모바일앱 현황 및 발전 방향

최웅식, 애플 솔루션 컨설팅트
CEO&Visual Facilitator, IVISUAL
Twitter @iDreamer
Email IVISUAL@IVISUAL.ME
Apple's rivals battle for iOS scraps as app market sales grow to $2.2 billion

While the mobile handset race is now being frequently described as a two horse race between Apple's iOS and Google's Android licensees, the mobile software world has four major contenders, with RIM's BlackBerry App World and Nokia's Ovi Store maintaining their lead over Google's Android Market. On the heels of acquiring iSuppli, market research firm IHS has released an interesting look at the current and future markets for mobile software. At the top of the charts is Apple's App Store, with a 82.7 percent share of the market on revenues of $1.78 billion, aided in part by sales of new iPad apps. The App Store has grown by 132 percent over the last year, but its share has slipped from last year's 92.8 percent as other vendors have worked hard to put in a showing. In second place is RIM's BlackBerry App World with 7.7 percent share and revenues of $165 million. While offering a smaller catalog of titles, RIM's software is priced higher and aimed at an audience of business users. The market's software sales have grown by 360 percent in the last year. BlackBerry plans to release a PlayBook tablet it hopes will sustain this growth. In third place is Nokia's Ovi Store, driven mainly through sales of Symbian software. IHS assigned Nokia a 4.9 percent share of the app market on software sales of $105 million, and said the company's mobile market has grown by 719.4 percent. Nokia just announced plans to transition its higher end smartphones to use Microsoft's Windows Phone 7, a platform that does not even appear in IHS' rankings. Google's Android Market took fourth place, registering a 4.7 percent share on revenues of $102 million, representing growth of 861.5 percent compared to 2009. The discrepancy between Google's strong showing in handset sales and minority position in software sales was alluded to by Google itself, which has said it is "not happy" with the number of apps Android users are buying.

The report said mobile apps are likely to grow to a $3.9 billion business this year, with Apple expected to maintain more than half of all sales through 2014. IHS also figures that Apple's iPad, which currently makes up about 20 percent of App Store revenues, will increase to 50 percent of Apple's business by 2014. Most apps are games IHS said games made up 52.2 percent of all mobile app sales in 2010. Apple changed its historically serious stance on software to capitalize on gaming, particularly with the iPod touch and now iPad. Those efforts have put the squeeze not just on other mobile platforms, but also dedicated portable gaming devices from Nintendo and Sony. One developer report even indicated that the iPad release of its title, World of Goo, performed better in unit sales and revenues than it had on console app markets, including Nintendo's WiiWare, Microsoft's Xbox Live Arcade, and Sony's PlayStation Network, and even Steam sales on PCs and Macs. Sony is fighting back with a new two pronged approach that targets Apple's iOS with both a high end, next generation PlayStation Portable (codenamed NGP) and a framework for adding basic PlayStation-branded games to Android phones that are certified as capable of running baseline games on the level of the mid-90s PlayStation One. The company has even hinted at releasing a tablet with PlayStation One games installed on it. Previous attempts to create licensed gaming franchises have not worked out well, ranging from the 3DO program to Nintendo's efforts to license its games on Philips' CDi platform to Microsoft's efforts to launch Gizmondo as a portable gaming platform based on Windows CE, to OpenPandora, an effort at open source portable gaming built on Linux. At the same time, Nokia's efforts to launch cell phone gaming with N-Gage was also a disaster, leaving Apple's creation of a healthy
gaming ecosystem for iOS as a rare success story. Why is Apple ahead? According to a report by Barrons blogger Tiernan Ray, analyst Toni Sacconaghi of Sanford Bernstein surveyed leading app developers to determine why Apple's iPhone remains far ahead of Android, despite reports indicating that Android licensees represent a larger group.

Apple's App Store library now stands at 350,000 apps, compared to Android Market's 130,000 titles and far smaller catalogs for other platforms, including RIM's BlackBerry OS, Microsoft's Windows Phone 7, and HP's webOS. One factor cited was the "45 percent incremental effort" required to port an app from one platform to another, which Sacconaghi interpreted to mean that "platforms beyond iOS and Android will continue to be challenged to develop meaningful developer support." Interestingly, developers in the survey responded that Android was the easiest platform to write for, followed by iOS. It wasn't clear if this result only referred to matters related to development tools, or also included Apple's app approval process, a factor that many developers have described as frustrating to deal with in getting their apps listed within iTunes. On the other end of the spectrum, "BlackBerry OS and Symbian were cited as especially difficult to develop on," Sacconaghi said. "We picked up some developer enthusiasm around RIM's QNX (used in the forthcoming Playbook), while developers talked about a wait-and-watch policy on Windows Phone 7." HP's webOS, which it recently demonstrated as powering both new smartphones and a new tablet product, was also said to be easy to be "easy to develop on." The webOS, initially created by Palm, is based on web standards.

