

Android Market

Isaac Potoczny-Jones & Don Park

- Mobile Portland: May 26, 2009
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- <http://www.syntaxpolice.org>
- <http://donpark.org>



ANDROID

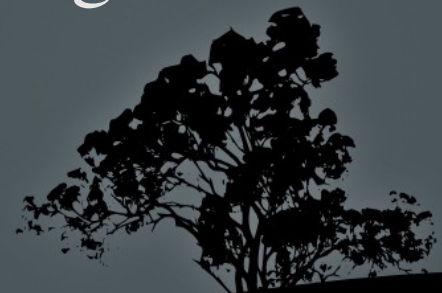
Isaac's Background

- Work for a 35-person software research firm called Galois in downtown Portland: <http://galois.com>
- Android is a spare-time project
- Lots of open source, including Android, via the OpenIntents project, Haskell, and formerly Debian.
- I have a lot of criticism for the iPhone, but that's because of my value for openness.
 - (I don't claim everyone should share that!)



Please Join In!

- Slides should take much less than an hour.
- I'd like my talk to be a forum for discussion and not just one-way communication from me to you.
- If you have information where I don't, please add it.
- Speak up, agree, disagree.
- Ask questions.
- I might need to move on if we're running out of time.



Who are you?

- Who develops mobile software?
 - iPhone?
 - Android?
 - Blackberry?
 - Palm?
- Who is into open source software?



What is that thing?

- The T-Mobile G1 is a smart phone.
- Android is the operating system.
- Android is Linux!



Android is
Open Source.



The Android Platform

- Multi-threaded OS
- Application separation
 - Each application is digitally signed
 - Each application runs as its own user
- Applications can't interfere with each-other
- Well-defined API for inter-process communication

