

Android Market vs. iPhone: The First 24 Hours

Google's Android Market has been officially live for 24 hours. Here are some early observations and comparisons with the iPhone App Store's first 24 hours.

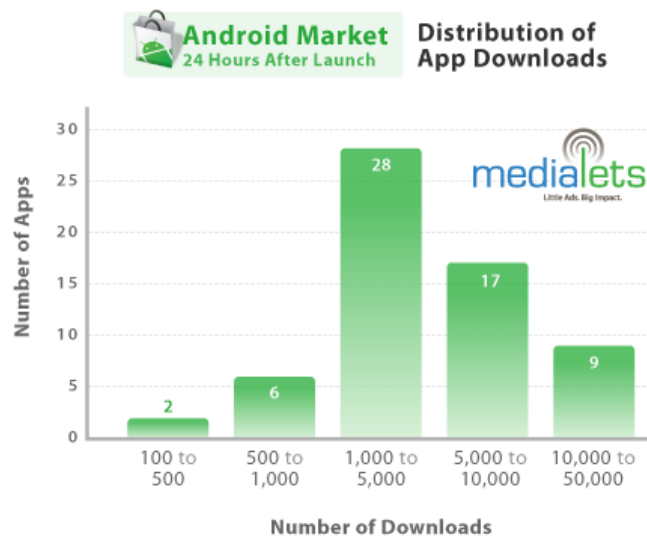
There are a myriad similarities between iPhone and Android users:

- They like to play games, shop, and know what music they are listening to,
- They are curious about the weather, and
- They generally share the same interests as iPhone users

During the first 24 hours of Android Market, 62 apps were available to consumers, all free. This is less than 10% of the number of apps we saw at the launch of Apple's App Store. Although Apple allowed both free and paid applications to be distributed when the App Store launched, paid downloads for Android will not be available until Q1 2009.

Observation #1 - The average application has 7,800+ downloads.

Android Market is providing some detail on downloads per application - in contrast to Apple's embargo of this information after the first 15 hours of launching their App Store. Rather than displaying exact figures, Android phones show download ranges for a given application, with the smallest range we observed being 100-500 and the largest 10,000-50,000. Given those ranges, roughly 206,000 to 770,000 downloads occurred within the first 24 hours of launch. The weighted average of midpoints is 7,850 downloads/app, just north of the middle of the 5,000 - 10,000 range.



Observation #2 - Nine apps made it to the 10,000 - 50,000 downloads range.

If we use ratings and number of reviews to differentiate, unlike the iPhone platform, games are not in the top three. Of the nine apps in this range, only three are games. ShopSavvy is at the top of the list factoring in ratings and number of reviews, followed by The Weather Channel, and Shazam, an app that helps people identify a song they are listening to. During the early hours of the iPhone App Store, while Apple was still publishing download data, only two apps broke the 10,000 download mark - Remote and AIM. Remote, the leading app, was downloaded ~16,000 times. Although the ranges for the top Android apps are similar, it is still too early to assert with confidence that a trajectory similar to Apple's App Store is occurring. Other factors over time need to be considered, including the total number of apps in the market.



Most Downloaded Apps (10,000 - 50,000 downloads)

App Name	Category	Avg. Rating	No. Reviews
ShopSavvy	Shopping	4.5	526
The Weather Channel	News & Weather	4.5	421
Shazam	Multimedia	4.5	246
Pac-Man by Namco	Games - Arcade & Action	4.0	621
Brain Genius Deluxe	Games - Brain & Puzzle	4.0	312
Bonsai Blast	Games - Casual	4.0	285
T-Mobile HotSpot Connect	Tools	4.0	142
WikiMobile Encyclopedia	Reference	4.0	121
MySpace Mobile	Social	3.5	337

Observation #3 - 24 hours into the launch, it appears that either Android users are generally interested in the same types of application functionality as iPhone users, or possibly, that Android developers are generally interested in creating the same types of apps as iPhone developers.

We compared our observations of the iPhone App Store 24 hours after launch with Android Market, and found that once we normalized the names of categories between the two platforms, the categories have similar distributions of applications. We had to make some assumptions and groupings to make our best apples-to-androids comparison and noted those in the table below the chart.

Percent of Apps on Platform by Normalized Category

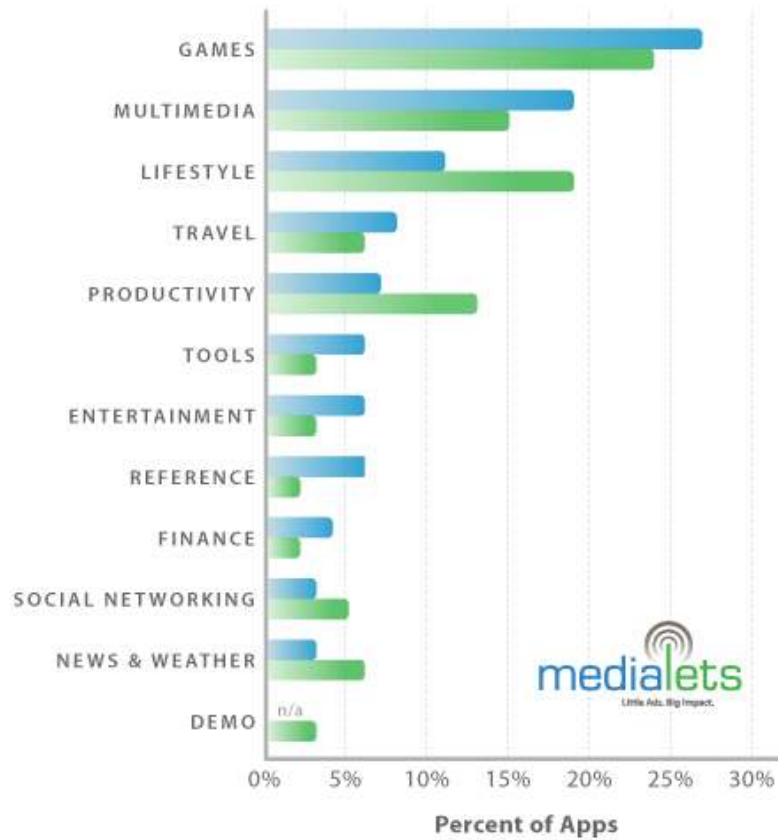


CHART Category	APP STORE Category	ANDROID MARKET Category
GAMES	Games	Games
MULTIMEDIA	Books, Music	Multimedia
LIFESTYLE	Lifestyle, Healthcare & Fitness, Sports, Photography	Lifestyle, Shopping
TRAVEL	Travel, Navigation	Travel
PRODUCTIVITY	Productivity, Business	Productivity
TOOLS	Utilities	Tools, SW Library
ENTERTAINMENT	Entertainment	Entertainment
REFERENCE	Reference, Education	Reference
FINANCE	Finance	Finance
SOCIAL NETWORKING	Social Networking	Social, Communication
NEWS & WEATHER	News, Weather	News & Weather
DEMO	N/A	Demo

As always, we love hearing from anyone who is interested in learning more about, or sharing their experiences about this new platform. Feel free to contact us at connect at www.medialets.com or follow us on twitter at @medialets.