exceeds iOS Downloads by 60%

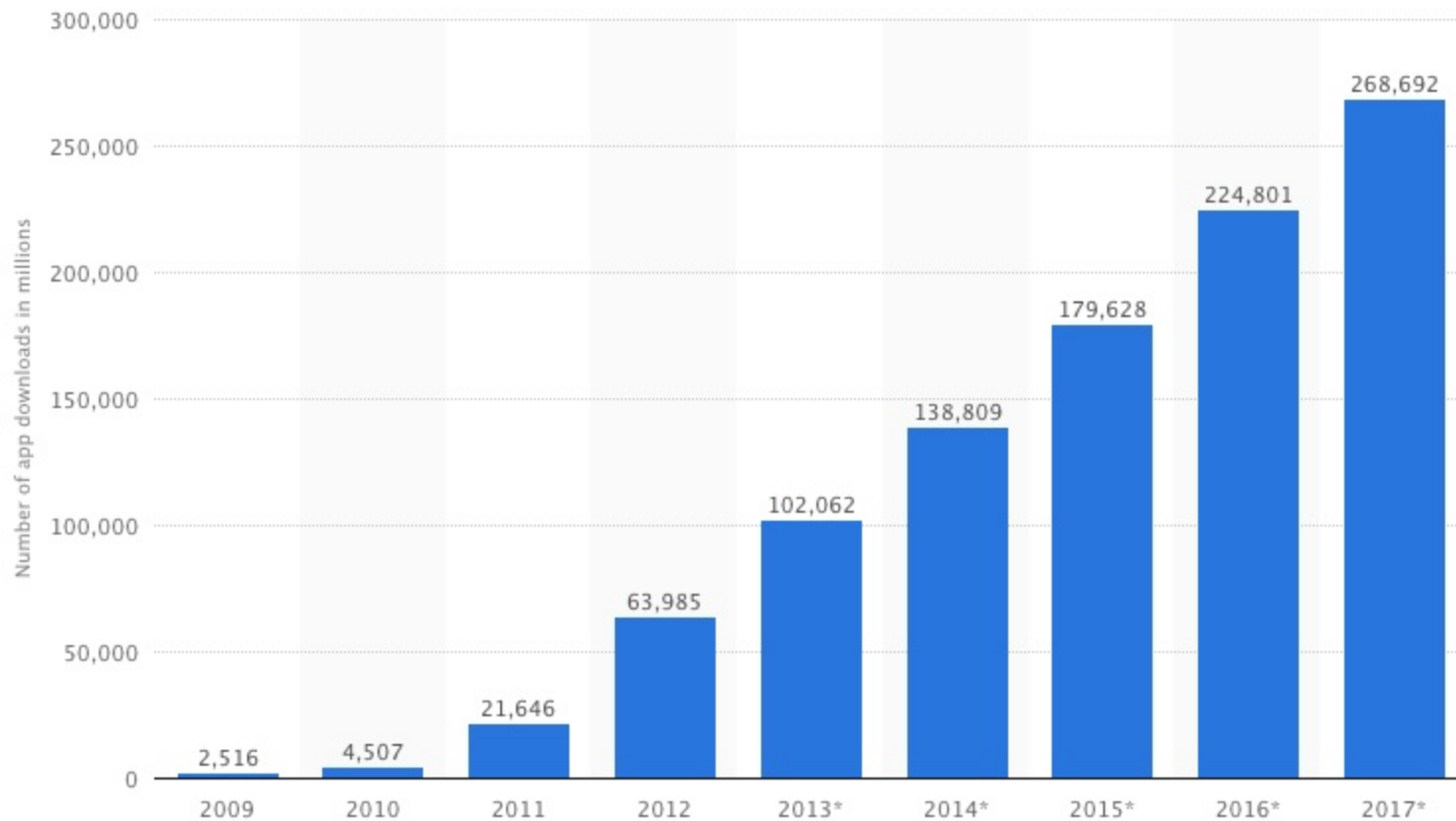




# Mobile App Downloads: The Future

## Number of mobile app downloads worldwide from 2009 to 2017 (in millions)

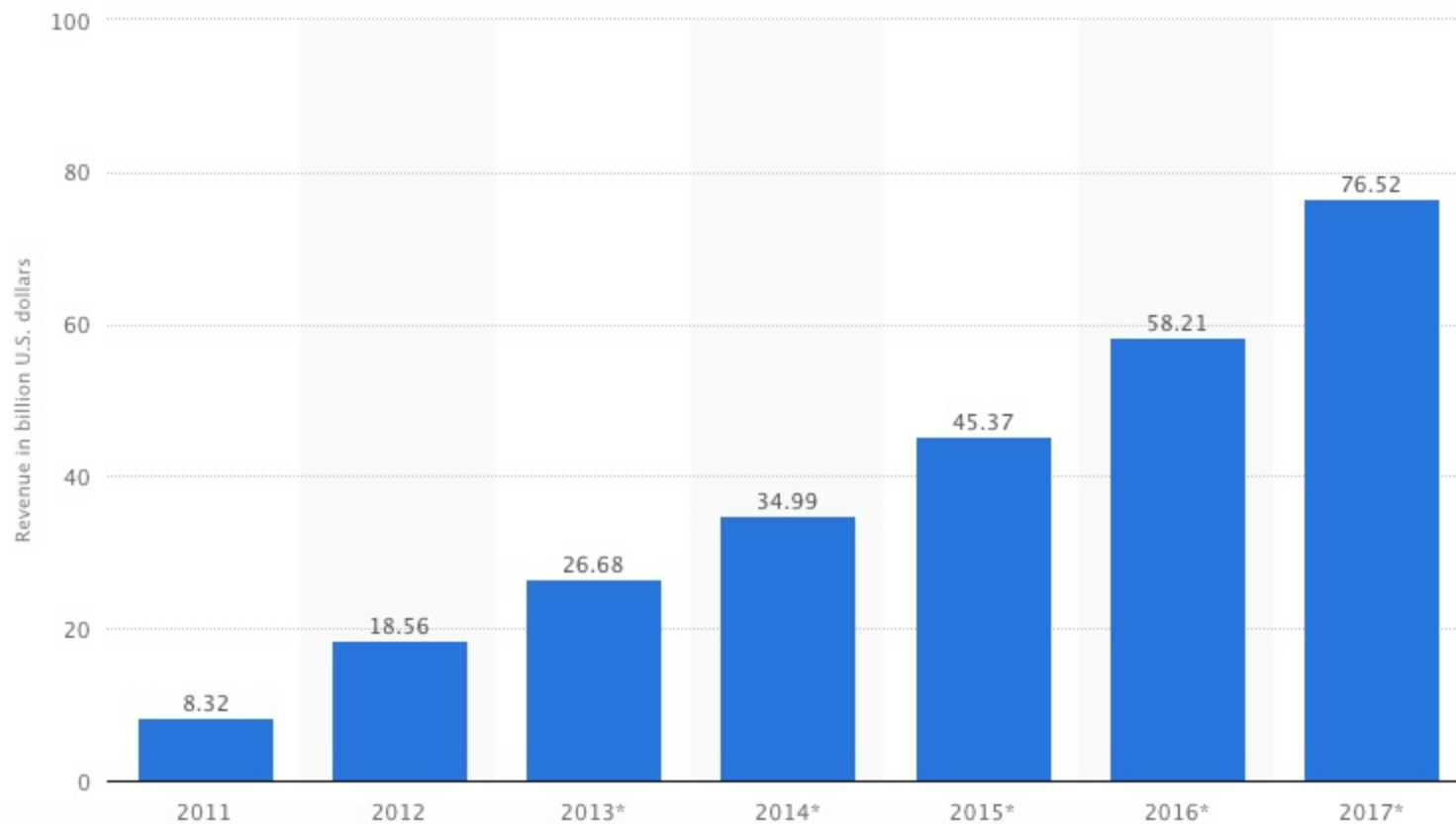
This statistic shows a forecast for the number of mobile app downloads from 2009 to 2017. In 2009, worldwide mobile app downloads amounted to approximately 2.52 billion and are expected to reach 268.69 billion in 2017. In 2010, [earnings of mobile apps providers](#) amounted to 6.8 billion U.S. dollars.



