

Светлое будущее мобильных приложений: когда, где и сколько?

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i-Free Innovations

IT2Days:Mobile 08.04.2011



О компании

- Более 350 человек
- Офисы в СПб, Москве, Киеве, Минске, Алматы, Пекине, Сан-Паулу, Мумбаи
- «Золотой партнер Билайн» (2005, 2007-2008)
- «Золотой партнер Мегафон» (2007)
- «HR бренд года» (2008, 2010)

2011

2001



Немного истории

Начало
2000х –
зарождение
мобильных
приложений

2005 –
Onportal vs
offportal

2008 – iTunes
AppStore

2010 –



2010-2014 Битва на рынке мобильных ОС

1 раунд
Q1 2010

Android (9,6%) vs
WinMobile (6,8%)

iOS = 15,4%
Blackberry = 19,4%
Symbian = 44,3%

2 раунд
Q2 2010

Android (17,2%) vs
iOS (14,2%)

Blackberry = 19,4%
Symbian = 44,3%

3 раунд
2011E

Android (22,2%) vs
Blackberry (15%)

Symbian = 34,2%
Total new: 413 mln

4 раунд
2014

Android (29,6%) vs
Symbian (30,2%)

Total new: 875 mln

К слову
К концу 2010:
~60 миллионов Android
~120 миллионов iOS

© Gartner



Немного истории

Начало
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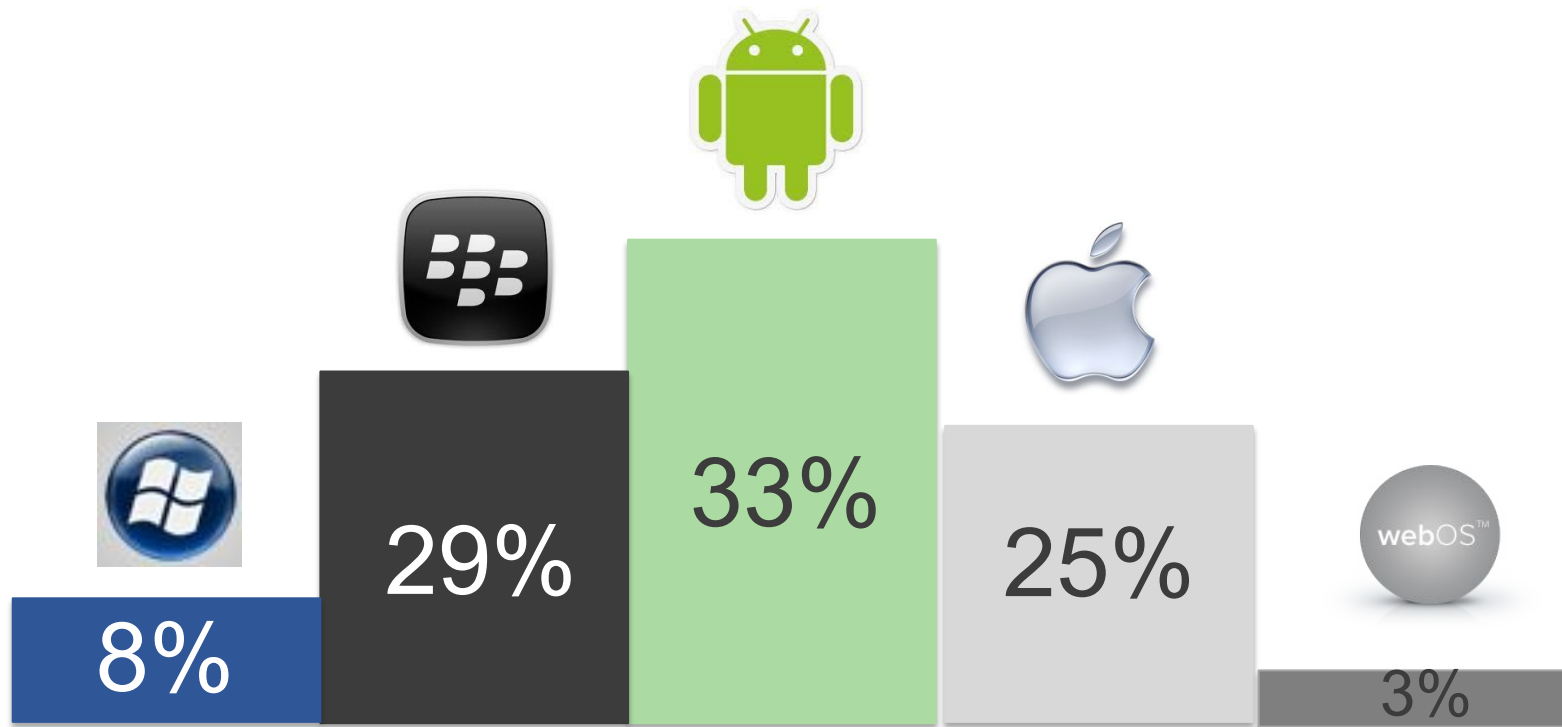
2010 –