Market fragmentation
Ease of code development is not the only factor that impacts developers. While described as easy to code for, Android was also noted by developers in the survey to have issues related to "fragmentation of both the software and the hardware profile." The report added, "that's not going to change anytime soon, given the various competing interests in the Android market that keep parties from getting on the same page," noting that there are 15 different combinations of screen size and resolutions on Android devices that developers must account for, and "five different combinations for memory specification." At the same time, Android's hardware fragmentation was described by the developer of Angry Birds as "not the issue, rather the fragmentation of the ecosystem," describing Android as becoming chaotic and "open, but not really open, a very Google-centric ecosystem." Sacconaghi concluded that the survey results indicate "continued dominance by the iOS and Android ecosystems," while holding out that "the most significant wildcard to this thesis is the potential emergence of code-conversion (common-runtime) tools that could deliver new apps to all major platforms at very little incremental cost to developers." Despite the potential for common runtime tools (such as Adobe AIR) to help facilitate the development of cross platform mobile apps, "only one of the dozen developers surveyed is using such tools currently," the report stated.

출처 - [http://www.appleinsider.com/articles/11/02/18/rim_nokia_and_googles_android_battle_for_apples_ios_scraps_as_app_market_sales_gr ow_to_2_2_billion.html](http://www.appleinsider.com/articles/11/02/18/rim_nokia_and_googles_android_battle_for_apples_ios_scraps_as_app_market_sales_gr ow_to_2_2_billion.html)

대한민국 트위터 통계 자료 - Daumsoft

Google Inc. plans to hire dozens of software developers to create applications for smartphones and other mobile devices, people familiar with the matter said, a new strategy aimed partly at helping Google counter Apple Inc. in one of high tech's hottest sectors.

Google is making a major push to catch up to Apple in the battle over apps, which are expected to top $25 billion in sales next year, according to Gartner. Dan Gallagher and Julia Angwin discuss. Plus, Intel's $700 million chip flaw.

The Internet company has begun recruiting software engineers, product managers, user-interface experts and others who have ideas for mobile apps, the people said. Some current Google employees have changed jobs to work on the effort, they added.

World-wide, revenue from mobile apps is expected to triple this year to $15.1 billion, including paid downloads and advertising revenue generated by free apps, according to research firm Gartner Inc. Besides the potential of making money directly from such creations, more and better apps can help devices powered by Google's Android operating system continue to gain ground on Apple's iPhones and iPads.

The Google software is still playing catch-up when it comes to apps. Android users can access an online market with more than 100,000 applications available for download, but Apple's app store has more than 350,000 apps. Apple declined to comment.

Google also has reason to try to spur quality, not just quantity, since getting hit apps first can drive demand for operating systems and devices. Some of the apps developed by Google's new effort may be available only for Android, the people familiar with the matter said. The adoption of Android also helps ensure that Google's search engine, the principal revenue source for the company, and other Google services are prominent on mobile devices.

More

How's Your HTML5? App Skills in Demand

Mobile Apps Help Stores Attract Shoppers

Google so far has created only about 20 mobile apps in house, and they are largely extensions of its Web properties, such as Google Maps. A few apps, including Google Sky Map, which lets users identify stars and constellations by pointing their phones at the night sky, were started by employees in their spare time.

The new app-development efforts will be scattered across Google's offices world-wide, the people familiar with the matter said. The company, they said, will bankroll small groups of engineers to create a range of apps, from the kinds of games made famous by Rovio Mobile Ltd.'s Angry Birds to services that are based on a user's location, like the popular app from Foursquare Labs Inc. that lets users "check in" with friends at, say, a store or park.

Benjamin Ling, a Google product-management director, has been leading recruiting efforts, the people familiar with the matter said. Google declined to make him available for comment.

View Full Image
By recruiting people who already have plans for products, Google hopes to get results quickly. The strategy fits a broader goal for co-founder and incoming Chief Executive Larry Page: speeding action by a Web pioneer that has become a 24,000-employee giant. Stakes are particularly high in the mobile market, a focus of frenzied activity among nearly all technology companies. Google's chief executive, Eric Schmidt—who will give up that post and become executive chairman in April—said in a recent blog post that all the company's strategic initiatives this year involve mobile devices.

