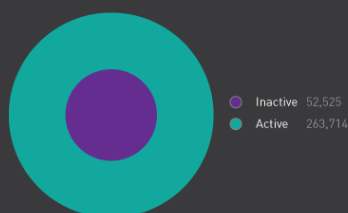
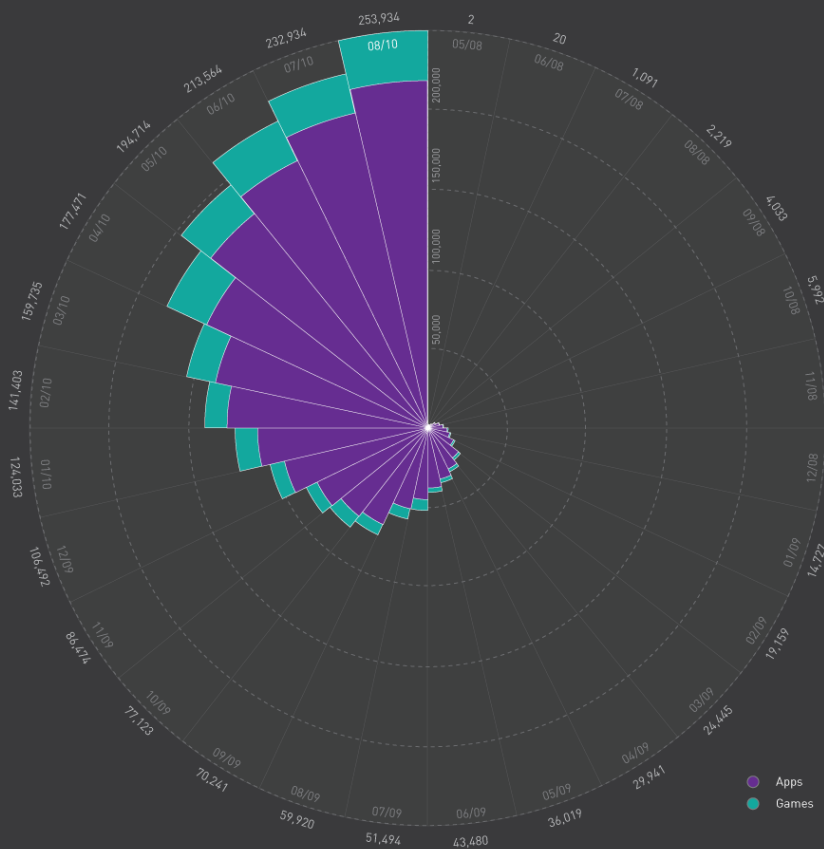


# App Store Metrics

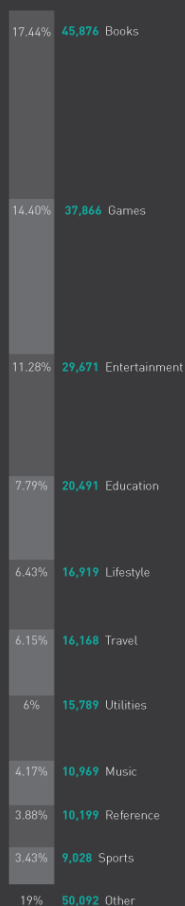
Stumble into Apple's App Store and you are greeted with literally thousands of applications you can download for your iPhone. The reason is simple: in a world of constant mobility and interactivity, both smartphone and app markets have gone stratospheric.



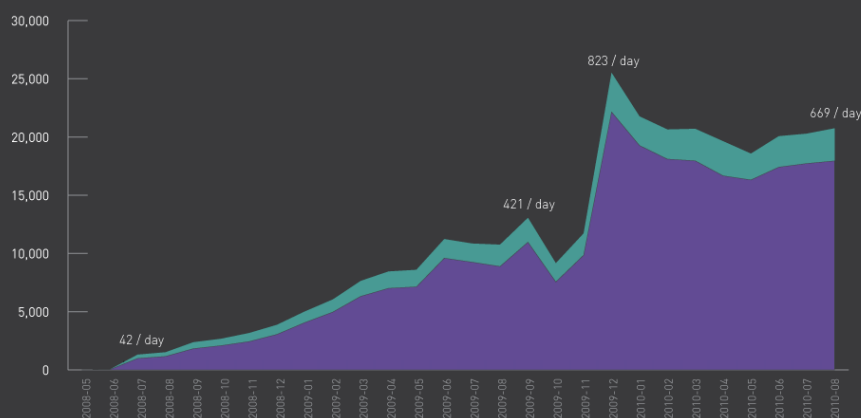
Active vs. Inactive Apps  
(as of 20 Sep 2010)



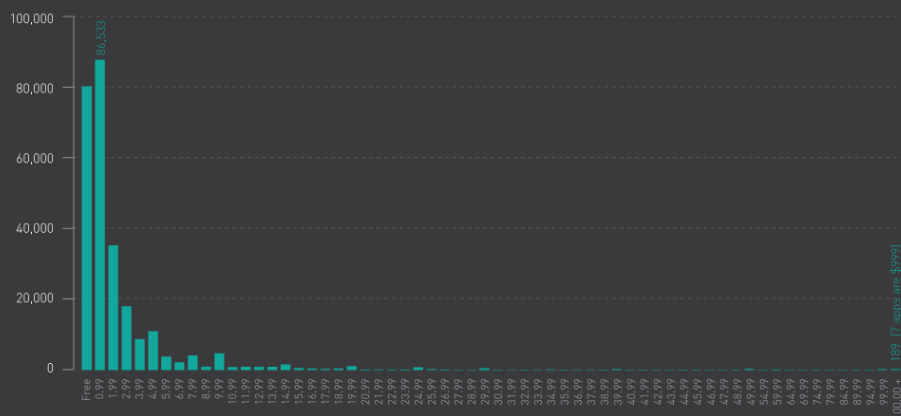
Total Number of Active Apps  
(May 2008 - August 2010)



Currently Active Apps by the Top 10 Categories  
(as of 20 Sep 2010)



Number of App Submissions to the iTunes Store by Month  
(May 2008 - August 2010)



App Price Distribution in USD \$  
(as of 21 Sep 2010)