Java (J2ME)
WinMobile

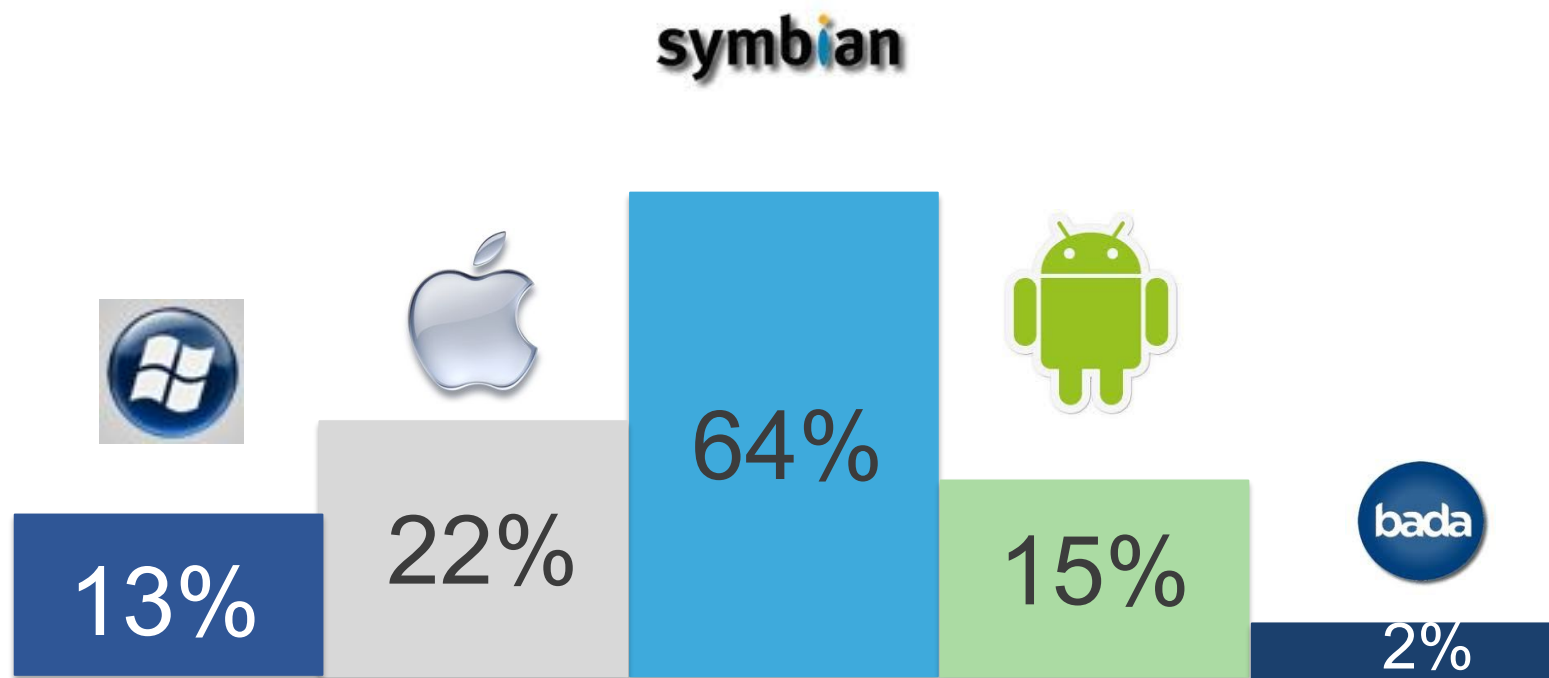
Java (J2ME)
Symbian
WinMobile

Java (J2ME)
Symbian
WinMobile
