

Just days before the app-ocalypse?



Chris Heilmann, Native Summit, London, 09/09/2014

**KEEP
CALM
AND
TRUST
HTML5**

Chris Heilmann



@codepo8





please don't hurt the web
use open standards

Mozilla is a global non-profit dedicated to putting you in control of your online experience and shaping the future of the Web for the public good

Oh great, another angry web guy...



Let's talk market research and some interesting trends...



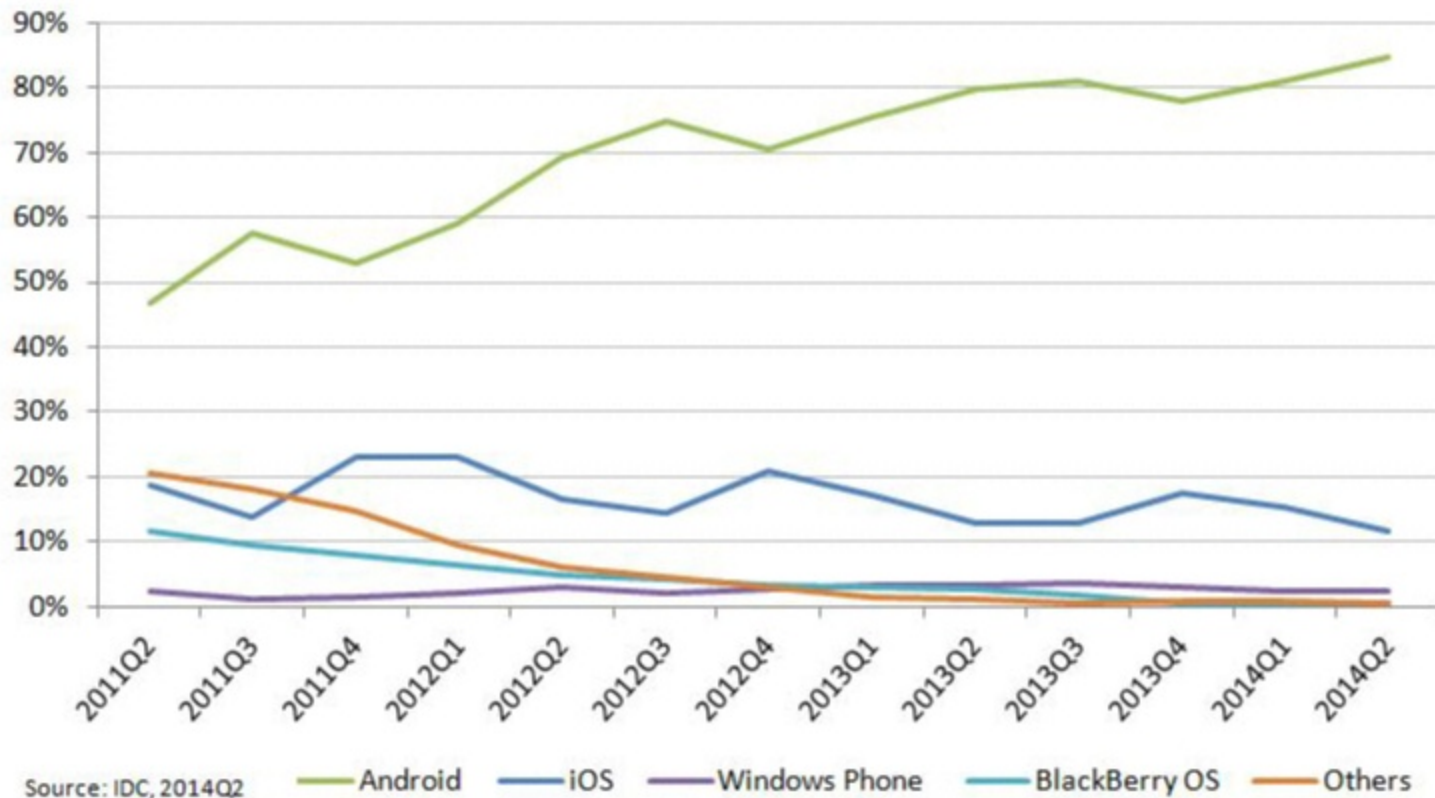
Mobile phone trends

iOS controls most of the high-end device market

Android almost every other area

Windows Phone gains developer interest, but not users

Worldwide Smartphone OS Market Share (Share in Unit Shipments)



