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New Apps and Publishers

iPhone Brasil

September 2011

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www.xyologic.com

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About Xyologic

Xyologic *App Store Search*

Xyologic is an app search company with cutting edge technology that helps users find the best mobile apps.

App stores have become crowded. When users search for apps they often face the problem of choosing the best app out of hundreds of very similar alternatives. This is a result of how existing app search engines work - they find many results but do not give their users much data points which apps are the best.

We are dedicated to change this situation. Our own ranking algorithm - internally called AppRank ;) - merges such unique data points as estimatated download numbers, app popularity growth, quality of the app publishers, app topics and cross-platform references to identify difference between gems and junk.

Use our app store search:

www.xyologic.com

Xyologic *App Downloads Reports*

With our Xyologic Reports we share some of the data which powers our app store search with the community.

Each month Xyologic releases the most extensive view of the global app landscape: 220 reports covering 4 platforms and 29 countries. We are commited to support a global conversation around apps, app publishers and the issues they face.

Download more of our free monthly reports:

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In this Report

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This Xyologic **New Apps and Publishers** report looks at the most successful publishers and the most popular apps that recently entered the app stores. It gives you an overview of the new players in various markets and platforms, and an understanding of the dynamics of the app economy. New apps are defined as those which were published within 30 days prior to the publication of this report.

This report belongs to the New Apps and Publishers series and assesses new apps and their publishers in iPhone Brasil. This report is issued monthly.

Xyologic reports contain exclusive insights, data and information not available elsewhere.

This report is interactive! Get more data online: **Click on an app name or a publisher name** for detailed information about each app and publisher featured in this report.

Or go directly to Xyologic app search:

www.xyologic.com

This report is available also **for other countries and app stores**. Find it here: www.xyologic.com/app-downloads-reports

Important Expressions in this Report

In various places across this report you will encounter following terms and expressions:

Last Month – Is the month covered by this report. Xyologic typically closes its analysis process on the 7th of each month. Therefore, for example, a report for February presents data gathered between February 7th and March 7th, and is published on March 8th.

Current App Store – Is the app store covered by this report. This can be, for example, Apple AppStore, Android Market or Windows Phone 7 Marketplace.

Current Country – Is the country or geographical region covered by this report, for example Germany or USA. Most Xyologic reports present data for a specific country, but regional packages covering larger geographies are also offered.

Last Month, Current App Store and Current Country are always indicated on the cover page and in the footnote of this report.
This reports covers iPhone Brasil September 2011

Table Descriptions

You will find three types of tables in this report:

1) New Apps Overview
1) New Apps and Growth Rates - Category Breakdown
2) Publishers of Top New Apps
3) Top New Apps

New Apps Overview

The **New Apps Overview** table gives you a general perspective on how many new apps are published in various app stores, and an understainding of the overall growth of different mobile platforms. Additionally, to place your reasearch on new apps in the general context of a platform and a regional market, the table provides the download numbers of all apps as compared to downloads of new apps on iPhone in Brasil.

Definitions:

Number of Apps at the End of Last Month
Number of apps available for iPhone users on at the end of September 2011 in Brasil. The report provides the total number of all apps, as well as the number of free and paid apps separately.

Number of Apps at the Beginning of Last Month
Number of apps available for iPhone users at the beginning of September 2011 and in Brasil. The report provides the total number of all apps, as well as the number of free and paid apps separately.

Overall Change
The difference in number of apps available for iPhone users in Brasil at the beginning and at the end of September 2011. Since most app stores grow significantly every month, this number will usually indicate growth of the number of apps in a month. In rare cases the number may have a negative value, and therefore indicate a decrease.

Apps Deleted Last Month

Number of apps removed from app store by the publishers or cast out by iPhone owners in Brasil, in September 2011. The report provides the total number of removed apps, as well as separate numbers for free and paid apps. Every month some apps are being removed from app stores, either by app store curators based on quality assurance policies, or by publishers themselves. The number of deleted apps will give you a feeling of the app store dynamics, and of the difference between apps created and apps that eventually are published.

New Apps Last Month

Number of new apps published during September 2011 and in Brasil. The report provides the total number for all apps, as well as the number of free and paid apps separately.

Total Downloads Last Month

Number of downloads generated in September 2011 on iPhone in Brasil. The report provides the total number of downloads, as well as separate tables for free and paid apps. Download numbers for free apps are rounded to hundreds, and for paid apps to thousands. Totals for paid and free apps are rounded to thousands.

Apps Downloads Last Month

Number of downloads generated by new apps in September 2011 on iPhone in Brasil. The report provides the total number of downloads, as well as separate tables for new free and new paid apps. Download numbers for free apps are rounded to hundreds, and for paid apps to thousands. Totals for paid and free apps are rounded to thousands.

New Apps and Growth Rates - Category Breakdown

This report includes three tables on new apps and their growth rates - (1) **New Apps Category Breakdown**, (2) **New Free Apps Category Breakdown**, (3) **New Paid Apps Category Breakdown**. The tables look at the new apps in particular app categories. Since free apps typically behave differently then paid apps the report provides separate tables for free and paid apps.

Definitions:

Category
App category as set by the publisher and displayed by app store

Number of Apps at the End of Last Month
Number of apps in a particular category available for iPhone users in Brasil at the end of September 2011.

Number of Apps at the Beginning of Last Month
Number of apps in a particular category available for iPhone users in Brasil at the beginning of September 2011.

Overall Change and Overall Change %
The difference in number of apps available at the beginning and at the end of September 2011. Since most app stores grow significantly every month, this number will usually indicate growth. In rare cases the number may have a negative value, and therefore indicate a decrease.

New Apps Last Month
Number of new iPhone apps published in September 2011 and in Brasil. The report provides the total number for all apps, as well as the number of free and paid apps, in separate tables.

Apps Deleted Last Month
Number of apps removed from app store by the publishers or cast out by iPhone owners in Brasil, in September 2011. The report provides the total number of removed apps, as well as separate numbers for free and paid apps. Every month some apps are removed from app stores, either by app store curators based on quality assurance policies, or by publishers themselves. The number of deleted apps will give you a feeling of the app store dynamics, and of the difference between apps created and apps that eventually are published.

