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European Developer Attitudes Towards App Stores September 2023

## **Research** objectives

#### Objectives

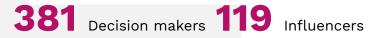
#### Sample

- Gather insight on perspectives of mobile app and game developers in both technical and non-technical roles, across key European countries, business types and sizes (app vs game, monetization method, company size)
- Explore current experience of developers and the benefits they derive from app stores and app store billing services.
- Provide perspective on performance of key app stores and app store billing services.
- Understand developer sentiment around app store business models.

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responses, incl.



#### Company type:

- Established: 329
- Startup: 63
- Game studio: 61
- Other: 47

#### **Company size:**

- One person: 24
- 2-50 people: 198
- 51-500 people:
   203
- **5**01+: 75

## User base (MAUs of largest product):

- < 500k: 169
- 500k-5m: 155
- > 5m: 147

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## Executive Summary



3

## Key findings

## 1

There is **strong app store competition**, with many developers **distributing through multiple app stores** simultaneously, particularly within Android, and **high rates of satisfaction** across competing app stores.

Developers are **satisfied** with and **derive material value from Google Play**, including over the entire app lifecycle.

This is **true for developers of all types**,

monetization methods, countries and of a range of company and user base sizes. 3

Developers expect app stores to **provide integrated billing services**. They are **satisfied** with and see **Google Play Billing as providing value** in a number of ways.

This is also **true for developers of all types**, monetization methods, countries and of a range

of company and user

base sizes.

## 4

Developers **support the ability for app stores to have viable business models** and their ability to charge fees, reinvest in their platform and structure fees on a revenue sharing basis.



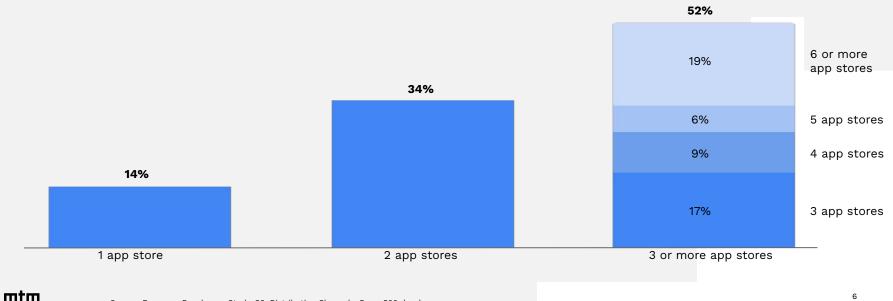
## App store competition



#### App store competition

### 86% of app and game developers distribute via 2 or more app stores; over half distribute via 3 or more app stores

Number of app stores used

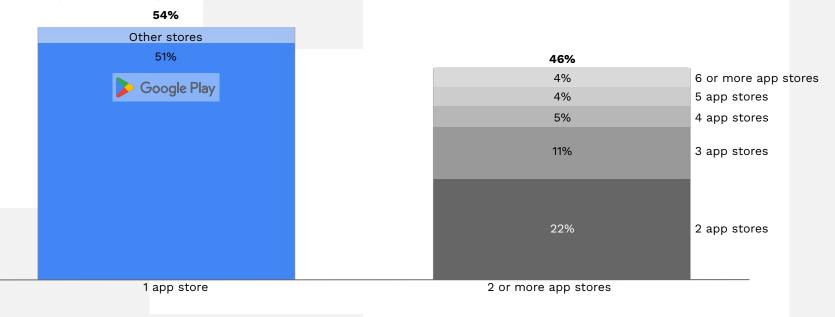


Android app store competition

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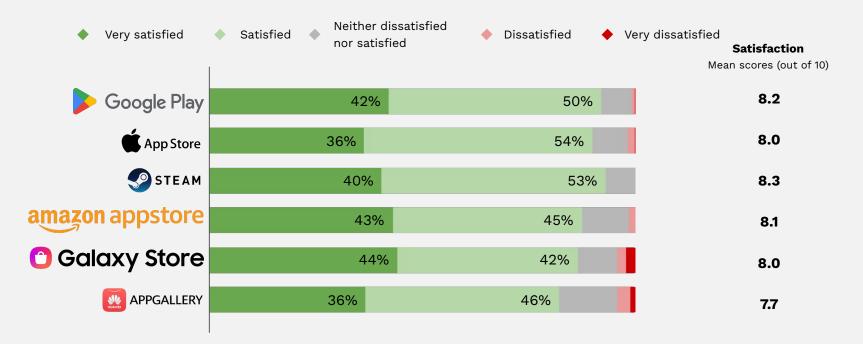
# 46% of Android developers distribute via multiple Android app stores

