Appcelerator

Q2 Mobile Developer Survey

Tablets take center stage, point to the future of 'anywhere computing'

A platform interest survey of 2,733 Appcelerator application developers from June 15-17, 2010
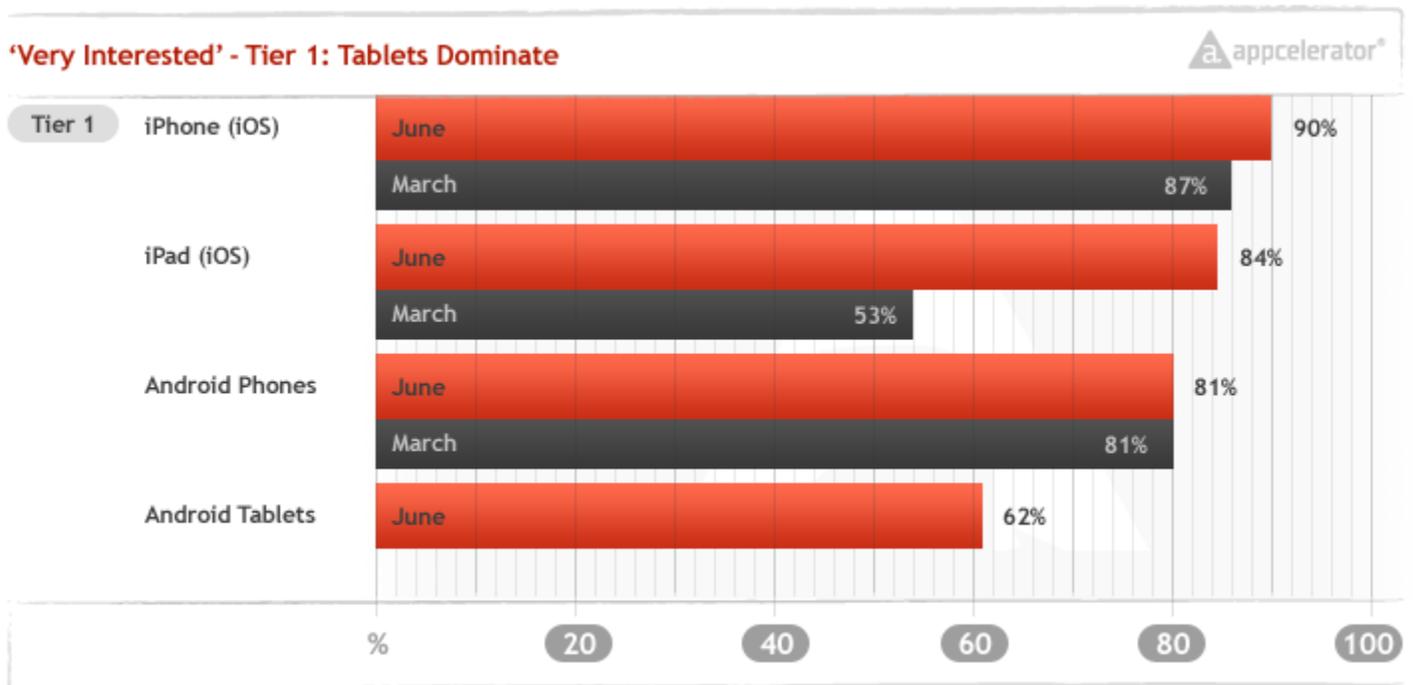
Summary

Appcelerator surveyed 2,733 of its 51,000+ developers from June 15-17, 2010, a nearly three-fold increase in response from March. With more input, we went into detail on the perceptions for each of the six major OS platforms: Apple (iOS), Google (Android), Palm/HP (webOS), Microsoft (Phone 7), Nokia (Symbian/Meego) and RIM (BlackBerry).

This time, we added questions on the upcoming Android Tablet onslaught, took a deep dive into the positive and negative perceptions surrounding each OS, looked at the biggest issues facing application developers today, segmented trends in large vs. small organizations, and polled on the interest in iPhone 4 features.

Going deep, we discovered that a recent shift in priorities toward tablets has moved the battle for mobile supremacy into a new phase. While everyone else plays catch up, Apple and Google play to win in phones, tablets, and an entirely new era of 'anywhere computing'.