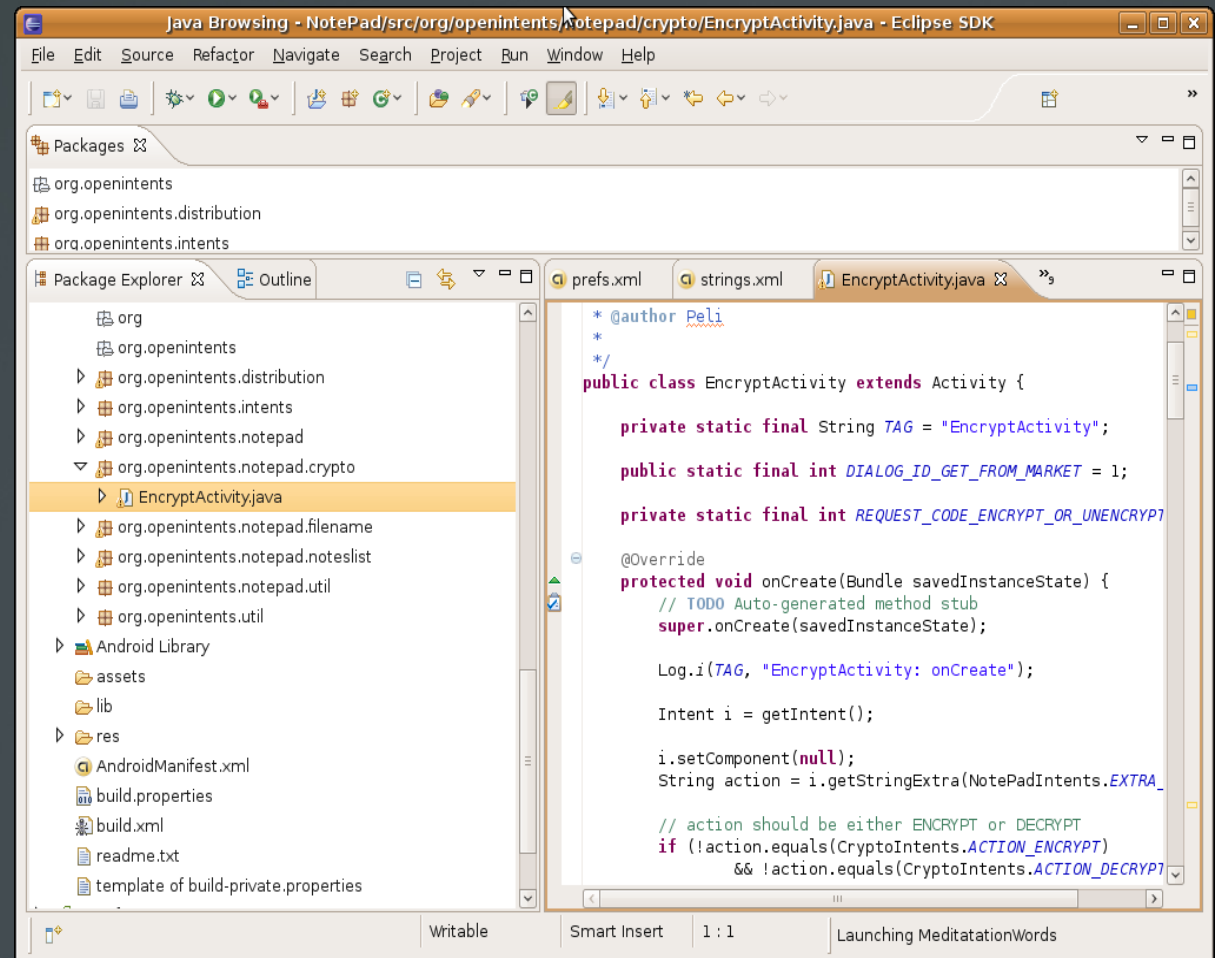