Total Downloads in Category

The column is only available for the New Free Apps and New Paid Apps tables. It gives the number of downloads generated by iPhone in a particular category, in September 2011 in Brasil. Download numbers for free apps are rounded to hundreds, and for paid apps to thousands.

New Apps Downloads in Category

The column is only available for the New Free Apps and New Paid Apps tables. It gives the number of downloads generated by new iPhone apps in a particular category, in September 2011 in Brasil. Download numbers for free apps are rounded to hundreds, and for paid apps to thousands.

Publishers of Top New Apps

Publishers of Top New Free Apps and **Publishers of Top Paid Apps** tables look at the most successful publishers of new apps. The publishers are ranked by the number of downloads their *new apps* generated within the month covered by this report. The more popular the new app, the higher its publisher's position in the list. For example, if Apple Inc. publishes a new app and this app immediately becomes very popular, Apple Inc. will end up on this list as one of the successful publishers. Some publishers bring more then one new app in a month. In this case Xyologic will assign the rank as a sum of all downloads of all new apps of a publisher. Just like most other tables in this report, this ranking is localized - it shows publishers whose new apps are exceptionally popular on

iPhone in Brasil.

Definitions:

Position
Ordinal number.

Country Rank
Publisher's rank in Brasil.

Global Rank
Publisher's rank world-wide, i.e. relative to all publishers of new apps globally.

Publisher
Publisher's name. Can be name of a company, or of a single developer.

New Apps Published
Number of publisher's all new apps (both free and paid) published in September 2011 on iPhone in Brasil.

New Paid Apps Published
Total number of publisher's paid apps published in September 2011 on iPhone in Brasil.

New Free Apps Downloads Last Month
Total number of downloads generated September 2011 by publisher's new apps on iPhone in Brasil. Rounded to thousands.

New Paid App Downloads Last Month
Total number of downloads generated in September 2011 by publisher's new paid apps published on iPhone in Brasil. Rounded to hundreds.

% of New Downloads in Total Downloads
The value expresses the number of downloads of publisher's new apps as compared to downloads of all her apps. The higher the percentage, the stronger the influence of new apps on the overall publisher's success.

New Free Apps Published

Total number of publisher's free apps published in
September 2011 on iPhone in Brasil.

Total Apps Published

Total number of publisher's apps on iPhone available in
Brasil.

All Apps Downloads Last Month

Total number of downloads generated September 2011 by
all of the publisher's apps on iPhone in Brasil. Rounded to
thousands.

Top New Apps

The table looks at those new iPhone apps that gained the most traction in September 2011 in Brasil. Since free apps typically generate more downloads then paid apps, the report provides separate tables for new free and new paid apps. Apps are ranked by the number of downloads they generated within the month covered by this report - the more downloads in a month, the higher the position in the rank.

Definitions:

Position Ordinal number.
Ordinal number.

Country Rank
App's rank in Brasil. The more downloads an app generated in this country last month, the higher the Country Rank.

App Title
App's name.

Publisher
Publisher's name. Can be name of a company, or of a single developer.

App Type
Due to the domination of games as the most downloaded category, Xyologic differentiates between games and other app types. This differentiation facilitates navigation through the data and understanding of app store dynamics.

Category
Category to which an app is assigned, as set by the publisher and displayed by app store.

Monetization Type
Indicates the revenue model. This column may contain following values:
 1) Free – free app,
 2) Paid – app monetized in pay-per-download model,
 3) Free + In-App Purchase – free app with possibility of purchasing virtual goods from within the app,
 4) Paid + In-App purchase – app monetized by a combination of pay-per-download and possibility of purchasing virtual goods from within the app,
 5) Trial – app monetized in pay-per-download model with free trial version. This value is specific to Microsoft WP7 platform only.

Price in EUR
Price of an app in EUR. Xyologic calculates EUR prices using exchange rates published by EBC on the day of analysis closing (7th of each month).
(https://www.ecb.europa.eu/stats/exchange/eurofxref/html/index.en.html)

Had Free Period

Set to YES if an app was offered for free at any time within the month covered by this report. This column exists for paid apps only, and indicates that an app had a trial period or was offered as a promotional version.

Had Paid Period

Set to YES if an app was offered as a paid download at any time within the month covered by this report. This column exists for free apps only and indicates that publisher switched from pay-per-download to other monetization models.

Rating

Average app rating as assigned by the users directly in the app store. Ratings are assigned on the scale from 1 to 5, where 1 is the lowest, and 5 is the best. 0 (zero) means that app has not been rated yet. iPhone, iPad and WP7 ratings are country specific - an app can have a different rating in each country. Android Market ratings are not localized - Google assigns global rating only, so an Android app's rating will stay the same in different countries.

Downloads Last Month

Number of downloads generated by an app in September 2011 in the app store of Brasil. Download numbers for free apps are rounded to hundreds, and for paid apps to thousands.

Xyologic offers other reports which are complementary to this one, or extend the information about new apps and new publishers to other areas. Please, take a look at following reports:

Top Apps and Publishers

The **Top Apps and Publishers** report looks at the most successful publishers and the most popular apps in particular app stores and countries, on a monthly basis. Xyologic defines an app's success by the number of downloads it generates, and a publisher's success by the global and local success of all of her apps. The report is used to identify key players in various markets and globally, and get an understanding of the most popular app categories among users. It is the most popular of all Xyologic reports.

In-App Purchase Economy

The **In-App Purchase Economy** presents exclusive data and analysis of virtual goods and in-app purchase monetization model on mobile platforms. The report is used to understand the monetization mechanisms in apps economy, analyze the performance of pay-per-download versus in-app-purchase model. It also takes a deep dive into types of virtual goods sold, and helps identify key apps and publishers leveraging virtual goods as revenue stream.

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How to Use this Report

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Overview

The New Apps and Publishers report attempts to provide answers to following questions:

1) Which **new apps are most successful** in particular countries?
2) Which **publishers just published a new app**?
3) How **dynamic is a local app store** in terms of new apps proliferation?
4) How many new apps are published per month, and how many **downloads new apps generate**?
5) Do users discover new apps easily? **Are new apps getting traction**?
6) Which **monetization types** prevail among new apps?
7) Are new apps making **substantial revenues**?

