



apptizr

App Store App Preferences, Q1 2010 (Opportunities for App Developers)

April 20, 2010



apptizr

About Apptizr

Apptizr is the best way to discover high quality iPhone apps that matches users' interests

- Apptizr.com website beta launch Dec 2009
- [Apptizr iPhone App](#) released on iPhone App Store in Jan 2010
- Surpassed 10 million app recommendations served in April 2010



App Store Category Analysis

(Opportunities for App Developers)

Key Findings

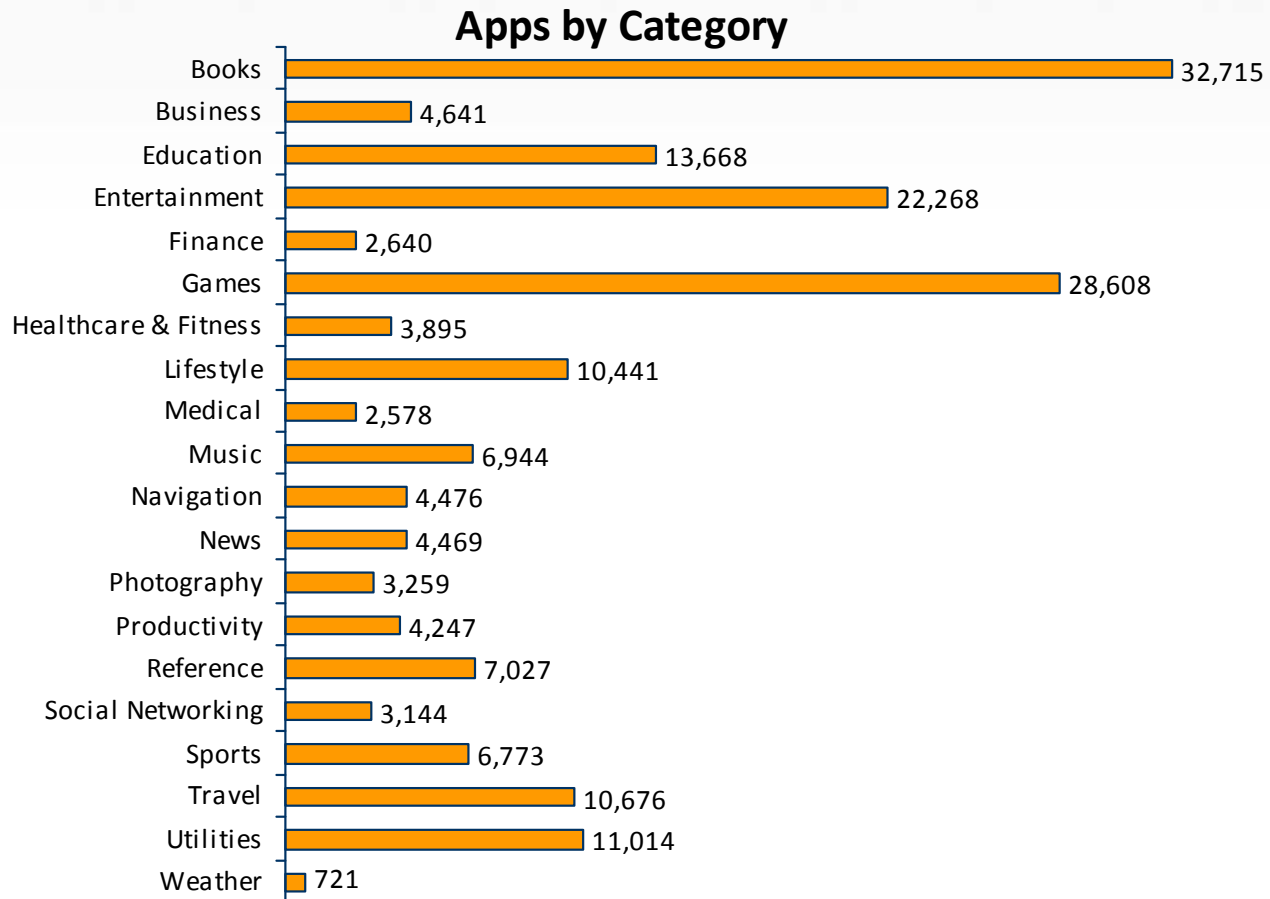
Different app categories present varied levels of opportunity for app developers

