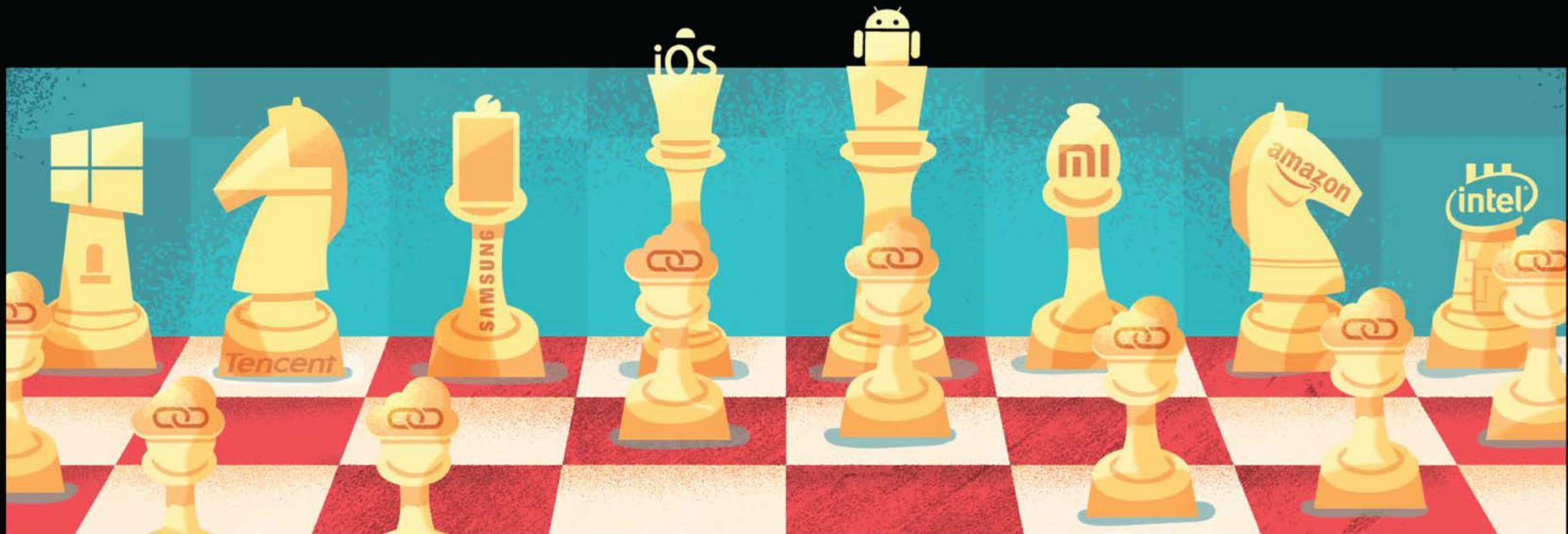


DEVELOPER ECONOMICS

STATE OF THE DEVELOPER NATION Q3 2015

Based on the largest developer survey of 13,000+ respondents

PUBLISHED
july
2015



The 9th edition State of the Nation report now covers all the latest trends in mobile, desktop, IoT and cloud services development. We look at the most popular platforms, languages, vertical markets and hosting providers. Find out which types of development are bringing in the most revenue and which revenue models are succeeding. We also take a deep dive into mobile commerce, the biggest battleground in today's app economy.

vmob.me/DE3Q15

Marketing Partner: **ubuntu.**
Supported by Canonical

Companies who contributed to this research

Supported by:



Research Partners



Lead Community Partners



Media Partners



Companies who contributed to this research

Supported by:

ubuntu
Supported by Canonical

13 000 КОМПАНИЙ В СФЕРЕ РАЗРАБОТКИ ПРИЛОЖЕНИЙ

Lead Community Partners

ANDROID
WEEKLY

BlackBerry

CSDN
社区

FICO

Powered by
GameSalad

Google

InfoQ

jolla

OFFICINE
ARDUINO

Qt
The Qt
Company

W3C

Media Partners

± 6% РЕСПОНДЕНТОВ ИЗ РОССИИ И СТРАН СНГ

9ый ВЫПУСК ОТЧЕТА ИЮЛЬ 2015 ГОДА

APPTRACTOR

Acognitive

DEU
LAB

GDG Kenya

HTML5
APPS

IT Master

mlab

MOBANDISE

MOBILEMONDAY

MTAM
Mobile Technology Association of Michigan

nailab

CHANGING KENYA.
ONE STARTUP AT A TIME.