This report is interactive! Get more data online:
Click on an app name or a publisher name for detailed information about each app and publisher featured in this report.

www.xyologic.com

Among the series of Xyologic reports, the New Apps and Publishers report is **best suited to discover early trends in particular countries, to observe recent activity of strong players, and to identify new players in various app stores**. It provides a lot of specialized data and information not available elsewhere, such as: estimated download numbers (for new apps, per category and per publisher), information about new trending apps in specific geographical regions, as well as information on young talent among publishers, and information on monetization models gaining popularity among new apps. You can use this information to answer questions such as:

I have just published an app. What are the chances that my app will be discovered by users and gain significant traction?

This New Apps and Publishers report provides two excellent indicators that will help you assess your chances of gaining significant visibility in the first days of your app's life:

I. The **New Apps Last Month** cells in **New Apps - Overview** table. The value tells you how many new apps were published in an app store and country last month. For example, it can tell that 17.500 new iPhone apps were published in UK in February 2011. This number will give you an understanding how much competition you will have to face in the month of publishing your app. If your new app is targeted to users interested in a particular category, you can look up the New Apps Last Month column in New Apps by Category table, to find out, for example, that 980 new iPhone apps were published in Utilities category, in UK in February 2011. This way you will know how much new apps competing with yours will be provided to the users looking into the Utilities category.

II. The **Downloads Last Month** columns in **Top New Free Apps** and **Top New Paid Apps** tables.
Once you know how many apps you will have to compete with, you can check how strong competition you should expect, that is how many downloads the best new apps generate in the first month of their life, and therefore how successful you need to be to hit the most visible top positions in the app store. There is a significant difference between the download numbers generated by free and paid apps, therefore if your new app is free use values from the Top New Free Apps table, if it's not free use Top New Paid Apps tables. Compare the numbers from Downloads Last Month column with your marketing goals, and adjust your strategies to gain more downloads if necessary.

Can a new app get significant traction in only one month?

The answer to this question is given by the **Country Rank** values. Country Rank is app's position among all apps (both older and new) in a country. An app's rank depends on its number of downloads - the more downloads an app generated in a month, the higher its Country Rank. For example, if the Country Rank Tap Zoo iPhone app is 1 in USA in February 2011, it means that this app generated more downloads then any other app this month among USA users.

In this report we provide information about Country Rank for new apps. You can find it in **Top New Free Apps** and **Top New Paid Apps** tables. It gives you an idea of how successful a new app became among all apps, in the first month of its life. For example, if a new app's Country Rank is 10, then this app became 10th most downloaded app in its firts month, which would be a great success. If the Country Rank is 10000, then the app did not have the best start.

Have a look at the Country Ranks of all best new apps, both in Top New Free Apps and Top New Paid Apps tables - it will give you an understanding of the user traction of the best new apps, as compared to all apps.

How do I identify young talent among publishers?

This question is most frequently asked by app store owners or SDK providers who wish to attract new promising publishers to their platforms and APIs, as well as by recruiters, venture capital firms or any companies which are interested in hiring talent. The answer to this question is provided in **Publishers of New Free Apps** and **Publishers of New Paid Apps**. The table lists publishers that launched a new app in the time covered by this report. You will find there established publishers, like Glu or Rovio, if they just published yet another new app, or completely new publishers that launched an app for the first time.

To identify the latter just check in the **Total Apps Published** column how many apps a publisher published in total. If it is just 1 app, then the publisher is new to the app store, and launched his first app in the month covered by this report. To later identify most successful publishers among these, check how many downloads they apps generated in the **New Apps Downloads** column. The higher the value there, the greater the user traction of the new app, and consequently the more promising the new publisher.

Is there an easy way to explore the details of apps and publishers featured in your report?

If you are interested in a specific app or a particular publisher, go to Top New Apps or Publishers of Top New Apps tables and just **click on an app or a publisher name**. If you click on an app it will take you to a website with a detailed app description and additional data, as well as a possibility to install the app. If you click on a publisher name the website will display all of the publisher's apps and additional information. You can discover more about the app economy using our search engine at **www.xyologic.com**.

What are the pervailing monetization models and revenues generated by iPhone apps?

For paid apps, you can easily find the revenues by simply multiplying the downloads number by the price per download from **Top New Paid Apps** table. To get an understanding of the revenues generated with virtual goods, in the **Top New Paid Apps** and **Top New Free Apps** tables look at the apps which are marked as **+in-app purchase** in the **Monetization Type** column (iPhone, iPad) or as **trial** (WP7). See how many apps have this feature activated and among which categories it is the most popular. You can also compare paid and free applications lists to check if freemium model is more common than paid+in app purchase model. For more details about monetization on virtual goods please check our **In-App Purchase Economy** report at www.xyologic.com/reports.

You can discuss specific questions around the apps economy with us on Quora:

Zoe: www.quora.com/zoe-adamovicz/
Matthaus: www.quora.com/matthaus-krzykowski/
Marcin: www.quora.com/marcin-rudolf/

To find relevant apps or specific information about an app's or a publisher's success, **use our app search at** www.xyologic.com

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Why are Xyologic new apps rankings more adequate for research than those published by the native app stores?

The main indicator of an app or publisher's success is the number of downloads. Specifically, it is an indicator for the number of times an app was installed on user devices, and therefore of its popularity. Unlike app store rankings, Xyologic is using the download numbers as the driving indicator in constructing the rankings. While most app stores publish their "top new apps" lists (e.g. New and Noteworthy in Apple AppStore, Top 25 Newest in BlackBerry AppWorld, or Just In in Google Android Market), those lists are actually curated by the app store owners, and the rules applied to create those rankings are not transparent nor disclosed to the public. For example: Apple's New and Noteworthy is adjusted to drive sales and improve discoverability of new apps, and the curators choose which apps dominate the list. It may be good for the user, but at the same time it makes the ranking less suitable for research. As a different example: Android Market does not consider local biases when creating their Just In list, but uses only total numbers and reflects solely the global context. This way a US consumer can find in the Just In list an app from China or France, and a researcher will not find any information about new apps in a particular geographical market.

Due to the reasons described above the lists and rankings of new apps created by native app stores are not fully adequate for research purposes. In contrast to this **Xyologic provides reliable lists based on download numbers, created and adjusted for analysts. Xyologic uses a unified ranking algorithm for every app store in every country, provides estimated downloads numbers for all apps and all publishers, and uses those numbers as the sole basis for its ranking, without any content related curation.**

Xyologic uses a unified ranking algorithm for every app store in every country and shares estimated downloads numbers for all apps and publishers that made into the top list.

