U.S. Smartphone Penetration
February 2012, Nielsen Mobile Insights

Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone

Source: Nielsen

Read As: During February 2012, 48 percent of smartphone owners had a device that runs on the Android operating system.

Source: Nielsen

Next desired Operating System

Consumers planning on getting a new smartphone in the next year

Source: The Nielsen Company.

http://blog.nielsen.com/nielsenwire/online_mobile/u-s-smartphone-market-whos-the-most-wanted/
Two Major Store Choices

Android Market

Amazon Appstore
<table>
<thead>
<tr>
<th>Store</th>
<th>Google Play</th>
<th>Amazon Appstore</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Fee</td>
<td>$25 (one-time)</td>
<td>$99/yr ($0 first year)</td>
</tr>
<tr>
<td>Transaction Fee</td>
<td>30% sale price</td>
<td>Lesser of 30% sale price or 80% list price</td>
</tr>
<tr>
<td>Countries</td>
<td>Many</td>
<td>U.S. only</td>
</tr>
<tr>
<td>Approval Process</td>
<td>No*</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Computer Science E-76
Building Mobile Applications

Lecture 12: 
April 23, 2012

Dan Armendariz
danallan@mit.edu