orange™

pebble

SDR
superdevresources.com

SYMBIOTIC

toptal

twilio



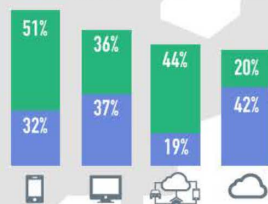
THE GLOBAL DEVELOPER LANDSCAPE

Asia and Africa have a younger technical workforce and are faster to exploit new areas like IoT



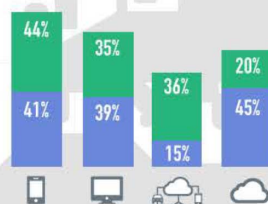
North America

Average Developer Age: 34
90% male



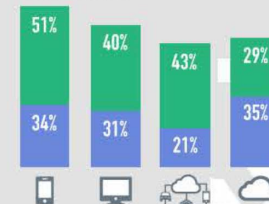
Europe

Average Developer Age: 32
96% male



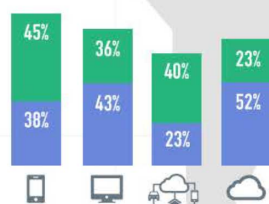
Asia

Average Developer Age: 27
95% male



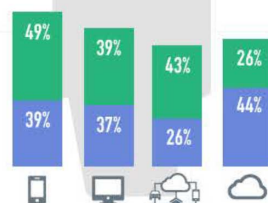
South America

Average Developer Age: 30
97% male



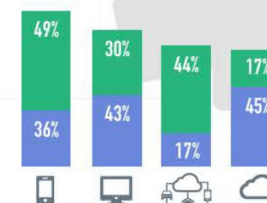
Africa

Average Developer Age: 27
91% male



Oceania

Average Developer Age: 34
93% male



THE GLOBAL DEVELOPER LANDSCAPE

Asia and Africa have a younger technical workforce and are faster to exploit new areas like IoT



Professional Hobby or side project

«ПРОБЛЕМА ОПЫТА»

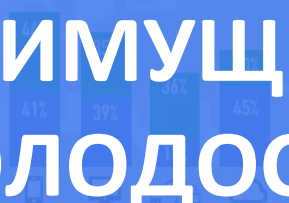
North America

Average Developer Age: 34
90% male



Europe

Average Developer Age: 32
96% male



Asia

Average Developer Age: 27
95% male



«ПРЕИМУЩЕСТВА МОЛОДОСТИ»

