

## Application Innovation

With the increased ability to access the Internet on-the-go and significant growth and adoption of smartphones, an explosion of applications to run on these devices also has emerged. Current generation smartphones more closely resemble computers than the phones of old and the applications that are available reflect this increased computing ability. Apple's iTunes,<sup>1</sup> Google's Android, Nokia's Symbian platform,<sup>2</sup> Palm's PalmOS platform,<sup>3</sup> Palm's WebOS platform,<sup>4</sup> and Research in Motion's BlackBerry platform<sup>5</sup> all have online stores dedicated to providing users access to applications for their wireless devices and press reports indicate that Microsoft is planning a store for its Windows Mobile platform.<sup>6</sup> This element of the wireless ecosystem did not exist 14 months ago, and now boasts over 80,000 applications and growing.

Like mobile wireless broadband services, generally, American consumers have embraced the world of applications and services that are being designed for their mobile platforms. The following chart shows the application stores that are available to U.S. consumers:

<b><u>Application Store</u></b>	<b><u>Date Launched</u></b>	<b><u>Number of Apps Available</u></b>
iTunes App Store	July 2008	> 65,000 <sup>7</sup>
Android Market	October 2008	> 1,000 <sup>8</sup>
Palm Software Store	January 2009	> 5,000 <sup>9</sup>
BlackBerry App World	April 2009	Launched with appx. 1,000 <sup>10</sup>
Nokia Ovi Store	May 2009	20,000 Apps and Media Files <sup>11</sup>
Palm App Catalog	June 2009 <sup>12</sup>	
Windows Mobile Marketplace <sup>13</sup>	TBD	

In the short time since the iTunes App Store's launch – just one year – more than 1.5 billion applications have been downloaded by consumers.<sup>14</sup>

<sup>1</sup> See "App Store and Applications for iPhone" at <http://www.apple.com/iphone/appstore/> (last accessed Apr. 7, 2009).

<sup>2</sup> Elizabeth Woyke, "Nokia's Gigantic App Store", *Forbes.com* available at <http://www.forbes.com/2009/05/07/nokia-ovi-store-technology-wireless-nokia.html>.

<sup>3</sup> See [http://software.palm.com/us/html/top\\_products\\_treo.jsp?device=10035300025](http://software.palm.com/us/html/top_products_treo.jsp?device=10035300025) and <http://appstore.pocketgear.com/palm/>.

<sup>4</sup> See <http://developer.palm.com/>

<sup>5</sup> See "App World" at <http://na.blackberry.com/eng/services/appworld/> (last accessed Apr. 7, 2009).

<sup>6</sup> Trade press reports that Microsoft is planning a marketplace for Windows Mobile devices called "SkyMarket". See <http://www.fiercedev.com/story/microsoft-launch-winmo-app-store-next-month/2009-01-19>.

<sup>7</sup> See Apple iPhone, <http://www.apple.com/iphone> (last accessed June 15, 2009).

<sup>8</sup> See Adam Ostrow, "Paid Apps Enter Google's Android Market," *Mashable*, Feb. 13, 2009, available at <http://mashable.com/2009/02/13/google-android-paid-apps/>.

<sup>9</sup> See Palm Software Store, [http://software.palm.com/us/html/top\\_products\\_treo.jsp?device=10035300025](http://software.palm.com/us/html/top_products_treo.jsp?device=10035300025) (last accessed June 15, 2009); see also Pocketgear App Store, <http://appstore.pocketgear.com/palm/> (last accessed June 15, 2009).

<sup>10</sup> See "RIM Launches BlackBerry App World," Press Release, Apr. 1, 2009, available at <http://na.blackberry.com/eng/newsroom/news/press/release.jsp?id=2223>.

<sup>11</sup> See *supra* n. 19.

<sup>12</sup> See "New Apps for Palm Pre," The Official Palm Blog, June 8, 2009, available at <http://blog.palm.com/palm/2009/06/new-apps-for-new-palm-pre.html>.

<sup>13</sup> Trade press reports that Microsoft is planning a marketplace for Windows Mobile devices. See <http://www.fiercedev.com/story/microsoft-launch-winmo-app-store-next-month/2009-01-19>; see also <http://www.downloadsquad.com/tag/windows-marketplace-for-mobile>.

<sup>14</sup> See "How Apple's App Store got to 1.5 billion downloads", *Fortune Brainstorm Tech* available at <http://brainstormtech.blogs.fortune.cnn.com/2009/07/14/how-apples-app-store-got-to-1-5-billion-downloads/> (July 14, 2009).