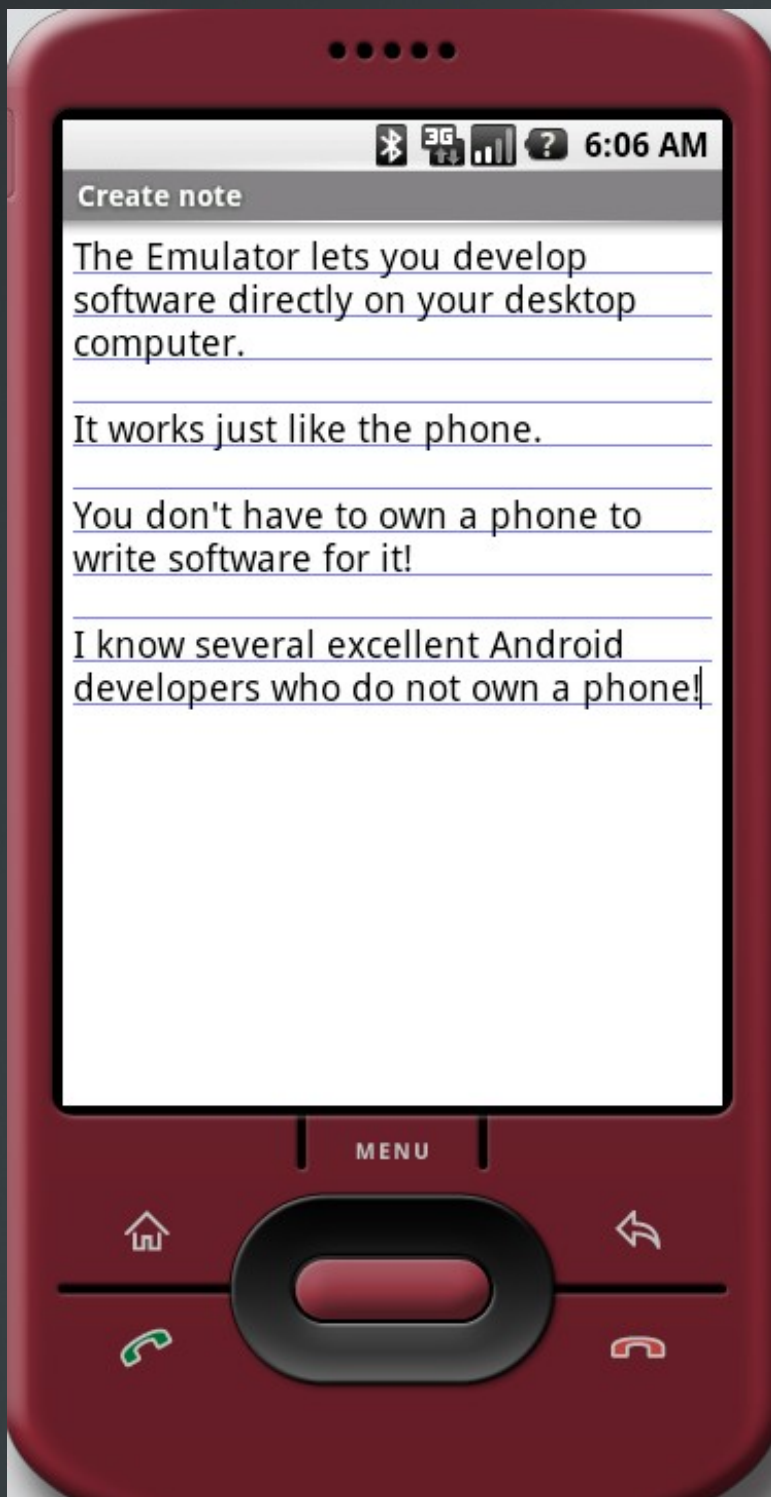