Africa

Average Developer Age: 27



НЕРАВНОМЕРНОСТЬ РАЗВИТИЯ РЫНКА В РАМКАХ ГЕОГРАФИИ

Oceania

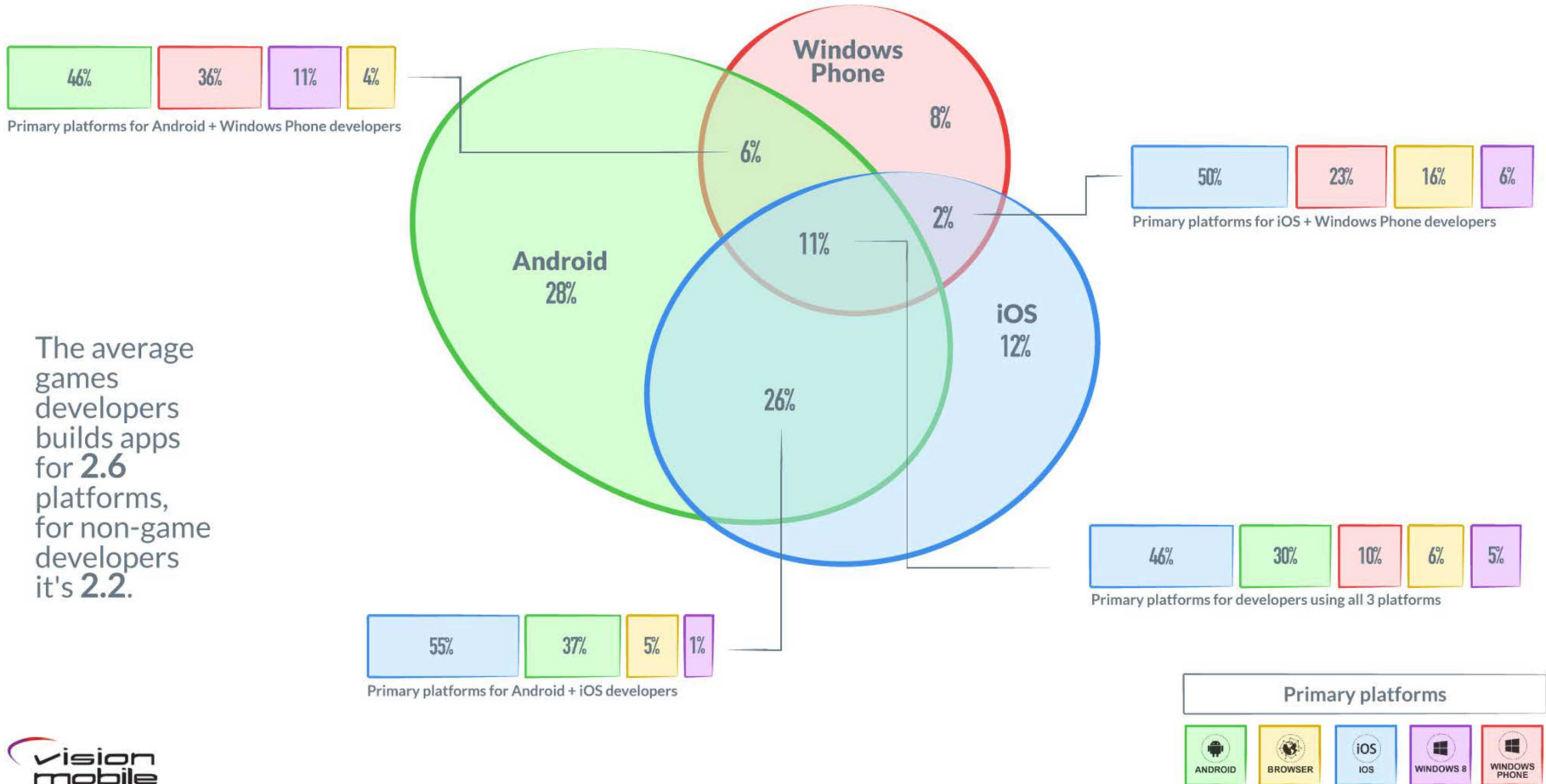
Average Developer Age: 34
92% male



MOBILE PLATFORMS: NOT IOS OR ANDROID BUT BOTH

37% of all mobile developers target both iOS and Android, only 7% target none of the top 3 platforms

% of all mobile developers using each combination of the top 3 platforms



The average games developers builds apps for **2.6** platforms, for non-game developers it's **2.2**.



MOBILE PLATFORMS: NOT IOS OR ANDROID BUT BOTH

37% of all mobile developers target both iOS and Android, only 7% target none of the top 3 platforms

iOS – МАРЖИНАЛЬНОСТЬ –
ПРЯМАЯ МОНЕТИЗАЦИЯ

Android – ОХВАТ И АУДИТОРИЯ
– КОМПЛЕКСНАЯ
МОНЕТИЗАЦИЯ

Windows Phone - ? – Windows 10
=)

The average games developers builds apps for 2.6 platforms, for non-game developers it's 2.2.