What is a new app and how does Xyologic identify new apps?

New app is defined as an app that was published in the app store within the period of time coverd by this report, and particularly in September 2011.

Xyologic's crawlers continuously monitor the app stores and are able to immediately spot new apps or publishers, as well as determine their traction and success.

A new app is an app that was published during the month covered by this report.

How does Xyologic rank publishers and applications?

Xyologic uses a unified and transparent ranking algorithm for every app store and country. **Apps and publishers are ranked by the number of downloads generated during the analysis month.** For publishers, the more downloads publisher's apps generate, the higher her position. For apps, the more downloads an app generates in the analysis month, the higher its position. Xyologic typically closes its analysis process on the 7th of each month. Therefore, for example, a report for February presents data gathered between February 7th and March 7th, and is published on March 8th (exact time covered by this report is indicated on the cover page and in the footnote).

Xyologic uses a unified and transparent ranking algorithm for every app store and country.

Why is Xyologic using monthly downloads as the key indicator for its rankings?

Downloads indicate an app's popularity among consumers, and therefore are the most applicable measure for an app's success. Similarly, the total downloads generated by all apps published by a publisher are an indicator of his market success. Moreover, downloads:
1) Signify the size of the app's install base,
2) Are a direct indicator of revenues made for paid apps,
3) May be used to estimate advertising and in-app purchase revenues for free apps.

Downloads are the most direct indicator for app's and publisher's success.

What are app categories and why they are important?

App categories are the simplest way for end users to quickly understand what an application does. Each app store uses its own category structure and while many categories overlap by name, there are also important differences. Xyologic reports preserve native categorization used by app store. In this report you will find tables that show category breakdown for downloads in iPhone app store in Brasil. In case of paid apps, you will also see which app categories are likely to make the most revenues in pay-per-download model.

App categories are the simplest way to communicate what an application does.

How does Xyologic identify and rank publishers of new apps?

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The tables Publishers of Top New Free and Paid Apps list publishers who published at least one new app in September 2011.

Xyologic's crawlers continuously monitor the app stores and are able to immediately spot new publishers, as well as determine the traction of their apps.

The publishers are ranked by the total number of downloads generated by their new apps. The more downloads publisher's new apps generate, the higher her position.

Xyologic ranks publishers by downloads generated by their new apps.

What is the difference between app developers and app publishers?

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While a developer is the person or the organization that programs an application, the publisher is the entity that distributes it in app store and gives it a brand. Frequently a developer and a publisher are the same entity, but in some cases developers are hired by publishers to program their apps under their brand. **Xyologic provides lists of top publishers.** Among those publishers you may found media companies owning many titles, or single developers who both develop and distribute their apps under their own brand.

Xyologic analyzes and reports the app publishers ecosystem.

Why download numbers are sometimes inaccurate? And why are they always rounded to thousands or hundreds?

Neither the app stores nor the developers disclose exact download numbers of their apps. The **downloads numbers provided by Xyologic are statistical estimations** based on the set of models and data samples which may not be a representative sample of the global app population. To the extent that our samples and models differ from the set of all mobile app users, our download estimates may over- or under-estimate the actual downloads generated by a particular app. Apps with relatively low download numbers will not be accurately estimated. Generally, download numbers of 10.000 for free apps and below 1.000 for paid apps should be regarded as not reliable. Conversely, the closer an app gets to the top most popular app, the more reliable its downloads estimation becomes.

Additionally, download numbers are rounded in following way:
- All free download values are rounded to thousands.
- All paid download values are rounded to hundreds.
- Download values where paid and free downloads are summarized are rounded to thousands.

Download numbers provided by Xyologic are statistical estimations.

What is the difference between Country Rank and Global Rank?

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Apps and publishers are ranked in two contexts: local - related to a country, and global - worldwide.
1) Local context - Country Rank or rank on the country level, means position among local competitors only.
2) Global context - Global Rank, or rank on the global level means position among all competitors world-wide.

Xyologic separates ranks for local and global, to improve your research experience.

Do you rank paid and free apps separately?

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There are great differences between paid apps and free apps - in the economy, user behavior, content and many others. Therefore, when creating ranks, paid and free downloads are always separated. There end user behavior for these groups respectively is very different, and mixing those numbers would confuse researchers and undermine data quality. There are separate ranks for paid and free apps and two ranks for publishers: for free and for paid downloads.

Xyologic separates free and paid apps, to improve your research experience.

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New Apps Overview
iPhone Brasil
08.09 - 08.10.2011

All Apps Count (Free and Paid)		Free Apps Count		Paid Apps Count		Total New Apps in Various Platforms	
Total Number of Apps at the End of Last Month	324,762	Number of Free Apps at the End of Last Month	136,841	Number of Paid Apps at the End of Last Month	187,921	iPhone	16,092
Total Number of Apps at the Beginning of Last Month	312,038	Number of Free Apps at the Beginning of Last Month	129,048	Number of Paid Apps at the Beginning of Last Month	182,990	iPad	8,224
Overall Change	12,724	Overall Change	7,793	Overall Change	4,931	Android	Not Available
Total New Apps Last Month	**16,092**	**New Free Apps Last Month**	**9,186**	**New Paid Apps Last Month**	**6,906**	Windows Phone 7	2,196
Total Deleted Apps Last Month	3,469	Total Deleted Free Apps Last Month	1,770	Total Deleted Paid Apps Last Month	1,699		

iPhone Brasil

Free Apps Downloads		Paid Apps Downloads		Total Downloads	
Free Apps Downloads Last Month	11,246,000	Paid Apps Downloads Last Month	2,059,500	Total Downloads Last Month	13305500
New Free Apps Downloads Last Month	1642000	New Paid Apps Downloads Last Month	614500	New Apps Downloads Last Month	2256500
% of New Free Apps Downloads in Total Free Apps Downloads Last Month	14.60%	% of New Paid Apps Downloads in Total Paid Apps Downloads Last Month	29.84%	% of New Apps Downloads in Total Downloads Last Month	16.96%

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New Apps and Growth Rates - Category Breakdown
iPhone Brasil
08.09 - 08.10.2011

