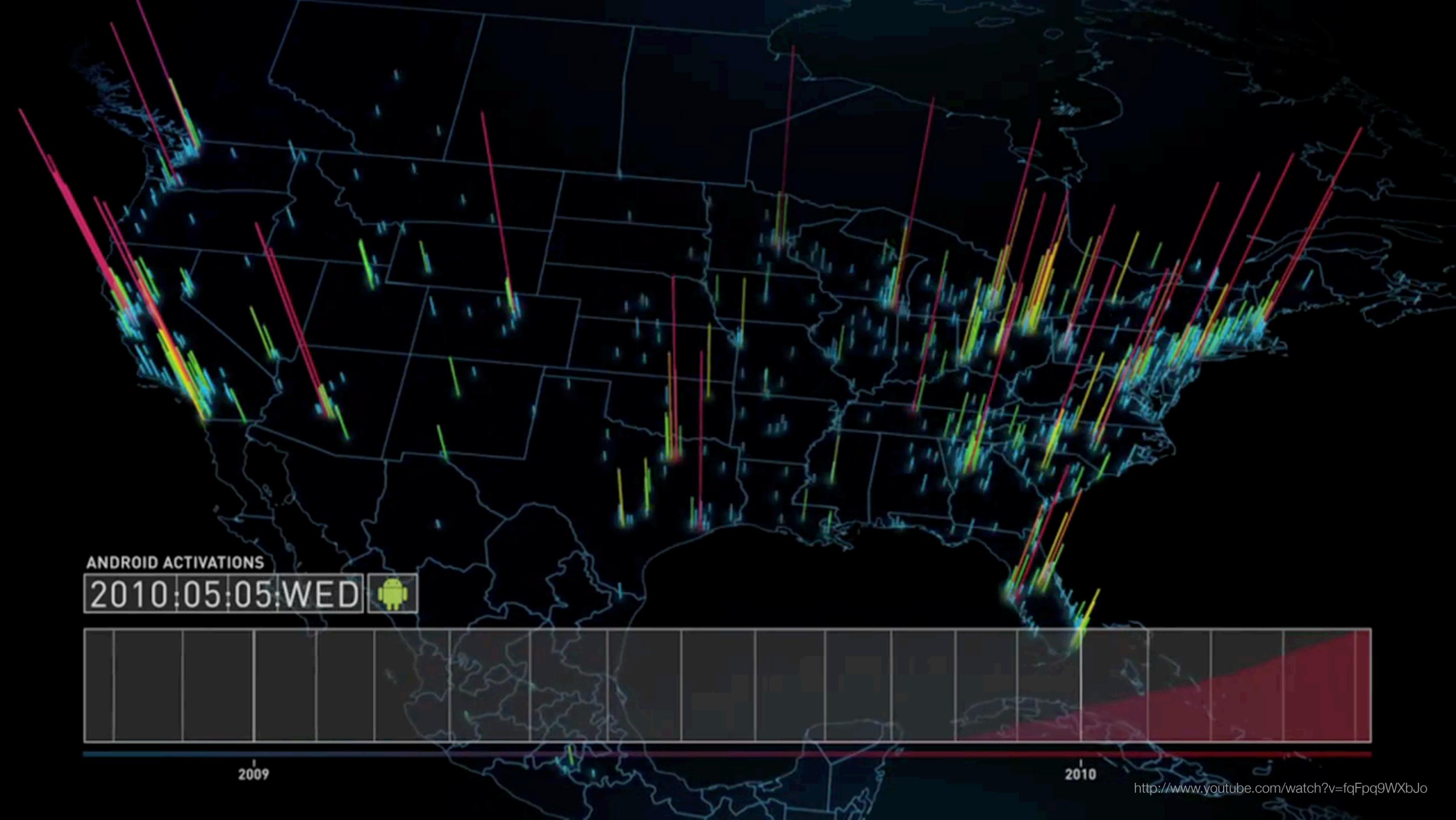


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Building Mobile Applications

