

# The iPad App Wave

*How Apple iPad Developers Will Radically Transform Computing*

*A pre-launch survey of Appcelerator application developers from Jan 20-22, 2010*



[www.appcelerator.com/tabletappwave](http://www.appcelerator.com/tabletappwave)

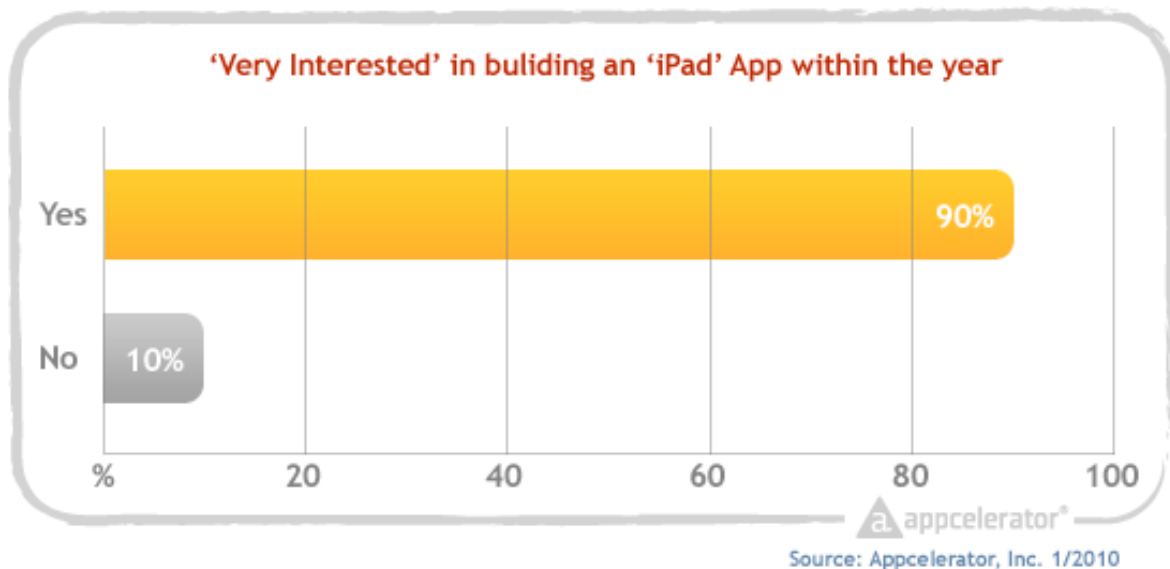
## Summary

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Even before launching its highly anticipated iPad, Apple has generated tremendous interest in the new device. Speculation on how consumers will use the device - from new ways to consume eBooks and media to business and education purposes - has been well reflected on by press and analysts. This report focuses on the other side of the equation - the application developers who will be creating the next wave of apps for consumers to continue their adoption and consumption of apps.

A week prior to Apple's launch, Appcelerator, the leading platform for rapidly developing native mobile and desktop - and now Tablet applications - using web technologies, conducted a survey of 554 of its 18,000 developers to determine their interest and plans in developing applications for Apple's "newest creation". Below are the findings, analysis, and conclusions of this survey and what it means to you as a developer, business, or even end user.

Overwhelmingly, developers are as interested - or more interested - in the Apple iPad as consumers. In fact, **over 90% of developers surveyed are "very interested in developing at least one Apple iPad app this coming year."**<sup>1</sup>