#### Number of Android app stores used by developers who distribute on Android



App store satisfaction

## Developers are highly satisfied with multiple app stores



Source: European Developers Study. A2/5. App Store Satisfaction. Base: 451 developers with at least 1 active app/game on Google Play, 372 Apple App Store, 57 Steam, 128 Amazon Appstore, 130 Samsung Galaxy Store, 66 Huawei AppGallery. **App store benefits** 

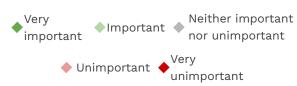
### We tested the importance of, and app store delivery against, 20 app store benefits; we have grouped them into 5 categories for analysis

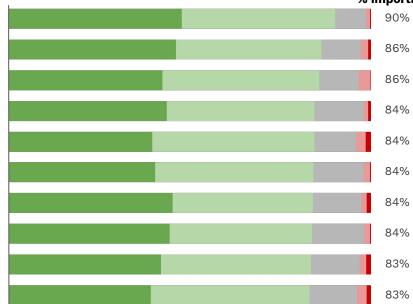
| උදිං                  | User<br>Acquisition &<br>Growth | <ul> <li>Make it easy for users to find my app / game</li> <li>Make it easy for me / my company to market and advertise my apps / games</li> <li>Make it easy for me / my company to launch and grow my app / game in new markets</li> <li>Help me attract new users</li> </ul>   |
|-----------------------|---------------------------------|---|
| ×                     | Tooling &<br>Tech               | <ul> <li>Provide access to stable and production-ready technology</li> <li>Provide seamless integration with other developer products</li> <li>Provide testing and performance monitoring tools</li> <li>Provide tools, analytics and insights to help me/my organization / business succeed</li> <li>Provide tools that protect my business and my users from harmful content</li> </ul> |
| 8 <sup>8</sup> 8<br>U | Engagement<br>& Retention       | <ul> <li>Make it easy for me to update my app / game with existing users</li> <li>Help me retain my existing users</li> <li>Help me engage with my current users</li> <li>Help me understand my current users and their needs</li> <li>Help me communicate with my current users</li> </ul>   |
| (\$)                  | Monetization                    | <ul> <li>Provide integrated billing services that deliver a seamless and safe user experience</li> <li>Help me monetize my business</li> </ul>  |
| 2                     | Guidance &<br>Support           | <ul> <li>Provide access to updated and accurate documentation, including sample code</li> <li>Provide easy access to technical support when needed</li> <li>Provide easy access to business support when needed</li> <li>Provide easy access to policy support when needed</li> </ul>   |

#### Most important benefits by % who think important

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# Developers expect app stores to provide value over the entire app lifecycle





| රිසිං                | Make it easy for users to find my app / game  |  |  |  |  |  |
|----------------------|---|--|--|--|--|--|
| 887                  | Help me attract new users   |  |  |  |  |  |
| X                    | Provide access to stable and production-ready technology                              |  |  |  |  |  |
| ×                    | Provide tools that protect my business and my users from harmful content              |  |  |  |  |  |
| 2                    | Provide easy access to business support when needed                                   |  |  |  |  |  |
| ×                    | Provide tools, analytics and insights to help me / my organization / business succeed |  |  |  |  |  |
| <sup>88</sup> 8<br>⊌ | Help me retain my existing users  |  |  |  |  |  |
| ***<br>•             | Make it easy for me to update my app / game with existing users                       |  |  |  |  |  |
| රිසිං                | Make it easy for me / my company to market and advertise my apps /<br>games           |  |  |  |  |  |
| ≜≜≜<br>⊌             | Help me understand my current users and their needs                                   |  |  |  |  |  |

#### % important

Source: European Developers Study. A1. Importance of Benefits. Base: 500 developers with at least 1 active app/game on Google Play and/or Apple App Store.

#### Least important benefits by % who think important

2

X

2

\$

887

 $\otimes$ 

2

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### Bottom 10 needs still seen as important among at least 77% of developers





## Source: EEA Developers Study. A1. Importance of Benefits. Base: 66 developers with at least 1 active app/game on Google Play and/or Apple App Store who primarily monetize through subscriptions. 55 who primarily monetize through IAPs.

content

## Devs who primarily monetize through subs

Most important benefits by % who think important

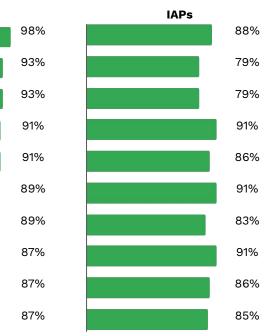
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and IAPs also expect app stores to provide value over the entire lifecycle