# App Revenue

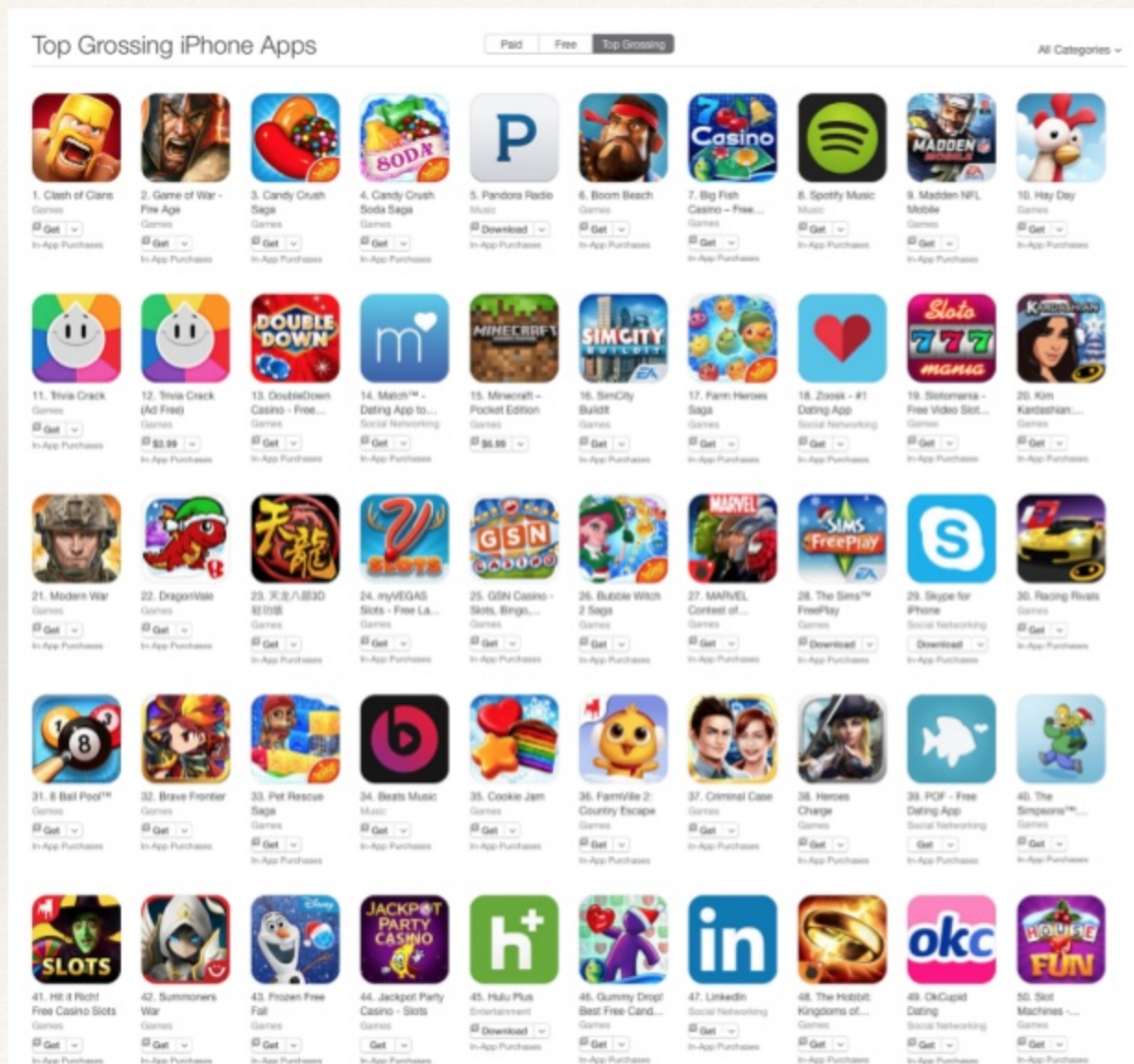
## Worldwide mobile app revenues from 2011 to 2017 (in billion U.S. dollars)

This statistic presents information on the projected revenues of mobile app stores worldwide from 2011 to 2013 with forecast until 2017. In 2012, the global mobile app revenues amounted to 18.56 billion US dollars and are expected to grow to 76.52 billion US dollars in 2017.