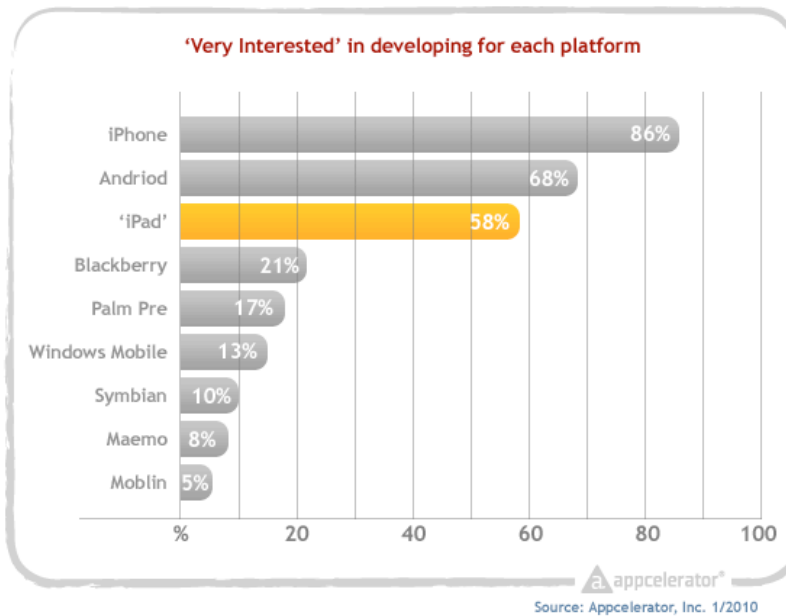


**Why this is significant:** Appcelerator developers come from a uniquely broad background. There is balanced representation from iPhone and Android developers on the mobile side and PC, Mac, and Linux developers on the desktop side. Appcelerator has a global audience that splits 52 percent in North America, 33 percent in Europe, and 15 percent in other countries. As well, individual developers represent 46% of respondents, while 54% work in businesses. 90% interest in developing applications for a new platform indicates overwhelming support across a broad spectrum of developer backgrounds and interests.

Apple's iPad also shows significant mindshare vs. other, more established device platforms. When asked about developer interest in the Apple iPad, **the iPad came in #3 right behind iPhone and Android**<sup>2</sup>:

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<sup>1</sup> Would you be interested in buildings at least one application for an Apple iPad-like device over the next year? (chart shows respondents who are "Very Interested")



**Why this is significant:** The Apple / Google race continues, while everyone else struggles to catch up. Google will introduce netbooks later this year, indicating that 2010 will be a race for cross-platform supremacy.

Developers are also planning to build applications unique to the Apple iPad device. In particular, the survey found that developers are favoring social networking, entertainment, and even productivity applications over games<sup>3</sup>:

**Categories for which Developers are most likely to create applications**

Apple 'iPad' Survey	Top 5 in iPhone App Store
1) Business/Productivity	Games
2) Entertainment	Entertainment
3) Social Networking	Books
4) Education	Education
5) Games	Travel

Source: Appcelerator, Inc. 1/2010

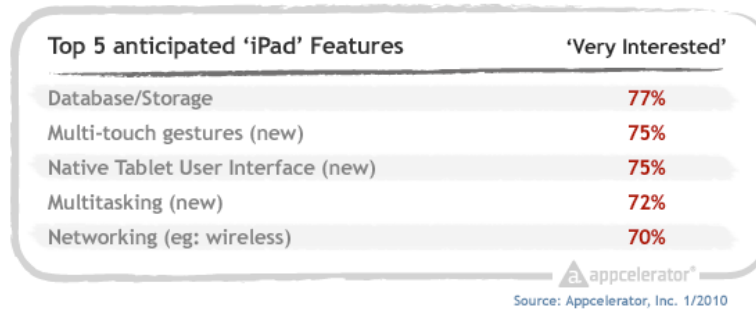
**Why this is significant:** Games have held the top spot since the launch of the iPhone. While no one doubts they'll continue to be a hot seller, it is notable that new categories rank so highly. Some respondents wrote that with a rumored built-in camera, the Apple iPad could spur new growth in video conferencing and video social networking. Many developers see the classroom as a huge opportunity, while the larger screen interested others in business scenarios, especially in the areas of finance and medical applications.

Just as the iPhone introduced new applications through cutting-edge features such as GPS, accelerometer, and touch, would-be Tablet developers are keenly aware of leveraging Apple's rumored new features out of

<sup>2</sup> How would you rate your interest in developing applications for the Tablet and other mobile platforms

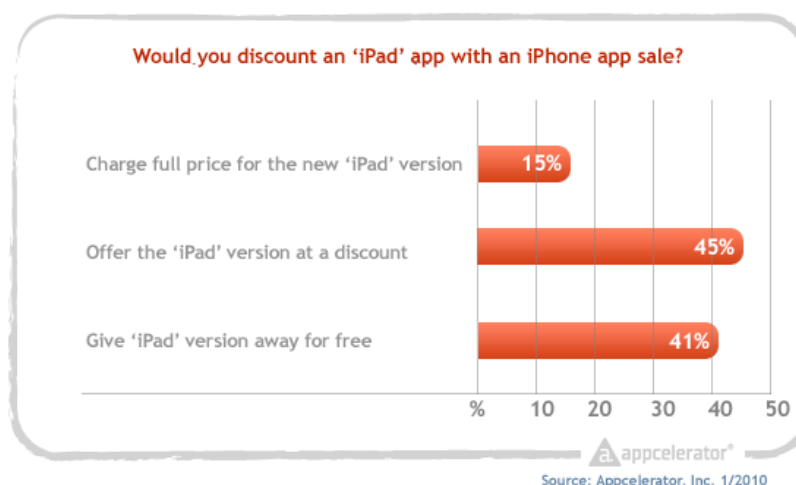
<sup>3</sup> What categories of applications would you most be interested in developing for on a tablet (check all that apply)

the gate. Out of 15 features, the following top 5 indicate that developers will build applications with a user experience that we have never seen before<sup>4</sup>:



**Why this is significant:** Tablet skeptics frequently mention that the form factor (lack of keyboard, redundancy with a laptop, etc) represents a limiting factor for the device. What this indicates is that we may see developers putting the combination of new features together to create novel new applications. With multitasking and wireless networking will come an explosion in messaging apps that break free of the iPhone's prior limitations of a single application only being able to run in the foreground. Multi-touch gestures and a new native iPad interface will give rise to new ways to share and interact with media or learning applications. Expect immediate and massive experimentation with these new capabilities to create more engaging, tactile, and connected experiences that sit between the extended use case of desktop/laptop applications and the immediate gratification use case of mobile.

Although the iPad will offer its own unique functionality, developers are already looking into potential cross-sell / bundle opportunities between iPhone and iPad applications. Over **85% of respondents said they would discount or give away a iPad version of their app (or vice-versa) with an iPhone app sale<sup>5</sup>:**



<sup>4</sup> Developers ranked the following features (very interested, somewhat interested, not interested): multitasking, multi-touch gestures, native tablet user interface, camera, video playback, audio playback, photo gallery, push notifications, accelerometer, contacts/mail, local database, filesystem, GPS, maps, and networking

<sup>5</sup> For apps built for both the iPhone and new iPad, would you like to charge your existing users who already paid for the app to run on their iPhone

**Why this is significant:** While the iPad offers unique opportunities to create new experiences, developers already see bundling opportunities between applications across multiple platforms. It will be interesting to see how Apple evolves the App Store to account for both devices. Clearly, developers are excited about the prospects of cross-sell/up-sell opportunities between the the iPhone and iPad.

### ***What this means to you***

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This survey indicates that The iPad App Wave will offer immediate opportunities for a broad cross-section of developers and businesses:

**For individual developers:** expect to see massive experimentation with the iPad's new features and outsized revenue opportunities for early adopters. The iPad will pull in new application developers that may not have jumped on the iPhone development train, so get your ideas ready now. For indie developers with applications already in the App Store, take a close look at the iPad's new capabilities to determine if your application should be extended to the iPad or whether a completely new version for a unique iPad user experience is warranted. Also look to see if you need to evolve your business model with multiple versions of your application.

**For businesses and ISVs:** now is the time to consider how your web business can be extended to this new device. Think about how the core utility of your web-based product or application can be easily accessed with a new intermediate-size form factor, on-the-go-wireless networking, video, and a more tactile user experience. Also consider how to factor in the new development requirements that yet another device platform will mean for your team. Consider a cross-platform solution that enables you to build applications across web, mobile, desktop, and tablet from a single code base.

**For brands:** the Apple iPad represents an exciting new way to engage your audience. As with businesses, think about the utility of your brand, but also how you want to extend and deepen the relationship with your audience beyond the typical advertising cycle. In particular, and as with iPhone, consider how the location and social context of a iPad enables new ways to interact with consumers.

**For interactive agencies and systems integrators:** your clients are thinking iPad now. Experiment early with the new UI and features to determine where the iPad fits in with a brand's objectives, and where it does not. Make sure you keep the development of these applications inside your agency and don't lose creative control by outsourcing development to other early tablet adopters.