"Between the geolocation capability of the phone and the power of the phone's browser platform, it is possible to deliver personalized information about where you are, what you could do there right now," he wrote on the Harvard Business Review website. Google executives in October said the company was on track to generate $1 billion a year in mobile-related revenue, though it declined to provide a breakdown of the revenue sources. Google, based in Mountain View, Calif., last week said it planned to hire more than 6,000 employees this year, and a spokesman said mobile would continue to be an important area for the company.

Android, which was released in 2008 and is available free, powers about 150 different smartphones and other products, such as tablets. U.S. sales of Android devices already are on a level with those from Apple, mobile researchers have said. Apple, which has developed a handful of apps along with other software that comes on its devices, takes a 30% cut of app-store revenue. So does Google. Apps developed by Google's new lab are expected to be free and might have ads that would generate revenue, the people familiar with the matter said. Google has been pitching its apps lab as an opportunity for recruits to have a high degree of autonomy while enjoying the benefits of a large company—including a salary and advice from seasoned professionals, the people familiar with the matter said. "It's uncommon that you get it right the first time, and having connections in the industry helps you," said Blake Scholl, co-creator of Barcode Hero, an iPhone app that lets users review products and get recommendations. He said he hasn't been recruited by Google. The Google effort coincides with a rush by thousands of Internet professionals and college graduates to quit safe, salaried jobs to try their hand at mobile apps. "There are many fewer challenges to getting off the ground today than just a couple of years ago," said Sam Altman, CEO of mobile social-networking service Loopt Inc., which has more than four million users. But the field is more crowded than ever, making it hard for apps to break out, said Peter Farago, vice president of marketing at Flurry Inc., which provides analytic services to mobile-app developers. "The app store already has Wal-Mart-size inventory on a screen the size of a Post-It note," he said. That challenge could help Google entice developers. A centerpiece of Google's pitch to developers involves the company's distribution power, people familiar with the matter said. Some of Google's homegrown apps come preinstalled on numerous Android devices, and Google can boost downloads for some apps by promoting them in the Android market. Since Google's own apps could compete with those created by outside developers, the company must tread carefully to avoid upsetting the community, some developers said. "But it's a risk developers are always aware of," Mr. Altman said.

—Yukari Iwatani Kane contributed to this article.
Accelerating the Windows Phone Ecosystem

This year has been one of significant change for the mobile industry. We are moving from a battle of devices to one of ecosystems. What is required to build and maintain a vibrant ecosystem is broad - defined by the relationship between hardware, software, services and applications working together to bring innovative new experiences to a world of devices.

This shift has been accelerating, and we have been moving fast. It was only a year ago that we unveiled Windows Phone 7 to the world for the first time.

It was more than the launch of a new product. Windows Phone 7 represents the best from Microsoft including Xbox LIVE, Office, Bing, Hotmail and Windows Live, adding to that deep integration of third party experiences like Facebook as well as thousands more from developers. For consumers, we set out to make Windows Phones the easiest to use and most delightful phones in the market. With Windows Phone, our top priority was to build phones that people love. Our phones are differentiated in the way they are designed, and the way that experiences are seamless and beautifully integrated. This focus on smart design makes it easier and faster to get to the information you care about. And with Windows Phone Hubs, we organize information, applications and services into one place.

The feedback from our customers has demonstrated we are on the right path. Today, 93% of Windows Phone customers worldwide are delighted with their phones. And perhaps even more importantly, customers are spreading the word. For example, 9 out of 10 people who purchase a Windows Phone tell their friends, family and coworkers that they should buy one too.

As I’ve articulated, job one was to ensure that those who touch and use our phone love it. This focus has built us a strong reputation within the industry as well, with the over 30,000 registered Windows Phone developers who have already seized the opportunity and delivered 8,000 quality applications to date, adding about 100 new titles every day.

Today in a keynote at Mobile World Congress in Barcelona, Steve Ballmer announced several new features and capabilities that will make our phone an attractive option for even more people coming this year.
Here is a summary of the announcements made:

**First Major Update** A free customer update will be made available for all Windows Phones in the first two weeks of March, which includes new capabilities such as copy & paste and faster application performance.

**Availability on CDMA Networks** With added support for CDMA networks, Windows Phone will be available to even more customers on mobile operators such as Verizon and Sprint in the first half of 2011.

**Twitter Integration in the People Hub** The popular social networking service Twitter will be integrated into the People Hub in the second half of 2011.