iPhone (iOS)

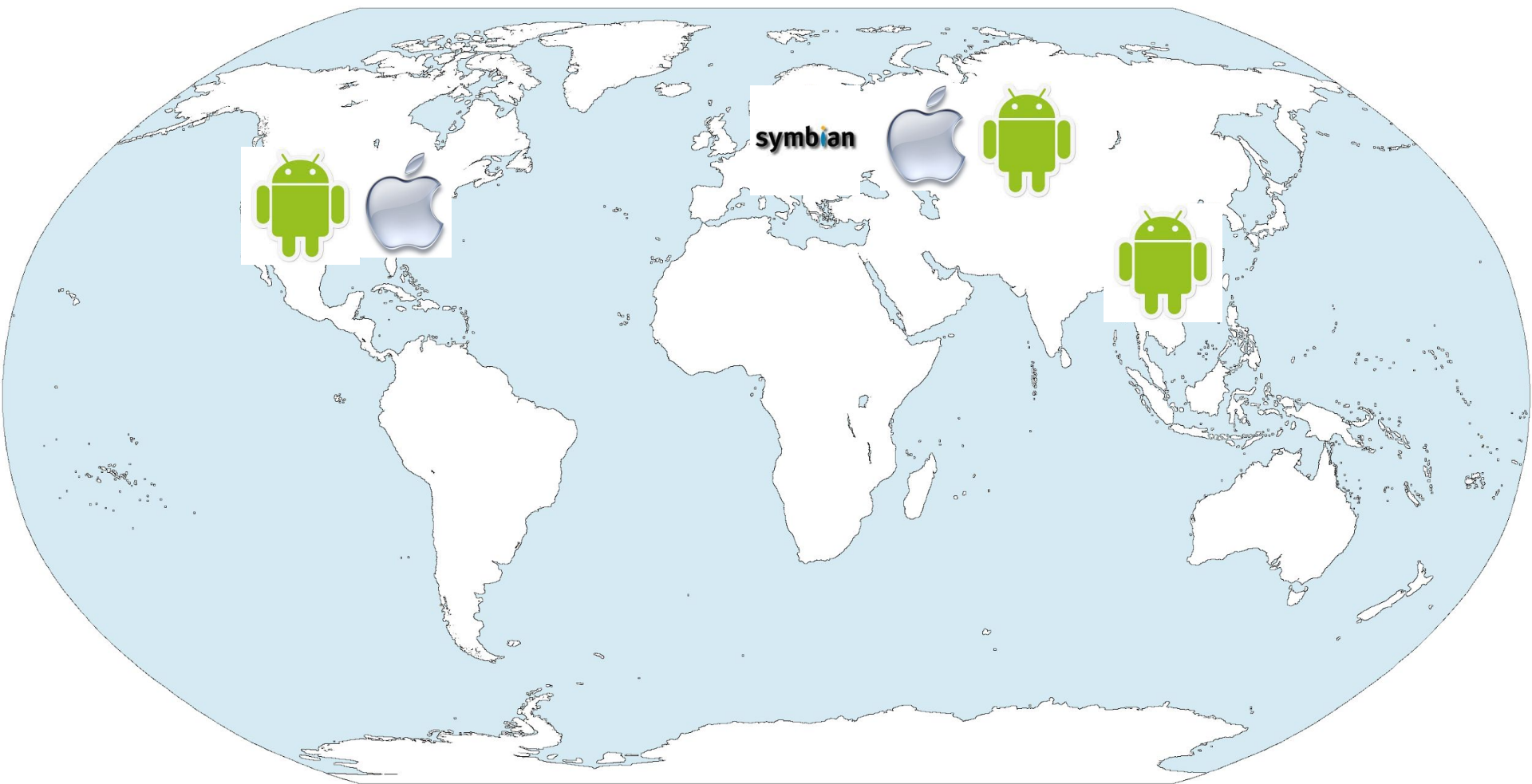
Java (J2ME)
Symbian
WinMobile
iOS
Android
Blackberry OS
webOS
WinPhone7
Bada



