Article published on December 21st 2011 | Software

Android Market is running in an unstoppable speed to cope up with the immense competition that Apple's AppStore is giving. Although, itâ€™s a fact that Apple AppStore is leading the race with huge difference, however, with 10 billion downloads Android Market is also fighting strong. Android Market went from 3 billion downloads in March to 6 billion in July to 10 billion in December. But how can we forget, AppStore have enjoyed about 15 billion downloads up-till July this year. Huge iOS device shipments during this festive season can also bring a bit of disappointment to Android family.

iOS is Still The Boss:

But Android application development deserves appreciation for the fact that it stoop and fighting hard against a company which produced king of smartphones. Apple's wireless handsets are still making enough uproar in the wireless technology field, while, on the contrary, Android also presented itself as a great compititor. Android phones and iPhones dominate the US smartphone market and according to recent updates from the marketpace, 83% of app down-loaders use iPhone or Android smartphones. There can be many reasons why Apple is leaving behind all its competitors; one may be the fact that app developers can make a lot of money by producing an app for iOS platform. There are few common factors which help a platform to be successful and popular. Following traits are worth mentioning:

1.Worthy development tools, as well as good APIs need to be there

2.One killer application that users must have or they badly want to have in their gadgets

3.All applications should appeal to its targeted group and they need to find it useful

4.Third party application builders can introduce a host of applications which are easily downloadable

5.Ecosystem needs to be robust

Out of the above mentioned points, Apple cash on the 4th point, however, Android believes in the 3rd one. So, we can see why Apple is still the favorite platform among the developers.

Android Market Growth:

Itâ€™s true, Apple's AppStore is leading the fray, but Android has also seemed brought some changes in its strategies recently. Unlike Apple, Android application developers have also developed some notable short-term exclusives, such as Adobe Photoshop Touch, Proto and Debut, which released about three weeks ago for Android tablets. These apps are still not available for your iPad. So the war is on an interesting twirl now. The coming time is going to be crucial for both Apple & Android.

Article Source:
http://www.articleside.com/software-articles/10-billion-downloads-android-market-is-striving-to-catch-up-soon.htm - Article Side

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This article has been written by a technical writer working at SynapseIndia - a a Android application

development company of India offering you the opportunity to hire a Android application developers who know how to play with feature rich technology.

Article Keywords:
Android application development, Android application developers

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