**Office Document Storage in the Cloud** Document sharing and storage in the cloud via Windows Live SkyDrive will be added to Windows Phone in the second half of 2011.

**Next Generation Browsing with Internet Explorer 9** A dramatically enhanced Internet Explorer 9 web browser will be added to Windows Phone in the second half of 2011. It will feature the same standards support (HTML5, etc.) and hardware accelerated graphics as the PC version.

**Additional Multi-tasking Capabilities** We will add the ability to switch quickly between applications, run applications in the background (such as listening to music), along with a number of other capabilities in the second half of 2011. Developers will learn much more about this during April's MIX conference.

Strong developer, handset maker and mobile operator partnerships coupled with an increased pace of innovation and lower price points will help fuel our growth for the long-term. We’ve laid the foundation for this with a quality experience we know customers love. This year, our attention turns to bringing that experience to a critical mass of customers so we can begin to enjoy the economies of scale that will have a long term impact on market share. Now that we have a strong start, it’s important for us to accelerate our innovation and deliver it to more customers than ever before.

Our recently announced partnership with Nokia is a significant next step in this journey. In this partnership, Microsoft adds software and services expertise together with Nokia’s expertise in hardware design, imaging and mapping & location. The result is a product backed by some of the world’s best known brands including Office, Xbox LIVE, Bing, NAVTEQ and Nokia. Working with Nokia to bring together our highly complementary assets and competencies will allow the Windows Phone ecosystem to delight more customers at even greater scale.

We are excited to work with Nokia and our other handset maker partners because it will help catalyze the Windows Phone ecosystem – making it a compelling alternative to the
existing choices for mobile operators, developers and consumers. We will have much more to say about this strategic partnership and the opportunities it presents over the coming months as we prepare to deliver significant volume of Nokia Windows Phones in 2012.

Our work in 2011 will begin a new cycle that will spur on lower cost offerings, along with a wave of third party innovation and opportunity that will make us very competitive with the incumbent market leaders in key markets.

**We’re confident that Microsoft is on a path to be successful with Windows Phone and its growing ecosystem because we have momentum, a clear vision for what lies ahead, and a unique set of assets that will help us move the Windows Phone ecosystem forward.**

Andy Lees  President, Mobile Communications Business


mobclix 2010 app Game Changers


Mobile Web VS Mobile App

출처 - [http://mobizen.pe.kr/1003](http://mobizen.pe.kr/1003)

**10 Mobile Trends for 2011**

This post is part of our ReadWriteMobile channel, which is dedicated to helping its community understand the strategic business and technical implications of developing mobile applications. This channel is sponsored by Alcatel-Lucent. As you're exploring these resources, check out this helpful resource from our sponsors: [Cultivating a Developer Ecosystem: Understanding Their Needs](http://)
In its annual mobile technology report, Forrester Research has outlined the trends it expects to see in the coming year. Technologies like 4G and LTE, Near Field Communication (NFC), barcodes and augmented reality will see increasing amounts of hype in 2011, and the use of mobile/social/location combinations will soar, the report says. But for companies, the goal should now be on developing mobile business cases and strategies, and not jumping on the bandwagons surrounding these types of disruptions.

These technologies - LTE, NFC and mobile AR - will take years to emerge, says Forrester. Strategy needs to come before technology.

2010 Trends Continue

Forrester’s 2011 report began by analyzing its performance on last year’s predictions. Overall, the firm gave itself a B+ on accuracy. It says that the trends we saw last year will continue in the year ahead. These included around 20 trends that were lumped into four general categories: disruptive forces, emerging trends, consumer use of mobile for commerce and company spending on mobile.

Last year, Forrester had claimed that we would see non-telco companies like Apple, Google and Facebook seeing increased importance as key players in the mobile ecosystem, we would see increasing device and OS (operating system) fragmentation, the increased integration of location and social into mobile services, increased consumer use of mobile commerce services and mobile product professionals would be increasing their mobile budgets.

While those still hold true, says Forrester, new trends for 2011 are emerging.

To summarize, the trends are as follows:
1) Mobile/Social/Local Combinations will Explode but will Generate Little Revenue

As we also recently noted, everyone is getting into mobile/social/local services these days from Facebook to Google and Amazon to Groupon. But Forrester says that while the number and usage of these services will increase, it does not expect the services to generate meaningful revenue in 2011. Also, in a side note, there's bad news for Foursquare buried in the report. Although Forrester doesn't name names, it says that "location-based social networks" will struggle as standalone activities as major players like Facebook integrate location into their services, like Facebook has done with Facebook Places.

