Verizon's Android App Store: The App Selection

Verizon's Android app store will have a few hundred apps to start, I'm told, with heavy growth expected over the months to come. The apps you'll find in Verizon's store may also be available in Google's Android Market; there's nothing preventing developers from offering their programs in both places. It's really up to each individual developer as to what he or she does.

Developers will receive the same 70/30 revenue split from Verizon's V Cast Apps store as they do from Google's Android Market. Verizon does suggest, however, that its store will offer opportunities for "promotion and discoverability" that Google's Market may not provide.

Verizon's Android App Store: The Purchasing Process

A key way in which Verizon's V Cast Apps store will differ from Google's Android Market is in the purchasing process: While the Android Market currently requires you to use Google Checkout for app purchases, Verizon's app store will allow you to have purchases added directly onto your Verizon statement.

With that said, Google appears to preparing to add new payment options into the Android Market, so the comparison may change soon.

Verizon's V Cast Apps store will lack one important purchasing feature that Google's Market provides: In the main Android Market, you can always return an app within 24 hours and receive a full refund of the cost. As of now, Verizon's V Cast Apps store will not offer this option.

Verizon's Android App Store: Beyond the Incredible

Wondering if your Android phone is in line to get access to Verizon's new store? Verizon hasn't compiled any firm list as to which devices will receive it or when, but it sounds like it'll eventually be a fairly standard feature for the carrier's handsets. As of now, Lewis tells me the Droid, Droid X, and Fascinate are all expected to receive store-enabling software updates in the foreseeable future. The Galaxy Tab, meanwhile, will come with the V Cast Apps store preinstalled when it goes on sale later this month.

Verizon's Android App Store: Thoughts and Analysis

All right, those are the facts -- so what's the real deal here? Is this a good thing or a bad thing?

Ultimately, it all depends on your perspective. Some people, such as the CEO behind a certain competing smartphone platform, have characterized multiple app stores on Android as being a massive disadvantage.

"In addition to Google's own app marketplace, Amazon, Verizon, and Vodafone have all announced that they are creating their own app stores for Android -- so there will be at least four app stores on Android, which customers must search among to find the app they want," Apple's Steve Jobs noted during his company's earnings call in October.

"This is gonna be a mess for both users and developers," he went on to proclaim.

Will it really be a mess, though? As I wrote in a rather impassioned letter to Mr. Jobs last month, "Most markets -- virtual or otherwise -- *do* allow people to buy products from multiple providers. Choice doesn't

lead to chaos." Put into another context, I can buy accessories for my car from the dealer, or I can opt to go to any number of third-party retailers instead. Having options isn't necessarily detrimental.

One final point worth mentioning: Even now, Google's Android Market isn't the exclusive source for Android apps. You can already download and install apps from independent online stores or developers. Android has never been locked down to a single market for applications; what's new with Verizon's effort is really just that it'll come built into devices with the carrier's endorsement.

As for what kind of value it will or won't provide, we'll soon find out.

JR Raphael is a PCWorld contributing editor and the author of the Android Power blog. You can find him on both Facebook and Twitter.

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QUADICON says:

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How is multiple store cnfusing Steve Jobs? Lets look at examples. How many stores are their that sell clothing, food, computers, household items, car dealers and so much more?

November 4, 2010 02:23pm EST | 3 Comments

Verizon Upgrade to Add Second App Store to Android

By Mark Hachman   **0**   0   Share   8

Verizon said Thursday that a software update to the Droid Incredible available next week will add the V CAST Apps store to the phone, essentially adding a second, competing app store to the existing Android Market.

Developers will have the option to sell their apps either via the Android Market or the Verizon app store, with one key difference: billing.

While Google's app store allows refunds for a period of up to 24 hours after purchase, Verizon will only process refunds on a case-by-case basis, according to a Verizon representative. But Verizon will also bill the app's purchase price to the existing wireless bill, instead of forcing users to use Google Checkout.

