



@lukew

Luke Wroblewski

There are more iPhones sold per day (402k) than people born in the World per day (300k). [twitter.com/#!/asymco/stat...](https://twitter.com/#!/asymco/stat...)



@asymco

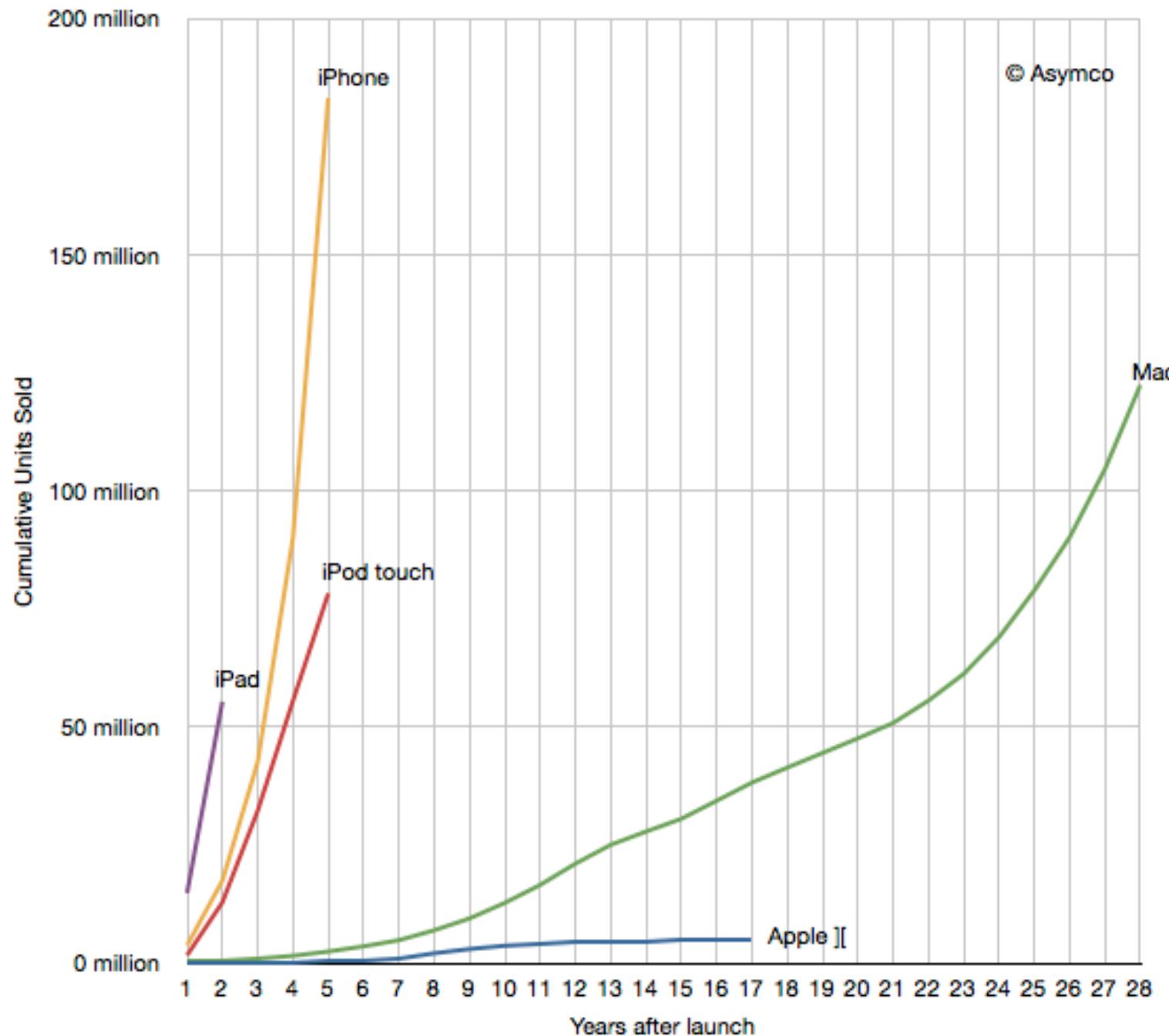
Horace Dediu

