

Hot Trends in Technology - A Look Ahead

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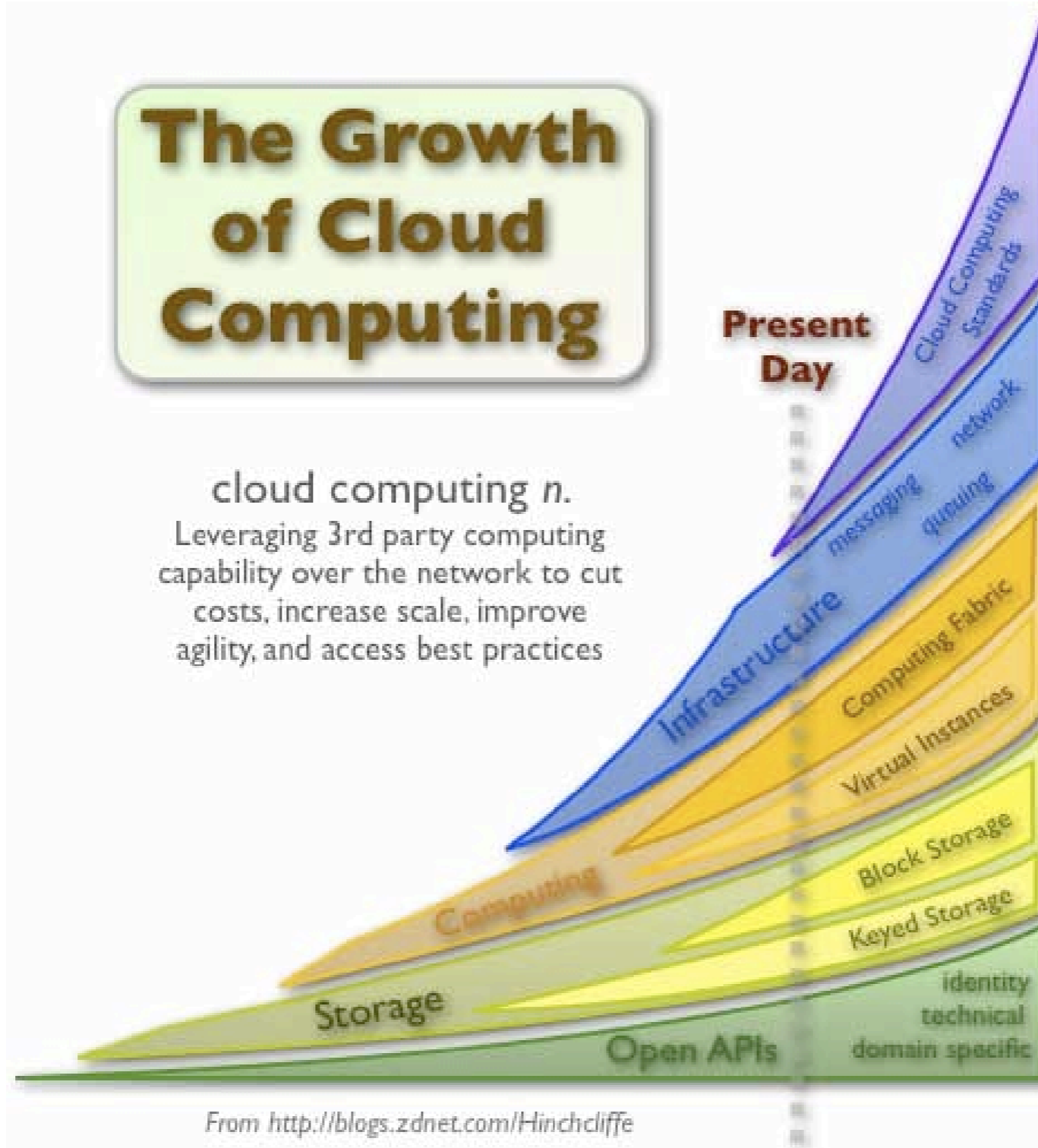
Hot Trends in Technology

- Cloud Computing
 - It's all about the network
- Proliferation of Smartphones
 - 1 billion by around 2017
- App Development
 - Follow the money