Period	Android	iOS	Windows Phone	BlackBerry OS	Others
Q2 2014	84.7%	11.7%	2.5%	0.5%	0.7%
Q2 2013	79.6%	13.0%	3.4%	2.8%	1.2%
Q2 2012	69.3%	16.6%	3.1%	4.9%	6.1%
Q2 2011	36.1%	18.3%	1.2%	13.6%	30.8%

Source: IDC, 2014 Q2



255 million units shipped
Nearly 85% of the market share

Android fragmentation



18,796

Distinct Android devices
(11,868 last year)

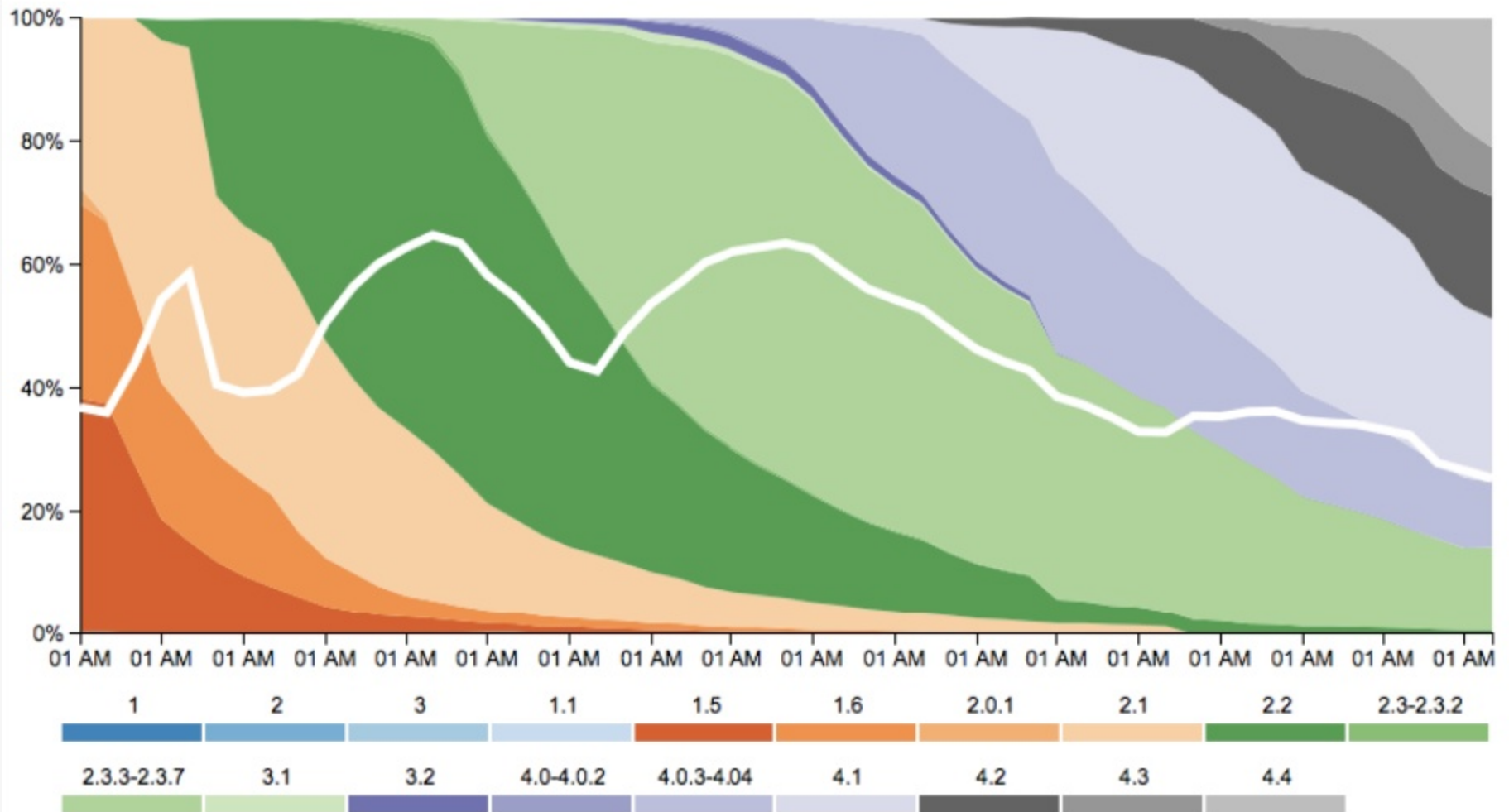
43%

Samsung

20.9% KitKat

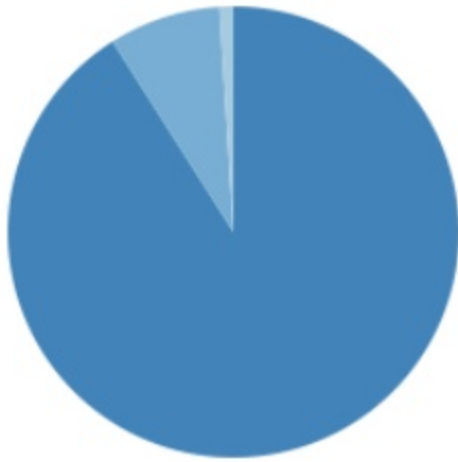


ANDROID OPERATING SYSTEM FRAGMENTATION



The white line shows the market share of the leading API level at any time

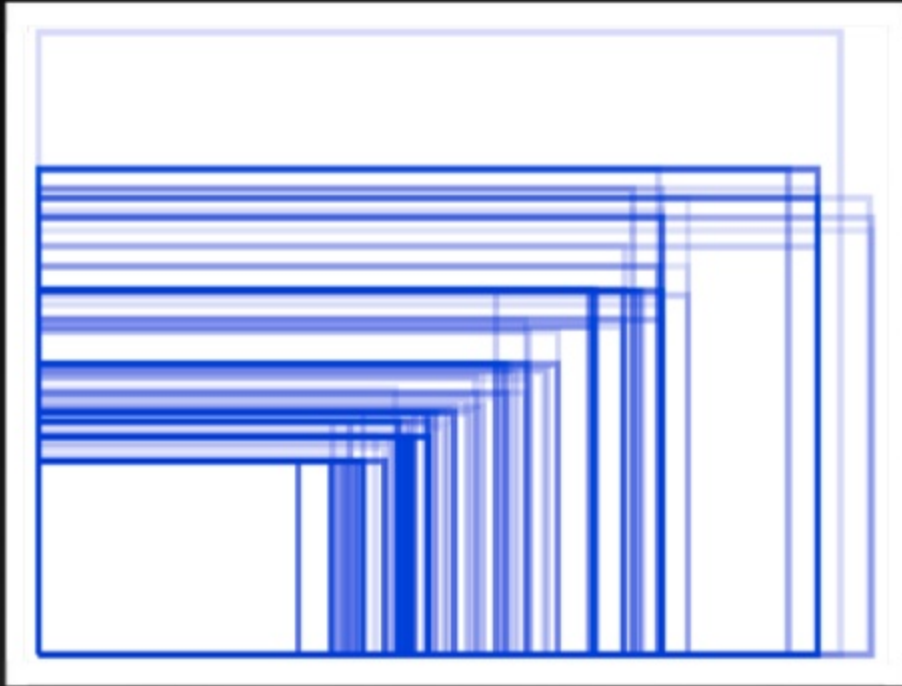
COMPARISON WITH IOS



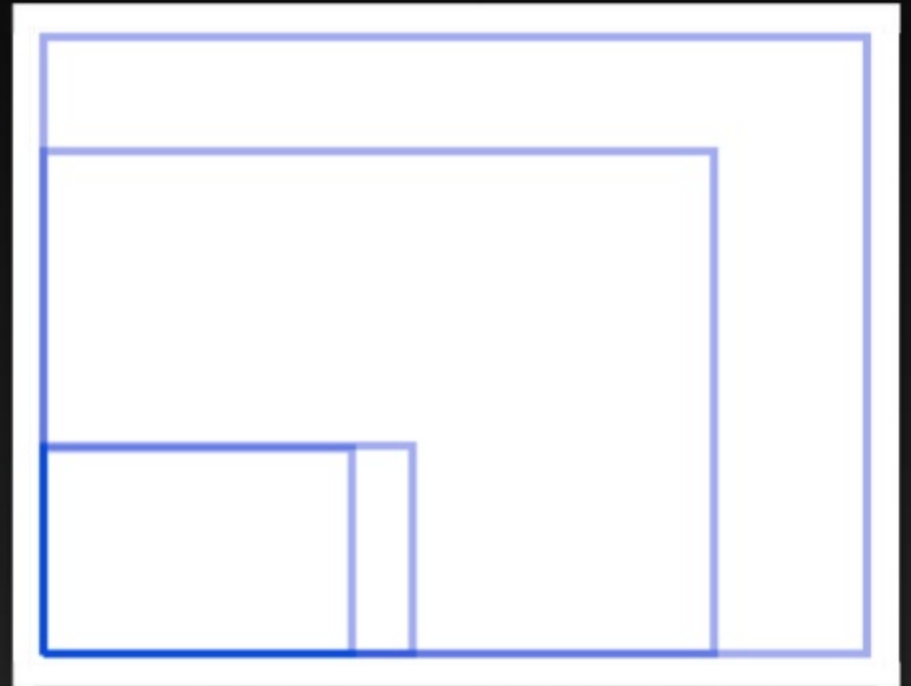
iOS 7 (91%)
iOS 6 (8%)
Earlier Version (1%)