#### 8 \*\* Help me retain my existing users Provide testing and performance monitoring tools Provide integrated billing services that deliver a seamless and safe user experience 887 Make it easy for users to find my app / game Make it easy for me / my company to launch and grow my app / game 887 in new markets Make it easy for me / my company to market and advertise my apps / දුදු games $\otimes$ Provide access to stable and production-ready technology 887 Help me attract new users $\otimes$ Provide tools, analytics and insights to help me/my organisation / business succeed $\mathcal{X}$ Provide tools that protect my business and my users from harmful

fecycle

Subscriptions



#### Very important / Important

#### Least important benefits by % who think important

≜≜≜ ⊌

2

° ₽

2

2

% 8

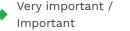
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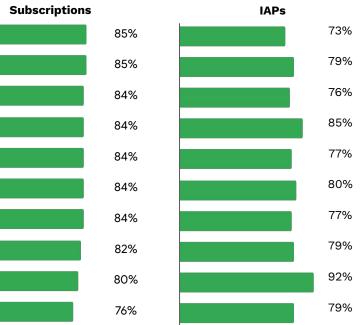
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## Bottom 10 needs still important to at least 73% of those who monetize through subscriptions or IAPs





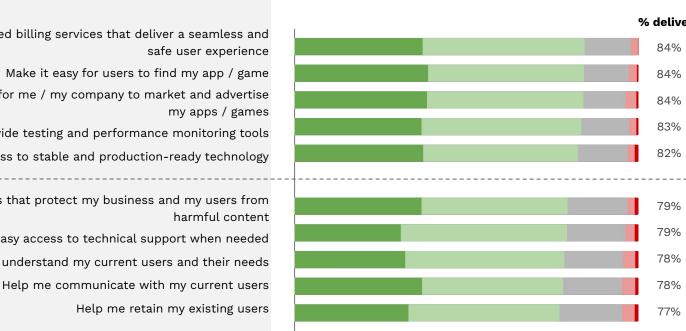
Help me engage with my current users Provide easy access to business support when needed Help me understand my current users and their needs Provide easy access to technical support when needed Provide easy access to policy support when needed Provide seamless integration with other developer products Provide access to updated and accurate documentation, including sample code Help me communicate with my current users Make it easy for me to update my app / game with existing users Help me monetise my business

Source: EEA Developers Study. A1. Importance of Benefits. Base: 66 developers with at least 1 active app/game on Google Play and/or Apple App Store who primarily monetize through subscriptions, 55 who primarily monetize through IAPs.

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Developers derive significant value from Google Play, including over the entire app lifecycle





Delivers

completelv

little

Delivers

substantially

deliver

Delivers very Does not

## Google Play delivers value over the entire app lifecycle; highest scores in integrated billing, discovery and tooling

Provide integrated billing services that deliver a seamless and ٢ safe user experience 887 Make it easy for users to find my app / game Make it easy for me / my company to market and advertise දුදු my apps / games × Provide testing and performance monitoring tools Provide access to stable and production-ready technology  $\gg$ Provide tools that protect my business and my users from harmful content Provide easy access to technical support when needed Help me understand my current users and their needs

Help me retain my existing users

Source: European Developers Study. A3. Advantages of Using Platform. Base: 451 developers with at least 1 active app/game on Google Play.

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% delivers

Delivers

somewhat

#### Google Play's value, top 5 and bottom 5 scoring benefits by % who think Google Play delivers

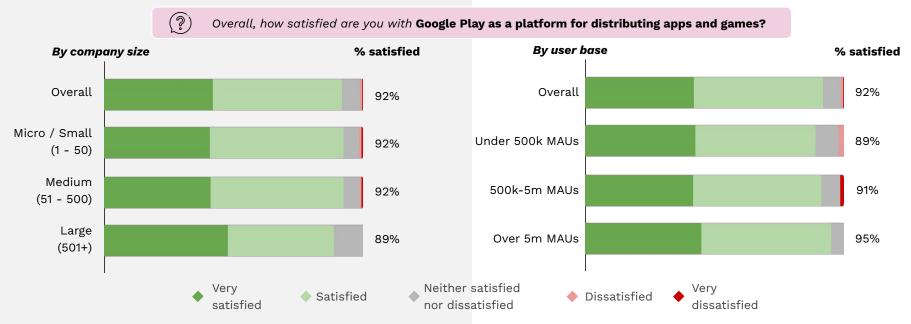
## Developers of all types are satisfied with Google Play, irrespective of whether they develop an app or game, or how they monetize

