



Apple App Store

13th March

Apple announces the release of its App Store.

available for download.

10th July The Apple App Store opens its doors for the first time. There are nearly 500 apps

9th September

There are 3.000 apps available on the Apple App Store and the number of app

downloads increases to 100 Million.

2009

There are 35.000 apps available on the

and the number of app downloads

Apple App Store, in 77 different countries

23rd April

increases to 1 billion.

17th June Release of the mobile operating system version iOS 3.

1st September

There are 85.000 apps available on the Apple App Store and the number of app downloads increases to 2 billion. There are 125.000 official app developers listed.

5th January The number of app downloads increases

2010

to 3 billion.

11th June

21st June

2011

to 10 billion.

5th October

version iOS 5.

2012

11th June

in Palo Alto, California.

Release of the mobile operating system version iOS 4.

iOS 4

There are 10.000 apps available on the

Apple App Store for the Apple iPad.

22nd January

The number of app downloads increases

12th October

Release of the mobile operating system

Steve Jobs, founder of Apple, dies aged 56

The number of app downloads increases

Release of the mobile operating system

6

7

to 30 billion. In total app developers

achieved revenues of 5 billion USD.

19th September

The number of app downloads increases

Release of the mobile operating system

8 17th September Release of the mobile operating system version iOS 8.

version iOS 9.

13th June

Apple App Store and the number of app downloads increases to 130 billion. In total app developers achieved revenues of 50 billion USD.

Release of the mobile operating system

13th September

version iOS 10.

5th October

Release of Apple Search Ads.

10

There are 2 million apps available on the

2017

Apple celebrates the "busiest day ever" in

the history of its App Store with a revenue

of 240 billion USD on one day. In the year

Release of the mobile operating system

version iOS 11. Redesign of the Apple App

11

12

Android Market) ist eine Dienstleistungsmarke der Google LLC.

1. https://www.apple.com/de/, abgerufen am 01. Oktober 2018.

2. http://itunes.apple.com/de/, abgerufen am 01. Oktober 2018.

Freely available to use.

3. https://developer.apple.com/app-store/, abgerufen am 01. Oktober 2018.

Sources:

2016, app developers generated a

revenue of 20 trillion USD.

19th September

Store.

history.

Release of the mobile operating system

market. Together they have a market

share of 100 percent for the first time in

23rd September

version iOS 12.

2018 1st quarter

version iOS 7.

23rd April

2013

version iOS 6.

to 45 billion. In total app developers achieved revenues of 9 billion USD. 18th September

2014

2nd June There are 1.2 million apps available on the Apple App Store and the number of app downloads increases to 75 billion.

2015

2016

1st January

The mobile operating systems iOS and Android achieve a duopoly in the app

9 16th September Release of the mobile operating system

28th August

Google Play Store

23rd September

Store.

Release of the mobile operating system version Android 1.0 "Base".

Google announces the release of its App

1.0

22nd October

The Android Market, predecessor of today's Google Play Store, opens its doors for the first time.

1st March

2009

Release of the mobile operating system version Android 2.0 "Éclair".

version Android 3.0 "Honeycomb". 1st April

Release of the mobile operating system

1st December The number of app downloads increases

Release of the mobile operating system

version Android 4.0 "Ice Cream

The Android Market is renamed the Google Play Store. Furthermore in-app billing is allowed.

In-app subscriptions are allowed. There

are 600.000 apps available for download

on the Google Play Store. The monthly

number of app downloads is 1.5 billion.

the first six month is 20 billion.

The total number of all app downloads of

27th June Release of the mobile operating system version Android 4.1 "Jelly Bean".

There are 1 billion apps available for download. 19th September The number of app downloads increases to 102 billion. The total app revenue is 26

billion USD (17 percent by in-app

Release of the mobile operating system

2nd June There are nearly 1.5 billion apps available

3rd November

19th March

for download.

Release of the mobile operating system version Android 5.0 "Lollipop"

organisation of content by "Apps, Games & Entertainment".

2016

31st October

Google detects illegal methods like fake

installations, ratings and reviews.

and choses the best apps. 21st August

version Android 8.0 "Oreo".

Release of the mobile operating system

www.opwoco.com Apple, das Apple Logo, iPad, iPhone, iPod, Apple Watch, watchOS, tvOS, Siri, Apple TV, macOS, iOS sind Marken der Apple Inc., die in den USA und weiteren Ländern eingetragen sind. App Store ist eine Dienstleistungsmarke der Apple Inc.

Google, das Google Logo, Android, Google AdWords, Google AdSense, Google Play Konsole, Android TV (ehemals Google TV) sind Marken der Google LLC, die in den USA und weiteren Ländern eingetragen sind. Google Play Store (ehemals

4. https://mobilbranche.de/2017/09/infografik-die-geschichte, abgerufen am 24. September 2018. 5. https://thetool.io/2017/evolution-app-stores-infographic, abgerufen am 25. September 2018. 6. https://www.statista.com/search/?q=apps, abgerufen am 17. September 2018.

There are 2.300 apps available for download.

2010

download.

2011

23rd February

19th October

Sandwich".

to 10 billion.

1st May

2013

1st July

purchases).

31st October

7th September There are 10.000 apps available for download.

26th October

30th July

There are 100.000 apps available for

The number of app downloads increases to 3 billion.

2012 6th March

2014

version Android 4.4 "KitKat".

2015

The guidelines for the upload of apps are

tightened. Employees of Google check the

Release of the mobile operating system

Redesign of the Google Play Store. Better

version Android 6.0 "Marshmallow".

apps when they are published (age

restrictions for example).

5th October

16th October

1st June

only 70 percent).

22nd August

New subscription model for app

developers. Now they earn 85 percent of

the app price (in the past they earned

Release of the mobile operating system

version Android 7.0 "Nougat".

2017 13th June

Google introduces "Android Excellence"

Release of the mobile operating system

2018 1st quarter The mobile operating systems iOS and Android achieve a duopoly in the app market. Together they have a market share of 100 percent for the first time in history. 27th February Google introduces the new signet "Android Enterprise recommended" and recommends the best smartphones for companies. 9th August version Android 9.0 "Pie".

APPS

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8. https://play.google.com, abgerufen am 03. Oktober 2018.

7. https://www.androidpit.de/Die-Geschichte-der-App-Stores, abgerufen am 19. September 2018. 9. https://praxistipps.chip.de/alle-android-versionen-im-ueberblick_40765, abgerufen am 03. Oktober 2018. 10. https://praxistipps.chip.de/alle-ios-versionen-im-ueberblick_46993, abgerufen am 04. Oktober 2018. 11. Newsroom - Statement von Apples Aufsichtsrat. In: Apple Inc. 5. Oktober 2011, abgerufen am 08. Oktober 2018.