Platform: What Are Intents?

- Android's method of inter-process communication
 - ACTION: org.openintents.ACTION.ENCRYPT
 - Parameters: org.openintents.EXTRA.TEXT
 - Return Value: org.openintents.EXTRA.TEXT
- Allows you to create smart-phone mashups!



Development: Java, Eclipse, Debugger, Emulator, and SQLite



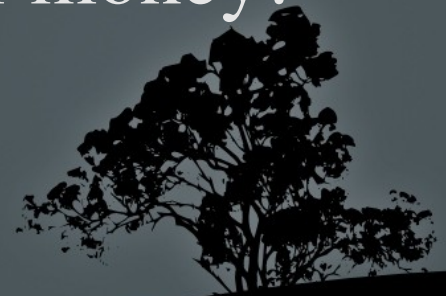
Android vs. iPhone

- Android focuses on openness
 - iPhone frequently criticized for closedness
- Android non-exclusive for carriers & hardware
 - Android soon on Netbooks, several new hardware devices.
 - iPhone exclusive to AT&T.
- Only Android has copy & paste, background applications, & hardware keyboard
- Android dev platfoms: Linux, MacOS, or Windows
 - iPhone apps require an Intel Mac.
- Both have “Market” features



iPhone App Store

- I'm no expert, feel free to chime in!
- Apple keeps 30% of sales.
- Costs \$99 to join.
- No Distribution except through app store.
 - So you really have to play by Apple's rules.
- Can't duplicate the functions of the iPhone.
- Can't promise proceeds to charity.
- Some stories of people making lots of money!
- 1 Billion downloads.

