



adeven Ltd 131 – 151 Great Titchfield Street, London W1W 5BB, United Kingdom
adeven GmbH Breite Straße 2, 13187 Berlin, Germany
Phone +49 30 91 46 00 83, Fax +49 30 25 74 96 75 www.adeven.com

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Media release

adeven predicts over 435 thousand new apps in 2013

- **Top global ranking app for 2012 is Where's my water**
- **Top global publisher for 2012 is Gameloft**
- **The number of over \$999 apps doubled in 2012**
- **64% of apps were Zombies in December**
- **Additional free app stats available through free apprace.com**

Mobile analytics and ad verification company adeven today predicted that 2013 would bring over 435,100 new apps to the global Apple App Store.

Statistics made available through adeven's free online tool, apprace.com shows that last year 359,764 new apps were released into the App Store with July being the slowest month with only 22,483 apps released. In the lead up to Christmas, November showed the biggest number of app releases with 39,313 new apps.

A review of 2012 showed that expensive apps in the \$999 price bracket doubled with 16 out of the currently available 38 being released last year.

The army of [Zombie apps](#) were on the rise in December with 64 percent of apps not securing a ranking for most of the month. This is up from June's 60 percent, reflecting the increasing competitiveness in the App Store for an app to rank and be noticed. Despite previously reporting the existence of thousands of flashlight apps, still another 586 flashlight apps were released in 2012.

Through [apprace's](#) sentiment analysis, which crunches over 27 million App Store text based reviews, [Word Seek HD by Idealix](#), Inc. won the all time top spot for most addictive app with a rating of 54.5 percent across all versions and a current version rating of 46 percent. The most exuberant and positively reviewed app was [Zulily by](#)

[Zulily](#), who won with a positive rating of 85.6 percent across all versions with a current version rating of 90 percent.

adeven's apptrace is a great free online tool for developers, publishers, journalists and anyone interested in the performance of specific apps and publishers. It gives developers greater transparency into the app ecosystem and easy access to valuable stats about app and publisher performance.

"We reviewed App Store results over the past five years and noticed a steady linear increase in the number of App Store apps, indicating that there will be over 435 thousand new apps in the App Store by the end of 2013," said Christian Henschel, CEO, adeven. "Naturally anything could happen to the industry, but we think these numbers are a fair prediction and an indication of the continued growth in the industry."

Upcoming new apptrace features include a free download prediction tool for developers and free organic traffic tracker. If you are interested participating in the beta test run, [contact adeven](#).

About adeven

adeven is a leading mobile ad analytics and verification company with offices in Berlin and London. adeven brings transparency and accountability to all aspects of the app ecosystem through cutting edge technology, incredible data management and the ability to make complex stats simple.

Their [adjust.io](#) analyzer and verifier products provide independent mobile ad verification; superior download tracking solutions and valuable post-install KPI analytics. The free online tool, [apptrace.com](#) gives users complete access to iOS app and publisher data including global and country rankings for device and price. This enables advertisers, agencies and publishers to understand and optimize their mobile campaigns effectively.

Backed by leading VC [Target Partners](#), adeven is ePrivacy certified, meeting stringent German and EU privacy laws. For more information visit [www.adeven.com](#), follow @adevenCom on Twitter or connect on Facebook at [www.facebook.com/adevencom](#).

Media contact: Andrew@mustardpr.com, Dan@mustardpr.com Tel: +44 1753 656661