The future of the mobile web

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$75
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Apps!
keep track of prices,
keep track of
multiple ships,
give warning against
corrupt police
officers
I’ve done it. In April 2009.
And it worked.
Almost.
Despite some bugs the concept was viable.
Money

• But if the user can share apps freely
• monetization is going to change considerably.
• Users will pay for the data
• and not for the app.
• We don’t need app stores any more
What do we need app stores for?

- Distribution
- Discoverability
- Ease of payments and making money

But ...

- Cost of ownership
- Works for Apple. But will it work for anyone else?
Distribution
Discoverability
Payments
Cost of ownership

An app store needs:

• payment system
• sysadmins
• content checkers
• documentation and best practices writers
• hosting

Costs a lot of money. Too much money, especially if nobody uses the app store.
Works for Apple

• Apple has leverage with enthusiastic developers and affluent consumers
• Google has leverage with developers
• Nokia, Samsung, and RIM have leverage with consumers (though they’re less willing to spend money)
• But none of them has both
End of app stores

Will any app stores survive?

- Apple’s. iOS apps will continue to exist.
- Maybe a few other platform-specific ones, too.
- Specialised app stores (structural engineering, music creation, historical maps, etc.)
Thank you

I will post these slides online, but only in mid May.

Questions?

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