24 Jan : 37 million iphones

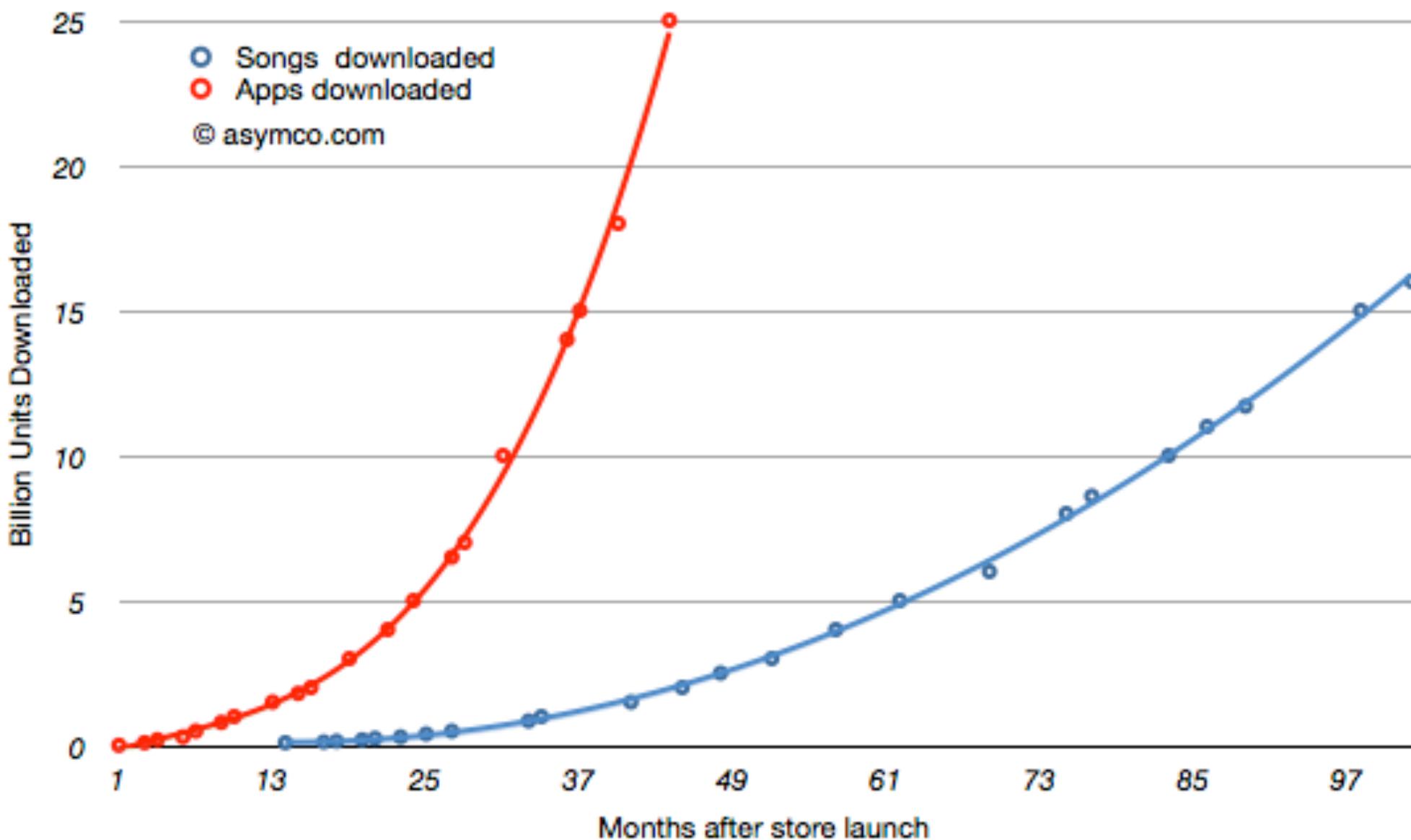
[http://news.cnet.com/8301-17938\\_105-57365767-1/  
apple-makes-more-iphones-than-humans-make-babies/](http://news.cnet.com/8301-17938_105-57365767-1/apple-makes-more-iphones-than-humans-make-babies/)