Here are six top-level findings:

'Very Interested' - Tier 1: Tablets Dominate

Tier 1	iPhone (iOS)	June	90%
		March	87%
	iPad (iOS)	June	84%
		March	53%
	Android Phones	June	81%
		March	81%
	Android Tablets	June	62%

Source: Appcelerator, Inc. 06/2010

- Interest in tablet application development has spiked since Apple's iPad debut in April. iPad jumped 31 points to 84% to rank number two behind iPhone. Android Tablets, a new category, came in fourth at 62%, putting it ahead of all other non-Android / iOS platforms. Developers even see HP's potential for webOS tablets as Palm's biggest opportunity.

  "Developers are rearranging their priorities to unlock the new potential that tablet computing holds," noted Jeff Haynie, CEO of Appcelerator. "They are experimenting with tablets as point of sale terminals, tablets as TV or other hardware control devices, and tablets as university training tools. We're seeing lots of interest within categories that have yet to be revolutionized by web-connected devices and in categories where embedded proprietary software used to rule."
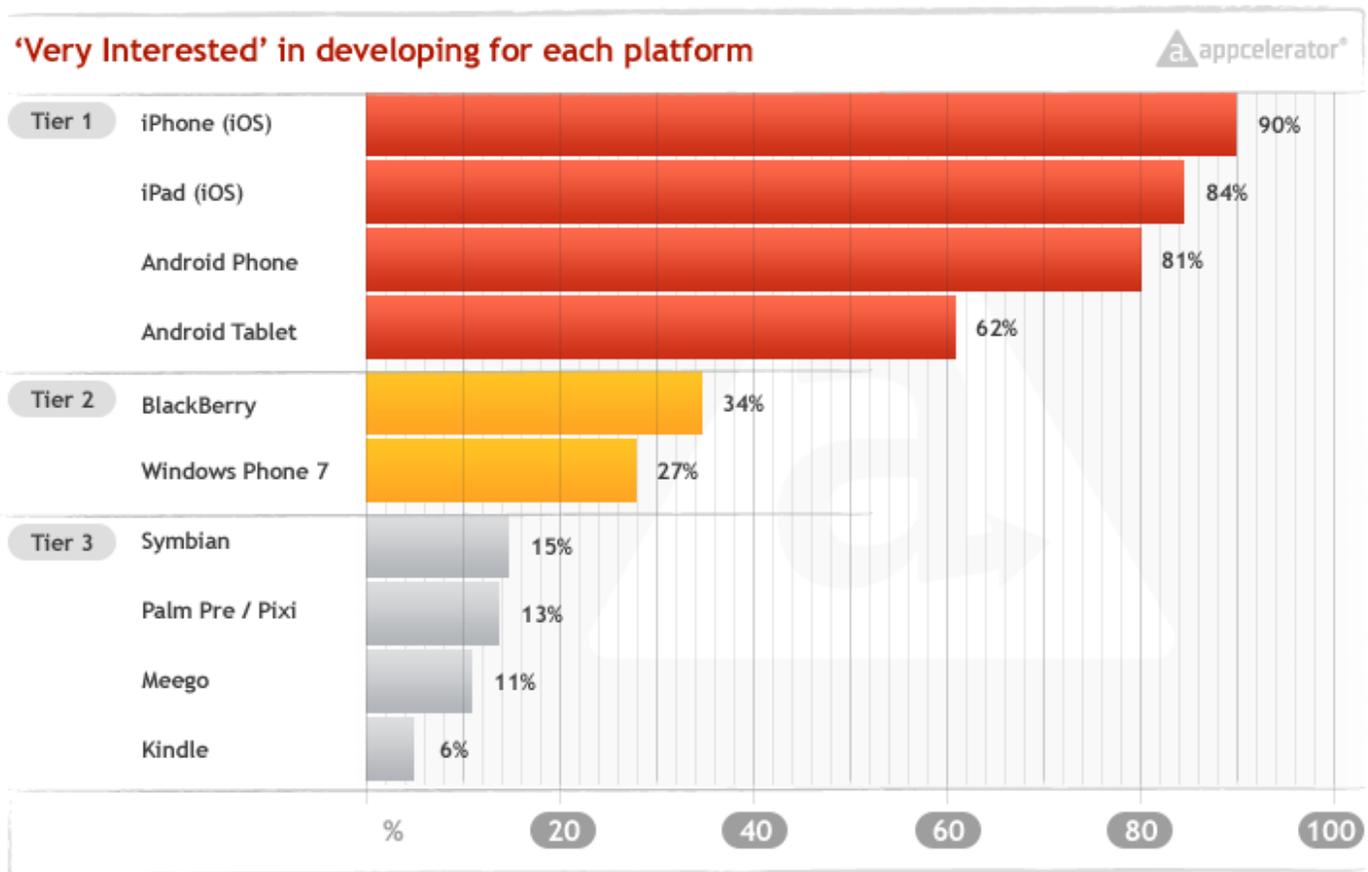
- When stack ranking platform potential, developers give the long-term edge to Google. Developers favor Apple for its app store, market for consumer and business apps, devices, and near-term outlook. However, Android comes out tops for its OS capabilities, platform openness, and long-term outlook.