Lecture 12: 
April 26, 2011

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ANDROID ACTIVATIONS

2010:05:05:WED 

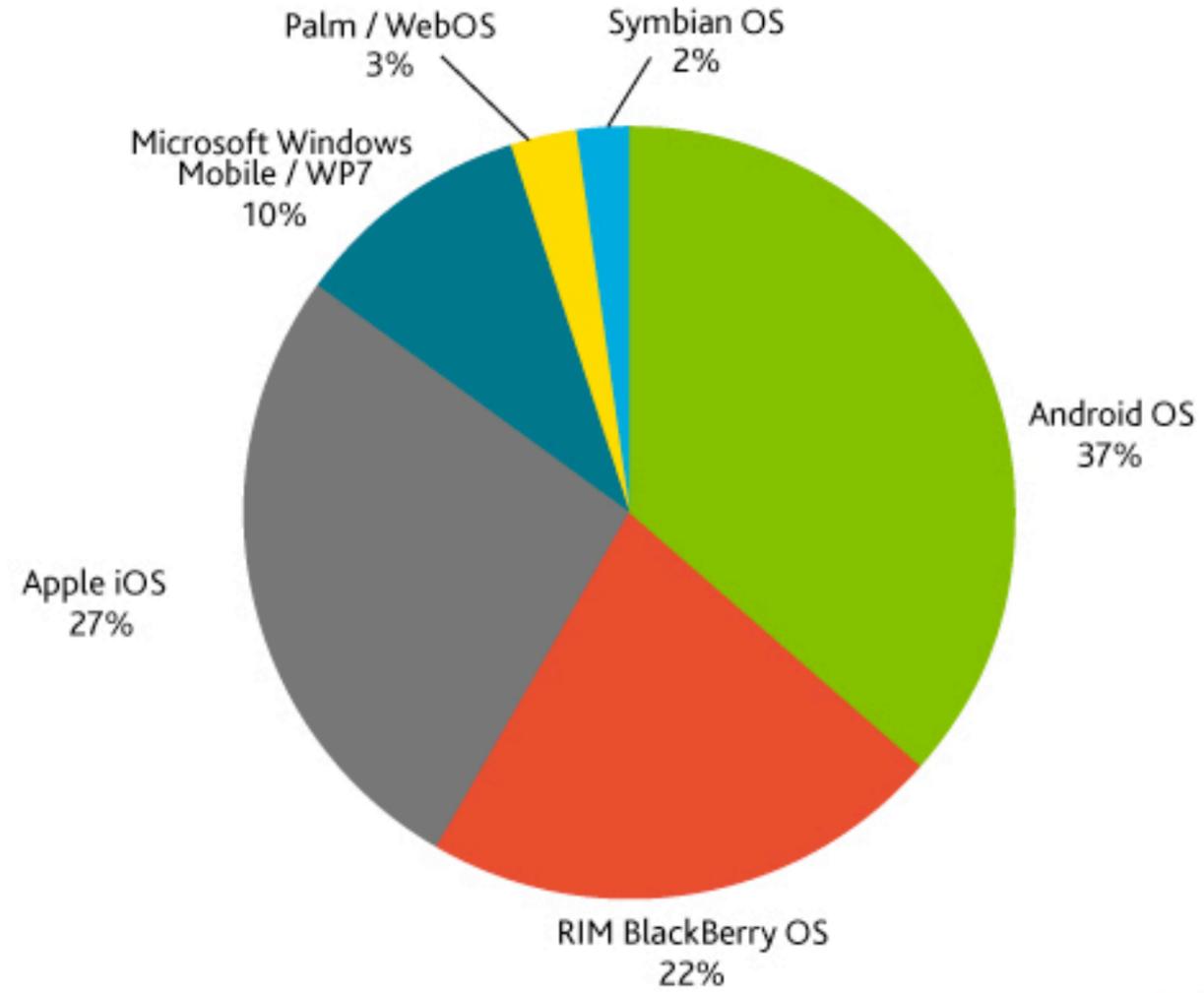