The update (characterized as version 3.26.605.1/Baseband version: 2.15.00.07.28) also includes a number of enhancements, including an updated Flash player; improvements to the visual voicemail application, with removal of incorrect service messages; enhanced support for Yahoo IMAP email; an updated Slacker application; the ability to attach files that are larger than 5 MB; updates COX and Comcast POP3 mail; and various fixes, including rotating Google Maps between landscape and portrait view, and presenting the search key and other buttons in the correct order.

Verizon originally launched V CAST Apps on the RIM platform in July of 2009, and the company always planned to launch on the BlackBerry and then move to other platforms, a Verizon spokeswoman said. AT&T also offers a similar store for RIM devices, called the AT&T AppCenter. It does not, however, compete with the Apple App Store.

"We think of it as sort of complementary to the other marketplace out there," the Verizon spokeswoman said. "It gives consumers an opportunity for discovery and to choose."

But whether or not Google views the Verizon app store as complementary or competitive is not known. Google representatives did not respond to two requests for comment.

Apple, by contrast, offers a single app store, and Apple chief executive Steve Jobs has characterized the Google platform as "very fragmented," although he was referring to the variety in operating systems.

Many Android OEMs, including the two largest, HTC and Motorola, install proprietary user interfaces to differentiate themselves from the commodity Android experience," Jobs said, during a October conference call. "The user's left to figure it all out. Compare this with iPhone, where every handset works the same."

"The multiple hardware/software iterations presents developers with a daunting challenge," Jobs added. "Many Android apps work only on selected Android handsets, running selected Android versions. And this is for handsets that have been shipped less than 12 months ago. Compare this with iPhone, where there are two versions of the software, the current and the most recent predecessor, to test against."

While Google features specific apps in its App Store according to unknown criteria, Verizon said the advantage for developers to choose V CAST Apps will be because Verizon "has the opportunity to do

marketing and merchandising". Verizon's Android phones also contain a dedicated Verizon channel inside the Android market, and "that will continue," the Verizon spokeswoman said. With V CAST, Verizon will also offer the same 70/30 revenue split that Google offers, she added.

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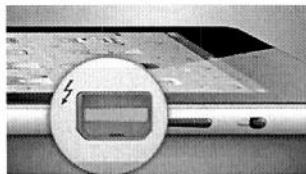
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People at Apple have no control over other markets.... and they actually exist outside of Apple's control. Facts are fundamental here.

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android.mart   4 months ago

Verizon is one of the wireless operators that want a piece of the action. Device make like Motorola has its own store too.Everyone wants to open an store. Then there are those stores from independent owners. Here is a complete list of alternative android app stores, http://bit.ly/aelGLI Fragmentation indeed!

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FILED UNDER *Cellphones, Mobile Software*