# Top Grossing Apple Apps

- ❖ Top 10 Apps = All Free
- ❖ Top 25 Apps =  
2 Paid (Trivia Crack\* & Minecraft)
- ❖ Top 100 Apps =  
Only 6 Paid (3 contain IAP)
- ❖ No IAP for "Removing Ads"
- ❖ \* Trivia Crack Free ranks  
higher than Trivia Crack Paid

































# Top Grossing Google Play Apps

- ❖ Top 100 Apps =  
Only 2 Paid (Trivia Crack\* and Minecraft)
- ❖ 98/100 Are Games
- ❖ 22/100 Casino Games

Top Grossing Android Apps

 1. Clash of Clans Supercell ★★★★★ FREE	 2. Candy Crush Soda King ★★★★★ FREE	 3. Game of War - Fire Age Machine Zone, Inc. ★★★★★ FREE	 4. Candy Crush Saga King ★★★★★ FREE	 5. Boom Beach Supercell ★★★★★ FREE	 6. Farm Heroes Saga King ★★★★★ FREE	 7. Slotomania - Free Slots Playtika ★★★★★ FREE
 8. Hay Day Supercell ★★★★★ FREE	 9. Bubble Witch 2 Saga King ★★★★★ FREE	 10. Pandora® internet radio Pandora ★★★★★ FREE	 11. Big Fish Casino Big Fish Games ★★★★★ FREE	 12. Pet Rescue Saga King ★★★★★ FREE	 13. Castle Clash IGG.COM ★★★★★ FREE	 14. Summoners War Com2uS ★★★★★ FREE
 15. SimCity BuildIt ELECTRONIC ARTS ★★★★★ FREE	 16. Clash of Kings Elex Inc ★★★★★ FREE	 17. Cookie Jam SON ★★★★★ FREE	 18. Slot Machines - Free Slots Playtika HOF ★★★★★ FREE	 19. Madden NFL Mobile ELECTRONIC ARTS ★★★★★ FREE	 20. Trivia Crack Etemax ★★★★★ FREE	 21. Jackpot Party Casino Williams Interactive ★★★★★ FREE
 22. Racing Rivals Glu ★★★★★ FREE	 23. Minecraft - Pocket Edition Mojang ★★★★★ \$6.99	 24. Diamond Digger King ★★★★★ FREE	 25. Brave Frontier gumi Inc. ★★★★★ FREE	 26. The Sims™ FreePlay Electronic Arts Inc ★★★★★ FREE	 27. BINGO Blitz - Free Slots Buffalo Studios, LLC ★★★★★ FREE	 28. Hit it Rich! - Free Slots Zynga ★★★★★ FREE

# Top Grossing Windows Phone Apps

Of the top 50 highest grossing Windows Phone apps, 44 used in-app purchases.