DEVELOPER REVENUES: CLOUD SERVICES ARE THE MOST LUCRATIVE, INTERNET OF THINGS THE LEAST

28% of Cloud Services developers make more than \$10k per month vs. 15% for Internet of Things developers

Total monthly revenues by development area % of developers interested in revenues

MOBILE APPS

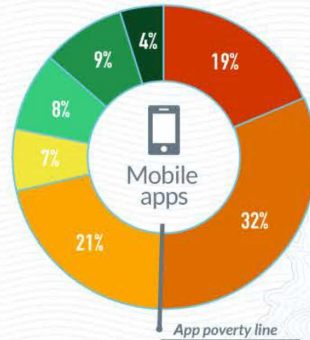
Revenue Models

Most popular:

Advertising
Paid downloads

Most lucrative:

e-Commerce (non-digital goods)
Affiliate or CPT programs



DESKTOP APPS

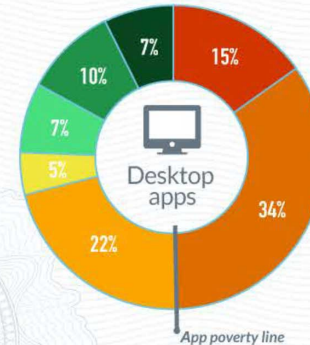
Revenue Models

Most popular:

Advertising
Contract work

Most lucrative:

Royalties or licensing
Selling services to developers



INTERNET OF THINGS

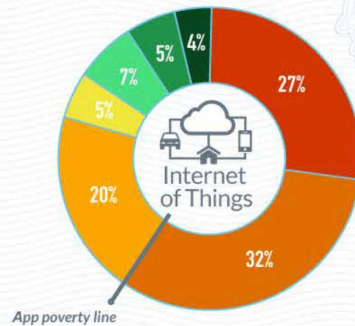
Revenue Models

Most popular:

Selling physical products
Software licensing

Most lucrative:

Software licensing
Selling physical products



CLOUD SERVICES

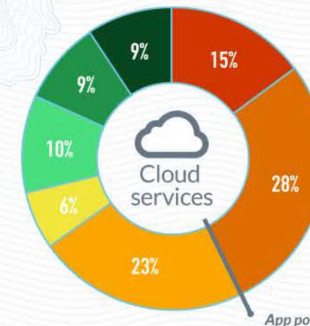
Revenue Models

Most popular:

Contract work
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Most lucrative:

Royalties
Licensing client software



Total monthly revenue in US dollars



DEVELOPER REVENUES: CLOUD SERVICES ARE THE MOST LUCRATIVE, INTERNET OF THINGS THE LEAST

28% of Cloud Services developers make more than \$10k per month vs. 15% for Internet of Things developers

CLOUD – САМАЯ ДОХОДНАЯ СФЕРА ДЛЯ РАЗРАБОТЧИКОВ

Total monthly revenues by development area

MOBILE APPS

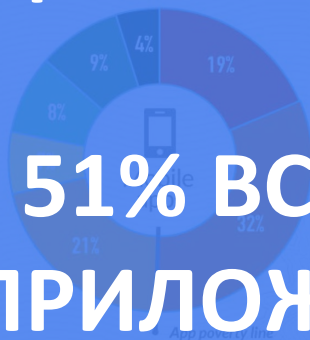
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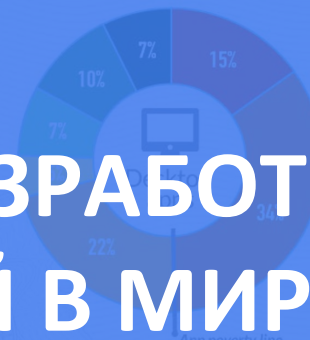
DESKTOP APPS

Revenue Models

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Selling services to developers

Royalties or licensing
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БОЛЕЕ 51% ВСЕХ РАЗРАБОТЧИКОВ
ПРИЛОЖЕНИЙ В МИРЕ

ЗАРАБАТЫВАЮТ МЕНЕЕ \$ 500 /
МЕСЯЦ

INTERNET OF THINGS

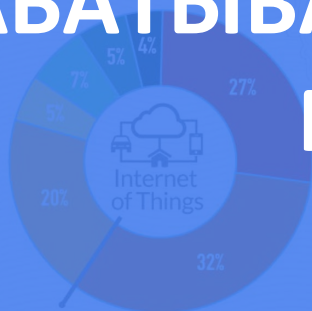
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CLOUD SERVICES