HTC said to be working on its own app store, would make a lot of Sense

By *Vlad Savov* 🔊 posted Nov 8th 2010 7:28AM

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HTC Hub
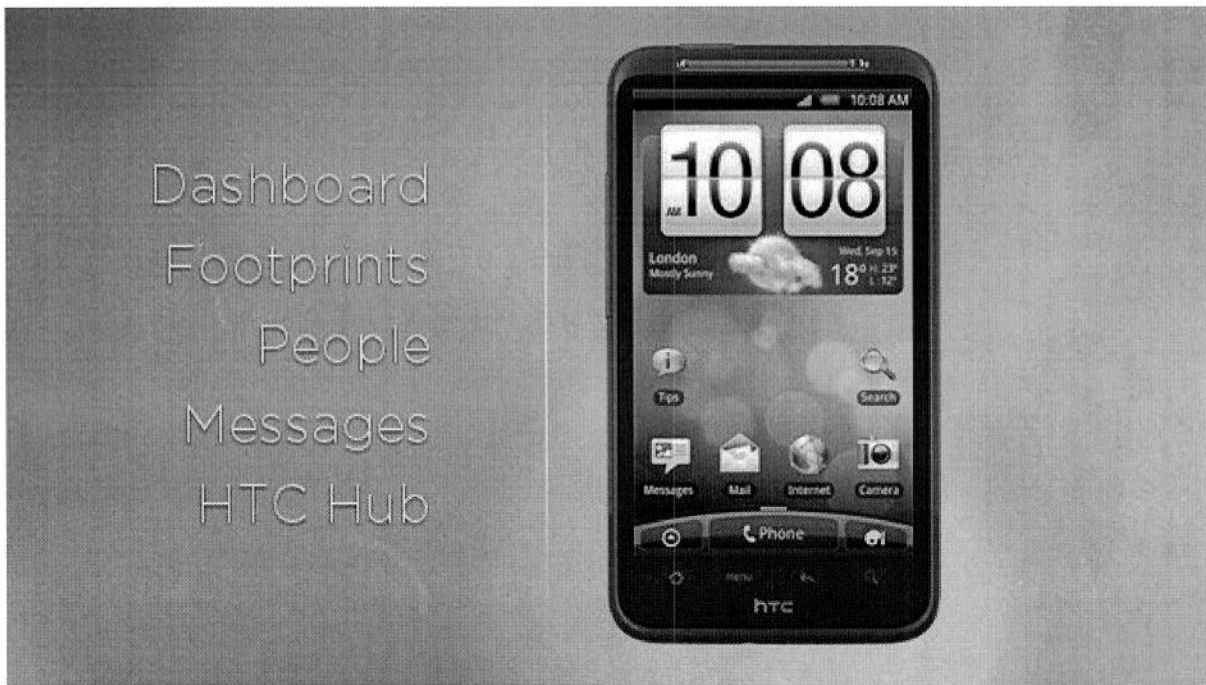
Keen readers of the *Financial Times* will have been greeted this morning by a nice little bit of insider information regarding HTC's future software plans. We already knew the phone maker was keen to play a more active role in the softer parts of the smartphone experience it offers, but two new sources have

come forward with word that HTC is actively hiring new staff in preparation for setting up its very own
app store. The HTCSense.com cloud service that recently launched with the Desire HD and Desire Z
ooks like the first step toward that goal, with its HTC Hub area already acting
t -- it wouldn't be terribly difficult to include an extra section in it for HTC's
hat's not to say that this would be an Android exclusive thing, however, as
on of ten apps on Microsoft's Windows Phone 7 platform and it would seem
n organized repository where it could sort through all its wares.

384　　　　184

*android, app store, apps, AppStore, ft, htc, htc hub, htc sense, HtcHub, HtcSense, htcsense.com, hub, leak,
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engaga 4 months ago   REPORT
no□□□□   **+ 23**

Gangster40210 4 months ago   *in reply to engaga*   REPORT
                                                          + 120
Android = Fragmentation King...

Thousands of Handsets, Millions of Versions and Billions of Stores.... That's Android

@Vic Mackey: Having choices sounds good to me too. But the problem here is I have to

- Processors
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- Motherboards
- Storage
- IT/Datacenter
- Mobile
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# GetJar App Store Sees 100 Million Downloads Of A Single App

Tuesday, November 23, 2010 - by Ray Willington

Finally, some interesting news on an App Store other than those ran by Google and Apple! GetJar has surged in popularity lately as a standalone app store, largely due to it being the app store that first hosted the final, full version of Angry Birds for Android. So many people flocked to GetJar on launch

day that their servers actually went under momentarily, and now the company is celebrating 100 million downloads of a single app.
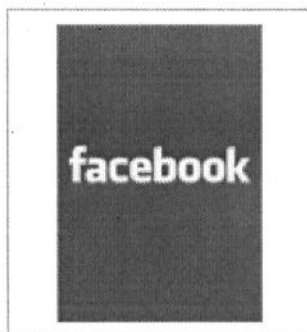
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But much to our surprise, that app isn't Angry Birds. We're certain that Angry Birds is well on its way to being downloaded 100 million times, but as of now, that mark belongs to Facebook. Yeah, Facebook! What's most interesting about this news is that Facebook is an app that's available in Android Market and loads of other app stores. So why would people look to external app stores to download an app that's already widely available?

The App It! approach to marketing applications has seemingly worked out quite well, and we're very encouraged that people are thinking outside of the box and looking in other places to get their apps. It's often easier for developers to publish their apps into these separate app markets, so hopefully this kind of success will continue.

