

FEATURE
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The App Store turns 10



How Creativity, Innovation and Entrepreneurship Ignited a Worldwide App Phenomenon



In 10 years, the App Store has transformed how people live, work and play.



When Apple introduced the App Store on July 10, 2008 with 500 apps, it ignited a cultural, social and economic phenomenon that changed how people work, play, meet, travel and so much more. Over the past decade, the App Store has created a safe place for users of all ages to get the very best apps and a vibrant app economy for developers of all sizes, from all over the world, to thrive. Today, customers in 155 countries are visiting the App Store more often, staying longer and downloading and using more apps than ever

While there have been many notable moments since apps first came to iPhone and later iPad, the milestones and testimonials below reflect some of the most significant over the past 10 years — defining how the App Store democratized software distribution and transformed how we live every day.

I. The App Store Opens Doors for Developers, Puts an All New Experience in the Hands of Customers

Phil Schiller, senior vice president, Worldwide Marketing, Apple:

“In its first decade, the App Store has surpassed all of our wildest expectations — from the innovative apps that developers have dreamed up, to the way customers have made apps part of their daily lives — and this is just the beginning. We could not be more proud of what developers have created and what the next 10 years have in store.”

Marco Arment, developer of Overcast and longtime iOS

developer: “Since day one, the App Store has been by far the easiest way for developers to reach the most people with our apps. It eliminated the friction and overhead of setting up our own distribution and payment systems, making development far more accessible to everyone and letting us focus on our true passion: making the best apps we can. Over its 10 years so far, the App Store has developed into the richest, most diverse, and most accessible software ecosystem the world has ever seen.”

Chad Evans, senior vice president, Product Development, Major

League Baseball: “There was an incredible sense of anticipation and excitement the day the App Store launched, and getting to see MLB At

then the immense impact these apps would have on the ways fans experience sports. We feel fortunate to be part of the historic growth of the App Store these last 10 years. It's exciting to think what opportunities the next 10 will bring as we continue working with Apple to connect fans more closely to their favorite teams and the game of baseball."



The App Store immediately delivered a magical experience to customers from its first iteration in 2008, putting an entirely new world of software in their hands. ↓

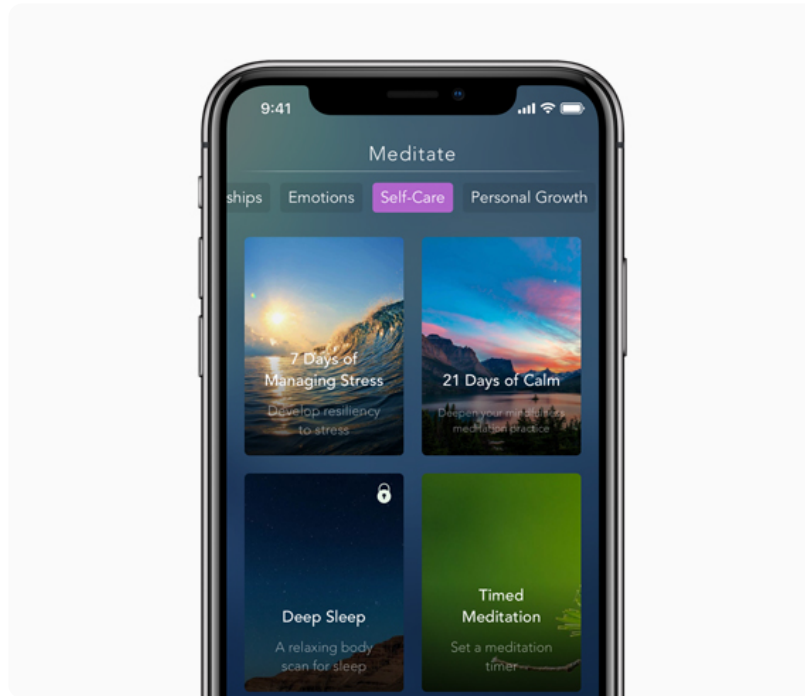
Before 2008, the software industry was dominated by a few large companies. The App Store opened the door for any developer, from one-person shops to large studios, to come up with a great idea, build a high quality app and seamlessly deliver it to the growing number of customers around the world.

MLB At Bat, Tap Tap Revenge, Trism, The New York Times, eBay and Travelocity represented the wide range of apps available from day one, bringing to life an entirely new way to travel, play games, read the news and experience sports right in the palm of your hand.

Protecting user privacy is paramount in the Apple ecosystem, so from

to developers and thoughtfully curating a safe, trusted app marketplace to ensure the best experience possible for customers around the world to discover and access apps.

II. Mobile-First Businesses Thrive



The App Store propelled new industries and changed how customers interact with businesses and start-ups like Calm.



Keith Shepherd and Natalia Luckyanova, founders of Imangi Studios, creators of Temple Run: “The App Store and iPhone changed our lives. Our first game, Imangi, launched the day the App Store opened. Fast forward 10 years, and we’ve created over 10 games, including Temple Run, which has been downloaded over a BILLION times. Our studio has grown from the two of us to a team of 35. None of this would have been possible without the App Store.”

The cutting-edge hardware and quickly evolving software from Apple, combined with creative ideas from developers who saw the potential of iPhone being in customers’ pockets, spawned new industries that would forever change how people live, work and play — a revolution that continues today.

Start-ups including Instagram, Calm, Uber and Instacart embraced features like the iPhone camera, Apple Pay, GPS and Location Services to deliver on-demand and personalized experiences, with many creating billion dollar businesses that started with apps in the App

started as websites, such as Twitter, Facebook, eBay, Yelp, Airbnb and Amazon, began building apps to meet changing customer behavior.

As a result, apps have become one of the most important ways that customers interact with businesses and tackle everyday tasks — whether it is to book a flight or hotel room, make a dinner reservation, shop for gifts or pay bills.

III. Gaming Takes Off, Reaches New Fans



The App Store is the most popular marketplace for games, offering everything from new and original genres to beloved favorites such as Pokémon Go. ↓

Shigeru Miyamoto, representative director and fellow, Nintendo:

“We are very happy that we are able to deliver Super Mario Run, a new Super Mario experience that could be played with just one hand on iPhone, to hundreds of millions of consumers because of the App Store. The App Store allows us to share the joy of Nintendo games with many new audiences, and we will continue striving to provide unique and new game experiences to App Store customers.”

Riccardo Zacconi, CEO of King, creators of Candy Crush: “We launched Candy Crush Saga on the App Store over five years ago and it’s been hugely beneficial, allowing us to reach a brand new global audience. Our games have been played in all seven continents, including Antarctica! That shows just how influential and far-reaching the App Store has become.”

Daniel Wu, president of Hero Entertainment, creators of Red Tides: “The App Store offers us the opportunity to bring great eSports

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