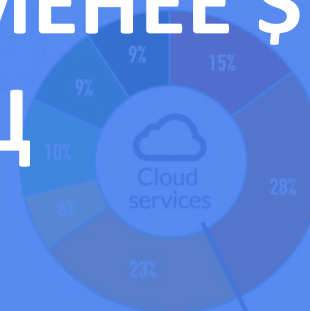
Revenue Models

Most popular:

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Most lucrative:

Royalties
Licensing client software



IoT и E-Commerce – СЛЕДУЮЩИЕ
ДОХОДНЫЕ РЫНКИ

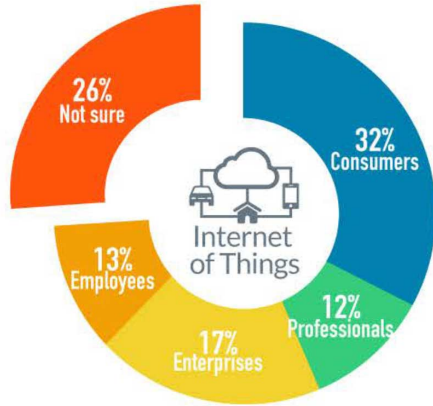
Legend: \$0, \$1 - 500, \$500 - 5,000, \$5 - 10k, \$10 - 50k, \$50 - 500k, \$500k +



IIOT: LOTS OF SOLUTIONS STILL LOOKING FOR THE RIGHT PROBLEMS

Almost 50% of IoT developers now build software-only solutions, the rest are building "Things" but who are they building them for?

26% of IoT developers aren't sure of their audience



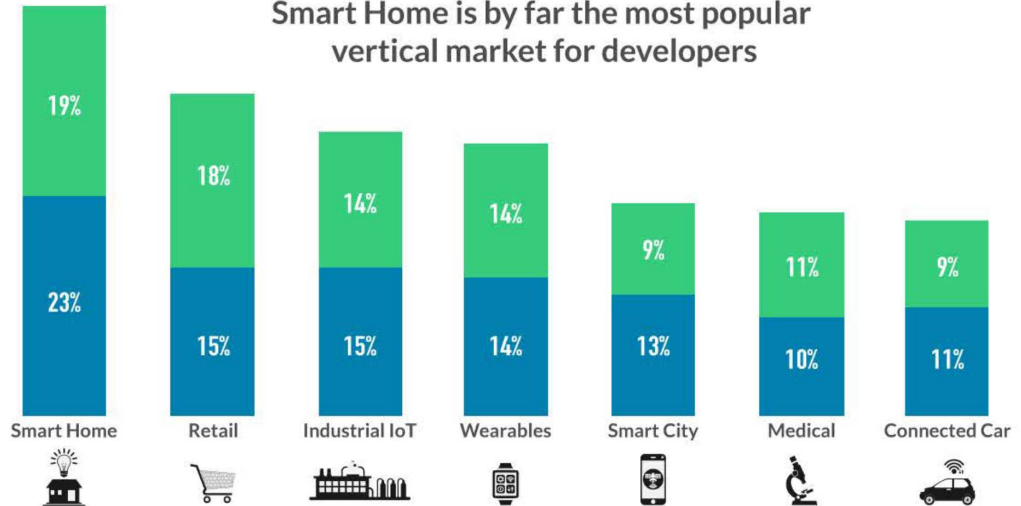
% of IoT developers targeting each audience



Involvement in IoT

- Software only
- Hardware or firmware

Smart Home is by far the most popular vertical market for developers



% of IoT developers currently targeting at least 1 vertical market

IOT: LOTS OF SOLUTIONS STILL LOOKING FOR THE RIGHT PROBLEMS

Almost 50% of IoT developers are not sure if their products are solving the right problem. What are they building them for?