With over 3 million downloads a day, publishing on GetJar makes sense.
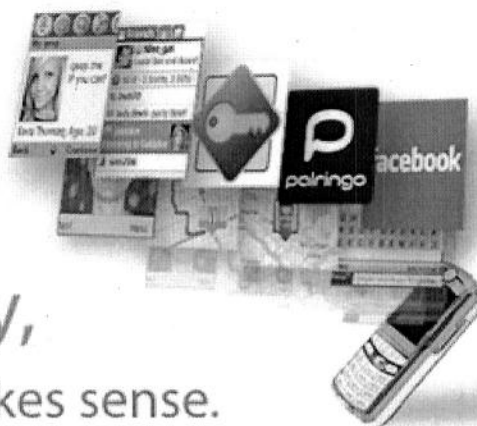
GetJar is First to Smash the 100 Million Downloads Mark for a Single App

Facebook downloaded 100 million times using GetJar's App It! download service

SAN MATEO, Calif.--(BUSINESS WIRE)--GetJar, (www.getjar.com), the world's largest open app store, today announced that the Facebook mobile app has been downloaded by more than 100 million people, making Faceboook the most downloaded app ever on a single app store. Using GetJar's App It! link, people are able to download the app which gives them a fast and easy shortcut to access Facebook's mobile website with a single click from their phone. Top brands such as Fandango, Photobucket, Yahoo!, MocoSpace, OpenTable, Flirtomatic and Cnectd are also using App It! to reach consumers independent of what kind of device they are using.

"With more than 500 million Facebook users around the world, people are increasingly looking to stay connected using their mobile device"

What is App It!

App It! is a link to a particular app that can be placed anywhere and allows consumers to download that app to their phone in one tap regardless of the users' phone make or model. Once a publisher has uploaded an app or mobile site to GetJar, the App it! link is automatically created and can be placed anywhere the publisher wants. When tapped, the link sends the consumer to the publisher's page on GetJar which detects the device and provides them with the right app for that phone.

To help publishers leverage the power of App It! and easily promote their apps, GetJar has invested in automating the App It! process so that each and every app uploaded to GetJar will automatically get its own App It! URL in the form of http://getjar.com/appname. Publishers can then promote this URL in any way they like be it via Twitter, Facebook, TV, print, Web or any other medium of communication.

"With more than 500 million Facebook users around the world, people are increasingly looking to stay connected using their mobile device," said Patrick Mork, chief marketing officer for GetJar. "We're proud to have helped bring the Facebook mobile experience to tens of millions of people regardless of their mobile platform, phone model or carrier. Global brands are realizing that although applications provide users with a rich and engaging experience, to make app distribution easy, they need to provide consumers with a single destination from which to get their apps instead of sending them off to multiple stores depending the type of handset they might have. GetJar is committed to providing the third button every website should have: Share it on Facebook, Retweet it on Twitter, and now, App It! on GetJar, the viral way of sharing apps across any platform, handset, carrier or country."

While Android is the fastest growing platform at GetJar, of the 100 million Facebook downloads, over 50% were downloaded to Nokia phones since Nokia currently still dominates the global market of app capable phones.

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Booming app stores search for developers to fill them

December 22, 2010 | By Mark Milian,CNN

App stores are booming, but there may not be
enough applications to fill them all.

Google, Apple and Facebook all maintain app marketplaces for their respective platforms and more
companies are preparing to launch their own stores. With their online storefronts, big technology
companies help smaller developers reach vast audiences.

But beyond big, established app retailers like Apple's App Store or Google's Android Market, will these
rivals be able to find developers willing to custom tailor software for their systems? And will enough
consumers bother thumbing through their catalogs?

Even in the hot smartphone app space, manufacturers of the most-used platforms are struggling to
attract developers.

Nokia and BlackBerry's maker, Research in Motion, both lag behind other smartphone platforms in
attracting new software. Each have less than a tenth of the number of apps in the second-place
Android store and far less than Apple's, which has more than 300,000.

