

# Mobile Widgets 2010

Portable Applications on Mobile Platforms



## Overview

Mobile Applications and Widgets: Portable Applications on Mobile Platforms, Third Edition provides a complete understanding of the mobile software marketplace. The reader will learn about mobile applications from the inception and evolution of applications on mobile platforms, to current market trends.

The state of the current market is defined through current market statistical data, financial and sales trends, user surveys, and assessing the impressions of news media outlets. Each of the top hardware and software platforms are reviewed and evaluated to provide a thorough understanding of the competitive landscape of the smart phone market. This research is an essential read for any organization directly or indirectly involved in the mobile marketplace.

## Market Survey

- As part of this research, a detailed survey was conducted addressing the following mobile application related factors:
- Primary use of phone (personal, work, both, other)
- Type of phone/OS used (iPhone, Blackberry, Windows Mobile device, Android, WebOS, Symbian, Linux, other)
- Text entry method (keyboard, T9 or similar, On-screen keyboard, or both)
- Primary navigation tool (touch screen, thumbwheel, roller ball, directional keys, optical pad, other)
- Additional phone features (GPS, compass, motion/tilt sensor, camera [still or still and video], memory expansion slot, other)
- Length of phone usage/possession (less than 3 months, 3-6 months, 6-12 months, 1-2 years, more than 2 years)
- Service plan (branded plan to device, smart phone designed plan, generic plan, generic plan plus data, other)
- Tethering ability (not allowed on plan, included in plan, added to plan, N/A)
- Data usage (unlimited, per byte/MB/GB, don't know, N/A)
- Length of service with operator (less than 3 months, 3-6 months, 6-12 months, 1-2 years, 2-5 years, more than 5 years)
- Reason for choosing operator (coverage, cost, plans, devices, speed, quality, customer service, other)
- Installed applications on current phone (yes or no)
- Installing applications - how difficult (easy, average, hard, difficult)
- Source of applications (manufacturer store, carrier store, third-party store, website, application author's source, wrote yourself, other)
- Management of applications (on own device, software with device, third-party software, Web-based tool, carrier does it, command shell, other)
- Applications or mobile websites (application run and save on device, mobile website run and keep on website, both, don't know, other)
- Frequency of application usage (once a month, once a week, 2-5 times a week, once a day, 2-5 times a day, 5-10 times a day, hourly or more)
- Favorite applications (1-2 applications, 3-5 applications, 6-10 applications, 10-20 applications, more)
- Applications extend or enhance device (make existing features better, add new features to device, both, other)
- Switching between applications (complete first task in application then switch, switch then complete first task, switch back and forth frequently, lose track of applications being used, other)
- Length of application usage (more than on year, 6-12 months, 3-6 months, 1-3 months, several weeks, about a week, a day or two, less than a day, other)
- How often applications purchased (only buy trusted, reviewed applications, mostly paid and a few free, half paid and half free, all free, other)
- How many paid applications (0, 1-5, 6-10, 11-20, more)
- Most spent on application (nothing, \$0.99, \$5, \$10, \$25, \$50, more than \$50, other)
- Advertisement sensitivity (keep ads off, don't mind small ones, splash ad is OK only on startup, would be willing to have ad supported service, other)

## Report Structure

- Detailed 128 report (see Table of Contents)
- Mobile Application Survey results (14 page summary)
- Research data including company financials, handset metrics, phone sales, and more

## Target Audience

This research is a necessary read for all of the following: Wireless Carriers, MVNOs and other network providers, Mobile Handset and Smart Phone manufacturers and software developers, large and small software development companies entering or in the mobile space, advertising executives and potential advertisers, traditional bricks or e-commerce companies interested in mobile, any organization interested in monetizing their investment in the mobile space.

## Questions Answered in Report

- Who are the top players in the mobile application space
- Can the market support more than 2 or 3 top players?
- What are the sales channels, or applications stores to watch?
- Who is making the hottest smart phone hardware?
- What happened to Microsoft and will they make a comeback?
- Is Palm weathering their storm?
- How will HP's purchase of Palm change their strategy?
- Has Apple supplanted Blackberry's dominance in the business arena?
- Is Symbian still holding strong?
- What is Samsung's new play in the market?
- How did Motorola pull off their comeback?
- How are users really using Mobile Apps?
- How often are they spending money on Mobile Apps?
- Is try-before-you-buy really working?
- Is there room for the up-sell after the initial purchase?
- Should a developer concentrate on one platform, or diversify across them all?

## Key Findings

The reader will gain a keen understanding of the strength of the mobile application marketplace. While not uncommon in such a new technology growth sector, all of the current signs still show that this market's growth is still in its infancy and that it will not reach a growth ceiling for quite some time. Year-over-year, companies are reporting growth numbers exceeding their expectations, and despite floundering in other sectors of the economy, mobile applications have not only shown strength but significant growth over the last 3 years, with plenty of room for that trend to continue.

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## Report Title

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