2009

2010

Smartphone market share

March '11, Nielsen Mobile Insights, National



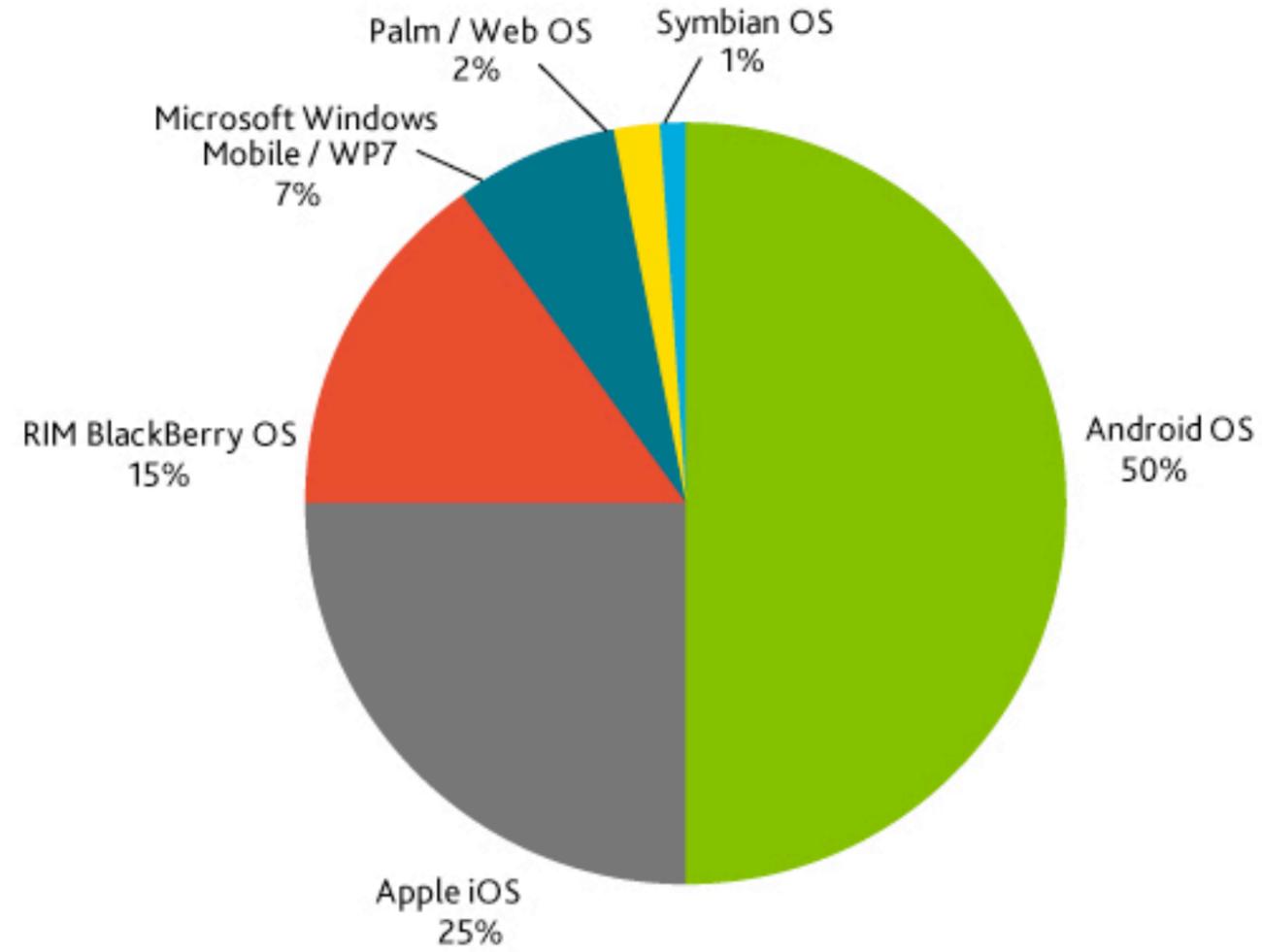
Source: The Nielsen Company.