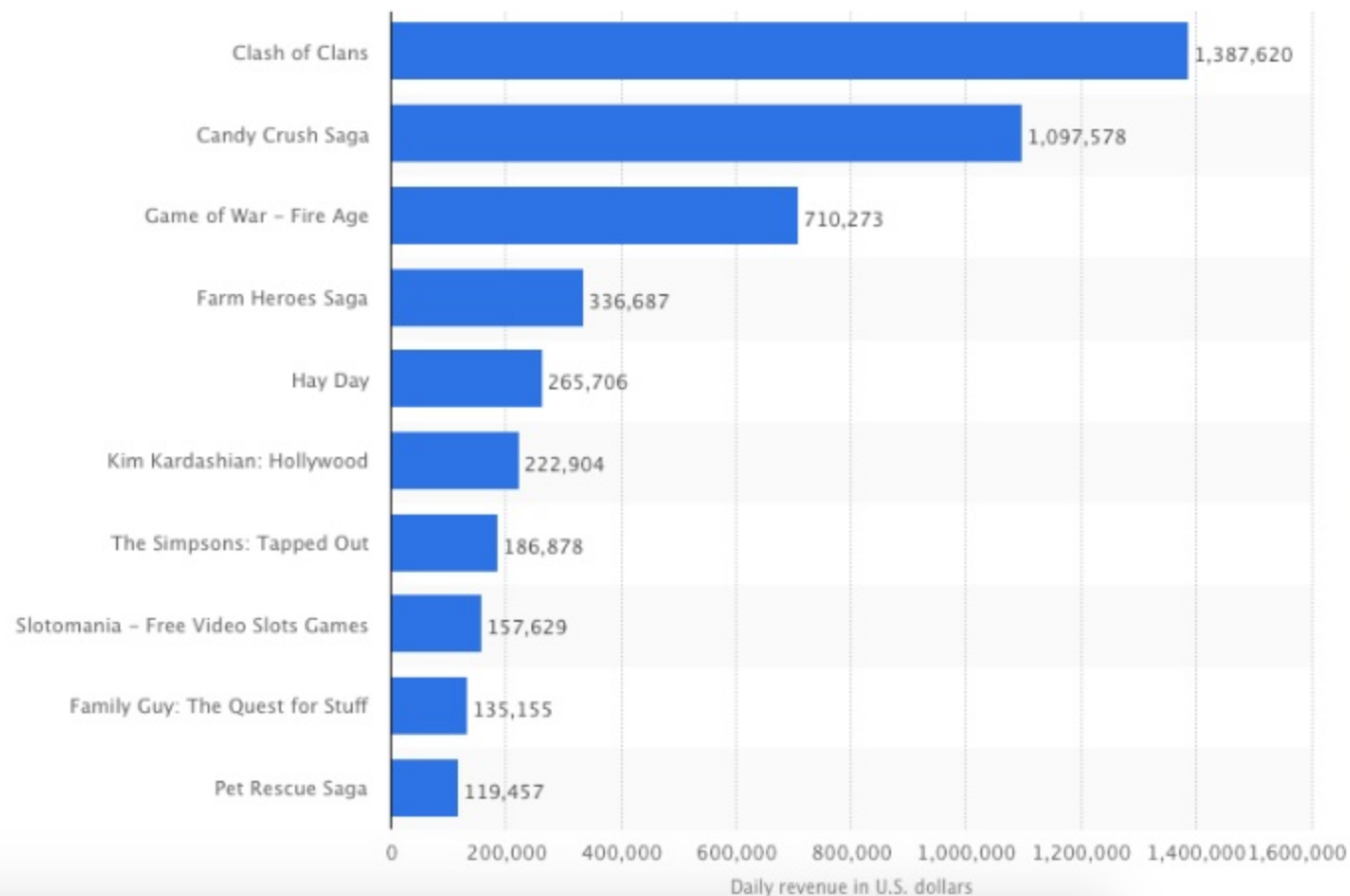




# Top Free iOS App Earners

## Top grossing iOS mobile gaming apps as of October 2014, ranked by daily revenue (in U.S. dollars)

This statistic presents an overview of the top grossing iOS mobile gaming apps as of October 2014. During the survey period, it was estimated that first-ranked Clash of Clans was generating about 1.39 million U.S. dollars in daily revenue.