<https://twitter.com/#!/lukew/statuses/161943568024469504>

## Cumulative Sales for Apple Computing Products



### iTunes Download Totals (Billions of Units) Months after Launch



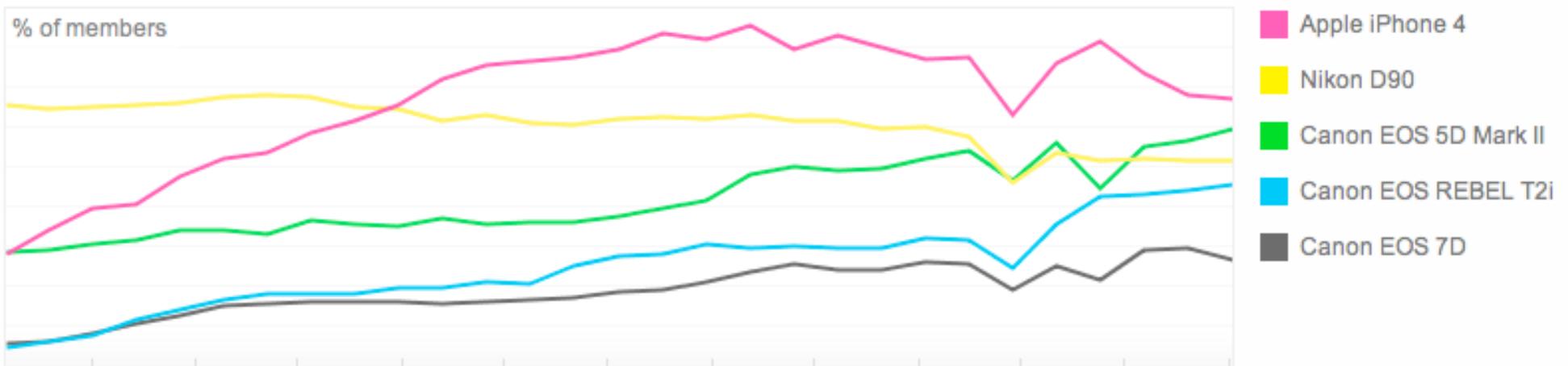
# Facebook: half the user base is mobile.

<http://techcrunch.com/2012/02/01/facebook-s-1-845-million-users-every-month-more-than-half-daily-and-nearly-half-mobile/>

Amazon > \$1 billion via  
mobile devices.

[http://www.business-opportunities.biz/  
2010/07/23/1-billion-via-mobile-devices/](http://www.business-opportunities.biz/2010/07/23/1-billion-via-mobile-devices/)

## Most Popular Cameras in the Flickr Community



<http://www.flickr.com/cameras/>



**Horace Dediu**  
@asymco

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About 75 apps have been downloaded for every iOS device ever sold.

4:04 PM - 17 Feb 12 via Twitter for Mac · Embed this Tweet

Reply Retweet Favorite

<http://twitter.com/#!/asymco/status/170629806810083328>



**Horace Dediu**  
@asymco

Follow

iTunes App download rate is approximately 49 million per day (average since October 2011).

3:51 PM - 17 Feb 12 via Twitter for Mac · Embed this Tweet

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<http://twitter.com/#!/asymco/status/170626394831863809>

The average person looks  
at their phone 150 times...

The PC...isn't very personal.

Your phone is.

Mobile devices can do  
things “PCs” can’t.

# “PC” sales are declining.

<http://www.asymco.com/2012/01/12/is-the-ipad-a-pc/>

<http://www.asymco.com/2012/01/26/the-year-of-the-ipad-for-the-second-year-in-a-row/>

# Orientation.

Most apps change based  
on orientation.

Gyrosopes, accelerometers.

Location.

Touch.

Multi touch gestures.

Think of our kids...