Marketshare (Total)

Smartphone market share - recent acquirers

March '11, Nielsen Mobile Insights, National



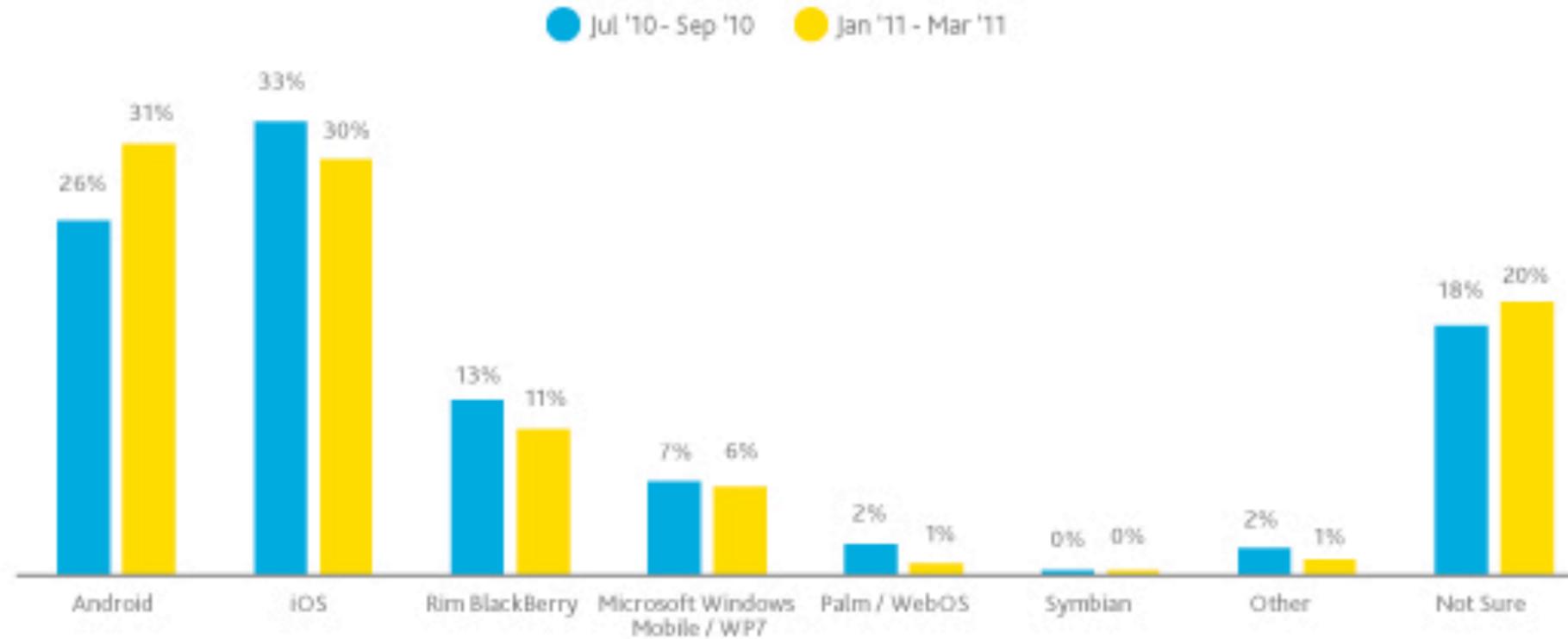
Source: The Nielsen Company.



Marketshare (purchases in past 6 mo)

Next desired Operating System

Consumers planning on getting a new smartphone in the next year



Source: The Nielsen Company.

nielsen



Next OS

 Android Market

amazon appstore
DEVELOPER PORTAL ^{BETA}



Two Major Store Choices

Store	 Android Market	 amazon appstore DEVELOPER PORTAL <small>BETA</small>
Program Fee	\$25 (one-time)	\$99/yr (\$0 first year)
Transaction Fee	30% sale price	Lesser of 30% sale price or 80% list price
Countries	Many	U.S. only
Approval Process	No	Yes

More info from: <http://market.android.com/support/bin/topic.py?hl=en&topic=15866> and <https://developer.amazon.com/help/faq.html>



Two Major Store Choices

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