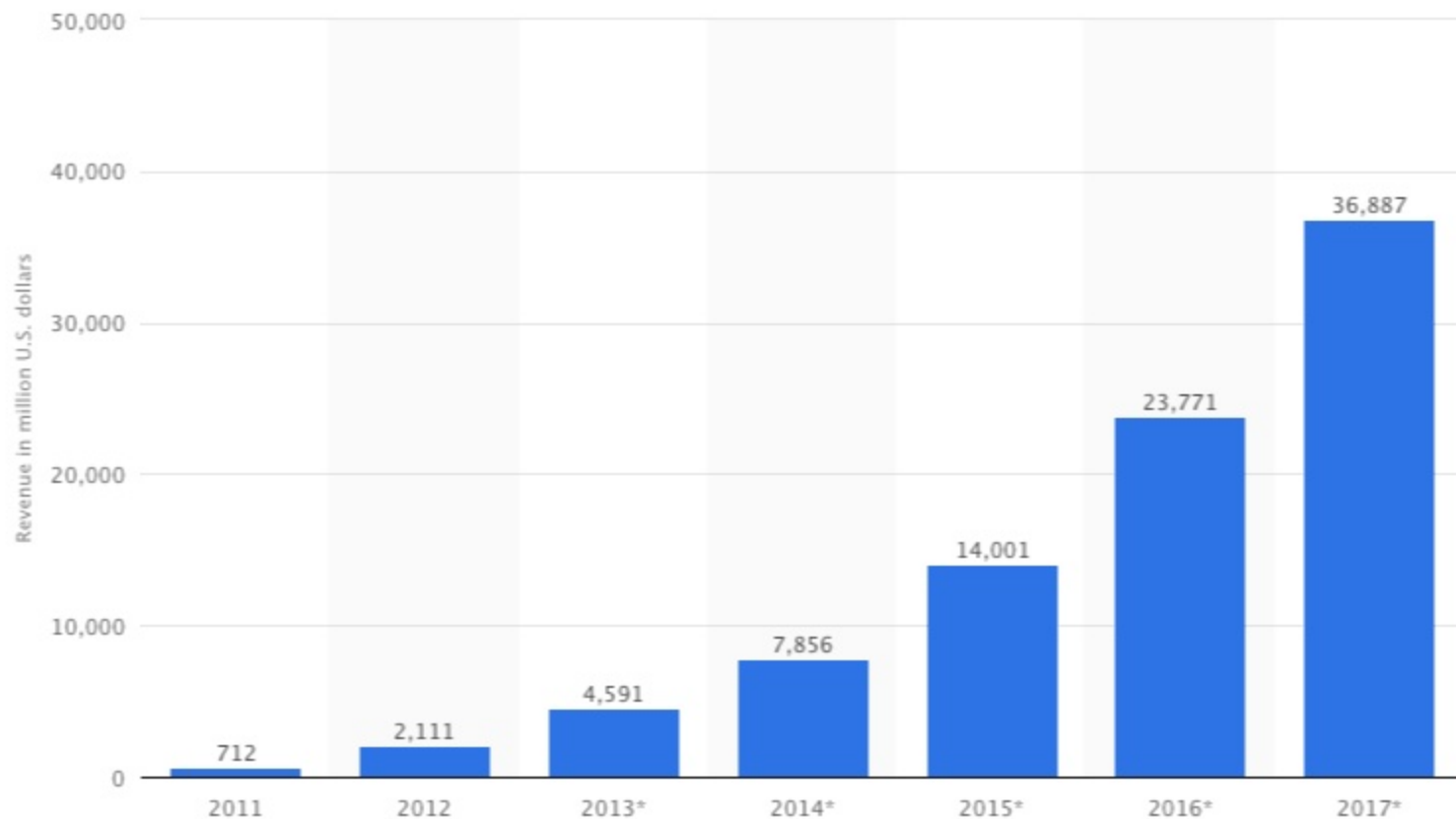




# IAP Revenue in The Future

## Total worldwide in-app purchase revenues from 2011 to 2017 (in million U.S. dollars)

This statistic shows the projected worldwide total mobile in-app purchase revenues from 2011 to 2017. Global revenue from mobile in-application sales reached 2.11 billion US dollars in 2012 and are projected to surpass 14 billion US dollars in 2015.