- Games and entertainments apps are numerous (more competition) but also popular (more demand)
- Despite their abundance (more competition), books and education apps are not particularly popular (low demand)
- Productivity, utilities, and social networking are also areas of opportunity



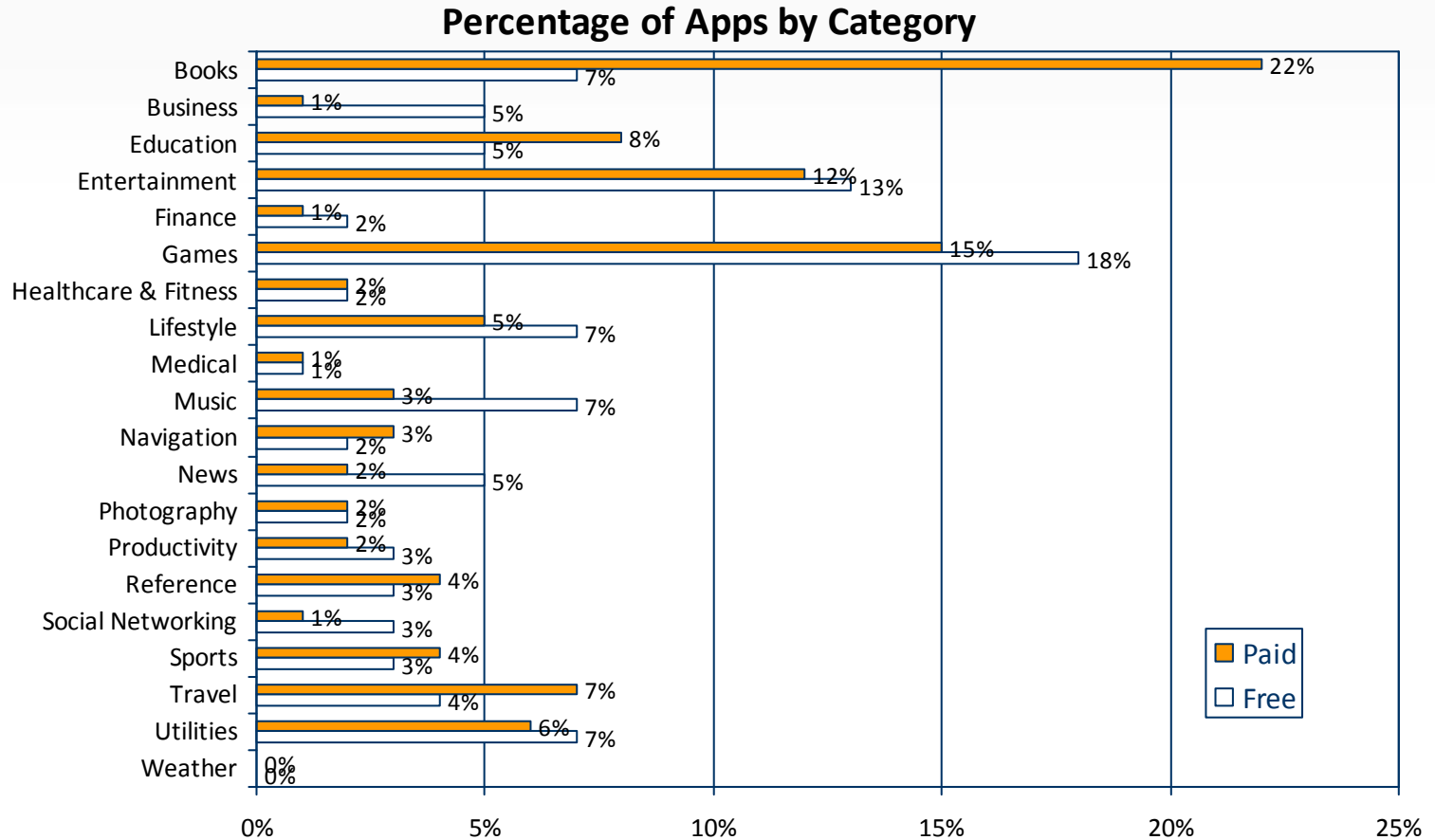
App Store Category Popularity (Developer)