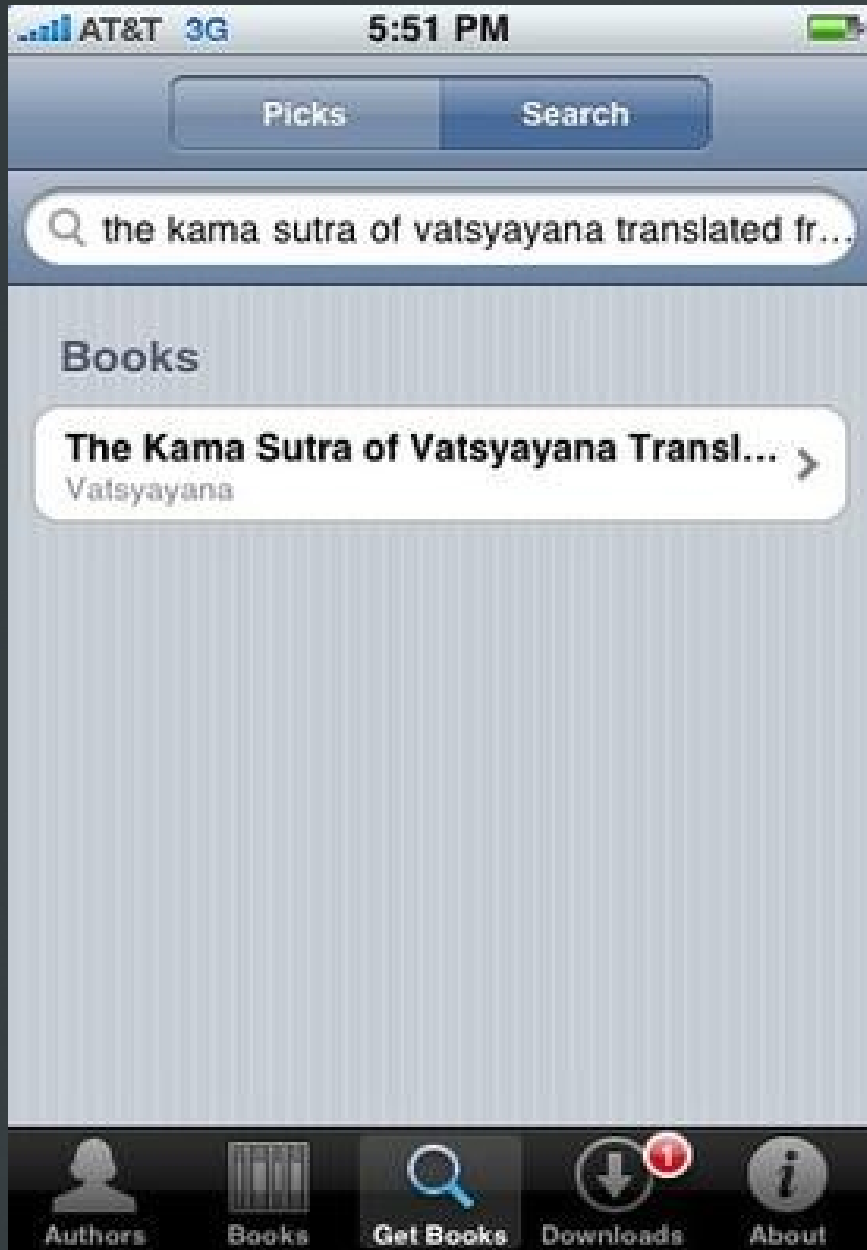


iPhone App Store uploads

- Many stories of delays & no of approval from Apple
 - FreedomVoice – invested \$600k in an app and waited 6 months for approval before discontinuing development
 - Podcaster - “duplicate functionality”
- Normally A few days or a few weeks
 - But sometimes weeks or months- ars technica:
<http://tinyurl.com/d9zwbn>
- Rejection letters are under NDA w/ Apple.



No Project Gutenberg Apps?



“We've reviewed Eucalyptus -- classic books, to go. and determined that we **cannot post** this version of your iPhone application to the App Store because it contains **inappropriate sexual content** and is in violation of Section 3.3.12 from the iPhone SDK Agreement...”

BoingBoing – May 22

<http://tinyurl.com/pstl4d>

Android Market

- The Android Market is similar to the app store.
- For a while, all apps were free.
 - Paid apps have been around since mid February
- Costs \$25 to list your apps (vs. Apple's \$99)
- You can distribute your applications via other means
 - Phone allows you to download apps from the internet.



Android Developer's Console

- Upload or update multiple applications
- Set up Google Checkout transactions
- Tracks downloads and ratings
- Change name, descriptions, categories
- Select which countries to make it available
- I believe there's something similar for iPhone.



Development: Android Market Uploads

- Once uploaded, apps are immediately available on the Android Market. Seems to take a few minutes.
 - Same thing for updates.
- No approval process.
- Prohibition against nudity, threats, hate, viruses, etc.
- Apps can be “returned” within 24 hours.
- Carrier keeps 30%, Google keeps nothing.



