



Market Research

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AVF - 1209



What are the 'top selling' app categories in the U.S.?

Top selling app categories in the US is games. There are more than just that in a list of ten, but out of those ten, seven of them are games.

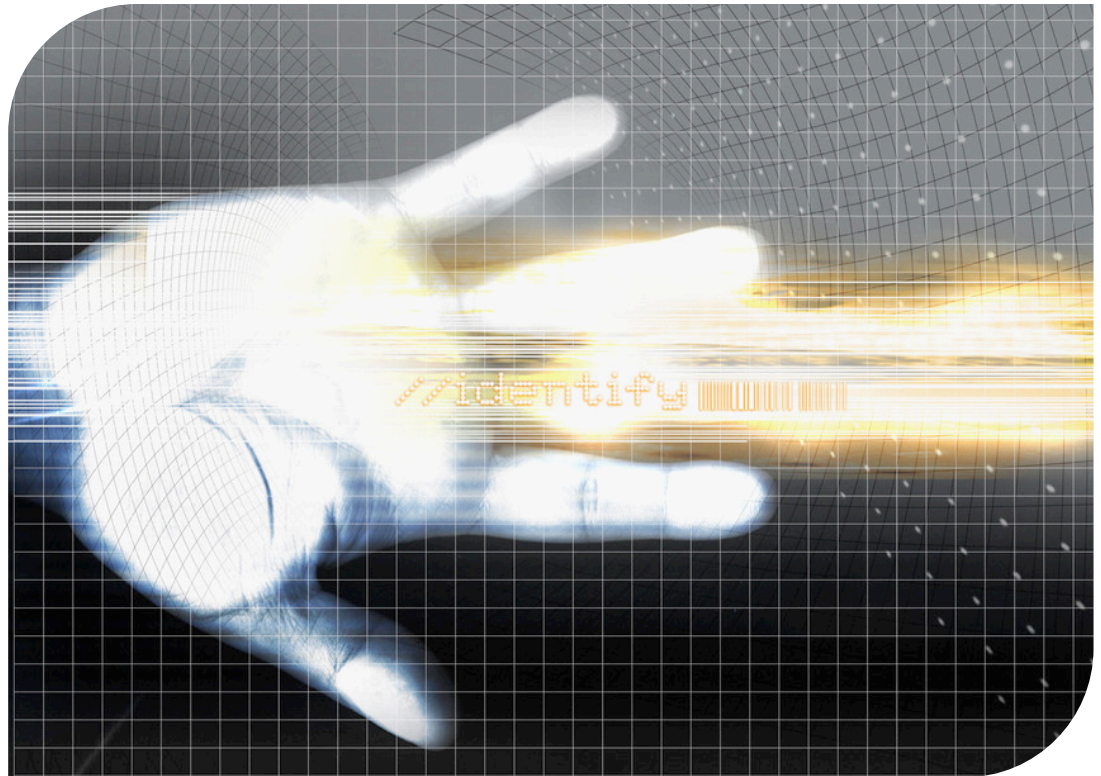
topappoftheworld.com

What are the 'top selling' app categories in Japan?

Top selling app categories in Japan is...a toss up. In Japan, there are games, but then there is photo and video, education, health and fitness, and utilities. topappofthewold.com

What are the 'top selling' app categories in Great Britain?

Again, just like the US, the UK's top selling app category is games. In the top ten list, seven of those are games. topappoftheworld.com



Based on your three answers above, what might you infer about each of the markets listed?

Well, I would have to say, that entertainment is more important than productivity when it comes to mobile phones. Even with Japan, even though there were not a lot of games, there was more entertainment listed apps than any other.

**What percentage of Android users have the latest/greatest OS in the U.S? in Japan? in Great Britain?
How might these differences impact development?**

As far as this goes...I cannot seem to find a break down by country. But, by using the developer dashboard provided by Google/Android, I have found that the latest/greatest OS (which is 4.1) is only at a market share of 1.2%. While this is a fresh OS, it should be kept

as a priority as more and more devices will soon have this version. By looking at how quickly 4.0.3-4.0.4 grew in just six months (20.8% of the market). We should also focus here. Surprisingly enough though, that is still a fraction of users. Most users are on 2.3.3-2.3.7. This is where most of the focus should be for now. Soon, that OS will drop off and the focus will be on 4.0.3-4.0.4. Which if the app is already capable of running on this OS, there will be no quick, make it work. You will only have to worry about up and coming OS's; such as 4.2.

What is the average cost and bandwidth limits per user (in general) in each of the three markets? How may this impact development?

The average cost in America for bandwidth is \$3.50 per mbps.
telegraphy.com

The average cost in Great Britain for bandwidth is \$3.13 per mbps.
telegraphy.com

The average cost in Japan for bandwidth is \$0.27 per mbps.
computersight.com

And, finally, what would be your suggested strategy in project topic and global market choice? Feel free to have a first and second choice.

My suggested strategy for these particular markets is to make an entertaining application. Much more around games as you have two out of three markets that are heavily involved in games. But, there is much more you could do with media and make one of the best apps out there. A utility app or two down the road would be fine, but to account for where the market is now, the focus needs to be more on games themselves or entertainment.

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