Cloud Computing

The Growth of Cloud Computing

cloud computing *n.*
Leveraging 3rd party computing capability over the network to cut costs, increase scale, improve agility, and access best practices



From <http://blogs.zdnet.com/Hinchcliffe>



APPROVED APPS IN THE ITUNES APP STORE:

500,000

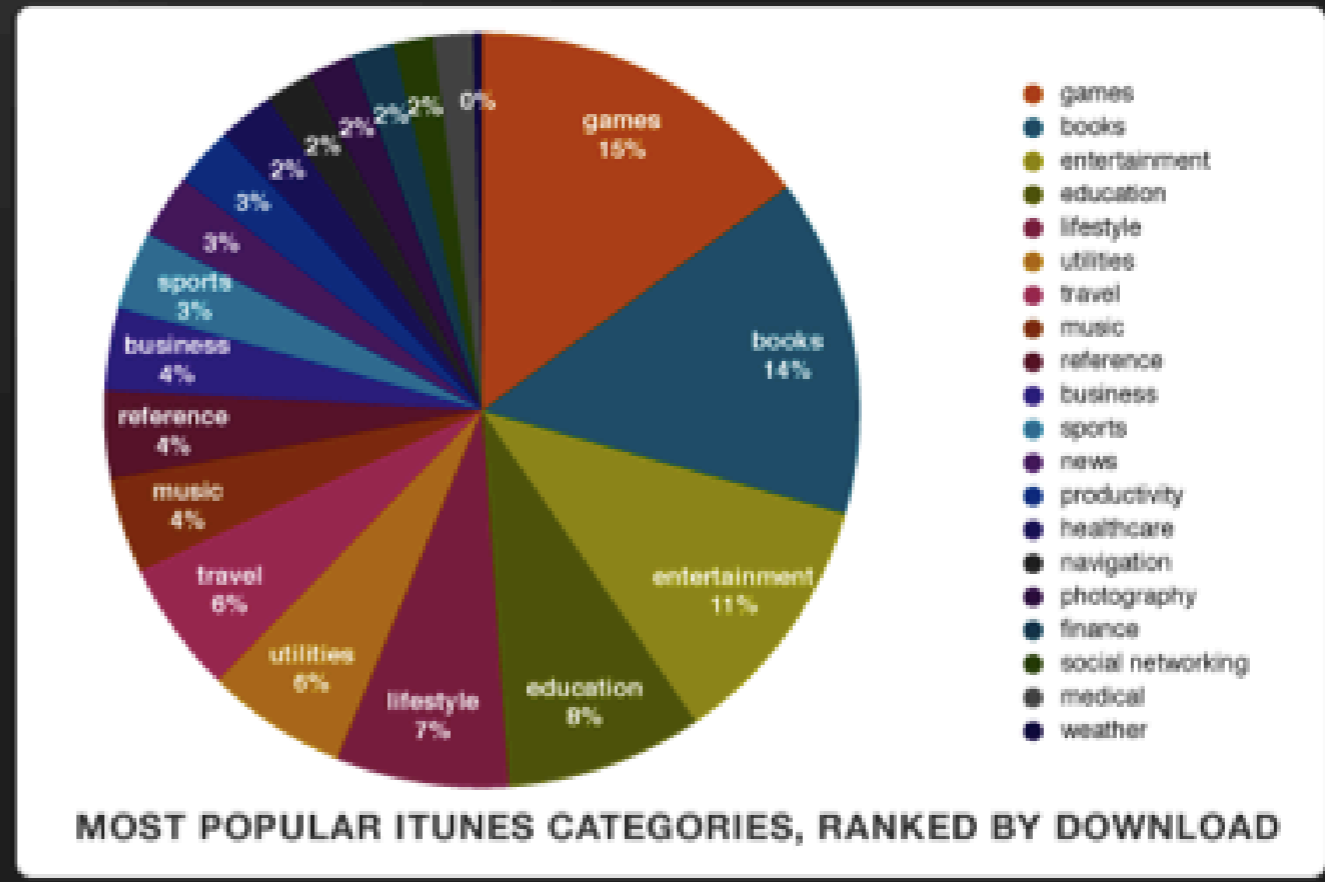
...AND COUNTING

SNAPSHOT OF TODAY'S APP STORE LANDSCAPE

85,569
UNIQUE DEVELOPERS

37%
OF ALL APPS ARE FREE

\$ 3.64
IS THE AVERAGE PRICE FOR PAID APPS



TIMELINE OF APPLE'S APPROVED APPS

2008

App Store Launches
on July 10 208

JULY 10 2008
500
APPS

7/14/2008
10 million apps downloaded
(first weekend of App store launch)

25% of those apps were free

NOVEMBER 29 2008
10,000
APPS



7/9/2008 | **Pandora**
Credited by Pandora as making the company profitable



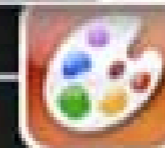
7/11/2008 | **Facebook**
7/11/2008 | **Google**



7/11/2008 | **Super Monkey Ball**
Recognized as the first big game on the App Store. Launched at \$9.99 and set the price point, back then for games



7/11/2008 | **Texas Hold'em**
First, and only game released by Apple. Hasn't been updated since 9/1/2008. Priced at \$4.99. Originally \$9.99



8/20/2008 | **Brushes**
iOS recognized devices as artistic tools used to create New Yorker cover (6/1/2009)



11/6/2008 | **Star Walk**