“Other” app stores

- Palm: “App Catalog” for Pre device.
- Microsoft: “Windows Marketplace for Mobile.”
- Nokia announced The "Ovi store" for its S60 and S40 based mobile devices.
- RIM launched “BlackBerry App World”.



Past 6 Months of US Sales

- T-Mobile: 1 million G1 phones in last 6 months
 - That's the entire install base.
 - Plus non-US sales.
- AT&T: 4 million iPhones
 - 17 million installed base.

T-Mobile: <http://tinyurl.com/oofwqb>



Marketing firm predicts 900% increase in phone sales

- Strategy Analytics predicts Google's Android OS will ship in eight million handsets in 2009, an increase of 900 percent compared to the year-ago period.
- Smartphone market is expected to grow by 10 to 20 percent this year from 152 million handsets sold last year.
- MocoNews.net: <http://tinyurl.com/quj3b7>



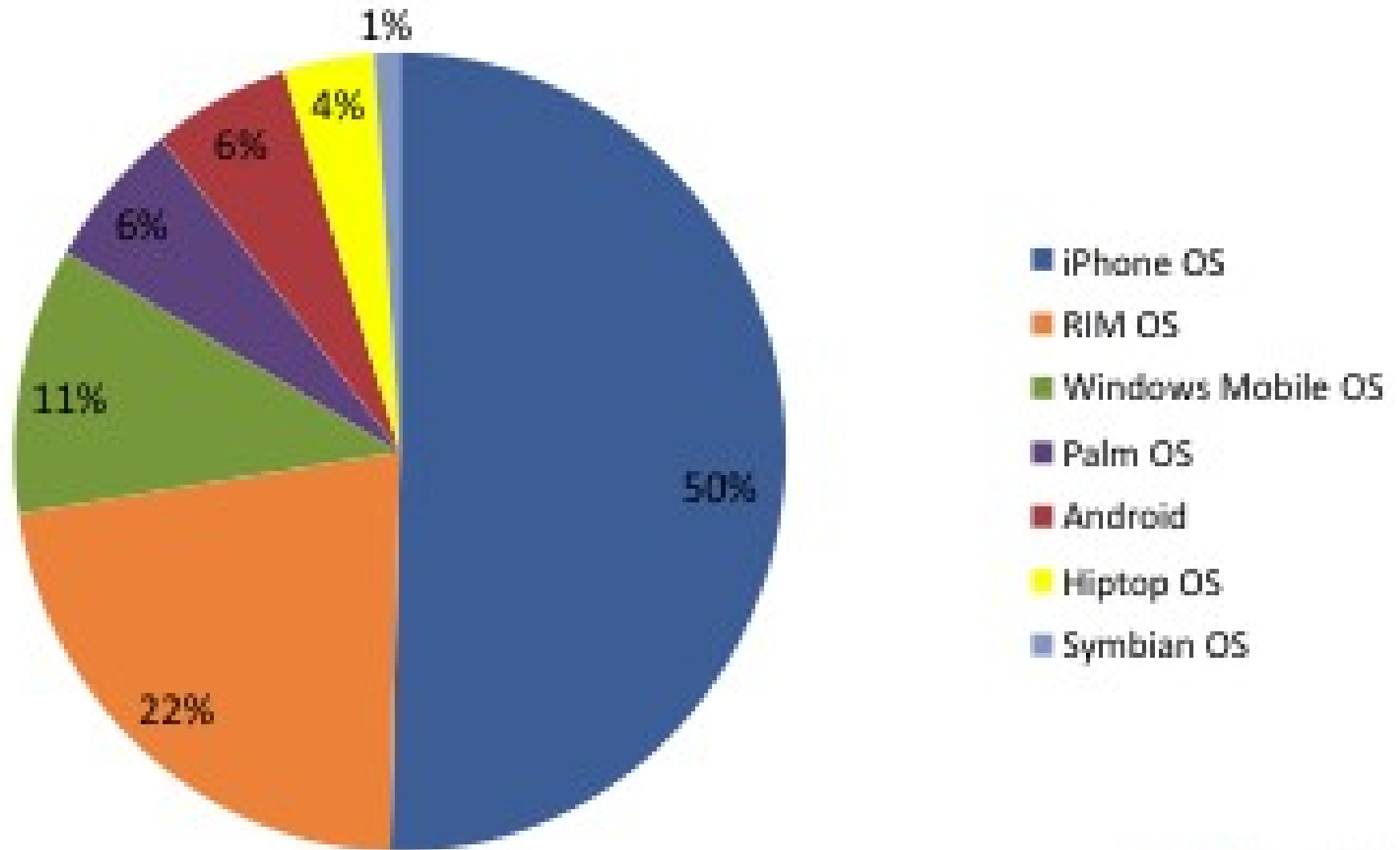
AdMob Mobile Browser Traffic

"We found that Android traffic in the US grew an average of 47% per month since it launched five months ago while iPhone traffic in the US grew an average of 88% per month in the five months following the launch of their App Store."



US Operating Systems

March 2008



Lots of Opportunity



Android Market

Total apps in the market: 3953

Applications

- Communications (214)
- Entertainment (765)
- Finance (115)
- Lifestyle (313)
- Multimedia (181)
- News & Weather (101)
- Productivity (216)
- Reference (185)
- Shopping (63)
- Social (105)
- Tools (785)

Travel (138)

Demo (61)

Software Libraries (16)

total: 3258

Games

Arcade & Action (180)

Brain & Puzzle (307)

Cards & Casino (63)

Casual (145)

total: 695

<http://androidstats.com/home/categories>



What Sells? Top Free vs Paid

Top 10 Apps (excluding games)

- | | |
|---------------------------|--|
| 1. The Weather Channel | 197. Power Manager Full \$0.99 |
| 2. MySpace Mobile | 238. Open Home - Full \$3.99 |
| 3. Backgrounds | 332. MyBackup Pro \$2.99 |
| 4. ShopSavvy | 361. aHome \$4.99 |
| 5. US Yellow Pages Search | 422. dxTop : Home \$3.99 |
| 6. DailyHoroscope | 470. Hello IM! \$9.99 |
| 7. NBA Game Time | 486. Snap Photo Pro \$0.99 |
| 8. T-Mobile My Account | 631. BetterCut \$2.99 |
| 9. Free Dictionary Org | 633. Lock 2.0 - Donate \$1.49 |
| 10. fBook - Facebook | 654. Caller ID by WhitePages
\$6.99 |

Top Games Free vs Paid

Top 10 Games

- | | |
|------------------------|--------------------------------------|
| 1. PAC-MAN by Namco | 109. Doom for Android \$2.99 |
| 2. Solitaire | 129. Baseball Superstars 2009 \$5.95 |
| 3. Labyrinth Lite | 203. Jewellust \$2.95 |
| 4. Sudoku | 219. Retro Defense \$4.99 |
| 5. BreakTheBlocks Lite | 220. Aevum Obscurum \$4.99 |
| 6. Snake | 224. Tangram Pro \$0.99 |
| 7. Slide Puzzle | 234. WordWrench Full \$0.99 |
| 8. Tic Tac Toe | 237. Battle for Mars \$4.99 |
| 9. Smart Tac Toe | 272. Air Hockey £0.70 |
| 10. PapiJump | 289. Spira Defence Pro £1.59 |



Top Apps – How Many Sold?