(?) Overall, how satisfied are you with Google Play as a platform for distributing apps and games? % satisfied By primary monetization method % satisfied By developer type 92% Overall Overall 92% E-commerce / 93% physical goods App only dev 93% In-app advertising 98% In-app purchases 90% Game only dev 88% Pay to download 89% paid app Both app and 92% game dev 94% Subscriptions Neither satisfied Verv Verv Dissatisfied Satisfied satisfied nor dissatisfied dissatisfied

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Source: European Developers Study. A2. App Store Satisfaction. Base: 451 developers with at least 1 active app/game on Google Play, 174 app only developers, 41 game only developers, 236 both app and game developers, 114 primarily monetizing through e-commerce / physical goods, 87 through in-app advertising, 59 through in-app purchases, 61 through pay to download/paid app, 48 through subscriptions.

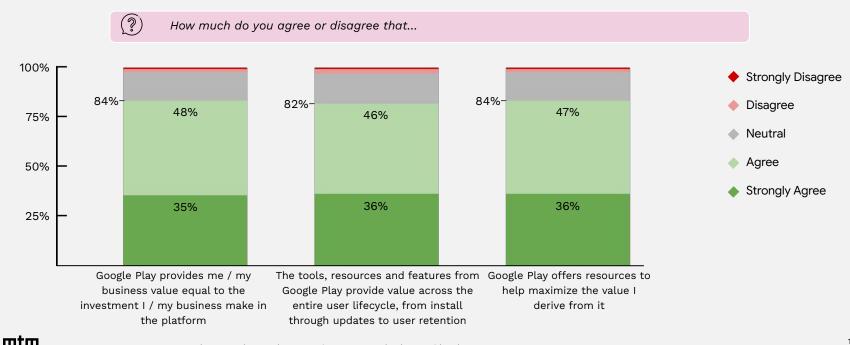
## Developers of all types are satisfied with Google Play; neither company nor user base size has material impact on satisfaction



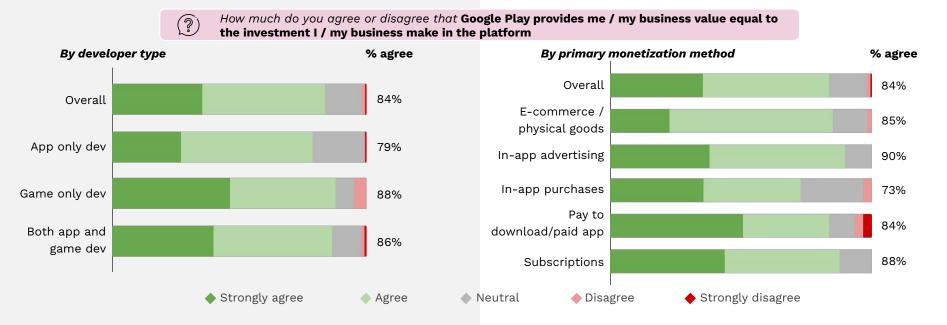
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Source: European Developers Study. A2. App Store Satisfaction. Base: 451 developers with at least 1 active app/game on Google Play, 196 working in micro companies, 184 working in medium-sized companies, 71 working in large companies, 146 whose biggest app has under 500k MAUs, 139 whose biggest app has 500k - 5m MAUs, 140 whose biggest app has over 5m MAUs.

# Developers agree that Google Play delivers their businesses good value



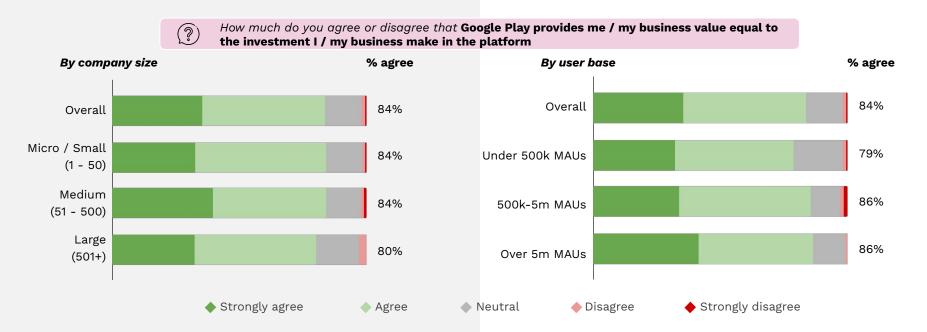
# Developers largely agree Google Play provides good value relative to the investment they make in the platform



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Source: European Developers Study. A4. Value Perceptions. Base: 451 developers, 174 app only developers, 41 game only developers, 236 both app and game developers, 114 primarily monetizing through e-commerce / physical goods, 87 through in-app advertising, 59 through in-app purchases, 61 through pay to download/paid app, 48 through subscriptions.