ВСЕ ХОТЯТ РАБОТАТЬ В IoT, НО

НЕ ВСЕ ЗНАЮТ ДЛЯ КОГО

HARDWARE – СЛОЖНАЯ ИСТОРИЯ, КОТОРУЮ «ЛУЧШЕ»

ИЗБЕГАТЬ

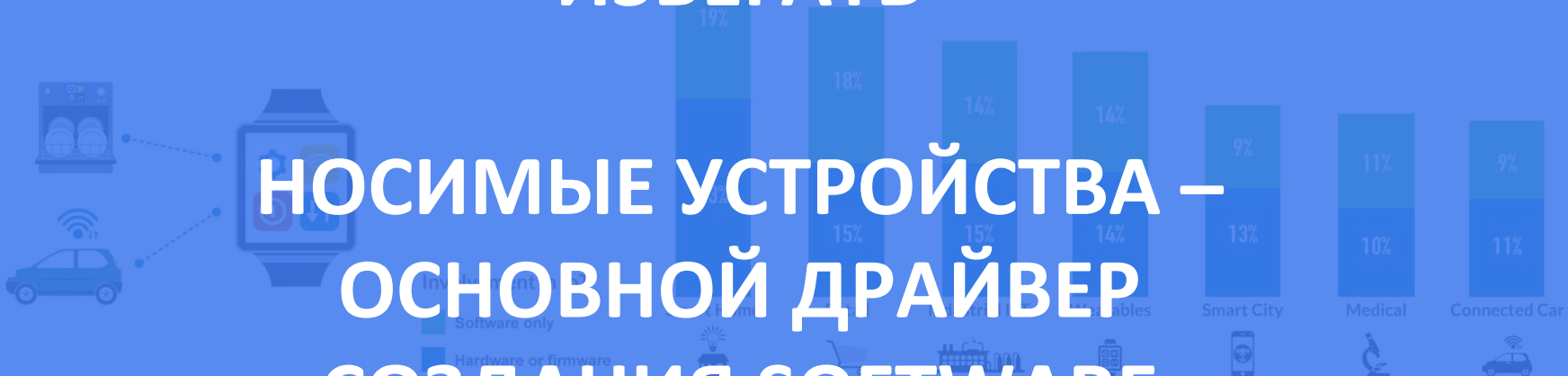
НОСИМЫЕ УСТРОЙСТВА – ОСНОВНОЙ ДРАЙВЕР СОЗДАНИЯ SOFTWARE

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% of IoT developers targeting each audience

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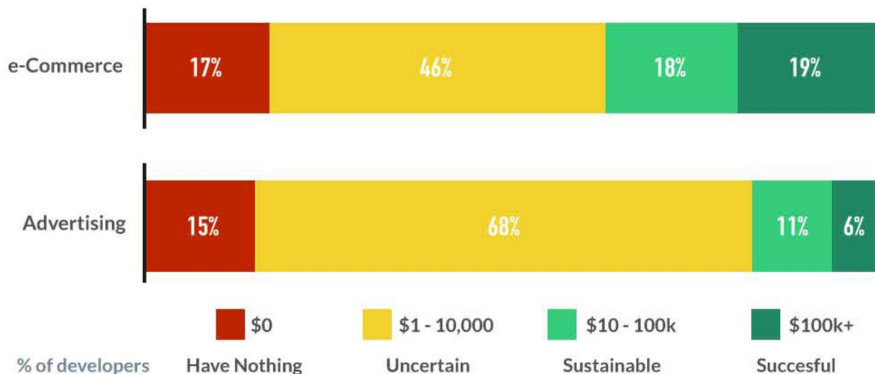
% of IoT developers currently targeting at least 1 vertical market



E-COMMERCE IS THE NEXT BIG BATTLEGROUND IN MOBILE

Mobile commerce developers are more than 3x as likely to make \$100k+ per month than those monetising with ads

% of developers interested in revenues, using e-Commerce or advertising revenue models



10%

of mobile developers use e-Commerce as a revenue model

46%

of mobile developers use advertising, the most popular revenue model

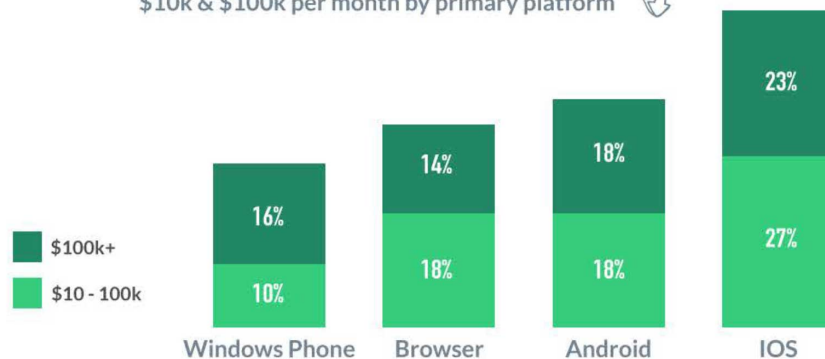


Mobile commerce revenues from native platforms are already overtaking those from the mobile web.