For its Windows Phone 7 system, Microsoft paid some developers and offered free hardware to coax
them into building apps. Even still, prominent developers such as Jack Dorsey, co-founder of Square
and Twitter, say they're taking "wait and see" approaches.

Gowalla, the location-based networking service, says it's only focusing on a few of the most popular
platforms for apps. The company's resources are limited, and finding developers experienced with
lesser-known platforms is difficult, Gowalla CTO Scott Raymond said.

Browser makers Mozilla and Opera Software are each working on app stores that could tie into their
desktop and mobile browsers. Mozilla Labs, the research and development arm of the company that
makes Firefox, is working on an app framework that spans desktops and phones.

"I believe very firmly that we're at the beginning of a major explosion of this," Mozilla Labs Director
Pascal Finette said recently. "Before the iStore, there wasn't a concept of a 99-cent application -- and
kudos to Apple for that."

Mozilla's plan is to create a system to sell powerful apps that work in browsers on most platforms. "You
need to have an underlying architecture, the plumbing, to do all of this," Finette said.

"What we'd offer is a simple technology that supports multiple stores," Mozilla product vice-president
Jay Sullivan said in an interview. He described the concept as a "shopping mall" for app stores.

ReadWriteWeb

Top Trends of 2010: App Stores

By Richard MacManus / December 28, 2010 1:00 PM / 10 Comments

The Mobile Web has been a huge trend in 2010 and one output of that has been the emergence of app stores *(http://www.readwriteweb.com/tag/app+stores)* . It started of course with Apple's App Store for the iPhone and then iPad. Then we saw other app stores come onto the scene: Android Market, Nokia's Ovi Store, Microsoft's Windows Phone Marketplace and others.

In addition to these OS-based app stores, there are independent outlets catering to multiple types of OS (like GetJar), carrier app stores, device app stores, tablet app stores and retailer app stores like Amazon's forthcoming Android one. So it's been a very busy field! Let's take a look at some of the highlights of 2010.

ReadWriteWeb's 2010 In Review:

- Top 10 Semantic Web Products of 2010
- Top 10 RSS and Syndication Technologies of 2010
- Best BigCo of 2010: Facebook
- Top Trends of 2010: App Stores
- Most Promising Company For 2011: SimpleGeo
- Top Trends of 2010: Internet TV
- Top 10 Startups of 2010
- Top Trends of 2010: Privacy

Growth of Apple & Android

The two leading OS app stores are Apple's App Store and the Android Market. Both have grown significantly throughout 2010.

At the start of the year *(http://www.readwriteweb.com/archives/does_the_size_of_mobile_apps_stores_still_matter.php)* , Apple's App Store had about 120,000 apps and the Android Market 20,000.

Now, iTunes is carrying over 300,000 apps and has had over 7 billion downloads - according to statistics on Wikipedia *(http://en.wikipedia.org/wiki/App_Store)* . By comparison, Android has around 175,000 apps and has had 2.2 billion downloads, according to AndroLib *(http://www.androlib.com/appstats.aspx)* . So while Apple's App Store is nearly twice as large, Android Market has had the most growth over 2010.

Lots of Apps, But Usability an Issue

While app stores have prospered and proliferated in 2010, the usability and design of many of these stores leaves much to be desired. A common complaint is that it's difficult to find the best apps, due to the overwhelming quantity of apps to choose from. The iTunes App Store, for example, has fairly broad categories and little personalization options.

We ran a poll at the end of October asking which was your least favorite app store (http://www.readwriteweb.com/mobile/2010/10/weekly-poll-whats-the-worst-mobile-app-store.php). The results should be taken with a grain of salt, because the lesser used app stores didn't attract as many votes. Nevertheless, according to our readers the Android Market needs the most improvement.