Category	Number of Apps at the End of Last Month	Number of Apps at the Beginning of Last Month	Overall Change	Overall Change (%)	New Apps Last Month	Apps Deleted Last Month
Books	45,315	44,409	906	2.04%	1,291	407
Business	15,709	14,681	1,028	7.00%	1,179	155
Education	31,042	29,409	1,633	5.55%	1,990	383
Entertainment	37,732	36,617	1,115	3.05%	1,840	729
Finance	7,533	7,162	371	5.18%	455	86
Games	3	29	-26	-89.66%	0	26
Healthcare & Fitness	10,201	9,835	366	3.72%	511	144
Lifestyle	31,184	29,367	1,817	6.19%	1,809	-1
Medical	7,112	6,791	321	4.73%	386	67
Music	16,740	16,096	644	4.00%	818	180
Navigation	8,012	7,801	211	2.70%	282	73
News	10,200	9,904	296	2.99%	455	166
Photography	8,026	7,664	362	4.72%	410	52
Productivity	10,072	9,670	402	4.16%	505	109
Reference	14,907	14,248	659	4.63%	791	134
Social Networking	7,629	7,257	372	5.13%	497	124
Sports	12,850	12,448	402	3.23%	610	212
Travel	23,761	23,087	674	2.92%	843	170

Utilities	25,111	24,031	1,080	4.49%	1,318	242
Weather	1,623	1,532	91	5.94%	102	11

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New Free Apps and Growth Rates - Category Breakdown
iPhone Brasil
08.09 - 08.10.2011

Category	Number of Apps at the End of Last Month	Overall Change	Overall Change (%)	New Apps Last Month	Total Downloads in Category	New Apps Downloads in Category
Books	7,520	368	5.15%	383	249,000	53,000
Business	11,198	865	8.37%	974	333,000	133,000
Education	10,414	811	8.45%	943	474,000	119,000
Entertainment	16,491	777	4.94%	991	3,178,000	331,000
Finance	4,590	296	6.89%	342	225,000	45,000
Healthcare & Fitness	3,642	214	6.24%	269	381,000	36,000
Lifestyle	16,706	1,069	6.84%	1,243	797,000	168,000
Medical	2,867	189	7.06%	219	170,000	35,000
Music	9,401	452	5.05%	552	674,000	129,000
Navigation	2,375	98	4.30%	138	142,000	20,000
News	7,615	312	4.27%	396	257,000	54,000
Photography	3,196	152	4.99%	153	593,000	30,000
Productivity	4,219	223	5.58%	254	418,000	78,000
Reference	5,032	295	6.23%	314	322,000	40,000
Social Networking	5,410	302	5.91%	380	901,000	63,000
Sports	5,339	284	5.62%	336	459,000	61,000
Travel	8,303	451	5.74%	518	353,000	66,000
Utilities	11,728	604	5.43%	730	1,250,000	175,000

Weather	795	44	5.86%	51	72,000	6,000

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New Paid Apps and Growth Rates - Category Breakdown
iPhone Brasil
08.09 - 08.10.2011

Category	Number of Apps at the End of Last Month	Overall Change	Overall Change (%)	New Apps Last Month	Total Downloads in Category	New Apps Downloads in Category
Books	37,795	538	1.44%	908	83,800	62,700
Business	4,511	163	3.75%	205	48,300	14,700
Education	20,628	822	4.15%	1,047	108,000	75,200
Entertainment	21,241	338	1.62%	849	502,300	122,100
Finance	2,943	75	2.62%	113	52,400	8,100
Games	3	-13	-81.25%	0	0	0
Healthcare & Fitness	6,559	152	2.37%	242	101,600	22,900
Lifestyle	14,478	748	5.45%	566	96,700	41,500
Medical	4,245	132	3.21%	167	42,500	12,400
Music	7,339	192	2.69%	266	94,100	21,000
Navigation	5,637	113	2.05%	144	48,200	10,600
News	2,585	-16	-0.62%	59	17,100	4,400
Photography	4,830	210	4.55%	257	110,800	23,200
Productivity	5,853	179	3.15%	251	113,300	24,300
Reference	9,875	364	3.83%	477	59,500	22,400
Social Networking	2,219	70	3.26%	117	173,500	8,400
Sports	7,511	118	1.60%	274	43,500	19,900
Travel	15,458	223	1.46%	325	53,600	23,100

Utilities	13,383	476	3.69%	588	281,900	93,800
Weather	828	47	6.02%	51	28,300	3,800

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Publishers of Top New Free Apps
iPhone Brasil
08.09 - 08.10.2011

Position	Country Rank	Global Rank	Publisher	New Apps Published	New Free Apps Published	New Free Apps Downloads Last Month	Total Apps Published	Total Free Apps Downloads Last Month	% of New Free Downloads in Total Free Downloads
1	2	156	Friendiki	3	2	80,000	63	196,000	40.82%
2	34	2342	Dot Legend Serviços de Informática	1	1	42,000	1	42,000	100.00%
3	5	227	Mobobo	1	1	23,000	6	141,000	16.31%
4	18	1414	FingerTips	1	1	22,000	15	62,000	35.48%
5	87	3711	MercadoLibre	1	1	21,000	1	21,000	100.00%
6	101	5813	SpeechModules	2	1	18,000	2	18,000	100.00%
7	105	446	MobileTrends Inc.	2	2	17,000	5	17,000	100.00%
8	11	864	Netfilter	1	1	17,000	31	96,000	17.71%
9	167	4259	Appkraft	1	1	12,000	1	12,000	100.00%
10	119	4650	Brasiltec Serviços de Tecnologia em Telecom	2	2	11,000	5	16,000	68.75%
11	64	333	HighMind	2	1	11,000	5	45,000	24.44%
12	198	515	Pop-ok.com	14	7	10,000	61	10,000	100.00%
13	209	5745	Grupo RBS	1	1	9,000	1	9,000	100.00%
14	221	4872	mobile4u.com.br	1	1	9,000	1	9,000	100.00%
15	66	3091	AgenciaClick Midia Interativa Ltda	1	1	8,000	20	25,000	32.00%
16	272	6437	XRay Soft.	2	1	7,000	3	7,000	100.00%
17	204	5581	Velasco TI	2	2	7,000	6	10,000	70.00%

