



Application Stores

Game Plan for Network Operators



Overview:

There are currently 70 application stores and counting! There is a great application rush and every player in the telecom value chain has built stakes in this fast growing market including handset OEMs, device OS, independent players, network OEMs and service providers.

This report examines the evolution of application stores from the days of primitive on device portals, studies the business models of Apple and other available app stores offerings. The report also evaluates in details the emerging market of India and the evolution of app stores.

Report Benefits:

- Application stores have turned into a game of high stakes and time to market is critical.
- Operators are in a hurry to respond to this market phenomenon. In this great rush, operators might miss an opportunity to charter a sustainable and differentiable application store strategy.
- This report is of critical essence to operators in particular to understand the app store market in a holistic manner, to evaluate the underlying strengths and to use a framework to devise and implement app store strategy.

Questions Answered in Report:

- What are the game changing trends in Application Store market around the world?
- Is the network operator DNA suitable for owning, managing and succeeding in the app world?
- Is there is a strategy beyond mere emulating Apple's success model in iPhone App Stores?
- What are the critical success factors in a network operator owned application stores?

Target Audience:

- **Handset Manufacturers:** A review of trends and recent developments in Mobile Application Stores, and business models
- **Handset Software Owners:** A comprehensive review of trends and recent developments in Mobile Application Stores, and business models

Telcos: Identification of the new growth engine, a review of operator owned App Stores and strategy for a successful App Store



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