Perspective from a developer about mobile competition

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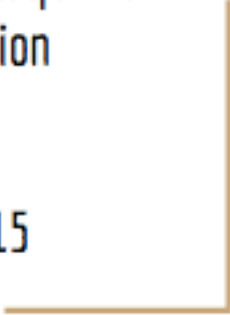Co-Founder and Developer at VCNC

Thnking Mobile Competition with Devleoper'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	In a platform
iOS (Apple)	Apps
Android	App Stores
Windows Phone	
Symbian	...
...	

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 advertisment)
  - 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 devloped 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 Develoepers
  - 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