Developers so far have flocked to Books, Games and Entertainment categories



App Store Category Popularity (Developer)

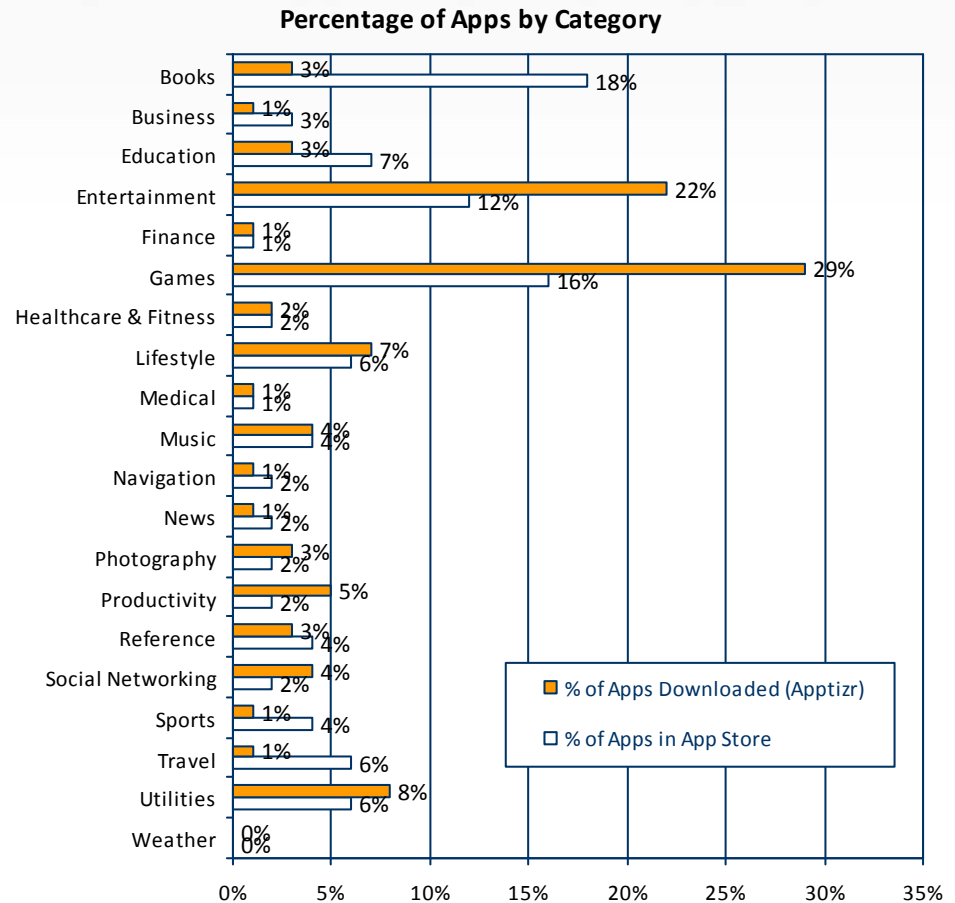
This is true for both paid and free apps. Although there are relatively more paid apps in books, education and travel



Percentage of Apps Downloaded

Games, entertainment, and productivity apps get a disproportionate percentage of downloads by Apptizr users

