Fall 2009 Android Application
Developers Survey

**Overview**

In October 2009, Skyhook Wireless surveyed 30 mobile application developers to better understand the current state of the Android platform from the developer's perspective. This report provides the detailed results of the survey, a summary of key findings and conclusions drawn from the results.

**Key Findings**

1. 57% of developers said they are not satisfied with their profits on Android.

2. 90% of developers reported individual app downloads of 10,000 or under on Android.

3. 52% of Android developers' apps were downloaded fewer than 5,000 times.

4. Developers are concerned that Google Checkout contributes to their low download volumes. 43% feel that they would sell more apps if Android used a carrier billing or another simpler billing system.

5. 82% of those surveyed feel that the design of the Android Marketplace makes it difficult for apps to be noticed.

6. 68% of those surveyed are somewhat or not likely to put further work into their apps, compared to when they first released their app.
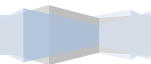
## How satisfied are you with overall Android profits?
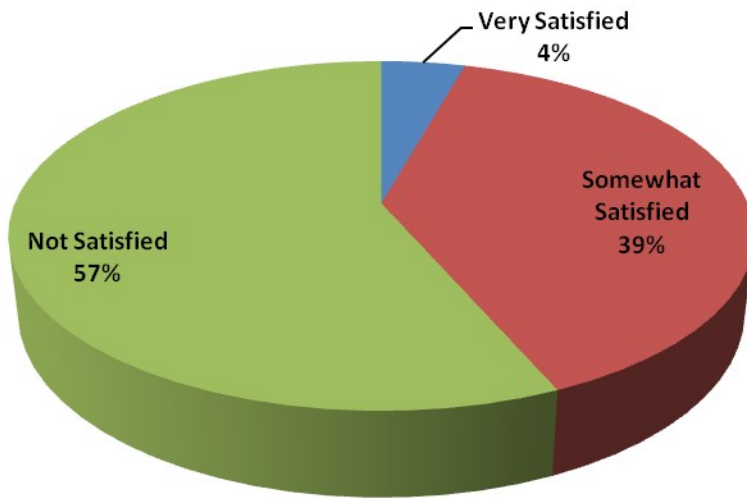


57% of developers are not satisfied with their profits on Android; only 4% reported being very satisfied. Dissatisfaction with profits in the Android Market can be attributed to several contributing factors, including low download volumes, poor marketplace design and discovery options, and lack of an effective consumer billing system. These factors make it difficult for developers to charge for applications. At the same time, only 10% of Android developers are currently serving ads.

Developers are still excited about the Android platform and the potential for application distribution to tens of millions of consumers.  But Android is at a critical juncture, and must soon make it easier for developers to generate revenue.



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![Skyhook Wireless logo]
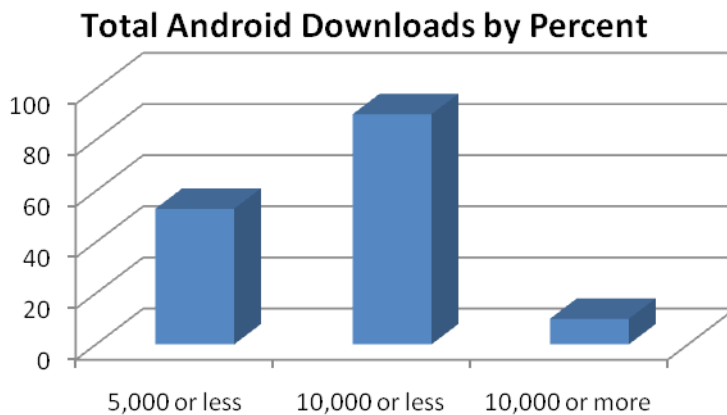
## When did you see the highest download volumes for your app?
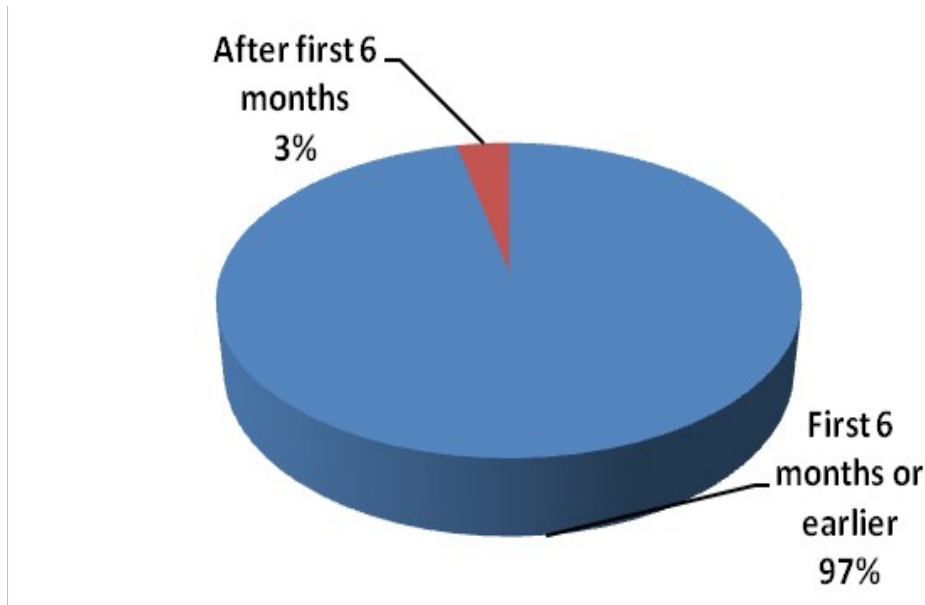