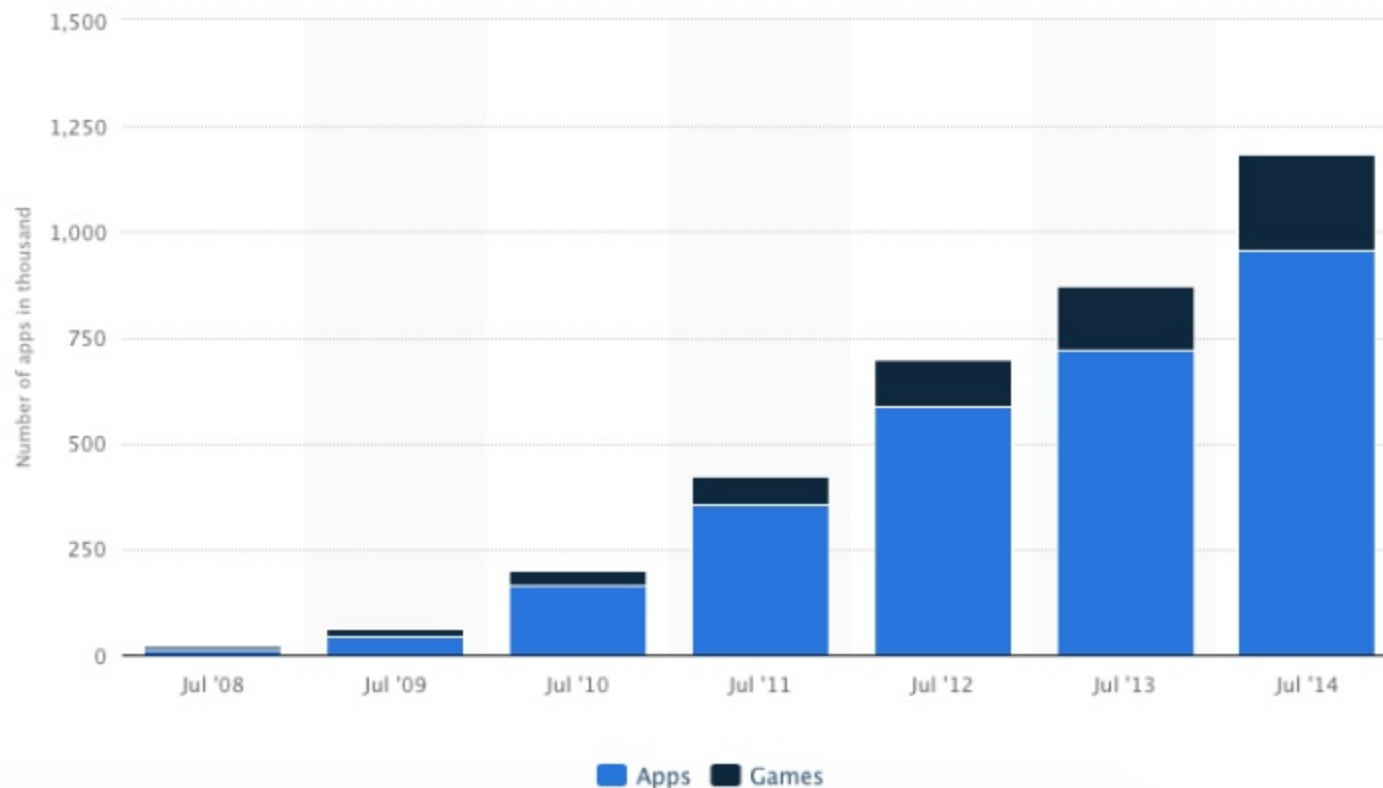


# Apple App Store Games Growth

## Number of available apps in the iTunes App Store from 2008 to 2014 (cumulative)

This time series shows the number of available apps in the Apple App Store from 2008 to 2014. In 2014, the App Store offered 223,988 gaming apps; this figure had more than doubled since July 2012. In contrast, during that period of time the store had 958,048 non-gaming apps available.