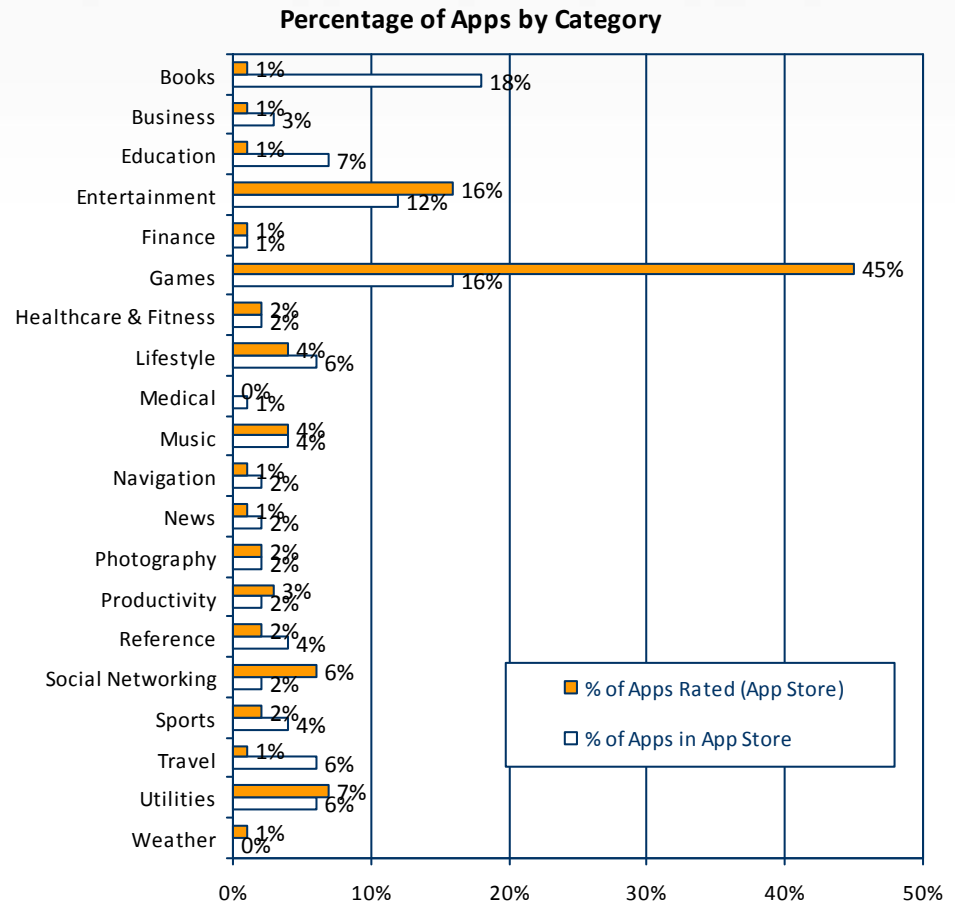
- Categories with the highest download per app ratio: Games, Entertainment, Productivity
- Categories with the lowest download per app ratio: Books, Travel, Sports, Education, and Business



Percentage of Apps Rated

Similar results are found by looking at percentage of apps receiving reviews on App Store (proxy for downloads)