Android Market 29.25%
Blackberry AppWorld 16.71%
Ovi Store 15.88%
iTunes 11.7%
Windows Phone Marketplace 11.7%
GetJar 8.08%
Palm App Catalog 5.85%
Other: 0.84%

App Recommendation Sites

Given that the app stores themselves are having problems filtering apps, other services have arisen to help with this. As ReadWriteMobile editor Sarah Perez reported from the Open Mobile Summit (http://www.readwriteweb.com/mobile/2010/11/10-distribution-channels-for-mobile-apps.php) in November, app recommendation sites (http://www.readwriteweb.com/archives/mobile_app_recommendation_sites_drive_downloads_for_de are doing a great job at driving downloads.

Some app recommendation sites and services to check out include Appoke (http://appoke.com/) (a combo Android app, store and social network), AppStoreHQ (http://www.appstorehq.com/) and its recommendation engine at appESP (http://www.appesp.com/) , Appolicious (http://www.appolicious.com/) , Chomp (http://chomp.com/) , AppsFire (http://www.appsfire.com/) , AppBrain (http://www.appbrain.com/) , Appboy (http://appboy.com/) , AppAware (http://appaware.org/) , Smokin Apps (http://smokinapps.com/) , iApps.in (http://iapps.in/) (a semantic search engine for apps), 16apps (http://16apps.com/) , Apptism (http://www.apptism.com/) , Freshapps (http://www.freshapps.com/) , ScatterTree (http://scattertree.com/about.htm) , Frenzapp (http://www.frenzapp.com/) (a cross-platform app and recommendation engine that looks at what your Facebook friends like), Sidebar (http://sidebar.com/solutions/smart-menu/) (a recommendations platform for developers), Chorus (http://sidebar.com/solutions/smart-menu/) , Appsaurus (http://itunes.apple.com/us/app/appsaurus/id339671140?mt=8) and Appitalism (http://www.appitalism.com/) .
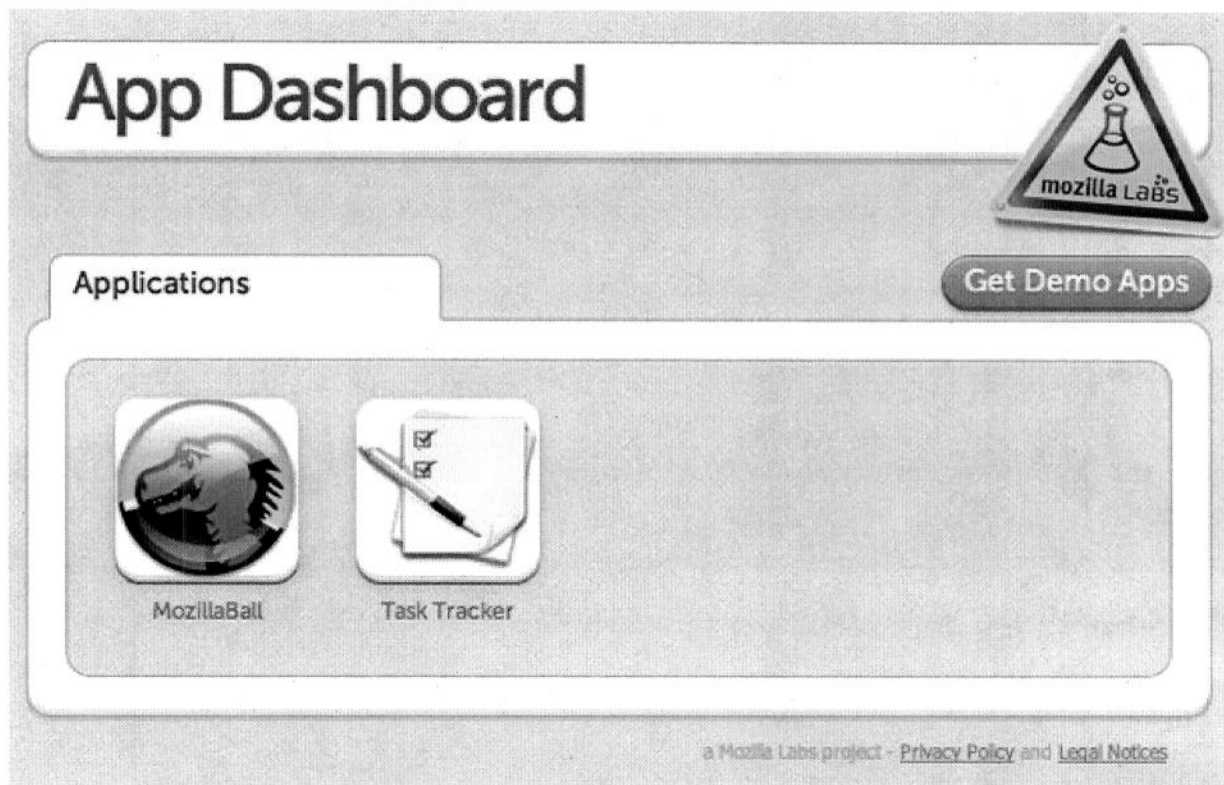
Web App Stores