18	286	8558	Renato Bonicio	1	1	**7,000**	1	**7,000**	100.00%
19	118	6595	Bayer S.A.	1	1	**6,000**	2	**15,000**	40.00%
20	148	5644	Globosat	1	1	**6,000**	5	**13,000**	46.15%

Publishers of Top New Paid Apps
iPhone Brasil
08.09 - 08.10.2011

Position	Country Rank	Global Rank	Publisher	New Apps Published	New Paid Apps Published	New Paid Apps Downloads Last Month	Total Apps Published	All Paid Apps Downloads Last Month	% of New Paid Downloads in Total Downloads
1	3	11	BigDeal Production	4	4	33,800	14	52,800	64.02%
2	2	8	Software devteam	3	3	26,800	8	47,700	56.18%
3	14	42	Genius Creators	2	2	16,300	3	16,300	100.00%
4	8	416	Friendiki	3	1	10,600	63	196,500	5.39%
5	30	37	Smart Solutions	1	1	7,400	18	9,700	76.29%
6	20	1507	Renato Pessanha	1	1	6,600	23	22,800	28.95%
7	54	2383	Hemant	1	1	4,900	23	4,900	100.00%
8	86	83	Advanced APPS LLC	1	1	3,200	7	3,200	100.00%
9	81	364	EduSoft	3	3	3,000	4	3,600	83.33%
10	5	198	AceViral.com	1	1	2,900	4	29,100	9.97%
11	219	443	TOUCHINGTECH LTD	2	1	1,500	3	1,700	88.24%
12	165	174	Best Cool & Fun Games	3	2	1,200	23	50,300	2.39%
13	321	895	IMPRESSOL E-SERVICES LLP	9	9	1,100	26	1,100	100.00%
14	334	645	CATEATER LLC	2	2	1,000	36	4,900	20.41%
15	335	2017	KenigArt	5	5	1,000	16	1,000	100.00%
16	337	1315	Ian Vink	7	7	900	81	900	100.00%
17	350	8855	Malagueta Studios	1	1	900	2	900	100.00%
18	354	7489	Daniel Valente de Macedo	1	1	900	7	900	100.00%
19	349	8867	Rodrigo Cavalcante	1	1	900	1	900	100.00%
20	116	6228	ACF Systems	1	1	900	3	2,500	36.00%

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Top New Free Apps
iPhone Brasil
08.09 - 08.10.2011

Position	Country Rank	App Title	Publisher	App Type	Category	Apps Published	Monetization Type	Had Paid Period	Rating	Downloads Last Month
1	51	Annie	Mobobo	Apps	Entertainment	8	Free + in-app purchase	No	4.64	23,000
2	65	MercadoLibre	MercadoLibre	Apps	Utilities	1	Free	No	3.40	21,000
3	78	S-peach Português Brasileiro Lite	SpeechModules	Apps	Productivity	2	Free	No	1.39	18,000
4	84	Jewel Hexa 2.0	Friendiki	Apps	Entertainment	91	Free + in-app purchase	No	4.24	17,000
5	85	Polaris	Netfilter	Apps	Entertainment	39	Free + in-app purchase	No	3.35	17,000
6	86	Alarm Clock Plus - The Ultimate Alarm Clock	MobileTrends Inc.	Apps	Productivity	6	Free + in-app purchase	No	2.13	17,000
7	137	Fazenda - O Jogo Free	Brasiltec Serviços de Tecnologic	Apps	Entertainment	5	Free	No	2.17	11,000
8	141	앵그리좀비2 인트로	HighMind	Apps	Entertainment	21	Free	No	4.13	11,000
9	183	Rádio Atlântida	Grupo RBS	Apps	Music	3	Free	No	4.72	9,000
10	186	X-Ray Photo & Video Booth Lite	Pop-ok.com	Apps	Entertainment	91	Free + in-app purchase	No	2.67	9,000
11	235	Uno Fun 2 Fly	AgenciaClick Midia Interativa L	Apps	Entertainment	23	Free	No	4.59	8,000
12	252	A Pig's Dreams BR FREE!	XRay Soft.	Apps	Entertainment	5	Free	No	4.31	7,000
13	266	Diante do Trono - DT 14	Velasco TI	Apps	Music	6	Free	No	5.00	7,000
14	282	Rádio SPFC Digital	Renato Bonicio	Apps	Sports	1	Free	No	4.92	7,000
15	298	Universo Médico	Bayer S.A.	Apps	Medical	2	Free	No	3.09	6,000
16	374	eBook Search	Inkstone Software Inc.	Apps	Books	9	Free	No	2.30	5,000