Download volumes on Android are extremely low on average. 90% of respondents' apps had been downloaded fewer than 10,000 times Android, and 53% of developers' download volumes were under 5,000. Fewer than 10% of developers have seen over 10,000 downloads of an individual app.

Low download volumes on Android can be in part be attributed poor app discovery functionality in the Android Market. Apps are often buried in the market after their release and rarely seen by consumers. 97% of developers reported their highest download volumes occurred in the first six months of release.
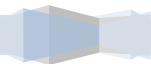
## Does the Design of the Marketplace Make Your App go Unnoticed?
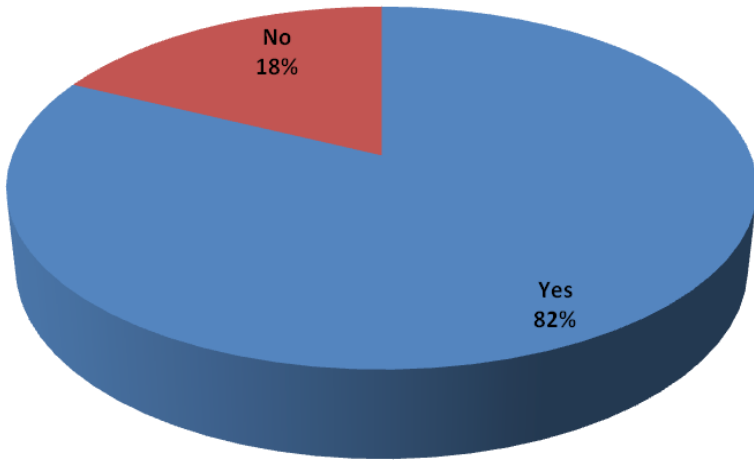


Developers are concerned that Google Checkout contributes to their low download volumes. 43% feel that they would sell more apps if Android used a carrier billing or another simpler billing system.

Similarly, 82% of those surveyed feel that the design of the Android Marketplace makes it difficult for apps to be noticed. Often, apps will be released and quickly buried by other apps, and difficult to find again.

This survey also revealed significant developer concern with the fragmentation of the Android market. Looking forward to a marketplace with multiple Android devices from several device makers running on multiple carriers, developers are concerned with the challenge of their apps performing consistently. 46% of developers surveyed were certain that different versions of Android would make development difficult.
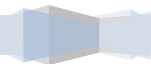
## Conclusion

Today, developers are not generating real revenue via Android apps. This is the result of very low average download volumes, a poorly designed market, lack of an effective customer billing system, and the incapacity to serve ads. Due to these low profits, developers are becoming hesitant to invest more time and effort into apps that do not pay off.  68% of those surveyed are somewhat or not likely to put further work into their apps, compared with when they were first developed. And now, anticipating the release of over 50 Android devices, many Android developers fear that fragmentation will squander the opportunity for widespread app distribution.

Yet developers are widely excited about Android and most have faith in the platform. These survey results are a snapshot of the current state of the market, and as more Android devices are released monetization options may improve. What these survey results show is that the Android platform faces serious challenges. In order to retain developer enthusiasm, Android must develop effective methods for app monetization. Otherwise, developers will lose interest in the platform, and focus their resources where they can best monetize their apps.