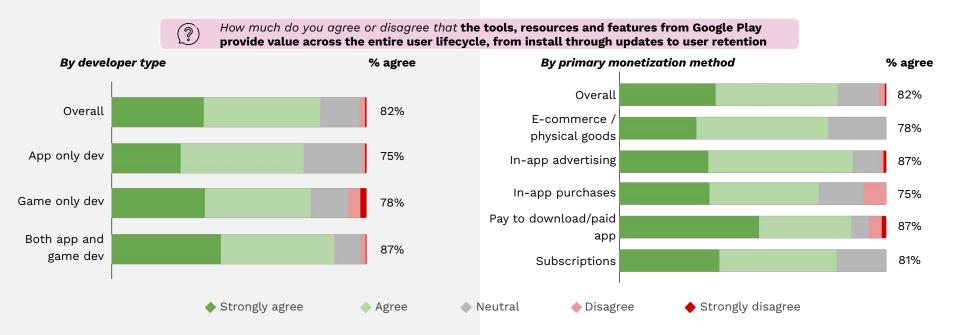
## Neither company nor user base size have significant impact on developers' perception of Google Play's value



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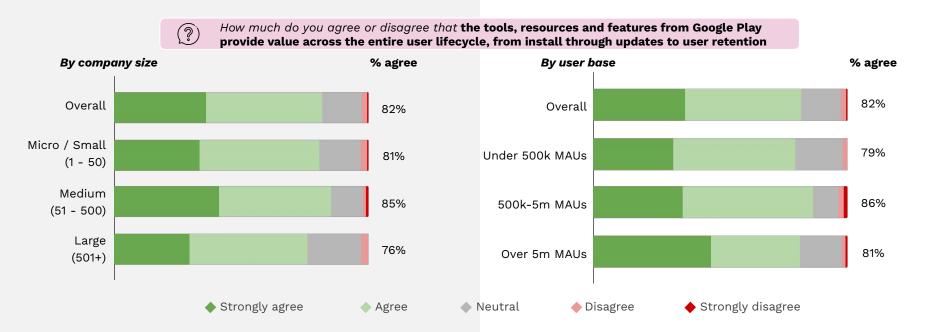
Source: European Developers Study. A4. Value Perceptions. Base: 451 developers, 196 working in micro companies, 184 working in medium-sized companies, 71 working in large companies, 146 whose biggest app has under 500k MAUs, 139 whose biggest app has 500k - 5m MAUs, 140 whose biggest app has over 5m MAUs.

Developers of all types and monetization methods agree Google Play provides value across the entire user lifecycle



Source: European Developers Study. A4. Value Perceptions. Base: 451 developers, 174 app only developers, 41 game only developers, 236 both app and game developers, 114 primarily monetizing through e-commerce / physical goods, 87 through in-app advertising, 59 through in-app purchases, 61 through pay to download/paid app, 48 through subscriptions.

Developers from all company and user base sizes agree Google Play provides value across the entire user lifecycle



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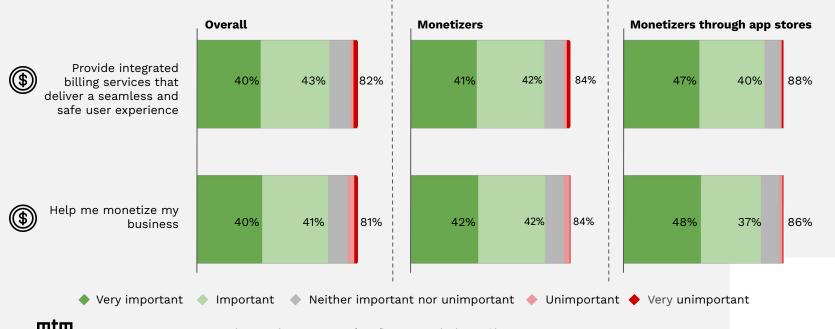
Source: European Developers Study. A4. Value Perceptions. Base: 451 developers, 196 working in micro companies, 184 working in medium-sized companies, 71 working in large companies, 146 whose biggest app has under 500k MAUs, 139 whose biggest app has 500k - 5m MAUs, 140 whose biggest app has over 5m MAUs.