17	439	Oktoberfest Blumenau	nKey	Apps	Entertainment	5	Free	No	4.71	5,000
18	500	HTR High Tech Racing Evolution EX	Graffiti Entertainment Brazil	Apps	Entertainment	24	Free + in-app purchase	No	4.00	4,000
19	511	Guia Imagine	VIVO	Apps	Entertainment	2	Free	No	4.00	4,000
20	608	Oktoberfest	2 S.A. Mobile	Apps	Entertainment	1	Free	No	4.57	4,000
21	612	UOL Pan 2011	UOL Inc.	Apps	Sports	4	Free	No	4.20	4,000
22	625	Talking Justin Bieber !	Sunday Apps	Apps	Entertainment	28	Free	No	3.20	4,000
23	665	ESPN Brasil	MobMidia	Apps	Sports	30	Free	No	5.00	3,000
24	669	NFL Game Pass	NFL Enterprises LLC	Apps	Sports	10	Free + in-app purchase	No	4.00	3,000
25	920	Quem Mobile	Editora Globo	Apps	News	30	Free	No	0.00	2,000
26	921	iVos for iPhone	VoxAge Serviços Interativos	Apps	Business	2	Free	No	0.00	2,000
27	925	Shopping Leblon	Bitix	Apps	Lifestyle	24	Free	No	0.00	2,000
28	928	Monitora Recife	LuizTiago.com	Apps	Navigation	2	Free	No	0.00	2,000
29	971	Rádio Ibiza	Rádio Ibiza Identidade Musical	Apps	Music	1	Free	No	0.00	2,000
30	972	Rush Rush Lite	Timepix Interactive	Apps	Entertainment	6	Free	No	0.00	2,000
31	992	Comemorar	JHenS	Apps	Entertainment	1	Free	No	0.00	2,000
32	1010	Valemobi	Valemobi	Apps	Utilities	2	Free	No	0.00	2,000
33	1108	Câmbio	AmplaVisão	Apps	Finance	1	Free	No	0.00	2,000
34	1216	Tais Nader	TAIS NADER	Apps	Music	1	Free	No	0.00	2,000
35	1307	LM Lite	TechTeam Tecnologia em Inform	Apps	Business	15	Free	No	0.00	2,000
36	1343	MeuTimao	MeuTimao	Apps	Sports	1	Free	No	0.00	2,000
37	1344	Blogger	Google	Apps	Social Networking	15	Free	No	0.00	2,000
38	1357	Crüsh	Galapagos Mobile	Apps	Social Networking	4	Free	No	0.00	2,000
39	1376	iMJP	4Mobi	Apps	Business	3	Free	No	0.00	2,000
40	1377	O Liberal para iPhone	Delta Publicidade	Apps	News	2	Free	No	0.00	2,000
41	1392	Video Machine	Tony Celestino	Apps	Photography	4	Free	No	0.00	2,000
42	1455	PhoneSpyer Lite - The Ultimate Cell Phone GPS Tracker	iDevver	Apps	Entertainment	10	Free + in-app purchase	No	0.00	2,000
43	1476	Pediatria: Consulta Rapida Free	Grupo A	Apps	Medical	9	Free	No	0.00	2,000
44	1574	Simple Meditation	ComingWaves Software	Apps	Healthcare & Fitness	2	Free	No	0.00	1,000
45	1575	CVC Resorts Mobile	CVC	Apps	Travel	9	Free	No	0.00	1,000
46	1576	Colgate Confiança Map	Colgate-Palmolive Company	Apps	Entertainment	3	Free	No	0.00	1,000

iPhone Brasil

47	1678	Check Check Free	Paulo André Galvão	Apps	Business	1	Free	No	0.00	1,000
48	1732	Zefirelli	Deway	Apps	Lifestyle	6	Free	No	0.00	1,000
49	1733	Bloomberg Radio+	Bloomberg LP	Apps	Finance	16	Free	No	0.00	1,000
50	1734	Ocarina Free with Songs	Better Day Wireless	Apps	Music	62	Free	No	0.00	1,000
51	1788	Tambaqui Urbano	Raphael Frota	Apps	Business	2	Free	No	0.00	1,000
52	1789	Notas - Informações Acadêmicas	Azapp	Apps	Utilities	1	Free	No	0.00	1,000
53	1840	Rock in Rio Burn Game	MusiGames Studio	Apps	Music	18	Free	No	0.00	1,000
54	1841	P.A.R. Produto Aurora Rastreado	Aurora Alimentos	Apps	Utilities	1	Free	No	0.00	1,000
55	1896	PokerPlanning	AppleBoy	Apps	Productivity	1	Free	No	0.00	1,000
56	1897	Doweet	Endymed Medical	Apps	Social Networking	2	Free	No	0.00	1,000
57	1899	Joe Jonas Official	Hollywood Records	Apps	Music	8	Free	No	0.00	1,000
58	1950	TACTSON TUNER MASTER	Tactscon Corporation	Apps	Music	2	Free	No	0.00	1,000
59	1952	Adele	Beggars Group Digital Ltd.	Apps	Music	2	Free	No	0.00	1,000
60	2036	ClockWiser - Smart Alarm Clock	Inser Ltd.	Apps	Utilities	1	Free	No	0.00	1,000
61	2069	M.Ipiranga	Skymedia ©	Apps	Music	15	Free	No	0.00	1,000
62	2112	Offspot	Pinuts Studios Cons. em T.I. Ltdc	Apps	Lifestyle	6	Free	No	0.00	1,000
63	2113	Calculadora G1	Galeno	Apps	Utilities	1	Free	No	0.00	1,000
64	2166	TrollerFaceBook	kineticsdk	Apps	Entertainment	5	Free	No	0.00	1,000
65	2168	VPN in Touch	VPN in Touch co.	Apps	Productivity	1	Free	No	0.00	1,000
66	2227	Mozagram	Haldane	Apps	Photography	2	Free	No	0.00	1,000
67	2228	What da Faq Show	Go! Soluciones Interactivas	Apps	Entertainment	1	Free	No	0.00	1,000
68	2298	Placar Truco	EggPlant	Apps	Entertainment	1	Free	No	0.00	1,000
69	2299	Top Camera - photo / video app with HDR slow shutter folders editor LITE	Lucky Clan	Apps	Photography	10	Free	No	0.00	1,000
70	2300	D.Fantazzini	Skymedia ©	Apps	Music	15	Free	No	0.00	1,000
71	2363	Montecito Inn	SocialStay	Apps	Social Networking	19	Free	No	0.00	1,000
72	2532	DJ Mix Kids	Technolio Inc.	Apps	Education	15	Free + in-app purchase	No	0.00	1,000
73	2533	Versículo do Dia	Frenys	Apps	Education	47	Free	No	0.00	1,000
74	2569	Alfresco	Alfresco Software Inc.	Apps	Productivity	1	Free	No	0.00	1,000

75	2602	MangoDocs	MangoSpring Inc.	Apps	Productivity	6	Free	No	0.00	1,000
76	2609	SCOPIA Mobile v3	RADVISION Ltd	Apps	Business	2	Free	No	0.00	1,000
77	2610	Marcador de Truco	Insane Labs	Apps	Entertainment	7	Free	No	0.00	1,000
78	2735	Webroot SecureWeb Browser	Webroot Software Inc.	Apps	Productivity	1	Free	No	0.00	1,000
79	2755	Social Trivia - edição brasileira	Frenys	Apps	Entertainment	47	Free + in-app purchase	No	0.00	1,000
80	2778	Internet Protocol	Solve the Puzzle A/S	Apps	Utilities	13	Free	No	0.00	1,000

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Top New Paid Apps
iPhone Brasil
08.09 - 08.10.2011

