

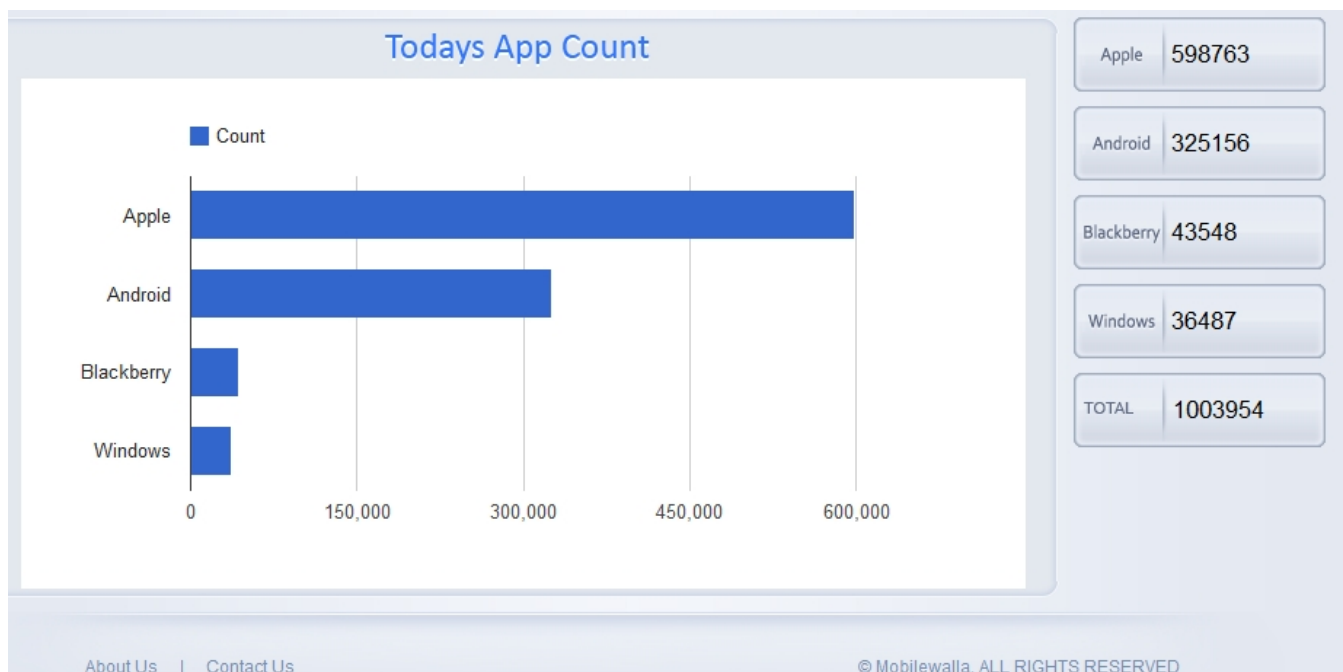
## Apps Cross 1 Million Milestone

Written by Marco Attard  
09. December 2011

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The total number of apps in all format smartphone app stores crosses the major 1 million milestone-- according to Milewalla, the total number of apps available (at the time of writing) totals 1003954.

Taking in account iOS, Android, Blackberry and Windows Phone 7 apps, the analyst says the number of apps more than doubled in 2011, since app numbers totalled at around 484000 by end 2010.



iOS is the app market leader, with 59.6% of apps (totalling 598763). Android comes 2nd, with 32.4% (325156), with Blackberry (4.4%, 43548) and Windows Phone 7 (3.6% and 36487) following.

Milewalla also says Apple developers add around 1000 new apps to the store daily, while Android developers add around 1400 a day.

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Entertainment leads as the most popular app category (16.68% of total) followed by Games (13.36%), Lifestyle (8.02%) and Utilities (7.13%).

The mobile app market is still very young-- it just started in 2008, and is not only going through incredible growth, but also permanently changing the software market. For the better, or worse? That depends on whom you're asking (if it's developers, OS vendors or software retailers), of course...

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