### ***Conclusion***

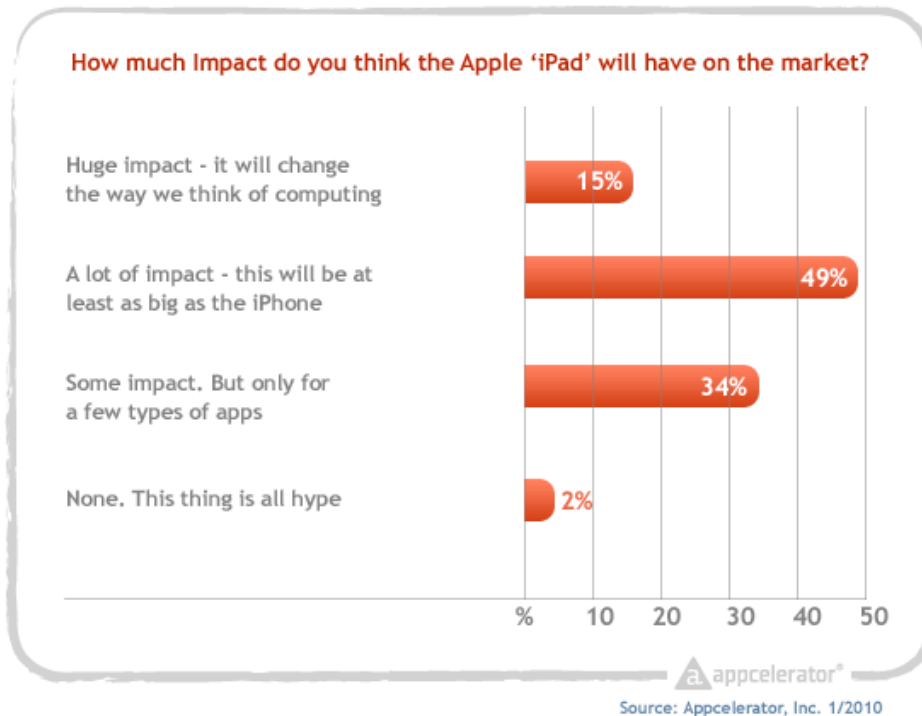
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The Apple iPad represents a huge opportunity for developers and businesses, but you need to consider carefully how best to evolve your platform strategy. Think out a couple years to consider all the platforms you will be on, what parts of your application/content need to be where, and how best to rationalize your development approach across web, mobile, desktop, and now tablet.

## Additional Survey Results

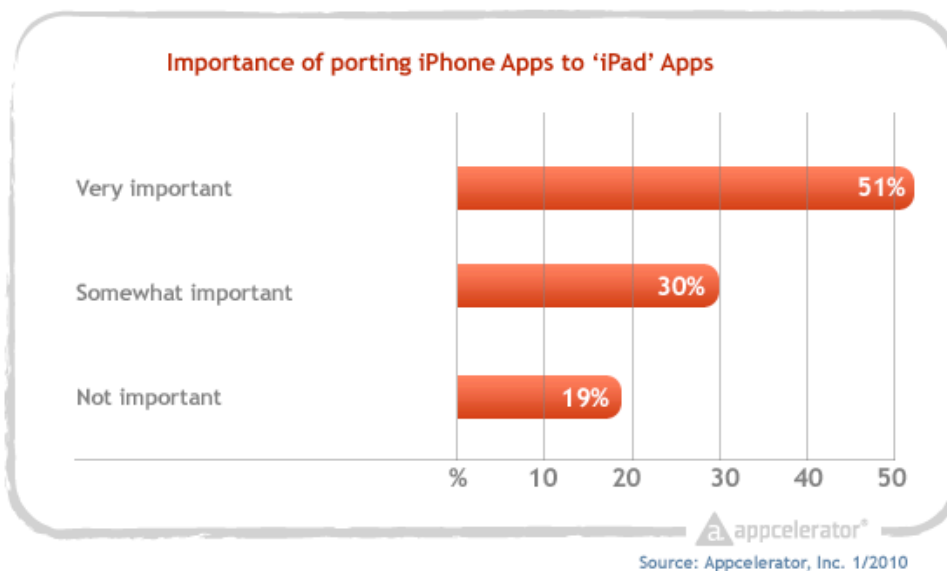
### How much impact do you think the Apple iPad will have on the market?

64% of developers believe the iPad will be at least as important to the market as the iPhone, with 15% going so far as to say it will change the way we think of computing.



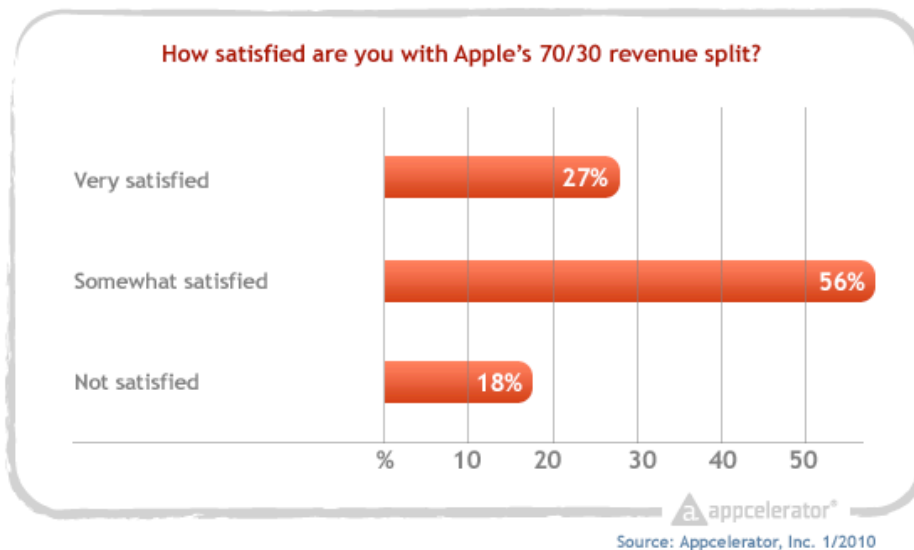
### How important will it be for you to port iPhone apps that you develop over to the new iPad in a simple, easy fashion without too much cost or delay?