- While iOS and Android maintained a high level of interest, second tier platforms lost ground. BlackBerry, Windows Phone 7, Palm webOS, Symbian, Meego, and Kindle all remained 30 points or more behind the leaders.

- Call it the "enterprise mobile mandate": large organizations are expressing even more interest in mobile than smaller ones. For iOS, Android, Blackberry, and Windows Phone 7, interest from organizations with more than 1,000 employees was up to 80% higher than developers in smaller companies.

- Porting applications across platforms is the number one developer pain. When ranking eight stages in the development lifecycle, nearly one out of three developers says that cross-platform pain is the biggest issue facing application developers today.

  "Appcelerator's mobile application developer base reflects both how quickly the space is growing, and how rapidly application developers' needs are evolving," noted Scott Ellison, IDC's vice president of Mobile & Wireless. "IDC believes that while media tablets represent the next area for major mobile app innovation, increasing levels of OS and device fragmentation work against application developer business models. Meeting these twin mobile application developer needs, leveraging new device types while addressing impacts of fragmentation, are central to the strategy of every major mobile ecosystem," he added.

- Multitasking tops the list of iPhone 4 features. Appcelerator's web-connected developers see this as a critical new addition for utility, productivity, and business applications.

Survey Findings

It's been a busy three months. An iPad sells every 3 seconds, Google won acclaim for Android Froyo, Palm was acquired by HP, RIM announced BlackBerry 6, and Microsoft launched its Windows Phone 7 SDK. Here's what this all meant to developers:

'Very Interested' in developing for each platform

Tier	Platform	%
Tier 1	iPhone (iOS)	90%
	iPad (iOS)	84%
	Android Phone	81%
	Android Tablet	62%
Tier 2	BlackBerry	34%
	Windows Phone 7	27%
Tier 3	Symbian	15%
	Palm Pre / Pixi	13%
	Meego	11%
	Kindle	6%

Source: Appcelerator, Inc. 06/2010

Tablets Dominate

The story has shifted significantly toward Tablets. iPad interest leapt 31 points to second place behind iPhone. We added Android Tablets as a new category to track and, at 62%, Android Tablets came out comfortably on top of all other non-iPhone/Android products in terms of platform interest.

Meanwhile, interest in mobile phones remains largely unchanged. iPhone and Android still have over 80% of respondents indicating that they are "very interested" in the platform. BlackBerry and Microsoft are still third and fourth, respectively, although interest in both has dipped a few points. "The rest" are still stuck on the bottom, despite announcements from Palm, RIM, and Microsoft.

In short, Apple and Google are now playing chess while everyone else plays catch up. The surge in popularity for developing tablet applications on the two leading OSes, coupled with second tier platforms seeing flat to declining interest, suggests that Google and Apple are moving the battle from phones to a broader, more long-term platform shootout for 'anywhere computing'.