Internet giants everywhere want to be involved in the transactions.

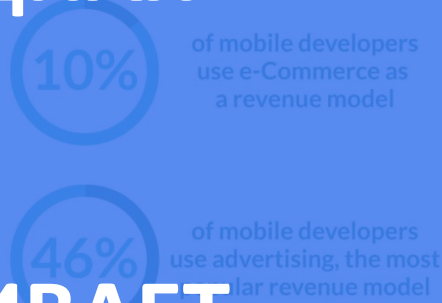
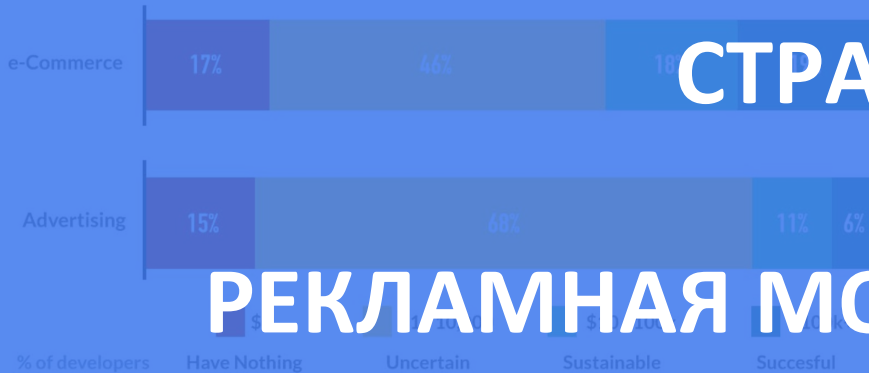


% of e-Commerce developers making more than \$10k & \$100k per month by primary platform



ПРОДАЖА РЕАЛЬНЫХ ПРОДУКТОВ

ИЛИ УСЛУГ - САМАЯ ВЫГОДНАЯ СТРАТЕГИЯ

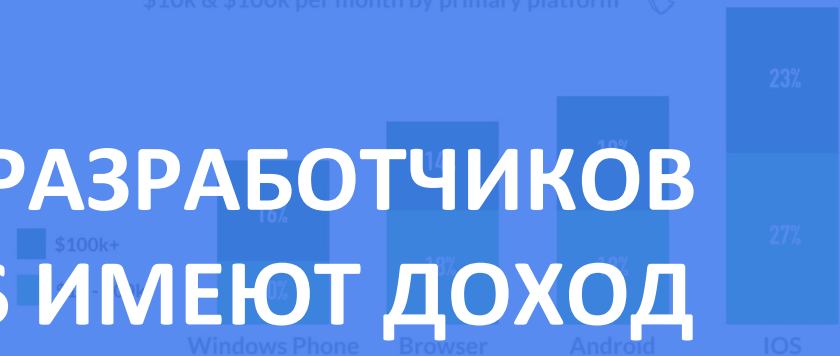


РЕКЛАМНАЯ МОДЕЛЬ ИЗЖИВАЕТ СЕБЯ, НО ЯВЛЯЕТСЯ САМОЙ ПОПУЛЯРНОЙ

Mobile commerce revenues from native platforms are already overtaking those from the mobile web.

Mobile commerce developers making more than \$10k & \$100k per month by primary platform

БОЛЕЕ ПОЛОВИНЫ РАЗРАБОТЧИКОВ E-commerce ДЛЯ iOS ИМЕЮТ ДОХОД > \$ 10 000 / МЕСЯЦ



СПАСИБО!

АЛЕКСАНДР ВАСИЛЬЕВ

Генеральный директор
APPS4ALL

AVASILIEV@APPS4ALL.RU

+7 903 974 94 09