TOUCH HERE TO SEARCH



EAT



SHOP



RELAX



TRAVELER  
SERVICES

## Instructions

Select tiles to find the matching pairs. Try to beat the best time.



RESET ↻

Touch  
— to —  
Start

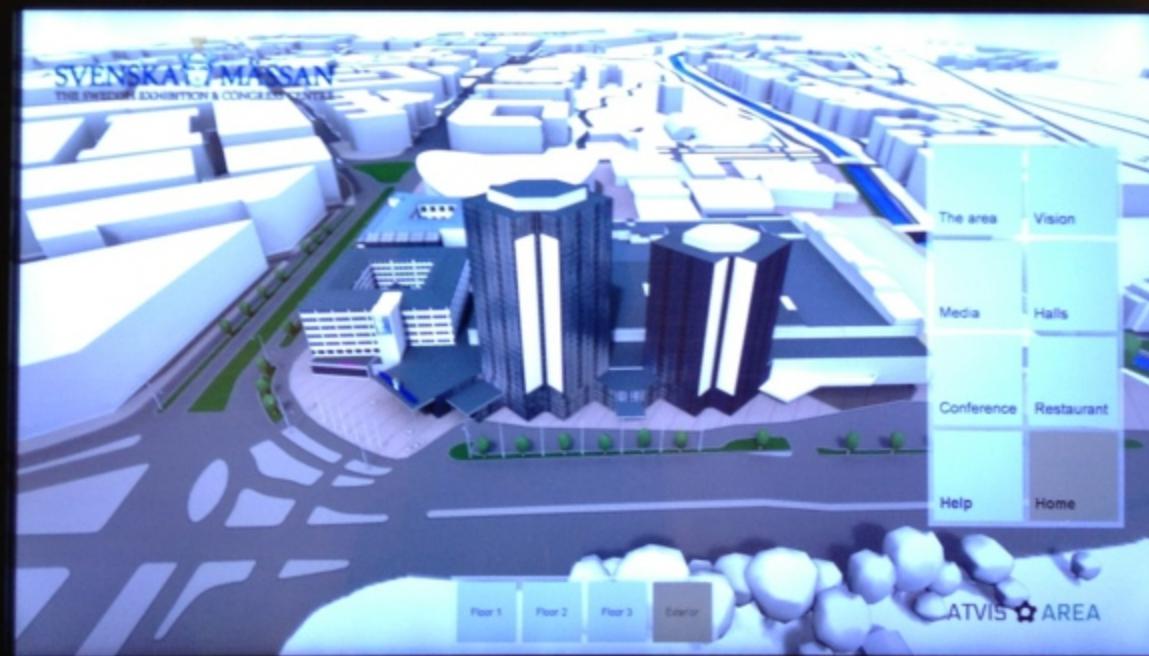


Time: 01:35

Time to beat  