Show more ▾

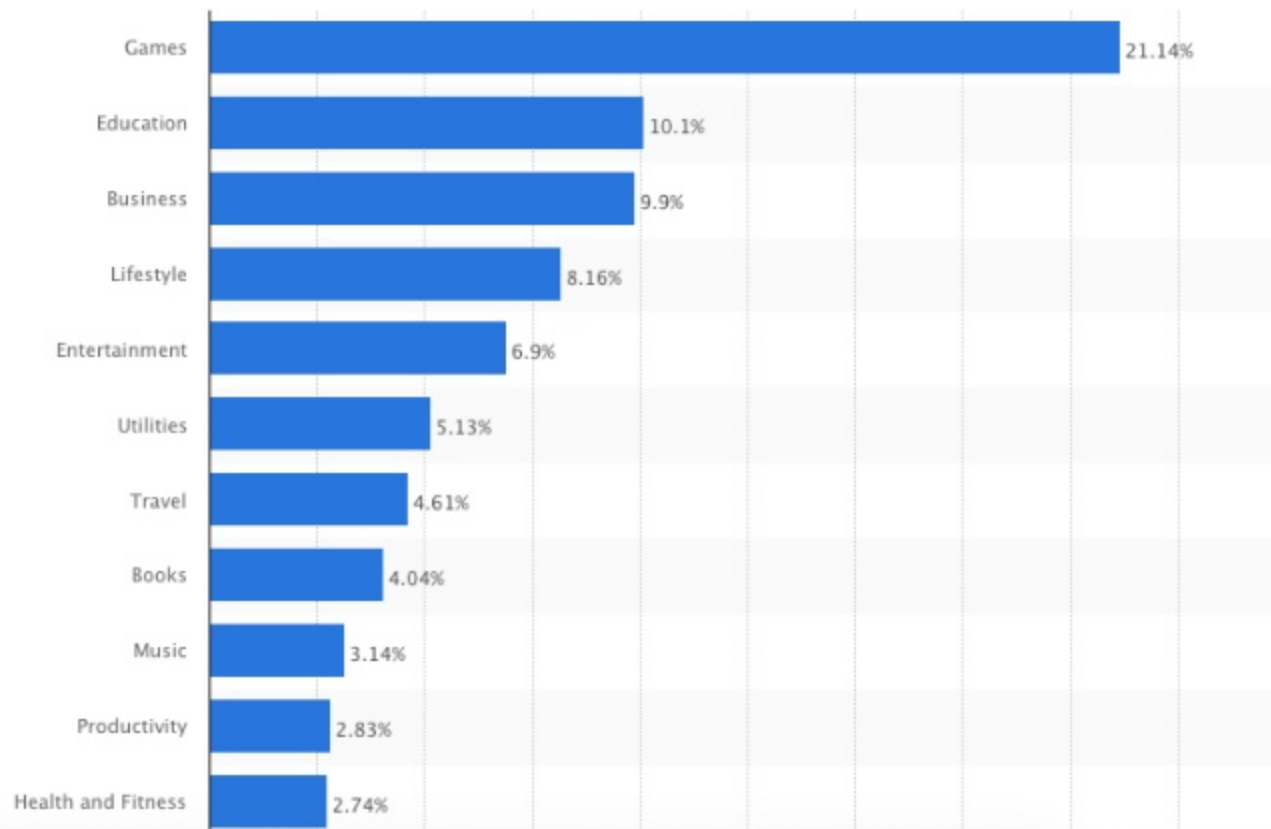


# Apple Top Categories (find a niche)

## Most popular Apple App Store categories in January 2015, by share of available apps

The statistic shows the most popular categories in the Apple App Store ranked share of active apps. In September 2014, education apps were the second-most popular category, with a share of 10.36 percent of all apps being learning apps. As of summer 2014, [more than 75 billion apps](#) were downloaded from the App Store.

Show more ▾





# Google Play Trends

App Annie Index: Market Q3 2014



## Top Countries by Downloads

Google Play Q3 2014

Rank	Country	Rank Change vs. Q2 2014
1	United States	—
2	Brazil	—
3	India	—
4	Russia	—
5	South Korea	—

App Annie Intelligence



## Top Countries by Revenue

Google Play Q3 2014

Rank	Country	Rank Change vs. Q2 2014
1	Japan	—
2	United States	—
3	South Korea	—
4	Germany	—
5	Taiwan	—

App Annie Intelligence

App Annie Index: Market Q3 2014



## Top Categories by Downloads

Google Play Q3 2014

Rank	Category	Rank Change vs. Q2 2014
1	Games	—
2	Communication	▲ 1
3	Tools	▼ 1
4	Entertainment	—
5	Photography	▲ 1

App Annie Intelligence



## Top Categories by Revenue

Google Play Q3 2014

Rank	Category	Rank Change vs. Q2 2014
1	Games	—
2	Communication	—
3	Social	—
4	Tools	—
5	Travel & Local	—

App Annie Intelligence

# iOS Trends

App Annie Index: Market Q3 2014

## Top Countries by Downloads iOS App Store Q3 2014

Rank	Country	Rank Change vs. Q2 2014
1	United States	—
2	China	—
3	Japan	—
4	United Kingdom	—
5	Russia	—

App Annie intelligence

## Top Countries by Revenue iOS App Store Q3 2014

Rank	Country	Rank Change vs. Q2 2014
1	United States	—
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3	China	—
4	United Kingdom	—
5	Australia	—

App Annie intelligence

App Annie Index: Market Q3 2014

## Top Categories by Downloads iOS App Store Q3 2014

Rank	Category	Rank Change vs. Q2 2014
1	Games	—
2	Entertainment	—
3	Photo & Video	—
4	Social Networking	—
5	Lifestyle	—

App Annie intelligence

## Top Categories by Revenue iOS App Store Q3 2014

Rank	Category	Rank Change vs. Q2 2014
1	Games	—
2	Social Networking	—
3	Music	—
4	Education	—
5	Entertainment	—

App Annie intelligence

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# App Market Statistics: Wrap-Up

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