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Developers derive significant value from integrated app store billing services, including Google Play Billing



Developers expect app stores to provide integrated billing services; this is especially true for those monetizing through app stores

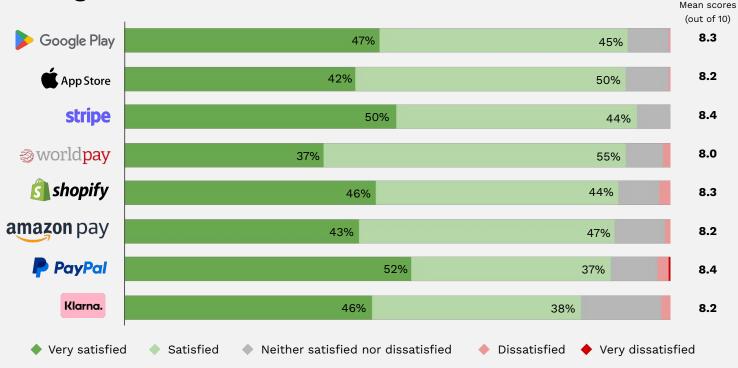


Source: European Developers Study. A1. Importance of Benefits. Base: 500 developers with at least 1 active app/game on Google Play and/or Apple App Store, 470 of which monetize their apps/games, 287 of which monetize through app stores (excludes those who monetize exclusively through in-app advertising and e-commerce / physical goods).

Value of app store billing services

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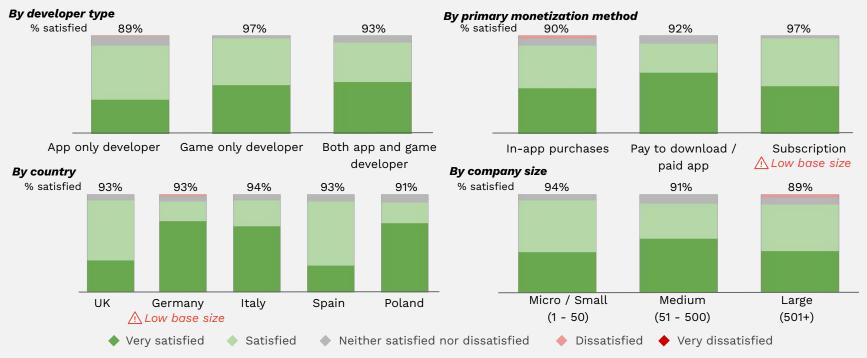
# Devs are satisfied with the value provided by many billing services



Satisfaction

Source: European Developers Study. B2. Billing Satisfaction. Base: 267 developers using Google Play Billing to enable consumers to transact in apps/games, 196 Apple App Store Billing, 48 Stripe, 74 WorldPay, 93 Shopify, 188 Amazon Pay, 250 PayPal (incl. Braintree), 123 Klarna.

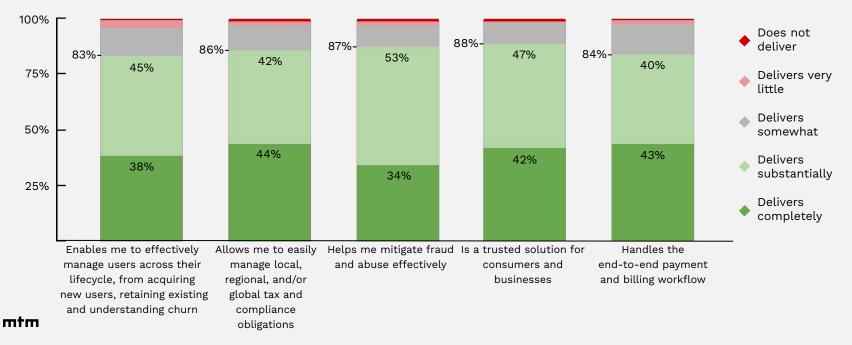
## Developers of all types are satisfied with the value provided by Google Play Billing



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Source: European Developers Study. B2. Billing Satisfaction. Base: 85 app only developers using Google Play Billing, 32 game only developers, 150 both app and game developers; 39 primarily monetizing through in-app purchases, 48 through pay to download/paid app, 29 through subscriptions; 46 from UK, 28 Germany, 40 Italy, 31 Spain, 44 Poland; 117 in micro / small companies, 112 in medium, 38 in large. 56 primarily monetizing through e-commerce / physical goods and 59 through in-app advertising not included.