4.4 (Kit Kat) (20.9%)
4.3 (Jelly Bean) (7.9%)
4.2 (Jelly Bean) (19.8%)
4.1 (Jelly Bean) (26.5%)
4.0.3 - 4.0.4 (ICS) (10.6%)
2.3.3-2.3.7 (Gingerbread) (13.6%)
2.2 (Froyo) (0.7%)



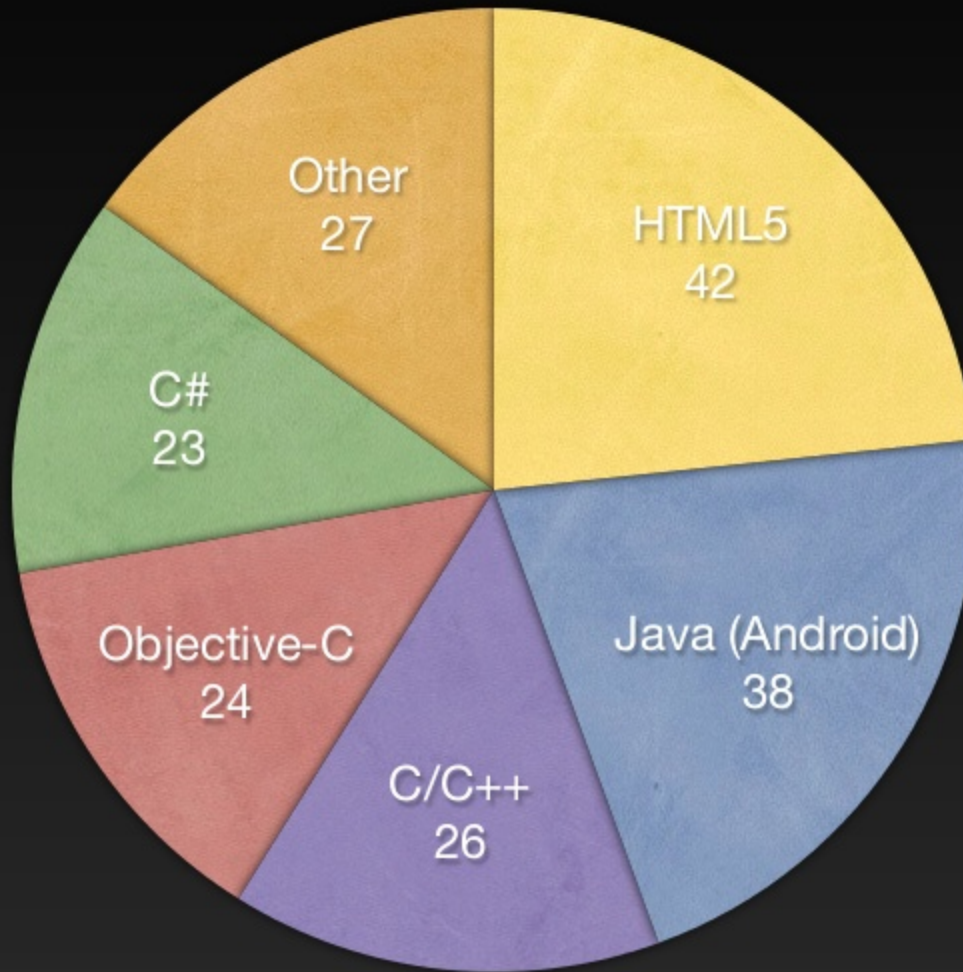
Android Screen Sizes



iOS Screen Sizes

Developer climate

Programming languages, Mobile app developers



47% of iOS developers, 42% of Android developers
use something other than the native language