

# Thinking Mobile Competition with Developer's View

@Academic Seminar on Platforms  
and Mobile Competition

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# Introduction

- Presenter
  - Jung-Haeng Lee
  - Co-Founder and Developer at VCNC
- Between
  - #1 Mobile service for couples
  - 14M+ users from all over the world
  - Support iPhone and Android

# Two Types of Competition

## ***Between platforms***

iOS (Apple)

Android

Windows Phone

Symbian

...

## ***In a platform***


Apps

App Stores

...



# Competition Between Platforms



# Factors Affecting to Developers

- Number of users using platform
- Easiness of application developing
- Competitive advantages of each platform

# Competitive Advantages

- Paid app can be better in iPhone
  - iPhone user has more purchasing power than Android users in statistically
  - Some paid app released on iPhone only
  - Many apps are paid app on iPhone, but free app on Android (with advertisement)
  - Monetization strategies can be different depending on the platform

# Competitive Advantages (Cont'd)

- Different policies for each platform
  - Android is a open policy
  - iOS and Windows Phone is a closed policy
  - Some apps can't be developed on iOS because of closed policy
  - Fragmentation issues was inevitable in Android, because of open policy

# Fragmentation Issues of Android

## ***Various Specification***

Each devices has different functions

Each platform supports many method to handle such cases

## **Various Behavior**

Unknown error occurs in specific device

Causing bad user experience, makes developing app difficult



# Fragmentation Issues of Android (Cont'd)

- In early stage of Android: Big problem
- Google made a big efforts on this
- Two of those efforts are AFA and CTS

# Fragmentation Issues of Android (Cont'd)

- Solving fragmentation is good for competitors in Android platform, not only developers (Make more developers and users to use Android platform)
- Without proper management of fragmentation issue, Android can be pushed in competition with other platforms

# Competition in Platforms

# Various Kinds of Competitions in Platform

- Between Developers
  - Make an effort to develop better app than competitor app
- Between Android App Stores
  - Make an effort to make active app store

# Competition Between Developers

- To be recommended by app store
  - Each app store recommends good apps to users.
  - Once recommended by app store, many app download can be occurs, so every developer want their app to be recommended
  - Many developers make their app to follow the guide of good app

# Competition Between Developers (Cont'd)

- To get higher rank in app store
  - Higher rank in leaderboard leads to make more app downloads
  - Basically, good app keeps a high rank, but make higher rank intentionally through marketing or advertising is common strategy
  - Each app store has several restrictions to prevent unfair competition

# Competition Between Android App Store

- Big single app store is better for developer
  - GooglePlay: the biggest app store for Android
  - Many users in other countries are using GooglePlay, so developer could make global service by handling single app store
  - Handling various kind of app store makes developing application difficult

# Why Choosing Other App Store

- Between  
Uses Naver AppStore for local download traffic  
(Naver is the biggest portal site in korea)
- LezhinComics  
Other app stores have loosen restrictions  
(GooglePlay do not allow contents for adults)
- Some Game Apps  
Uses other app store for marketing purpose



## Why Choosing Other App Store (Cont'd)

- Developers may choose other Android app store over GooglePlay if other app store provides benefits over GooglePlay

# Conclusion

- Each platform has different characteristics and competitive advantages
- Developer sometimes uses different strategies depending on platform
- Efforts on fragmentation issue of Android is needed

## Conclusion (Cont'd)

- There are competitions among developers, and efforts to make fair competition between developers is required
- Big single global app store, like Apple App Store and Google Play is better for developer to develop better apps and to globalize app
- Other app store can chosen by developer when it gives benefits than big app store

Thank You  
for Listening