

The future of the mobile web

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2011



\$25

2011



\$75

2014



\$25

2014



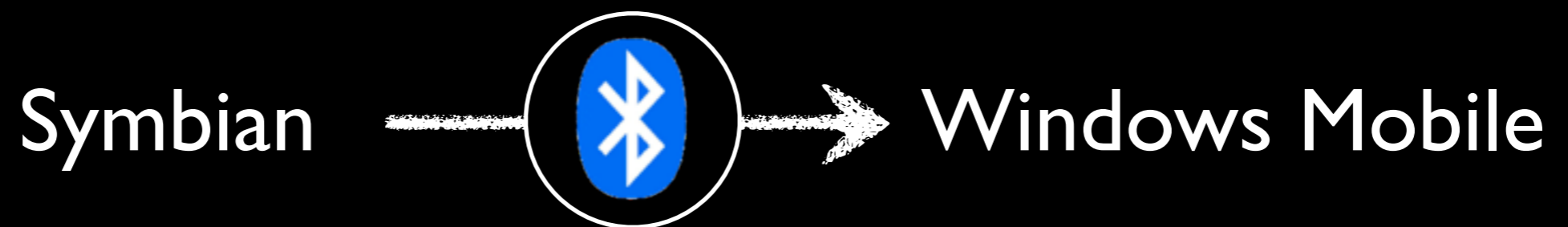
Apps!
keep track of prices,
keep track of
multiple ships,
give warning against
corrupt police
officers

Fisherman

Fisherman's cousin
(also a fisherman)



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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