## Google Play Billing provides value to developers in a number of ways; developers see GPB as delivering well against all measured benefits



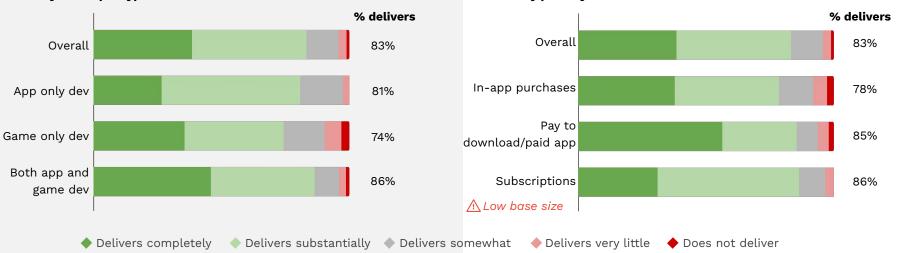
Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers using Google Play Billing to enable consumers to transact in apps/games for whom the first benefit is relevant, 256 for the second, 256 for the third, 260 for the fourth, 260 for the fifth. Excludes 'Not relevant' responses.

?)

By developer type

## Developers of all types and monetization methods are satisfied with Google Play Billing's user lifecycle management

How well, in your opinion, does Google Play Billing deliver the following benefit? Enables me / my company to effectively manage users across their lifecycle, from acquiring new users, retaining existing and understanding churn



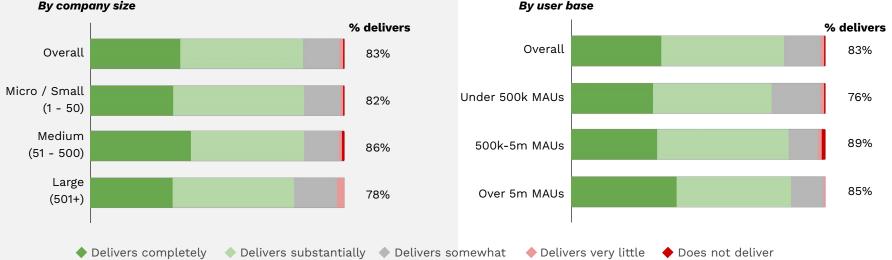
By primary monetization method

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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers, 83 app only developers, 31 game only developers, 146 both app and game developers, 37 primarily monetizing through in-app purchases, 48 through pay to download/paid app, 29 through subscriptions. 56 primarily monetizing through e-commerce / physical goods and 59 through in-app advertising not included. Excludes 'Not relevant' responses.

## Developers of all company and user base sizes are satisfied with Google Play Billing's user lifecycle management

How well, in your opinion, does Google Play Billing deliver the following benefit? Enables me / my company to effectively manage users across their lifecycle, from acquiring new users, retaining existing and understanding churn



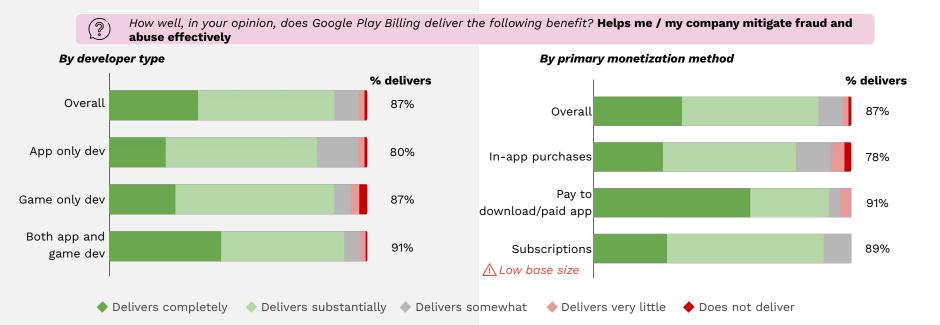
By company size

(?)

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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers, 114 working in micro companies, 110 working in medium-sized companies, 36 working in large companies, 66 whose biggest app has under 500k MAUs, 79 whose biggest app has 500k - 5m MAUs, 99 whose biggest app has over 5m MAUs, Excludes 'Not relevant' responses.

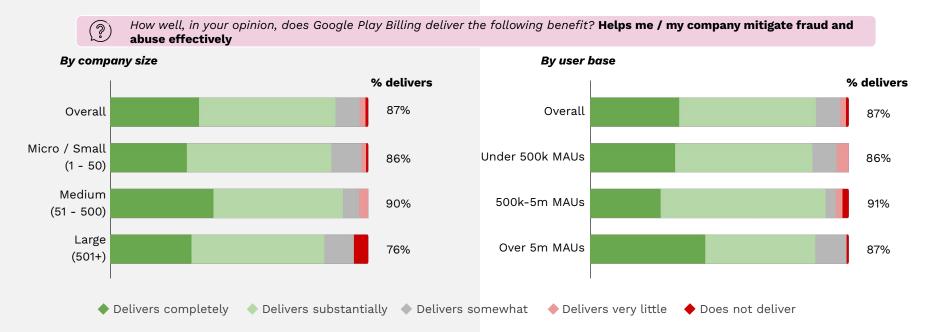
## Developers of all types and monetization methods are satisfied with Google Play Billing's fraud and abuse mitigation



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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers, 83 app only developers, 31 game only developers, 146 both app and game developers, 37 primarily monetizing through in-app purchases, 48 through pay to download/paid app, 29 through subscriptions. 56 primarily monetizing through e-commerce / physical goods and 59 through in-app advertising not included. Excludes 'Not relevant' responses.