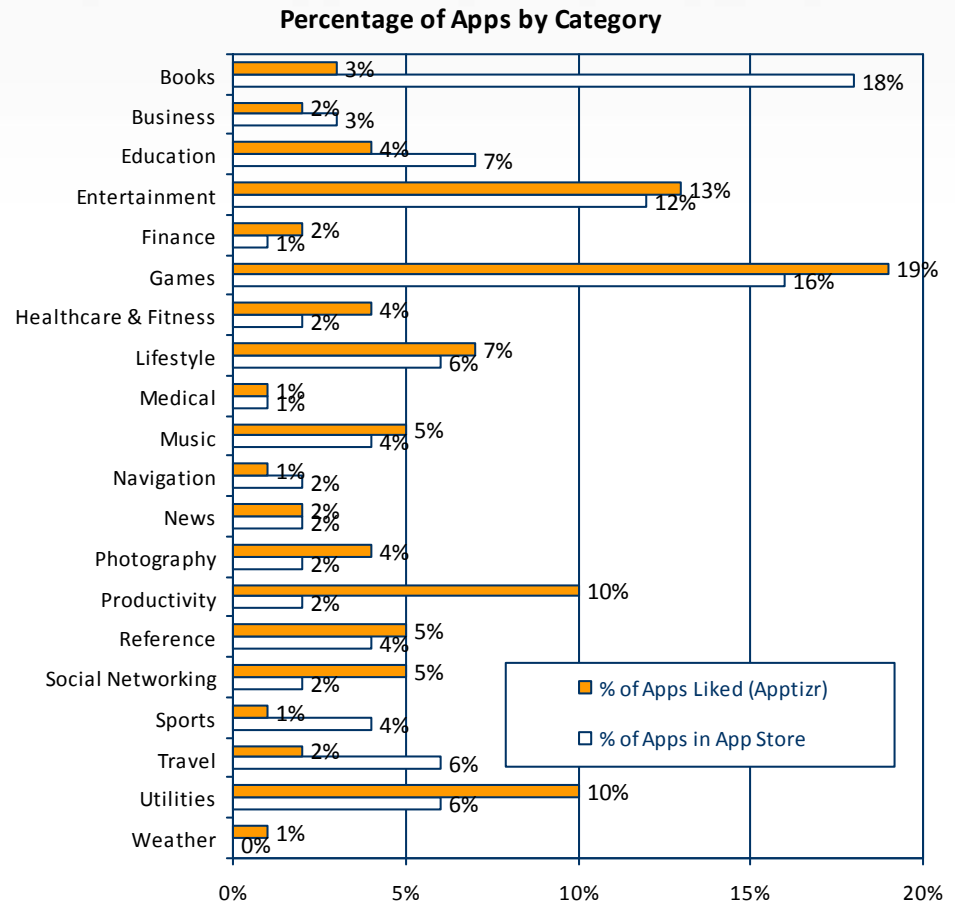
- Categories with the highest ratings per app ratio: Games, Social Networking, Entertainment
- Categories with the lowest ratings per app ratio: Books, Education, Travel, Business



Percentage of Apps Liked

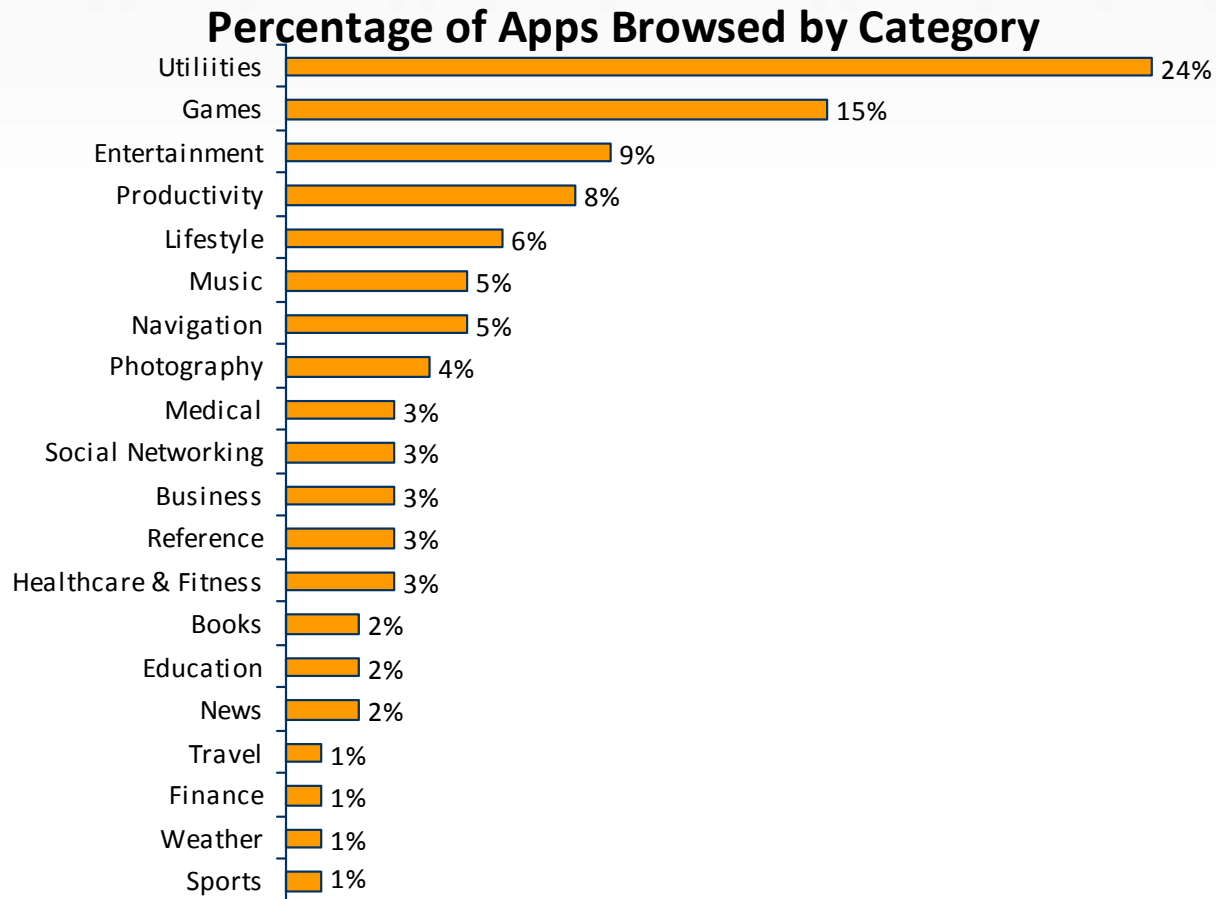
Most “liked” categories by Apptizr users are games, entertainment, productivity, and utilities