Educational, augmented reality - hold up phone to night sky, look through camera to see a stars name



11/30/2008 | **Amazon**

2009

App Store had 99.4% market share in 2009

1/16/2009
500 million app downloads

4/23/2009
1 billion app downloads

NOVEMBER 4 2009
100,000
APPS

"App" was awarded the honor of being 2010's "Word of the Year" by the American Dialect Society

2010

1
2
3
4
5
6
7
8
9
10
11
12



1/9/2009 | **Pocket God**
First app to pioneer episodic updates
4+ million downloads



1/24/2009 | **Wheels on the Bus**
The touchstone app for educational apps on the iOS platform - first really popular kids education app



2/26/2009 | **Flight Control**
New game type, huge sales, developer now owned by EA



3/3/2009 | **Kindle**
Apple responded with iBooks; the arrival of Kindle on the App Store was the beginning of iOS devices as e-readers.



3/11/2009 | **Foursquare**
3/27/2009 | **MLB At Bat**



9/3/2009 | **Madden NFL 10**
by EA Sports
Arrival of the largest franchise in video games



10/9/2009 | **Twitter**
Started as Tweetie from indie developer Loren Brichter, purchased by Twitter and became official client



12/11/2009 | **Angry Birds**
Highest selling game on iOS with millions of paid downloads (specific iOS total never released, 200M total downloads on all platforms and variations)