2) 2011 is the Year of the "Dumb" Smartphone User

Smartphones will become more affordable, thanks to handset subsidies. And these new users will be less engaged and active than smartphone early adopters. Forrester expects they'll download fewer apps on average, but will consume more mobile media thanks to consumer education and convenience provided by the phones.

Despite the fact that these former "dumb phone" users may download fewer apps than early adopters, the overall app forecast is still good. In fact, Gartner also just released a report that stated mobile app store revenue will pass $15 billion in 2011. It said:

Worldwide mobile application store downloads are forecast to reach 17.7 billion downloads in 2011, a 117 percent increase from an estimated 8.2 billion downloads in 2010...By the end of 2014, Gartner forecast over 185
billion applications will have been downloaded from mobile app stores, since the launch of the first one in July 2008.

Worldwide mobile application store revenue is projected to surpass $15.1 billion in 2011, both from end users buying applications and applications themselves generating advertising revenue for their developers. This is a 190 percent increase from 2010 revenue of $5.2 billion.

(Note: The "dumb" reference in Forrester’s trend title is not meant to a slight at the intelligence of these new users, by the way, but the phones they've upgraded from: feature phones, also sometimes called "dumb phones.")

3) The Mobile Fragmentation Problem will Continue

Forrester says it expects fragmentation to continue, but it's not just referring to the multiple variations of a single OS. It means that some customers have smartphones, some have feature phones, some use apps, some use SMS, plus there are multiple OS's in existence, in multiple versions, with multiple screen sizes and there are a higher number of devices out there. In short: fragmentation. The costs of porting, maintaining and promoting apps will remain high.

4) The "Apps vs. Internet" Debate Will Continue...to be Irrelevant

Says Forrester, it's not a question of "either/or" when it comes to a choice between apps vs. the mobile Web, but both. Frequent and intense users of services like banking and brokerage will want curated experiences in the form of apps, but the Internet will remain the fallback for more occasional information and needs. Mobile developers frustrated with the costs of building
mobile apps for multiple platforms should rely more on the Web. Even if HTML5 doesn't scale within the next 2 to 3 years, mobile browsing experiences are improving, the report notes. But for targeting the "SuperConnecteds" and "Entertainers" (referring to two types of mobile users the firm classified previously, referring to, respectively, heavy users and those who listen to music, watch video and play games), apps are still needed.

5) Mobile Marketing Spend will Surpass $1 Billion
Marketer will begin allocating dedicated resources to mobile in 2011. In the U.S., Forrester forecasts that marketing spend on mobile display ads and search will surpass $1 billion in 2011. Marketers will find quantifiable ROI on mobile for generating real leads, driving foot traffic, and selling products and services.

6) Mobile Will Increasingly Prompt Users to Interact with Their Environment

In 2011, NFC will begin to matter. The market will move away from the trial stage in regions where there is NFC infrastructure in place, but barriers will still need to be removed for the technology to really take off. These include consumer demand, education and business model issues. Other technologies like QR codes (a type of barcode) and augmented reality will prompt users to hold up their phones to interact with the world around them. These initiatives, however, will remain nice, but will help raise awareness of the new forms of interaction provided by mobile.

7) The Attention to 4G will Vastly Outweigh the Impact of 4G Networks
More operators will launch 4G networks in 2011 to a lot of buzz, but Forrester says to ignore the hype. "4G will have as little impact as 3G had when it launched in Europe and the U.S. in 2003." It took nearly 7 years for half of mobile subscribers in those regions to have 3G capable phones, says the firm. Expect similar trends for 4G.

8) Companies will Invest First in Convenient Services for Consumers
Forrester says that mobile product and service professionals, particularly in the travel industry, will invest first to keep their most lucrative customers happy. And in the hierarchy of benefits that mobile offers - revenue generation, cost savings and convenience - convenience will reign during 2011.

9) Casual Gaming Will Continue to Boom
Smartphones have become powerful gaming devices for the mass market, and this trend will continue in 2011. In the premium mobile space, new business models based on subscriptions, microtransactions and in-app billing will expand from the games category into others, like music and news.

10) "Mobile" Will Mean More than Mobile Phones
Consumer adoption of tablets, eReaders, portable media devices and other mobile products has grown in 2010 and this will continue in 2011. Apps and services will need to work across devices and consumers will want ubiquitous access to content and services. This will force service providers to sync content via the cloud to maintain a consistent experience across platforms.