* You don’t care about the inner workings of API-provider;
* Data-base like experience: you can just extract necessary data;
* Adds a layer of abstraction and simplifies the control.
* Can use someone else’s work.
* APIs follow the “known” protocols/formats so it is predictable what and how you can get from them.
* Sharing and exchanging different kinds of info among different apps.
* Increases development speed, because each functionality doesn’t have to be written from scratch.
* “Decoupling” of program components – you can change one component without breaking the other.
* Price benefits: you can pay for ready-made API and not for the development of the relevant functionality.