00:26



# touch me

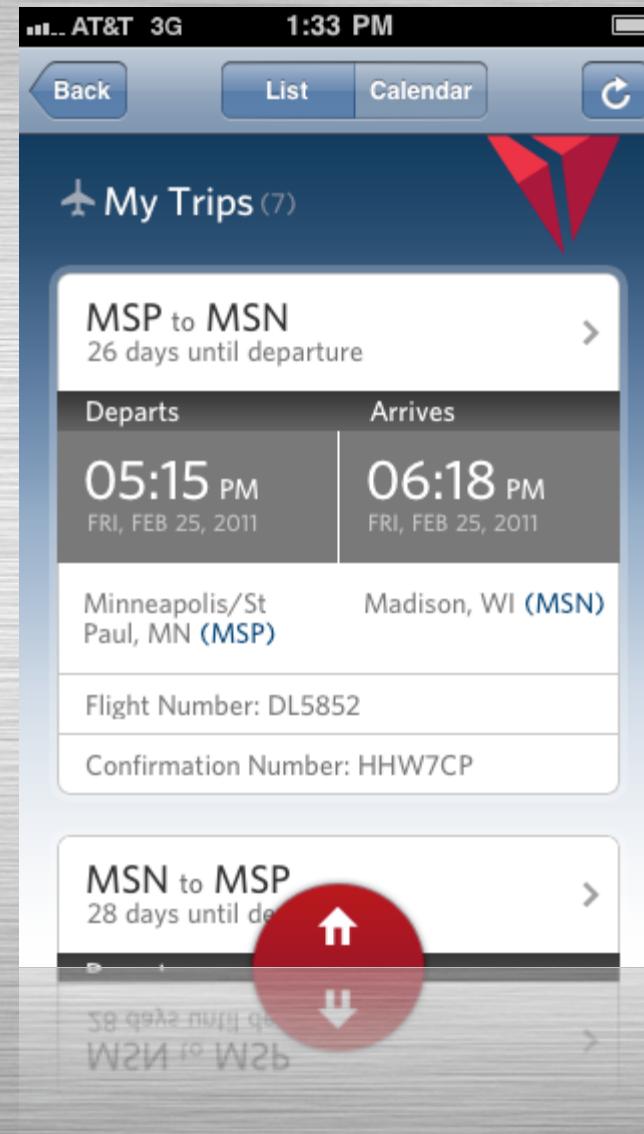
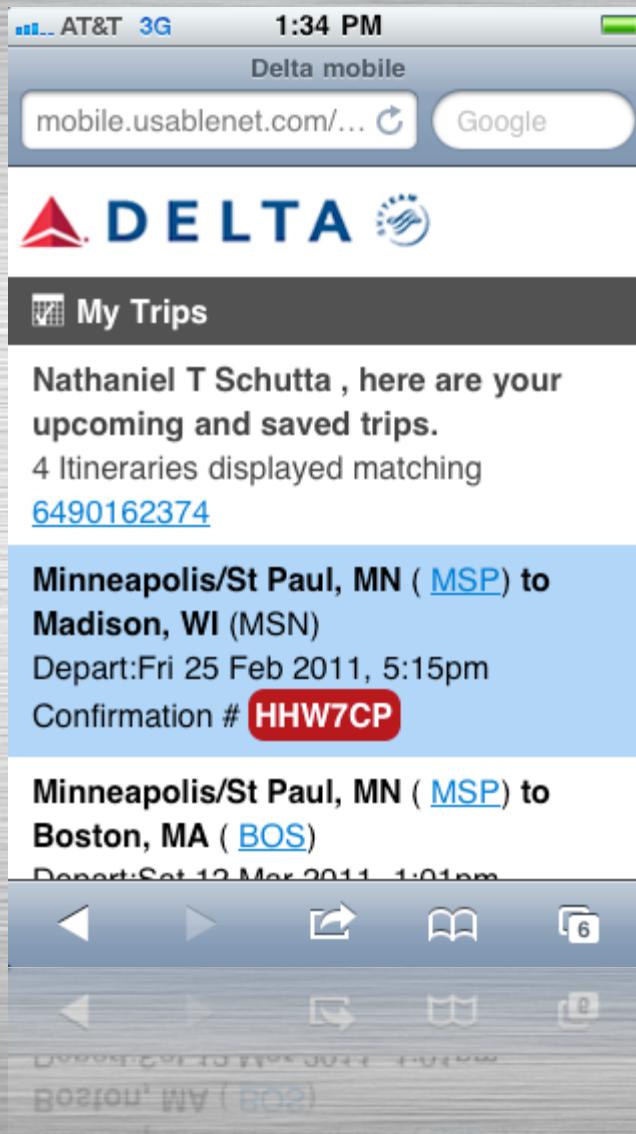


When will touch  
be assumed?

Do you <sup>\*</sup>need<sup>\*</sup> a  
native app?

Is HTML5 enough?

Something like 3 billion  
HTML capable phones.