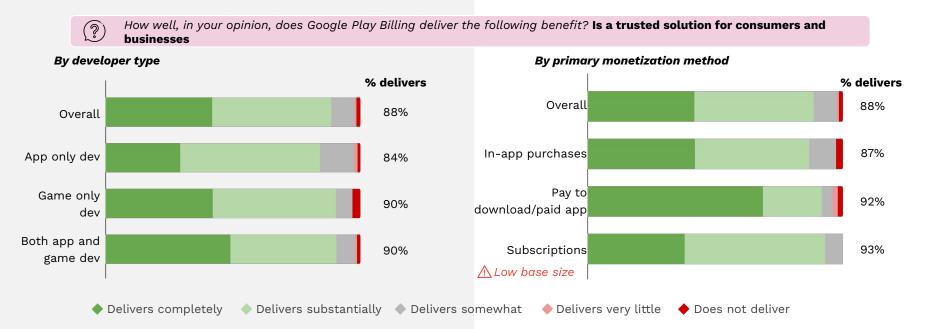
## Developers of all company and user base sizes are satisfied with Google Play Billing's fraud mitigation services



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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 256 developers, 111 working in micro companies, 110 working in medium-sized companies, 35 working in large companies, 64 whose biggest app has under 500k MAUs, 77 whose biggest app has 500k - 5m MAUs, 99 whose biggest app has over 5m MAUs. Excludes 'Not relevant' responses.

## Developers of all types and all monetization methods think of Google Play Billing as a highly trusted solution

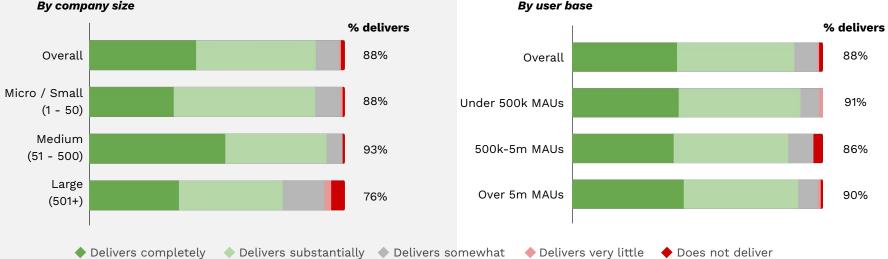


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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers, 82 app only developers, 31 game only developers, 147 both app and game developers, 38 primarily monetizing through in-app purchases, 48 through pay to download/paid app, 29 through subscriptions. 56 primarily monetizing through e-commerce / physical goods and 59 through in-app advertising not included. Excludes 'Not relevant' responses.

## Developers in medium-sized companies are more likely to think of GPB as a trusted solution; user base has little effect on devs' view

How well, in your opinion, does Google Play Billing deliver the following benefit? Is a trusted solution for consumers and (?) businesses



By user base

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Source: European Developers Study. B3. Advantage of Using Billing Service. Base: 260 developers, 112 working in micro companies, 111 working in medium-sized companies, 37 working in large companies, 66 whose biggest app has under 500k MAUs, 79 whose biggest app has 500k - 5m MAUs, 101 whose biggest app has over 5m MAUs, Excludes 'Not relevant' responses.

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Developers support the ability for app stores to have viable business models and the way these are currently structured



#### App store business models by % agree / disagree

### Developers support app store business models and their current structure

#### % agree % agree 77% 81% 84% 89% 87% 86% 86% 90% 82% 83% Strongly agree Disagree Strongly disagree Agree Neutral

**Google Play Billing users** 

#### All developers

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App stores should be able to charge fees for the use of their services

App stores should be able to earn revenue to continue investing in their service provision

App stores should provide opportunities for smaller developers to gain exposure and compete with larger developers

It is reasonable for app stores to have dedicated programs for specific app or game categories

It is reasonable for app stores to structure their fees as a percentage of revenues from digital content sales

Source: European Developers Study. C1, C2. Business Model Rationale. Base: 500 developers, 267 developers who use Google Play Billing..



## Thank you