Apple Excels Now, but Developers Favor Google over Long Haul

While the Apple vs. Google fight has been well documented, developers draw a distinction between near-term sales success and long-term platform potential across a range of devices. The chart below shows how developers perceive each OS in ten different areas:

Developers Favor Apple near-term, Android long-term

| Please indicate which OS MOST aligns with each statement:	iPhone/iPad (iOS)	Android	BlackBerry	Other*
Has the best app store/market/commerce capability -	89%	10%	0%	1%
Offers most 'discoverability' for my apps -	75%	21%	1%	3%
Has the biggest market for my consumer apps -	85%	10%	2%	3%
Has the biggest market for my business apps -	65%	11%	21%	4%
Has the most capabilities as an OS -	39%	55%	1%	6%
I see the platform as being most secure -	58%	24%	12%	6%
The most "open" platform on the market -	8%	86%	1%	5%
The best devices run this OS -	64%	32%	1%	2%
This OS has the best near-term outlook -	78%	16%	2%	4%
This OS has the best long-term outlook -	40%	54%	1%	4%

Other*: Palm Web OS, Windows Phone 7, Nokia

Source: Appcelerator, Inc. 06/2010

Why this is important: Developers see Apple dominating in every category related to its devices and app store. Yet Android takes top honors for OS capabilities, openness, and, long-term outlook. This is a significant distinction. Despite all of Apple's success, developers see that the winner long-term will be the mobile operating system that has the most capabilities and flexibility in scenarios beyond phones.

At Appcelerator, we're seeing an interesting trend coming from inbound iOS and Android requests. We see strong demand for iPads and iPhones as point of sale devices (we'll be adding credit card reader support to Titanium in a couple weeks), Android being used for embedded devices, and even tablets used to interact with set top boxes in the living room. On a lighter note, we had a developer turn an iPad into a remote control for a blimp that streams the video taken from an embedded camera back through the iPad (http://breakfastny.com/2010/05/ipad-controlled-video-blimp/).

This is what we mean by 'anywhere computing'. Connected, touch and accelerometer-enabled, highly dynamic software from both Google and Apple is making its way into previously stale devices and software-powered embedded device scenarios like point-of-sale solutions that have not evolved in decades. eBooks and games are the talked about scenarios for tablets, but we're seeing – and 2,733 developers who responded to this survey are seeing -- tablets as just the beginning. The following shows the percentage of developers who said they are interested in developing applications for devices beyond phones and tablets:
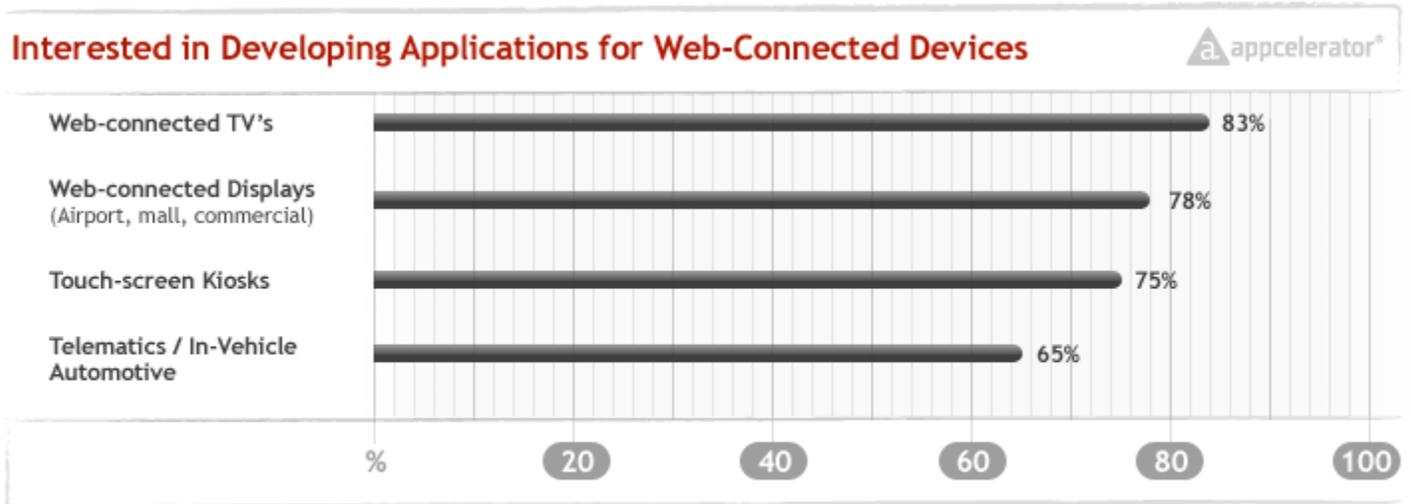
So who wins in this scenario? That's where we need to take a deeper look into each OS. Listed below are the top reasons developers favor/not favor each platform. Possible answers were pulled from the popular narratives for and against each platform:

Comparison - Pros & Cons

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| Top Reasons developers FAVOR these platforms (% of those interested in platform who say factor is most important)	Top Reasons developers DO NOT FAVOR these platforms (% of those NOT interested in platform who say factor is most important)
Apple iOS Apple continues to make the most wanted phone with end-users (90%)	**Apple iOS** Apple has become too controlling (86%)
Google/Android OS shows tremendous adaptability, from tablets to e-readers to set-top boxes, to cars, etc. (69%)	**Google/Android** Fragmentation is a developers nightmare; testing and developing across the various Android platforms and devices is cost and time prohibitive (61%)
RIM/BlackBerry It is the leading smartphone in the US, controlling 36% of the space (57%)	**RIM/BlackBerry** Competition from both iPhone and Android are going to overtake BlackBerry's position (75%)
Microsoft/Windows Phone 7 Microsoft has a significant market share within the business/enterprise market (59%)	**Microsoft/Windows Phone 7** I do not see it successfully climbing it's way back in the fast moving smartphone market (72%)
Palm/HP/webOS HP opens a broad range of web-connected devices that could be powered by webOS (60%)	**Palm/HP/webOS** HP/Palm is too far behind Apple and others, and I do not see it successfully catching up (73%)
Nokia I like the global market opportunity that Nokia uniquely offers developers (75%)	**Nokia** Nokia's triple-platform (Symbian, Meego, Maemo) play seems too muddled and risky now (52%)

Source: Appcelerator, Inc. 06/2010

In terms of positives, 69% of respondents backing Google felt that Android's potential to "show tremendous adaptability, from tablets to e-readers to set-top boxes" is its greatest strength as a platform. This sentiment was echoed by supporters of Palm's webOS.

On the negative side, Apple's biggest strength is also its biggest weakness – the control of how its operating system is used and that all roads must go through the app store and ultimately Apple. Google's downside is the risk of an open ecosystem: fragmentation and loss of control with all of the permutations possible with Android.

So on the one hand, we see Apple iPad and Android Tablets as increasing in popularity due to the success of the iPad launch and the opportunities that an always-on OS with a larger display, touch interface and robust device capabilities opens up. On the other hand, developers draw the distinction between device/app success today and OS adaptability and openness tomorrow.

Connecting the dots, developers appear to be tying these two trends together: **success of a new device category like the tablet plus an open, flexible OS equates to a long-term advantage for Google across a range of Internet-connected, "anywhere computing" devices.**
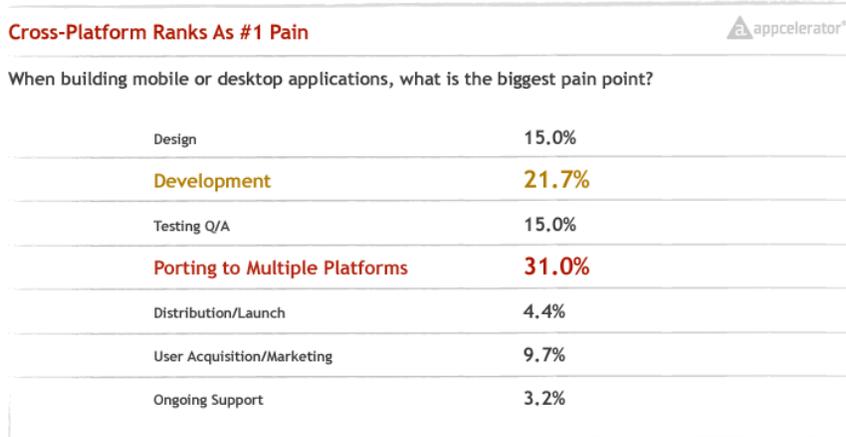
Tier 2 Platforms See Flat to Declining Interest Among Developers; a Few Bright Spots
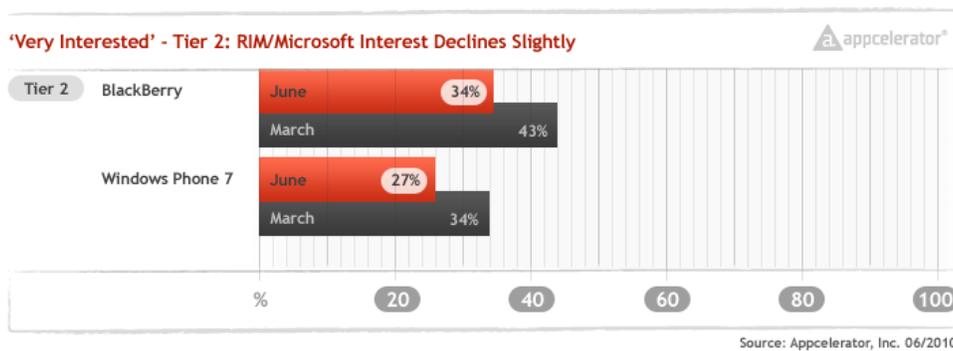
BlackBerry, Windows Phone 7, Symbian, Palm, and Meego all saw slightly lower enthusiasm for their platforms compared to the survey taken in March. Below is their feedback on these platforms:

- Palm webOS: While developers said closing the gap with iOS and Android is the biggest issue facing Palm, 60% of developers interested in webOS said that HP opening up a broad range of web-connected devices would be the platform's greatest opportunity.

- Windows Phone 7: Slipped from 34% to 27% without much new news coming from Redmond since March after their WP7 SDK was released. Microsoft's opportunity is clearly in the business/productivity space, according to 58% of developers interested in the platform, while 67% of those not interested said their weak position in mobile was too much to overcome.

- BlackBerry: Fell further behind (34% down from 43% in March) as BlackBerry 6, launched in April, made only incremental improvements according to developers. 57% of respondents interested in BlackBerry felt its #1 strength was its market share while 75% not interested in the OS believed competition from iPhone/Android was its greatest weakness.

- Symbian/Meego: For Nokia, a global market opportunity was cited by 75% of developers interested in the platform as being most important, however 52% of developers who weren't interested in developing for Nokia said that its triple platform strategy (Symbian, Meego, and Maemo) was too muddled and risky right now.

- Amazon Kindle: Dropped from 12% to 6%. With the iPad and Android Tablets in ascendancy as true smart device platforms, Amazon needs to really add significant features and economic advantages to its device to stay in the game.

Porting Apps to Multiple Platforms is Biggest Developer Challenge

Cross-Platform Ranks As #1 Pain

When building mobile or desktop applications, what is the biggest pain point?

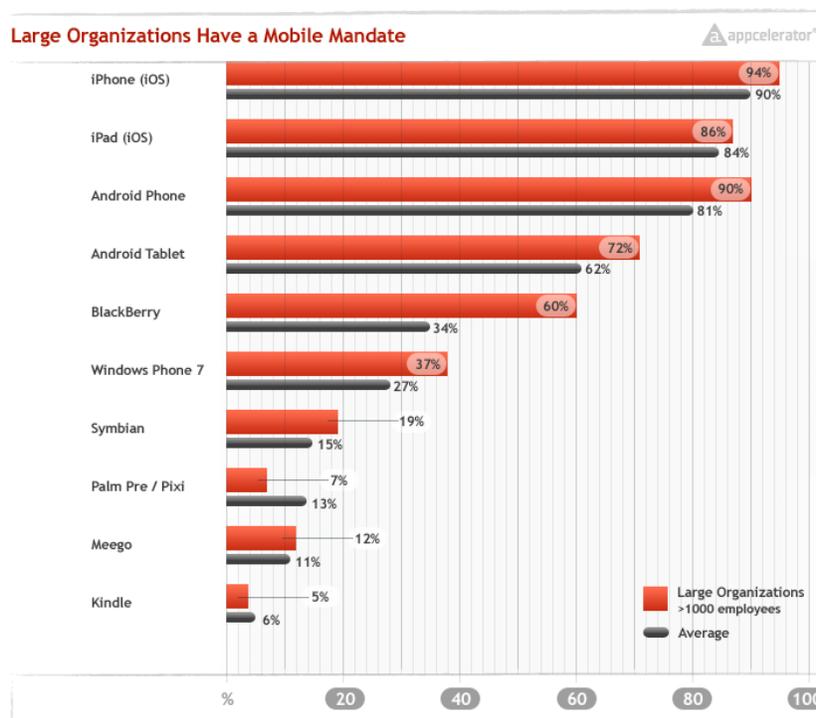|	
Design	15.0%
Development	**21.7%**
Testing Q/A	15.0%
Porting to Multiple Platforms	**31.0%**
Distribution/Launch	4.4%
User Acquisition/Marketing	9.7%
Ongoing Support	3.2%