51% of developers rank cross-platform compatibility as “very important”



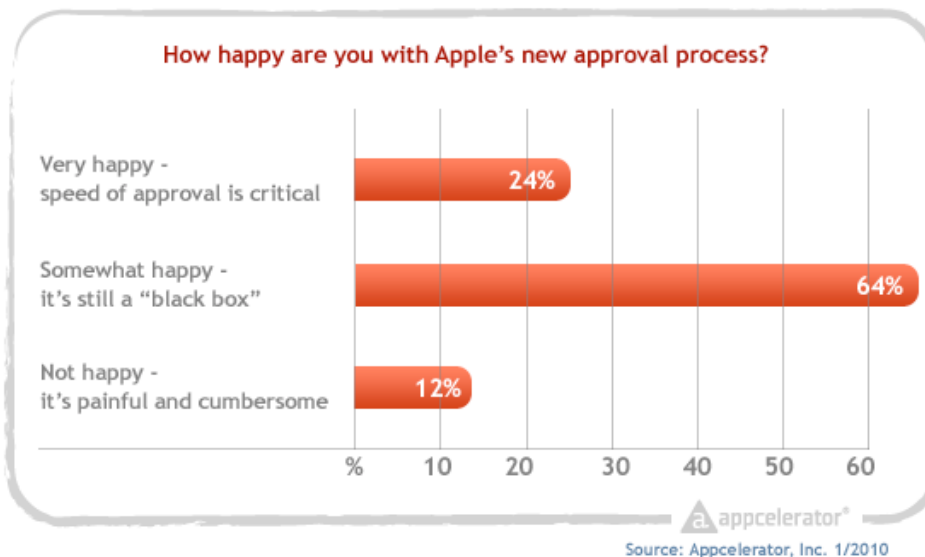
## How satisfied are you with Apple's current 70/30 revenue sharing split?

At **56%** somewhat satisfied, Apple appears to be walking a fine line in developer satisfaction with the App Store business model.



## With Apple's new approval process in place (in theory, faster), how happy are you with it?

At **64%** "somewhat happy", a big issue (approval time) seems to have helped the common perception that the approval process is challenging. However, improvements can be made to approval criteria and overall transparency.



## ***About the Appcelerator Apple iPad Survey***

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This survey was conducted immediately prior to Apple's iPad launch during January 20-22, 2010. Appcelerator polled 554 of over 18,000 developers who use Appcelerator's Titanium application development platform on their plans, interests and perceptions of Apple's upcoming iPad device. Developers were individually invited from Appcelerator's user registration database to complete a web response survey. No additional promotion of the survey was made and only one response per user was allowed. Respondents' answers were given freely with no incentive or compensation for their participation.

Appcelerator developers represent a uniquely broad spectrum of backgrounds. 64% of respondents indicate they developed a mobile application over the past 24 months, while 57% said they developed a desktop application. Appcelerator has a global audience, with 52% surveyed stating they live in North America, 33% in Europe, and 15% throughout the rest of the world. 46% of respondents indicated they are an individual developer and 54% stated they work in businesses. Note also that Appcelerator developers come from a web development background, so although they build applications with Appcelerator Titanium, they are used to working across multiple platforms.

## ***About Appcelerator***

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Appcelerator enables web developers, ad agencies, ISVs, and enterprises to take advantage of the explosive growth in mobile, desktop, and tablet applications without delay. The company's flagship offering, Appcelerator Titanium, is the only open source platform to enable cross-platform development, from a single codebase, at web development speed. Appcelerator's customers can leverage their existing skills and open, industry standard technologies to create and commercialize mobile, desktop, and Web apps from a single platform, decreasing time-to-market and development costs, increasing customer adoption and revenues, and enjoying greater flexibility and control. For more information, please visit [www.appcelerator.com](http://www.appcelerator.com).

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