69.5 млн пользователей (22.5%)



~5,5 млн пользователей (4%)





370 000

Кол-во приложений

310 000

10 000 000 000+

Всего загрузок

4 000

000 000

+540

Новых приложений в день

+1000

67%

% платных

37%

15%

% игр

17%

1/4 загружаемое приложение платное

Device Manufacturer



OS Developer



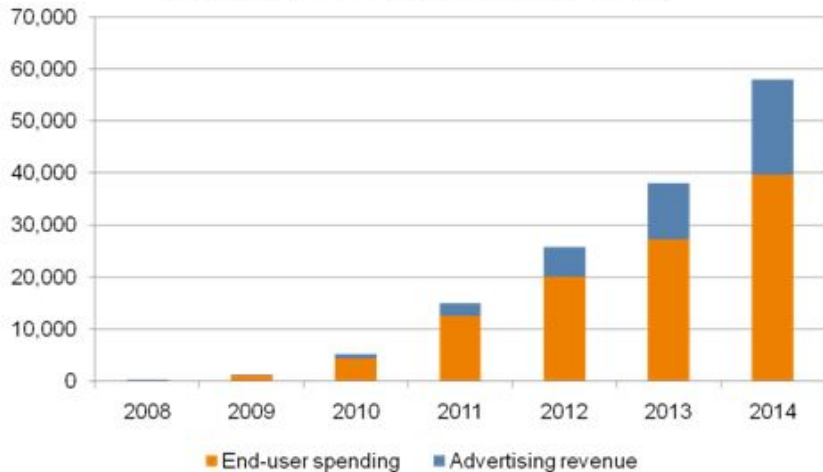
Operator



Independent

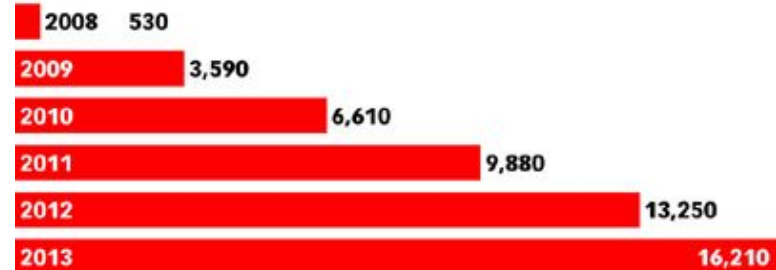


Mobile Application Stores Downloads Revenue, Worldwide, 2008-2014 (Millions of Dollars)



Gartner (December 2010)

Mobile Application Downloads Worldwide, 2008-2013 (millions)