Source: Appcelerator, Inc. 06/2010

Another emerging trend is the increasing problem with OS and device fragmentation. When developers were presented with eight lifecycle stages for development, "porting apps to multiple platforms" stood out as the number one developer pain point.

In fact, the number of interested developers dropped up to 60% when asked about their level of interest in each platform's SDK vs. using a cross-platform solution like Appcelerator Titanium. And as we saw above, the fragmentation "nightmare" was the biggest stated issue for developing for the Android platform, even above the threat that iOS poses Google's operating system.

Mobile Becomes New Mandate for Large Organizations

Large Organizations Have a Mobile Mandate

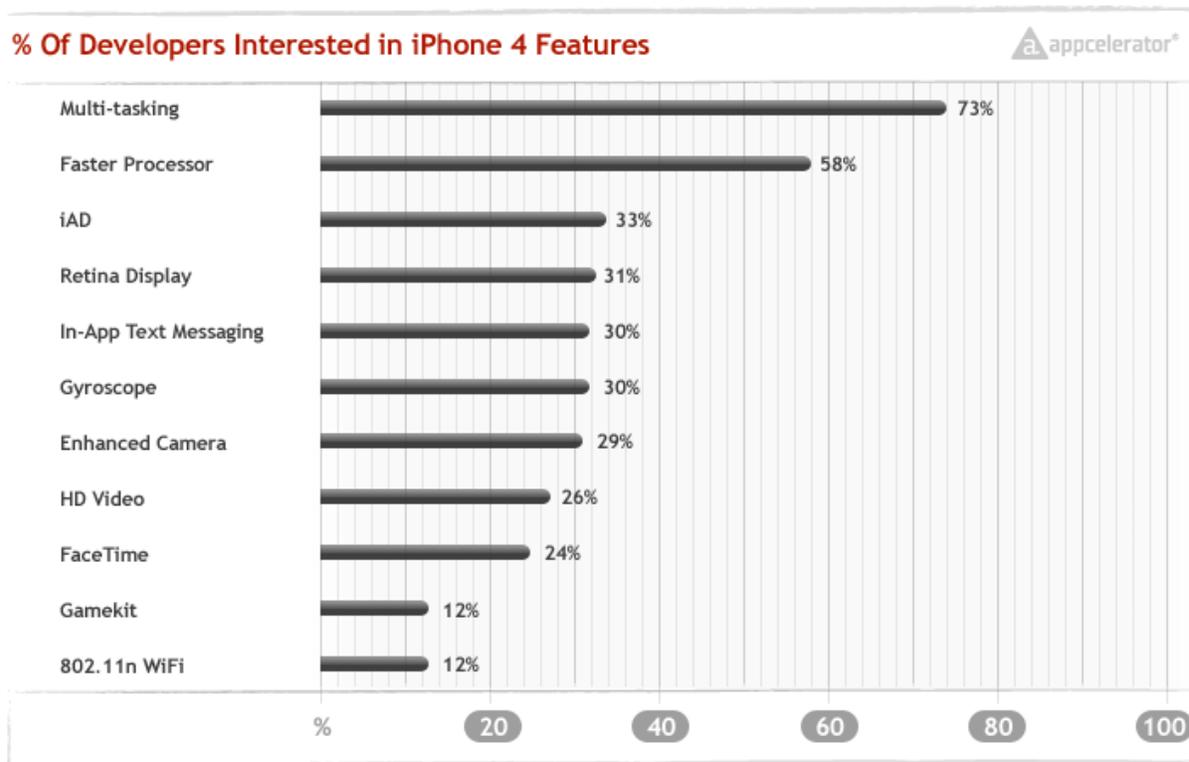| Platform	Large Organizations >1000 employees	Average
iPhone (iOS)	94%	90%
iPad (iOS)	86%	84%
Android Phone	90%	81%
Android Tablet	72%	62%
BlackBerry	60%	34%
Windows Phone 7	37%	27%
Symbian	19%	15%
Palm Pre / Pixi	7%	13%
Meego	12%	11%
Kindle	5%	6%

