

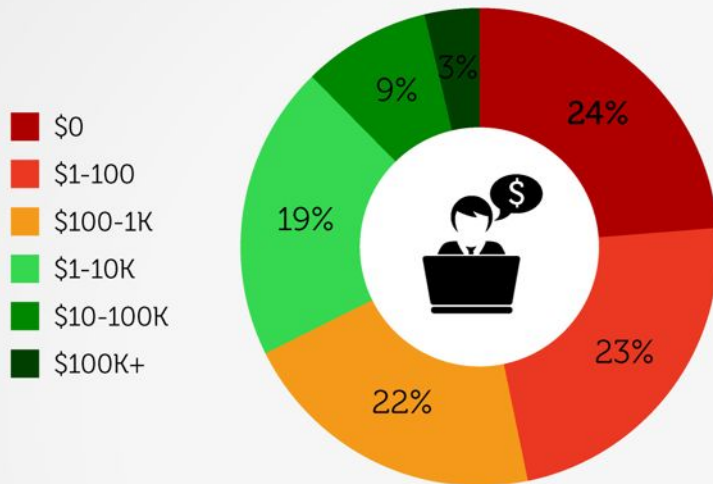
THE APP ECONOMY IS A WINNER TAKES ALL GAME

How many app businesses are sustainable?

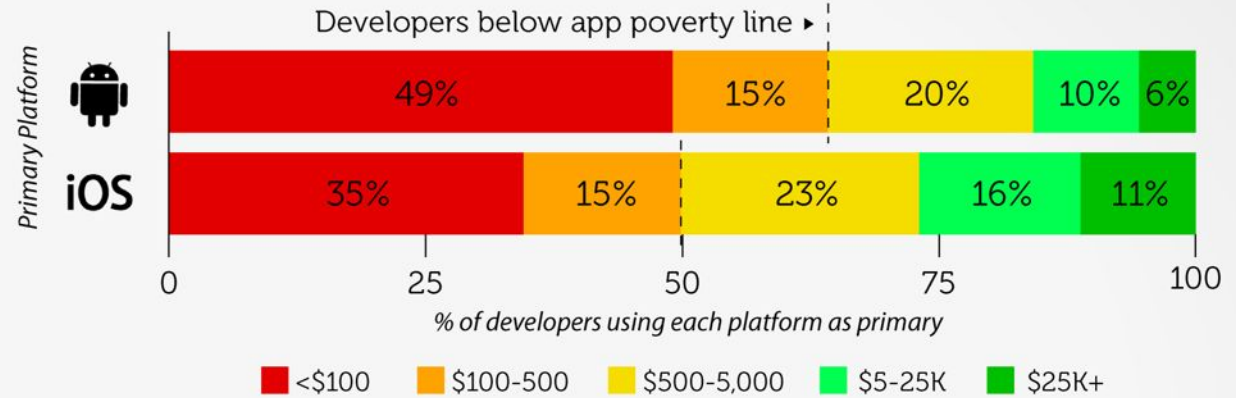


Monthly App Revenues

% of all developers interested in revenues



Revenue Distributions - Android vs. iOS First



1.6% of developers have an app earning >\$500k per month. Together they earn multiples of the other **98.4%** combined.

How App Revenues are Split

Here's how revenues are split amongst those earning < \$500k per month. Box area is proportional to the fraction of total revenues earned by each group.

