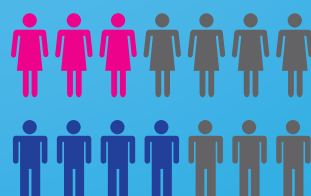# iOS VS Android

Battle Of The Platforms

Which Platform is Best For Developers? Let's Take a Look at the Facts

APPLE USERS

- Tends to have more disposable income for Apple's premium products & more addicted to their devices
- Rich kids
- Professionals & Business people
- Spend more money in the App Store than Android users spend in Google Play

DROID USERS

- Androids are cheaper, so more kids own Androids
- Users tend to own a huge range of Android devices, as they are moderately priced

44% Female
56% Male

Developer Consoles

iTunesConnect for Apple:

Beta tasting with TestFlight has restrictions: an app is available for beta testing for **30 days, it only works with iOS8**, beta testers have access to your "My Apps" and "Catalog Reports"

Google Play Developer Console for Android:

Store metrics show how any active users you have, **how many people are upgrading your app, and how many are uninstalling your app daily**
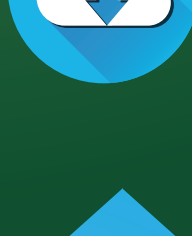Beta testers must be a part of the Google Plus community & the developer can reply directly to public reviews

App Store Statistics

iOS App Store:

- Dveloper gets a cut of **70% of sales**
- Level of competition is **extremely high**
- A lot more visibility, your app can be promoted via many channels on the store
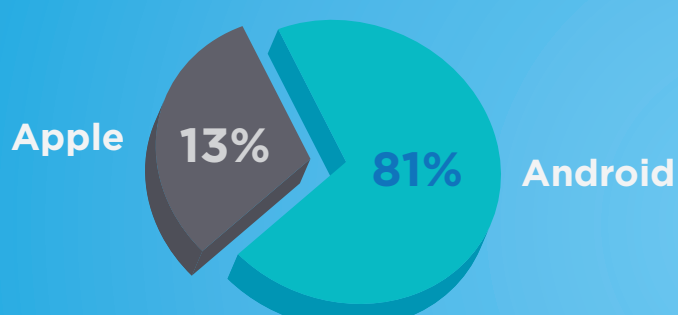- Cost of registration is **$99 per year**
- **60% of apps** are free

Google Play:

- App submission process is much less tedious
- Initial cost of **registration is $25**
- **25% of Android users use KitKat,** an OS released over 2 years ago
- **80% of apps** are free

Interesting Numbers

Market Share

Apple **13%** **81%** Android

Apple devices drive higher sales, but Android devices are closing the monetization gap

The average Android user downloads **4.1 apps per month and 3.4 free apps**. The average iOS user downloads **6.2 apps per months**, with an average of **4.3 free apps**

Resources:

Sourabh Soni: http://bit.ly/1Hky9Pc

abouttech: http://abt.cm/1ISoVKZ

SlideShare: http://bit.ly/1NKeHPJ

Forbes: http://onforb.es/1uYRuzO
http://onforb.es/1gfgMRh

Tech Republic: http://tek.io/1lz2uDq