App	# Sold	Cost	\$\$
Power Manager	10k-50k	\$0.99	\$10k – 50k
Open Home	10k – 50k	\$3.99	\$40k – 200k
My Backup Pro	5k – 10k	\$4.99	\$25k – 50k
aHome	10k – 50k	\$3.99	\$40k – 200k
dxTop Home Alternative	1k-5k	\$2.99	\$3k – 15k
Hello IM!	5k-10k	\$9.99	\$50k – 100k
Snap Photo Pro	5-10k	\$0.99	\$5k – 10k
Better Cut	5k-10k	\$2.99	\$15k – 30k
Lock 2.0 – donate	1k-5k	\$1.49	\$1500-7500
Caller ID By Whitepages	1k-5k	\$6.99	\$7k-35k



Top Games – How Many Sold?

App	# Sold	Cost	\$\$
Doom for Android	50k-250k	\$2.99	\$150k - \$750k
Baseball Superstars 2009	1k-5k	\$5.95	\$6k-30k
Jewellust	10k-50k	\$2.95	\$30k-150k
Retro Defense	1k-5k	\$4.99	\$5k-25k
Aevum Obscurum	1k-5k	\$4.99	\$5k-25k
Tangram Pro	1k-5k	\$0.99	\$1k-5k
WordWrench Full	1k-5k	\$0.99	\$1k-5k
Battle for Mars	1k-5k	\$4.99	\$5k-25k
Air Hockey	1k-5k	\$0.99	\$1k-5k
Spira Defence Pro	1k-5k	\$2.50	\$2.5k-12.5k