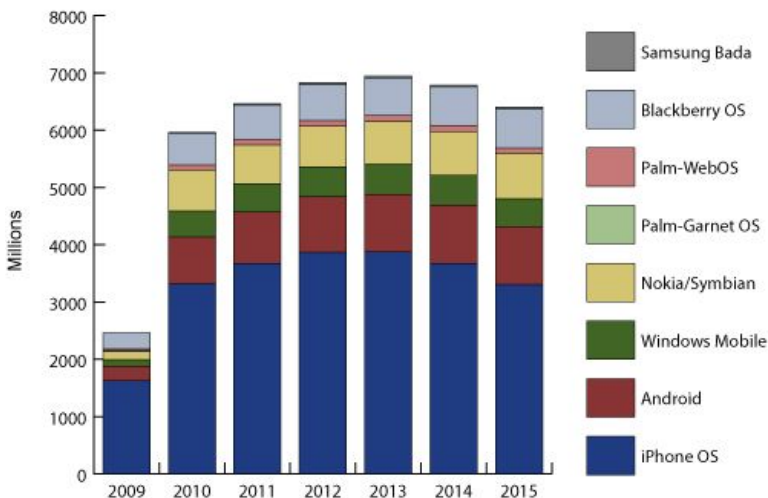


Note: includes free apps, paid-for games from app stores only (excluding downloads from mobile gaming companies and others) and other paid-for apps such as navigation and mapping
 Source: FutureSource Consulting, "Mobile Applications Market Report" as cited in press release, January 26, 2010

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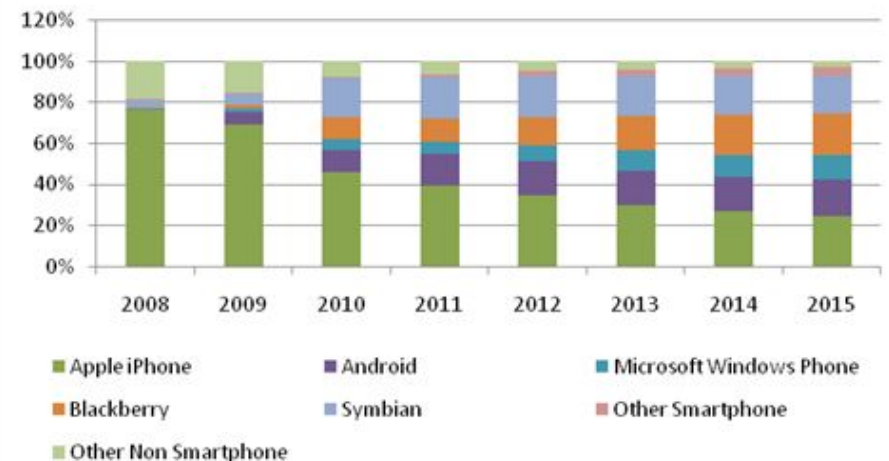
www.eMarketer.com

Application Downloads World Market, Forecast: 2009-2015



Source: ABI Research

Mobile Application Downloads (Share of Revenues)



Ovum Mobile application download and revenue forecast (June 2012)

APPREHEND

APP DOWNLOADS AND USAGE FREQUENCY



SITUATIONS WHERE APP DOWNLOADERS MOST FREQUENTLY USE THEIR APPS:



FREQUENCY OF APP USE BY USERS WHO DOWNLOADED AN APP IN THE PAST 30 DAYS:



OF THE CELL USERS WITH APPS, WHO IS MOST LIKELY TO USE THEIR APPS?

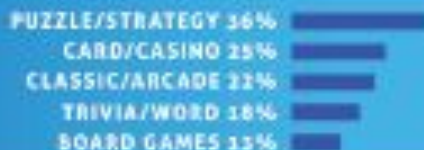


A HEALTHY APPETITE

PERCENTAGE OF APP USERS WHO USED EACH CATEGORY OF APP IN THE PAST MONTH:



