30 percent Decrease in App Downloads by Apple iPhones and iPads in March

by John Henry

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Fiksu, apps marketing platform maker for mobiles, declared that Apple Co. has been reported dwindle in apps downloading from Apple Appâ€™s store in March. The decline was quite obvious, as stated by Fiksu, because of the launch of new Apple flagship. Release of Apple iPhone 4S was a boom in terms of app downloads. The apps downloading were taking at high pace when the phone just entered the human world in last October but the decline in app downloads indicates that everything is normal at Apps store.

The Fiksu went through a survey of around 21 billion app launches, purchases and registrations and stated that app downloads followed by around 200 iPhones and iPads every day in US has now reached the figure of 4.45 million in this month from 6.35 million in previous month. Over all, around 2 million of total apps download units have been suffered by the company. Surprisingly, the fall in app downloads took place exactly in same month when the company was so famous for crossing 25 billion of score in regards with app downloads. As per Fiksu, the decline was not observed only in iPads models, but also in iOS bearing smartphones.

Besides iPhone 4S deals @ http://www.iphone4scontractdeals.co.uk/ overshadow reason for the drop in app download, Fiksu added that another reason can be cited as the changes made in the policy by the Apps store. The new changed policy at Apps store has downcast app users to get app downloaded on their devices. Adding to these, Fiksu has revealed yet another information of cut-down in rates of apps by the users. Fiksu says that the developers of apps have decreased the providing price of the apps for their customers.

The present rates have been reported as 1.30 USD from its previous rate 1.31. The cut-down in rate is quite slight or almost negligible. However, the rate is applicable for the loyal customers of the apps who uses use the apps facility twice, thrice or even more number of times. With this decreased rated of the apps, the rate is now at its lowest as compared with the rates eight months ago, which were 1.41USD per user.

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John Henry - About Author:
John Henry is expert telecom adviser and he writes for mobile. Get the right information for mobile technology. To get more information about a iPhone 4s vodafone and a iphone 4s contract deals
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