IceCondor – Don Park

Continuous Location Tracking

Sales

IceCondor Lite

- Free
- 100-500 downloads
- Launched on Feb 22 2009
- First download Feb 23

IceCondor full

- \$2.99
- < 50 downloads
- Launched on Feb 20 2009
- First sale Feb 22

<http://icecondor.com>



What is my IP – Don Park

Sales

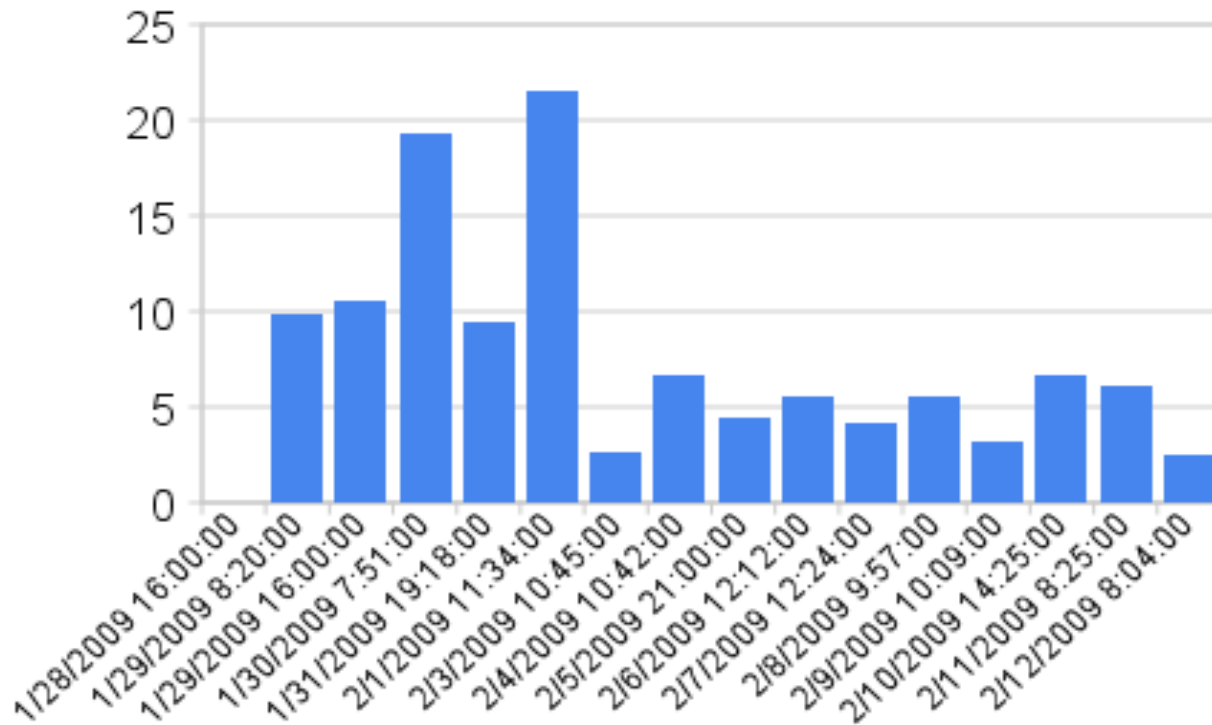
What is my IP Free

- 5k – 10k downloads
- Launched on Jan 28 2009
- 100-200 dls/day

Show my IP \$0.99

- < 50 downloads
- Launched on Feb 20 2009
- 0.5 sales/day

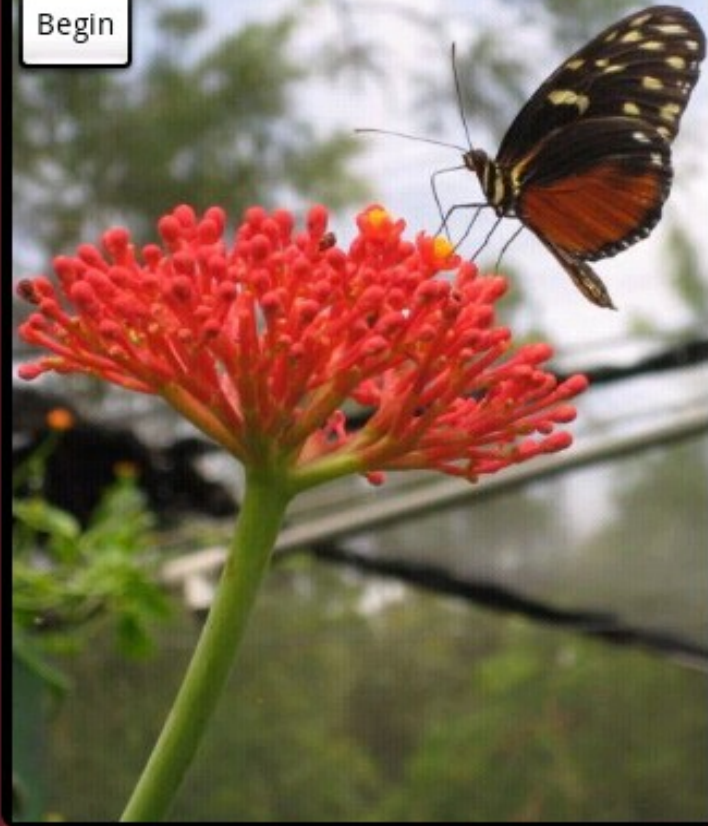
"WhatIsMyIp?" Downloads per hour



Meditation Words

Version 0.4

Begin



MENU



Meditation Words: Animate Innovations

- Guided Meditation
- A variety of texts from different traditions
- Started a company
- An experiment



Meditation Words -Sales

- Sold for one month – Feb 21 – March 23, 2009
- Made \$30 after everyone else takes their cut
 - Donated to Kiva :)
- Now it's free: About 10k downloads
- Not one person has made a Kiva loan for the “team”
- One person did start loaning after my Ignite talk :)



Meditation Words Experiences

- It's been great having an app on the market :)
- Lots of nice feedback
- Some people complain too.
 - Mostly they ask for features that are already there.
- Feel very disconnected from the users for the most part. Really have no idea how they're using the app.



A Different Business Model

- Started Animate Innovations to develop and sell software to other larger companies
 - Including title, code, and training in development.
- For much more than \$0.99
- This is a “Spare Time” business model
 - Don't want to build & support custom software
 - Because I love my day job.
- Develop software on spec – my own ideas
- Have had some traction – no sales



Local Android Action

- Android Meetup (Mobile Love, Android Style)
 - Organized by Don Park
 - Developers & Power Users
 - Check upcomming.yahoo.com
 - Lucky Lab – SE Hawthorne
 - Every 2nd Monday.



Thank You!

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