APRIL 29 2010
200,000

4/29/2010

4.5 billion+ downloads

6/7/2010

5 billion+ downloads

JUNE 7 2010
225,000
APPS

OCTOBER 20 2010
300,000
APPS

10/20/2010

7 billion+ downloads

2011



JANUARY 22 2011
350,000
APPS

1/22/2011
10 billion+ downloads



PROJECTIONS

PROJECTED: JANUARY 18 2010

4.5 billion
apps sold in 2010, \$6.8 billion in revenue

21.6 billion
apps sold in 2013, \$29.5 billion in revenue

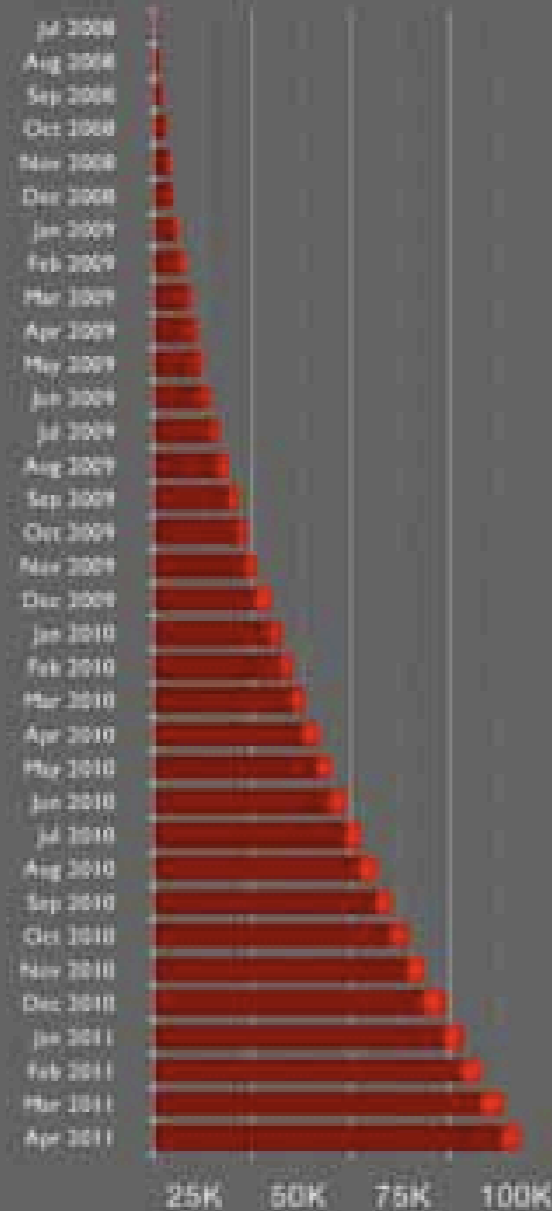
PROJECTED: JANUARY 27 2011

15 billion +
apps sold in 2011 for all tablets & phones
17.7 billion app downloads
with 190% revenue increase over 2010

