Appcelerator / IDC

Q1 2011 Mobile Developer Report

A platform interest survey of 2,235 Appcelerator application developers from January 10-12, 2011

Tablet Onslaught Reprioritizes Development Efforts as Businesses Accelerate Their Mobile App Strategies

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Summary

Appcelerator and IDC surveyed 2,235 Appcelerator Titanium developers from January 10-12, 2011 on perceptions surrounding mobile OS priorities, feature priorities, and mobile development plans in 2011. The survey reveals how new entrants to the tablet market are changing application development priorities and how businesses large and small are accelerating their efforts to build a mobile application strategy to deal with an explosion in apps, mobile devices, operating systems, and capabilities.
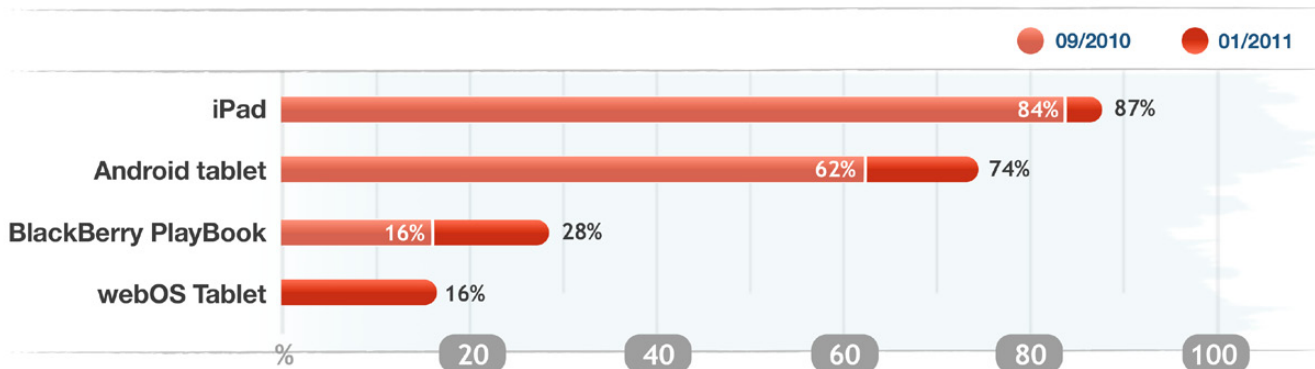
This quarter's report shows that Google has nearly caught up to Apple in smart phone popularity and is closing the gap in tablets. Microsoft and RIM made solid gains through their product line update, while Google TV and Apple TV interest dropped off. As these trends unfold, it is also becoming clear that the days of mobile app experimentation are over. This year, developers and businesses expect to triple their app development efforts and the average developer is now building for four different devices. Meanwhile, a dramatic increase in the integration of geo-location, social, and cloud-connectivity services underscores new focus on sustaining user engagement, while increased plans to integrate advertising and in-app purchase business models points to a new focus on longer-term financial viability over free brand affinity apps.

New Android Tablets to Challenge iPad 2 for Developer Mindshare

With 85 new, primarily Android tablets announced at CES, developers are pushing these devices to the top of their priority list. Headlines from this survey round include:

'Very Interested' In Developing For Each Platform

Android and BlackBerry Tablets Gain Ground