- Categories with the highest likes per app ratio: Productivity, Utilities, Social Networking, Games
- Categories with the lowest likes per app ratio: Books, Travel, Sports, Education



Category Popularity by User Browse

Top categories browsed by Apptizr users are utilities, games, entertainment, and productivity



Apptizr Q1 2010 Top Apps

Q1 2010 Top Liked Apps (Free)

Rank	App	Category
1	Pandora Radio	Music
2	Shazam	Music
3	Google Mobile App	Reference
4	Google Earth	Travel
5	Remote	Entertainment
6	Movies	Entertainment
7	textPlus	Social Networking
8	Backgrounds	Entertainment
9	Bump	Social Networking
10	SnapTell	Lifestyle

Q1 2010 Top Liked Apps (Paid)

Rank	App	Category	Price
1	RedLaser	Utilities	\$0.99
2	Tap Tap Revenge Classic (paid version)	Games	\$1.99
3	Tap Tap Revenge 2.6	Games	\$0.99
4	Pocket God	Entertainment	\$0.99
5	1Password	Productivity	\$6.99
6	Star Walk - 5 stars astronomy guide	Education	\$2.99
7	Air Sharing	Productivity	\$2.99
8	AppSniper	Productivity	\$0.99
9	SoundHound	Music	\$4.99
10	Things	Productivity	\$9.99

Q1 2010 Top Downloaded Apps (Free)

Rank	App	Category
1	MyTown	Entertainment
2	Deal or No Deal: Million Dollar Mission Lite	Games
3	Tap Fish	Games
4	eWiFi	Utilities
5	BubbleWrap	Entertainment
6	Apptizr	Productivity
7	textPlus	Social Networking
8	Would You Survive?	Entertainment
9	EPIC FAIL	Lifestyle
10	Google Earth	Travel

Q1 2010 Top Downloaded Apps (Paid)

Rank	App	Category	Price
1	Fingerzilla	Games	\$1.99
2	1Password	Productivity	\$6.99
3	Night Stand	Utilities	\$0.99
4	Star Walk - 5 stars astronomy guide	Education	\$2.99
5	Pocket God	Entertainment	\$0.99
6	The Moron Test	Entertainment	\$0.99
7	iHandgun	Entertainment	\$0.99
8	AppSniper	Productivity	\$0.99
9	SoundHound	Music	\$4.99
10	RedLaser	Utilities	\$0.99