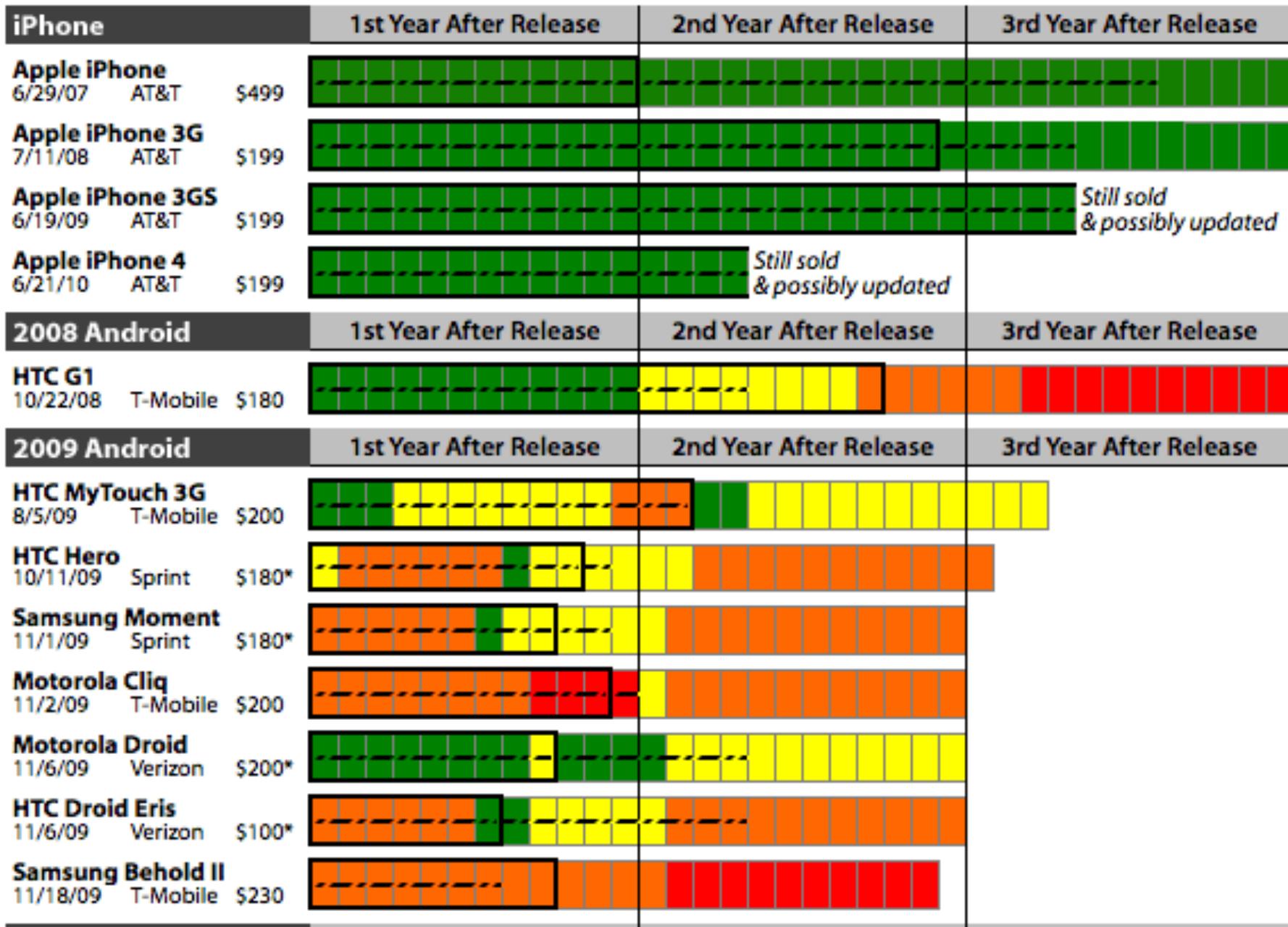


## ANDROID & IPHONE UPDATE HISTORY

Includes every iPhone & Android model released in the US before July 2010.

Data as of the end of October 2011.

KEY			
	On current major version		Actively for sale
	1 major version behind		Getting support updates
	2 major versions behind		Prices are with 2 year contract
	3+ major versions behind		



Latest version of Android?  
It's on 1% of devices.

<http://www.androidcentral.com/ice-cream-sandwich-now-1-percent-all-android-devices-gingerbread-still-rise>



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