Computer Science E-76
Building Mobile Applications

Lecture 12:
April 23, 2012

Dan Armendariz
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ANDROID ACTIVATIONS
2010:05:05 WED
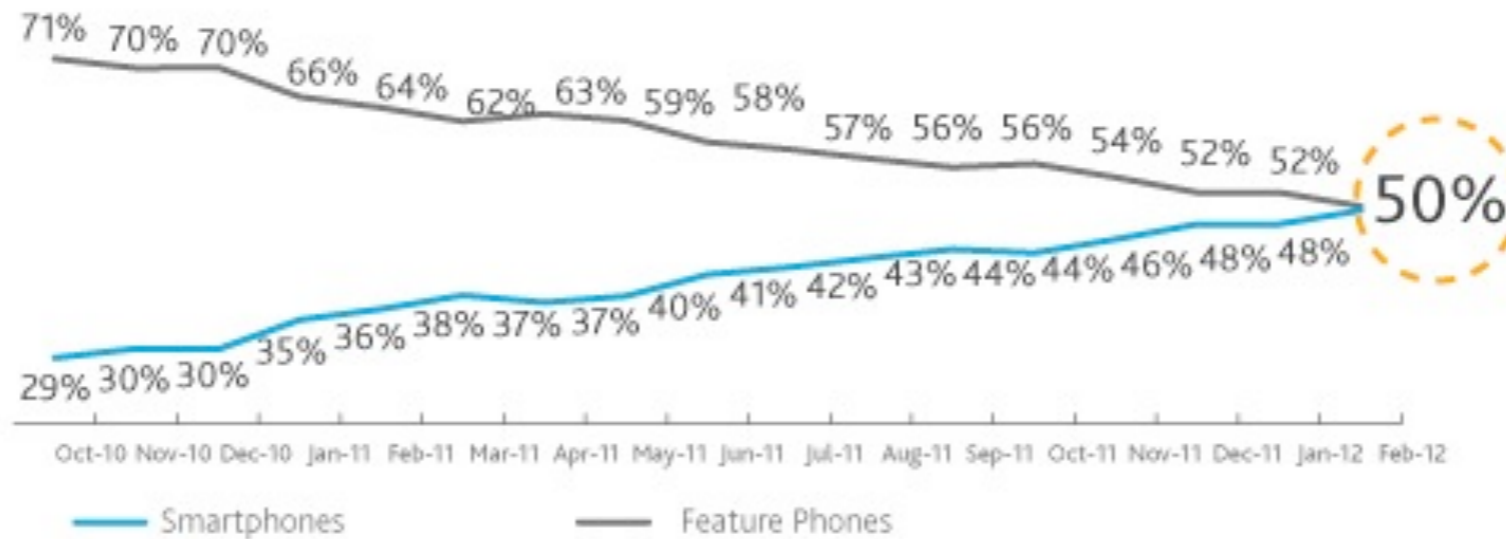
2009   2010

U.S. Smartphone Penetration

February 2012, Nielsen Mobile Insights

Read as: During February 2012, 50 percent of US mobile subscribers owned a smartphone
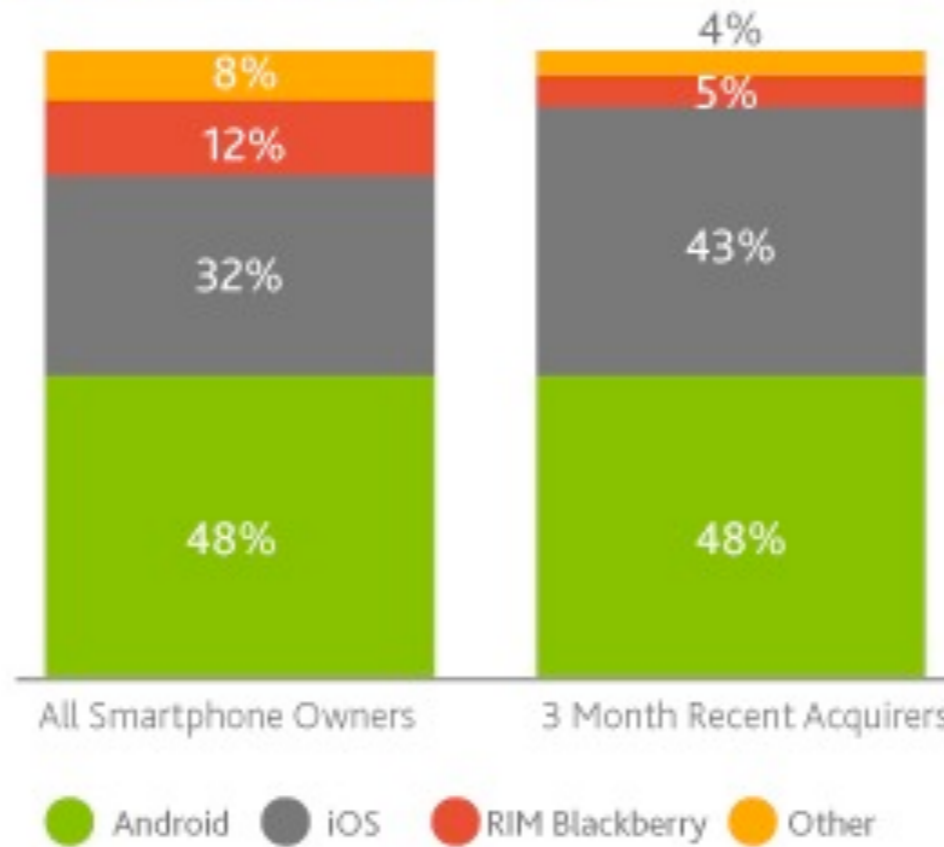
Source: Nielsen

