

Feature Phone Apps March Forward

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Ovum forecasts the WW feature phone app market will reach revenues of \$1BN by 2016, fuelled by the success of smartphone apps.



The feature phone app market might even prove lucrative for some developers-- thanks to improvements in both developing and publishing, a larger market and reduced competition.

After all, feature phone users still vastly outnumber the smartphone market. Ovum says WW feature phone numbers will total 2.3BN in 2016, with a 63% share of the total mobile market.

HTML5-capable feature phone browsers (to become widespread in the next 12-18 months) could also be a boon for developers, even if "JavaME software is the best option for developing feature phone apps".

Go [Feature Phone Apps Market to Almost Double to \\$1 billion](#)