While app stores have been mostly a mobile phenomenon, Apple and Google are going to launch app stores for web applications *(http://www.readwriteweb.com/cloud/2010/10/web-app-stores-how-they-compar.php)* very soon - and Mozilla has already released a prototype *(http://www.readwriteweb.com/archives/mozilla_challenges_apple_google_with_a_new_decentr.php)*

All three companies have very different strategies. Apple's Mac Web App Store will probably look and feel a lot like iTunes and it will offer apps curated the same way the iTunes App Store is today, with many of the same restrictions. Google Chrome App Store will operate inside of Google's Chrome browser. It will be open to all apps that operate on the open web. Mozilla's Open Web App Store is a technology prototype that will let any website host its own web app store.

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Those are some of the highlights from the world of app stores in 2010. The overall trend in this market segment is going steeply upwards, especially for mobile app stores, and we don't see that abating any time soon.

Let us know in the comments what app store you frequent the most and your opinion of it!

CNNMoney.com

Amazon prepares to launch Android Appstore
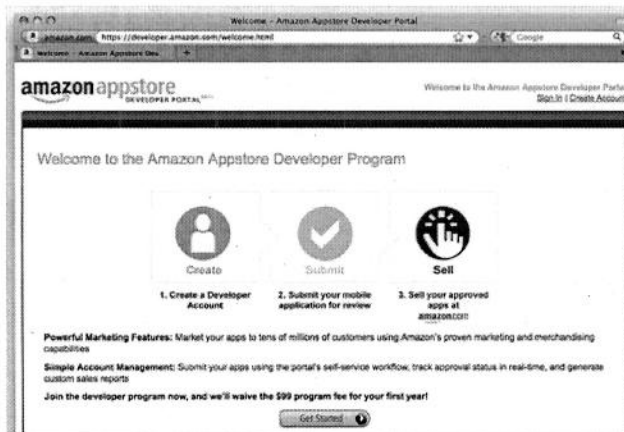
By Stacy Cowley, tech editor

January 5, 2011: 5:21 PM ET

NEW YORK (CNNMoney) -- Watch your backs, Apple and Google: Amazon is getting into the app store game.

The online marketplace went live late Tuesday with the **Amazon Appstore Developer Portal**, a self-service tool inviting mobile developers to submit apps for the store's upcoming launch. On the site page, Amazon said the store will open for business later this year; a company representative said it has no target date ready to announce yet.

Amazon (**AMZN, Fortune 500**) is setting its sights on the Android app market -- a savvy first step. In contrast to Apple's tightly controlled and highly curated iPhone app

store, Google's Android Market is a **wide-open Wild West**, which allows creators to publish their apps without any vetting.

Amazon will have an approval process for the apps it lists in its store. It plans to charge developers a $99 annual participation fee, which it will waive for the first year. It will also take a 30% cut of the sales price on each app, in line with the fees Apple and Google charge. Like those markets, Amazon will also feature free apps that users can download without charge.

Amazon said it will use its formidable marketing muscle to push apps out to its millions of e-commerce customers.

"The sheer number of apps available today makes it hard for customers to find high-quality, relevant products -- and developers similarly struggle to get their apps noticed," the company said in its pitch to developers. "The convenience of using an existing Amazon.com account will make it simple and easy for customers to purchase your apps -- both online and on their mobile devices."

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