

App Downloads Rise 11 Percent Quarterly, Hit \$2.2B in Revenue

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App downloads across the four leading digital storefronts totaled more than 13.4 billion in the first quarter of 2013, marking an 11 percent increase quarterly. Without revenue sharing taken into account, that total was enough to post \$2.2 billion in revenue for all stores combined.

According to Canalys' [App Interrogator research](#) [1], direct revenue from paid-for apps, in-app purchases and subscriptions combined grew by 9 percent quarterly.

The report saw North America raise its revenue and download totals, up 8% and 6% respectively, during the quarter. But the report saw the strongest growth in emerging markets like South Africa, Brazil and Indonesia.

The majority of the action was attributed to Google and Apple.

"Apple's App Store and Google Play remain the heavyweights in the app store world. In comparison, BlackBerry World and the Windows Phone Store remain distant challengers today, though they still should not be ignored," said Tim Shepherd, Canalys Senior Analyst.

Interestingly, Google Play accounted for 51 percent of the stores' collective worldwide downloads but Apple's App Store pulled in 74 percent of indexed proportion of revenue between the stores.

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<http://www.wirelessweek.com/news/2013/04/app-downloads-rise-11-percent-quarterly-hit-22b-revenue>

Links:

[1] <http://www.canalys.com/newsroom/11-quarterly-growth-downloads-leading-app-stores>