Position	Country Rank	App Title	Publisher	App Type	Category	Apps Published	Monetization Type	Price in EUR	Had Free Period	Rating	Downloads Last Month
1	9	MyMoney Scanner	Genius Creators	Apps	Utilities	6	Paid	0.72 €	No	1.07	16,200
2	10	Alarm Clock - Wake Me Up	BigDeal Production	Apps	Utilities	18	Paid	0.72 €	Yes	4.50	16,100
3	16	Mega Recorder+	BigDeal Production	Apps	Utilities	18	Paid	0.72 €	Yes	4.37	11,400
4	20	Brix Buster	Friendiki	Apps	Entertainment	91	Paid	0.72 €	No	4.00	10,600
5	27	My Zodiac Sign	Software devteam	Apps	Entertainment	8	Paid	0.72 €	No	4.39	8,900
6	36	Sound Box Profesional	Smart Solutions	Apps	Entertainment	25	Paid	0.72 €	Yes	4.46	7,400
7	40	Jogo das Bolinhas	Renato Pessanha	Apps	Entertainment	52	Paid	0.72 €	No	3.81	6,600
8	44	Pedometer - GPS 5k/10k/15k Couch	BigDeal Production	Apps	Healthcare & Fitness	18	Paid	0.72 €	Yes	4.45	5,700
9	51	Talking Smurf	Hemant	Apps	Entertainment	26	Paid	0.72 €	No	1.50	4,900
10	87	Переводчик Multilang RU	Advanced APPS LLC	Apps	Utilities	8	Paid	0.72 €	No	4.50	3,200
11	99	Top Truck BR	AceViral.com	Apps	Entertainment	17	Paid + in-app purchase	0.72 €	No	4.11	2,900
12	100	Microsoft Word - Professional Handbook	EduSoft	Apps	Productivity	4	Paid	14.48 €	No	1.89	2,900
13	191	Calls Blacklist +	TOUCHINGTECH LTD	Apps	Utilities	3	Paid	0.72 €	No	0.00	1,500
14	260	Bunny Shooter Brasil Premium	Best Cool & Fun Games	Apps	Entertainment	50	Paid + in-app purchase	0.72 €	No	0.00	1,100
15	345	Dicas praticas	ACF Systems	Apps	Books	3	Paid	0.72 €	No	0.00	900
16	389	Guia da Cozinha	Editora Alto Astral	Apps	Lifestyle	3	Paid	0.72 €	No	0.00	700

17	439	Camera Ultra for iPhone 4	KenigArt	Apps	Photography	49	Paid	1.44 €	No	0.00	700
18	455	Compass Pro GPS	BigDeal Production	Apps	Utilities	18	Paid	0.72 €	Yes	0.00	700
19	463	GPS Tracker - Follow Other Phones Using GPS	roobasoft LLC	Apps	Navigation	2	Paid + in-app purchase	0.72 €	No	0.00	700
20	466	TaskFlow - Visualize your workflow !	Icetap	Apps	Productivity	1	Paid	1.44 €	No	0.00	700
21	519	Ding!	Monkeyfoot LLC	Apps	Utilities	1	Paid	0.72 €	Yes	0.00	700
22	521	Fashion Story Elite	DoodleGodLLC	Apps	Productivity	14	Paid	1.44 €	No	0.00	700
23	522	Livro dos Salmos	Camila P B	Apps	Reference	4	Paid	2.89 €	No	0.00	700
24	637	42Processos	Peter Mello	Apps	Productivity	3	Paid	0.72 €	No	0.00	700
25	681	Lock Screen (2do & Weather)	hcsoft	Apps	Productivity	16	Paid	0.72 €	No	0.00	700
26	746	Eleanor's Secret HD	So Ouat	Apps	Books	35	Paid	2.89 €	No	0.00	600
27	753	Chemical Formulas	App Wings	Apps	Education	29	Paid	1.44 €	No	0.00	600
28	769	TV-Out Tuner(+Video Folder)	YuFanApp	Apps	Utilities	26	Paid	0.72 €	No	0.00	600
29	802	Top 400 Instrumental Music	IMPRESSOL E-SERVICES	Apps	Music	38	Paid	2.89 €	No	0.00	600
30	831	Pinball Extravaganza	Ninja Awesome Pirates Ll	Apps	Entertainment	34	Paid	2.17 €	No	0.00	600
31	879	Sanford Guide to Hepatitis Diagnosis & Treatment	Antimicrobial Therapy Inc	Apps	Medical	2	Paid	7.24 €	No	0.00	600
32	899	Gomokus	MY-Passion	Apps	Education	12	Paid	0.72 €	No	0.00	600
33	903	Energy Markets: OilGasCoalSolarWindBi oFuelNuclear	Ian Vink	Apps	Business	105	Paid	2.17 €	No	0.00	600
34	910	Math Tutor	iTech Simplified LLC	Apps	Education	45	Paid	1.44 €	No	0.00	600
35	928	Classical Music for Meditation	MonstersApp	Apps	Lifestyle	5	Paid	0.72 €	No	0.00	600

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About the Xyologic Team

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Zoe Adamovicz

Zoe has been a mobile industry entrepreneur ever since she founded her first company in 1999. Her experience spans mobile software, mobile content, B2C products and services for mobile corporations. Xyologic is her fifith mobile technology venture. At Xyologic Zoe leads the business management.

Zoe writes about apps marketing and app store business on Quora:

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Connect with Zoe:

On Facebook http://www.facebook.com/zoeadamovicz

On LinkedIn http://www.linkedin.com/in/zoeadamovicz

Matthaus Krzykowski

Matthaus is a product manager with experience in both digital and mobile startups. Also, Matthaus is a regular speaker on the international conference circuit. At Xyologic he represents the voice of our customers, helping to constantly improve products.

Matthaus writes about the mobile industry on VentureBeat:

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Marcin Rudolf

Marcin is an unquestionable mobile technology guru. He started coding at the age of 7 and never stopped. His experience encompasses everything from assembly to Ruby, while C-languages and mobile technologies are his sweet spot. At Xyologic Marcin leads technolgy strategy and manages the tech team.

Marcin writes about hacking apps and app stores on Quora:

www.quora.com/marcin-rudolf/

Connect with Marcin:

On LinkedIn http://pl.linkedin.com/in/marcinrudolf

License Type, Methodology, Validation and Disclaimer

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License Type

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Validation, Limits and Accuracy

We continuously validate our data with independent third-party data sources. The Xyologic methodology employs a multitude of techniques to ensure that our estimates achieve a high degree of accuracy.

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