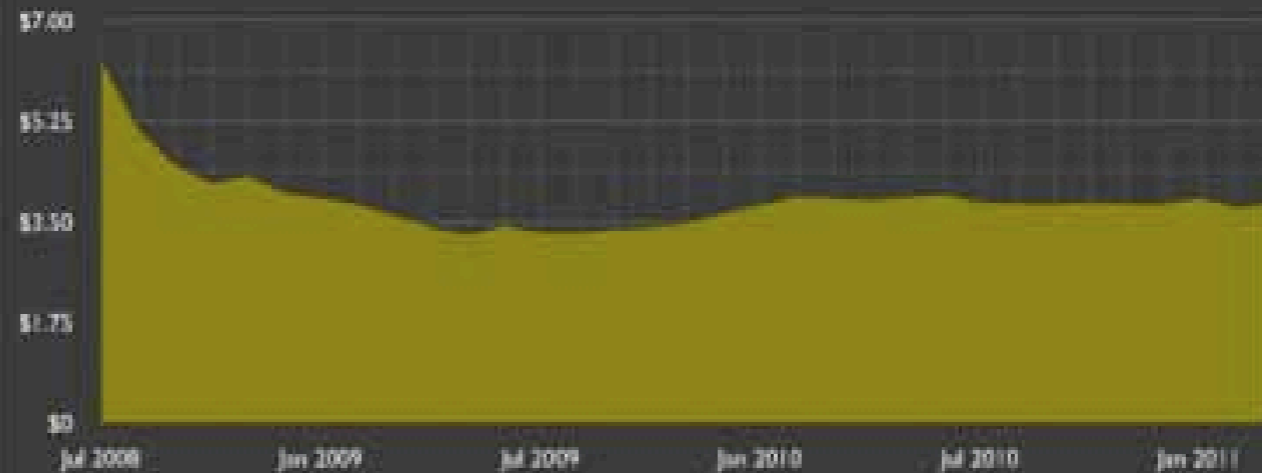
Source: Gartner

PRICE, CATEGORIES AND DEVELOPERS

NUMBER OF DEVELOPPERS MONTH OVER MONTH



CHANGE IN AVERAGE APP PRICE (FOR PAID APPS) OVER TIME



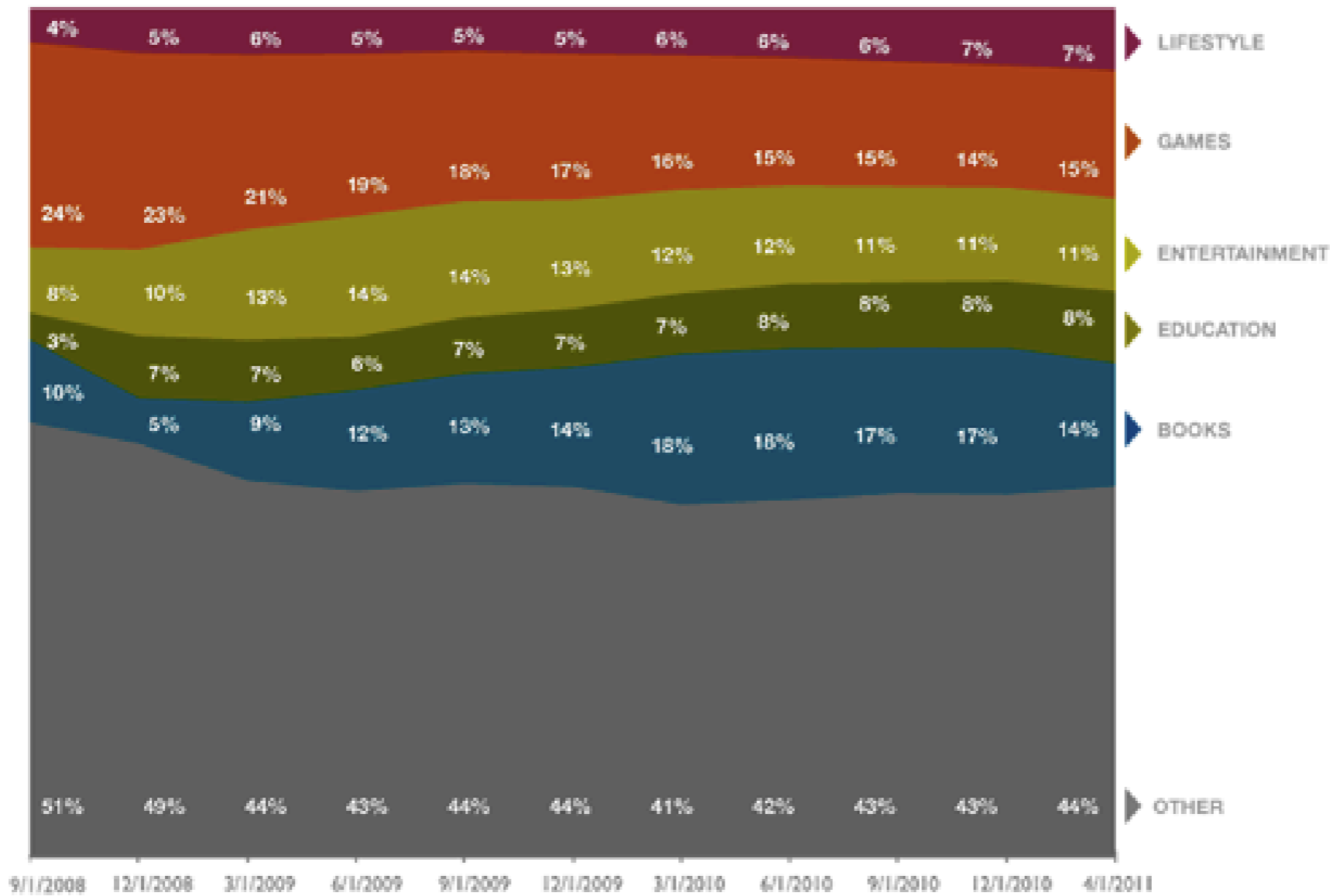
\$ 891,982.24

VALUE OF ALL APPS CURRENTLY LIVE

4.6

AVERAGE NUMBER OF APPS PER DEVELOPER

CATEGORY DISTRIBUTION OVER TIME



Transcendent Skills

- § Imagination and creativity
- § Critical thinking and reasoning
- § Ability to work collaboratively
- § Communication - verbal, written, internal, external