Source: Appcelerator, Inc. 06/2010

Contrary to popular belief, large organizations (>1,000 employees) are even more interested than individual developers in mobile. Enterprises are looking at the need to extend their SaaS-based web businesses beyond the browser and take advantage of new opportunities for engaging customers on a deeper level.

Cross-platform concerns were also much higher in large organizations. Developers in large organizations were 65% more likely than individual developers to cite this as their top development issue. Appcelerator's own inbound requests are increasingly coming from large companies and brands with a strong mandate to go mobile now. And that mandate is increasingly cross-platform.

Multitasking is most important new feature in iPhone 4

Developers were also asked to stack rank new iOS features that they are most looking forward to. In priority order, these features are:

% Of Developers Interested in iPhone 4 Features

Feature	%
Multi-tasking	73%
Faster Processor	58%
iAD	33%
Retina Display	31%
In-App Text Messaging	30%
Gyroscope	30%
Enhanced Camera	29%
HD Video	26%
FaceTime	24%
Gamekit	12%
802.11n WiFi	12%

Source: Appcelerator, Inc. 06/2010

Many of Appcelerator's developers build productivity, utility, or business applications, which favor the multitasking capabilities that will be offered in iPhone 4 and iPad at some point. iAD is a favorite among smaller Titanium developers while many see the enhanced camera capabilities offering new opportunities for barcode scanners or augmented reality-type applications.

Conclusion

New computing scenarios are opening up beyond mobile phone applications. Mobile point of sale terminals, web-connected embedded devices, tablets as educational devices, telematics, and connected malls and airports are all reinventing everyday uses for technology. The recent surge in interest for tablet computing that Apple has unleashed has opened up new opportunities for developers to build applications for devices that used to be disconnected from the Internet or connected, yet underutilized from a capabilities standpoint.

All this means that the next six to twelve months is critical for everyone involved: Apple and Google will continue to write the rules for this new wave of connected, touch-based computing while second tier players will determine whether they have the innovation to stay in the game long-term.

About the Appcelerator Q2 Mobile Developer Survey

This survey was conducted immediately prior to Apple's iPhone 4 launch during June 15-17, 2010. Appcelerator polled 2,733 of over 51,000 developers who use Appcelerator's Titanium application development platform on their plans, interests and perceptions of the major mobile and tablet OS providers. Developers were individually invited from Appcelerator's user registration database to complete a web response survey. Respondents' answers were given freely with no compensation for their participation. A raffle for a free iPad and $100 Amazon gift certificate was made. Only one response per user was allowed.

Appcelerator developers represent a uniquely broad spectrum of backgrounds. 55% of respondents classify themselves as independent developers, with the other 45% coming from businesses. 65% of respondents indicate they developed a mobile application over the past 24 months, while 47% said they developed a desktop application. Appcelerator has a global audience, with 52% surveyed stating they live in North America, 33% in Europe, and 15% throughout the rest of the world. Note also that Appcelerator developers come from a web development background, so although they build applications with Appcelerator Titanium, they are used to working across multiple platforms.

About Appcelerator

Appcelerator is the leading platform for rapidly developing native mobile, desktop, tablet, and other multi-screen applications using web technologies. The company's flagship offering, Appcelerator Titanium, is the only open source platform to enable native cross-platform development, from a single codebase, at web development speed. Appcelerator's customers can leverage their existing skills and open, industry standard technologies to create and commercialize mobile, desktop, and Web apps from a single platform, decreasing time-to-market and development costs, increasing customer adoption and revenues, and enjoying greater flexibility and control. For more information, please visit www.appcelerator.com.

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