Smartphone Penetration

Smartphone Operating System Share
February 2012, Nielsen Mobile Insights

OS Distribution

Next desired Operating System
Consumers planning on getting a new smartphone in the next year
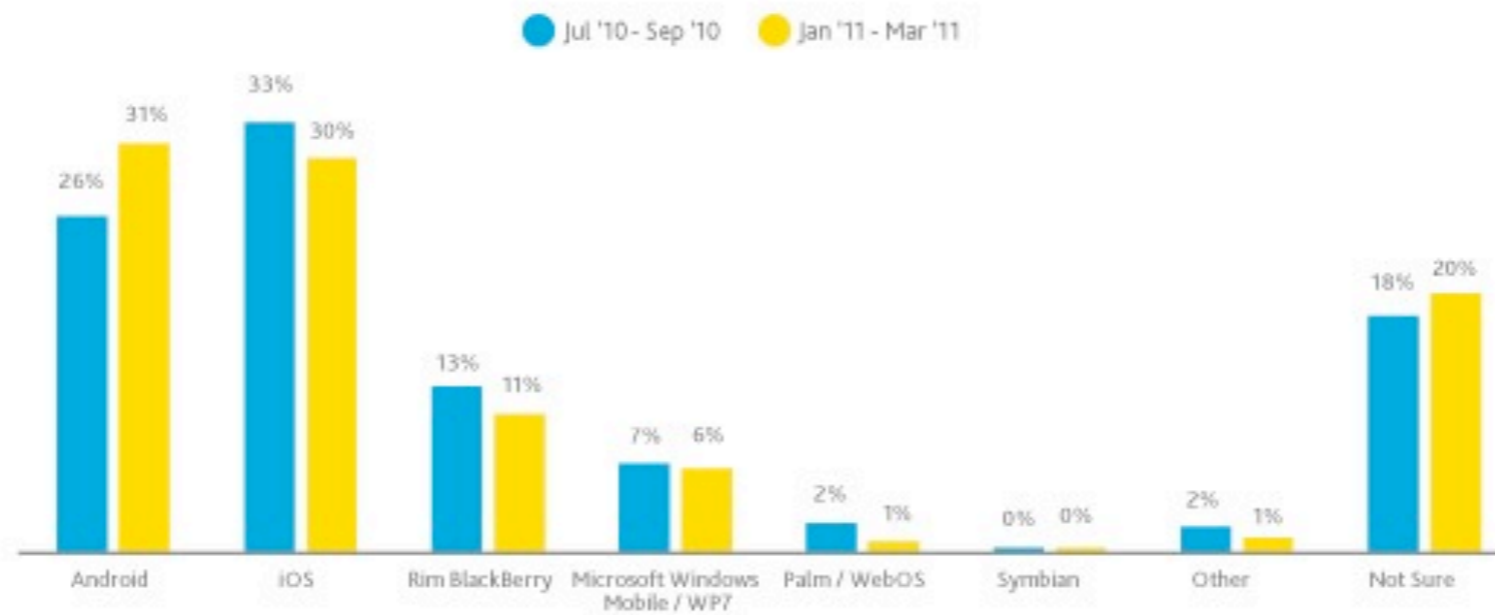
Source: The Nielsen Company.

http://blog.nielsen.com/nielsenwire/online_mobile/u-s-smartphone-market-whos-the-most-wanted/

Next OS

Two Major Store Choices

Store	Google play	amazonappstore DEVELOPER PORTAL BETA
Program Fee	$25 (one-time)	$99/yr ($0 first year)
Transaction Fee	30% sale price	Lesser of 30% sale price or 80% list price
Countries	Many	U.S. only
Approval Process	No*	Yes

More info from: https://support.google.com/googleplay/android-developer/?hl=en and https://developer.amazon.com/help/faq.html

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