The iOS Ecosystem

Who makes all these wonderful apps?
Why are People Flocking to Apple’s Beach?

- Instantaneous Trust
- Offloading Overhead
- Jumpstart Marketing
Who are we?

- Overwhelmingly Small
- Growing like wildfire
- Not iOS exclusive
- Experienced
- Currently American - but changing
- Experimenting with Business Model
Small Business: 88%
Large or contract work: 12%
Growing like Wildfire
Not iOS exclusive
Experienced

- 10 to 15+: 26%
- 5 to 10: 33%
- 2 to 5: 26%
- <2: 15%

- 10 to 15+:
- 5 to 10:
- 2 to 5:
- <2:
Currently American - but global growth coming from in-market developers
Experimenting with Business Models
What We Aren’t - and
Why That Matters