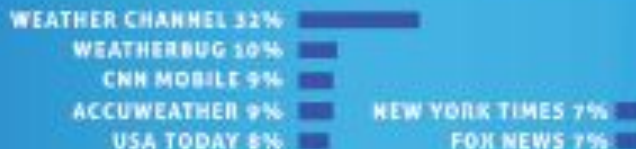
GAMES
60%



BANKING/FINANCE
28%



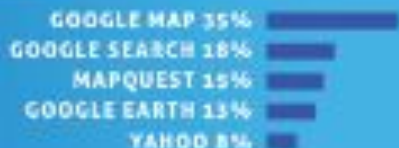
NEWS/WEATHER
52%



SPORTS
27%



MAPS/NAVIGATION
51%



PRODUCTIVITY
26%



SOCIAL NETWORKING
47%



COMMUNICATION
21%



MUSIC
43%



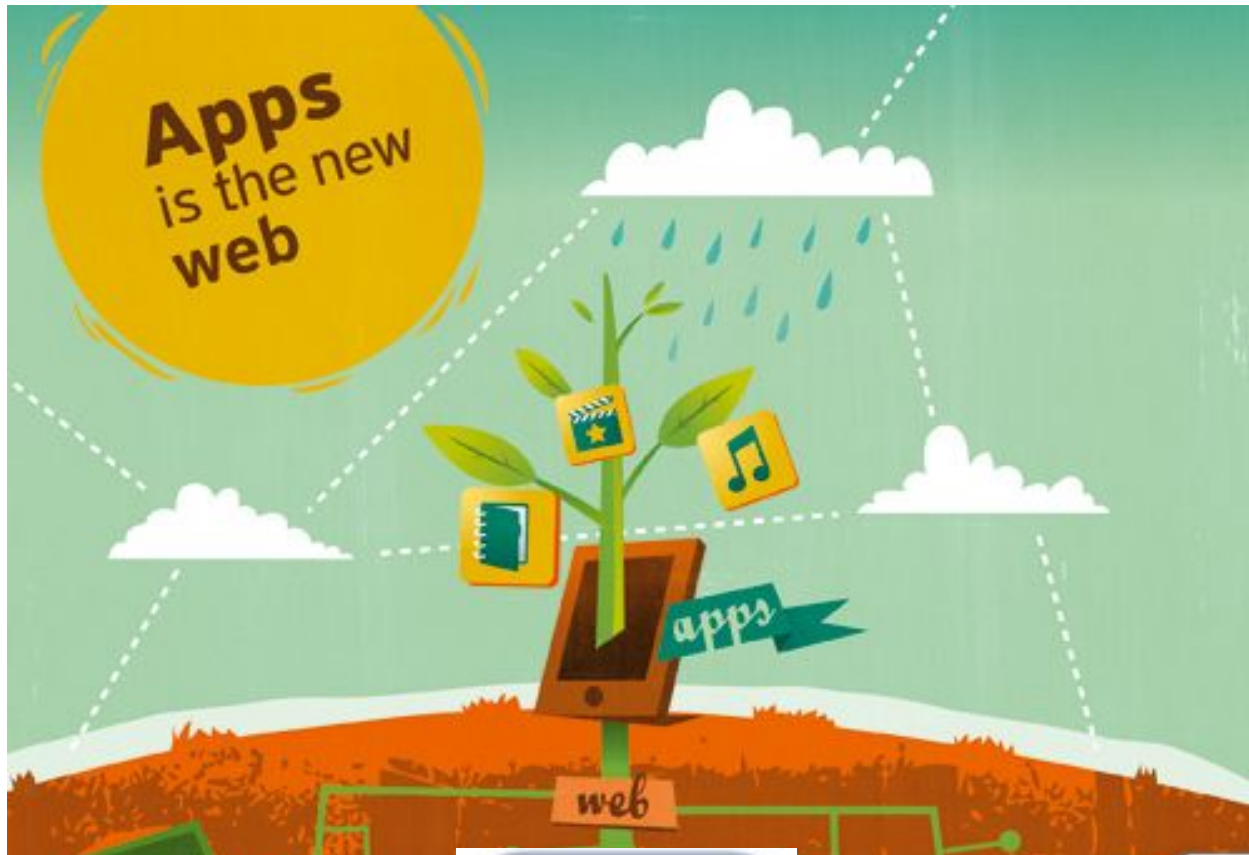
TRAVEL/LIFESTYLE
18%



FOOD/ENTERTAINMENT
34%



OTHER
3%





**CHECK-IN
HERE**
 ON
foursquare

Check in to unlock specials, meet up with friends and explore what's nearby.

foursquare.com
[@foursquare](https://twitter.com/foursquare)



**Спасибо за внимание!
Вопросы?**

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twitter, foursquare, gowalla: daydreamer

facebook, gtalk, skype: tchernetski