



Tizen. Using the Smart Approach to Attract Apps

TIZEN™
**DEVELOPER
CONFERENCE**
2013
SAN FRANCISCO

An abstract geometric composition on a dark, textured background. It features several overlapping circles: a large black one in the center, a medium black one below it, a small yellow one at the bottom right, and a blue one on the left. A semi-circle with blue and white diagonal stripes is partially visible on the left. A black curved shape, resembling a rolled-up sheet of paper, is positioned at the top center.

the problem

highly fragmented app market



825,000 

850,000  Google play

145,000  Windows*

*Windows Phone Store

 consumers

 developers

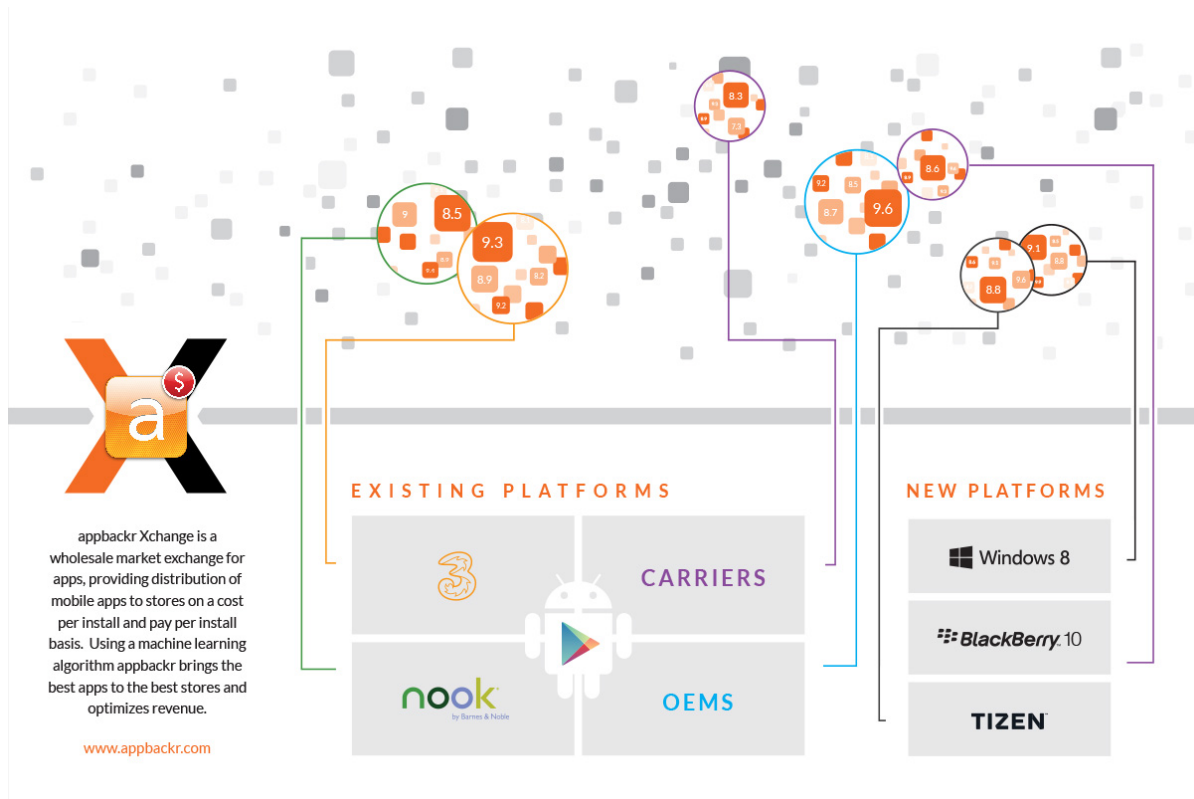
Google



Google Search

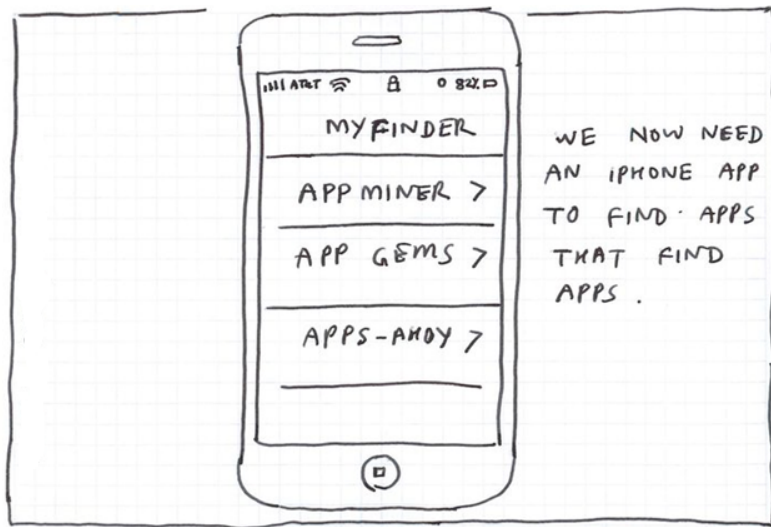
I'm Feeling Lucky

Xchange acts as a thin-wholesale layer between stores and apps



Xchange solves the major pain point for both developers and stores

Developers are desperate for sales but have **no profitable options**



Carriers, OEMs and stores all need **to differentiate** their offering to attract consumers

Xchange matches developers and stores



useful, relevant apps



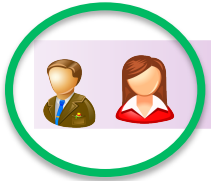


apps are driven to the right app stores to maximize
selection, profit and distribution
with **minimum effort**

appscore algorithm

cuts through clutter;
predicts app rank/value

app
developers

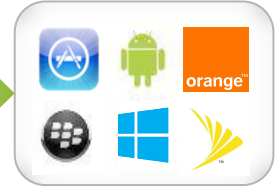


antivirus screening

helps screens apps for entry
to Xchange through a web service
or SDK



software
development
companies



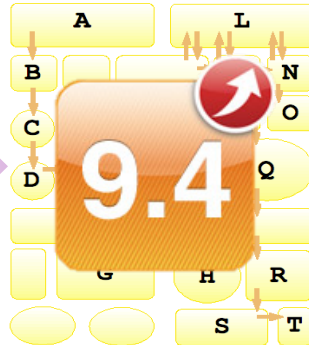
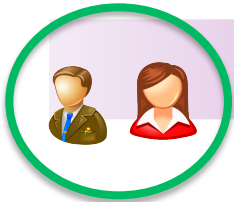
enjoys
optimized
distribution
across all stores
and platforms

appscore algorithm

cuts through clutter;
predicts app rank/value

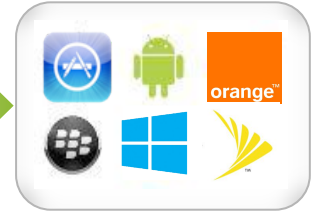


app developers



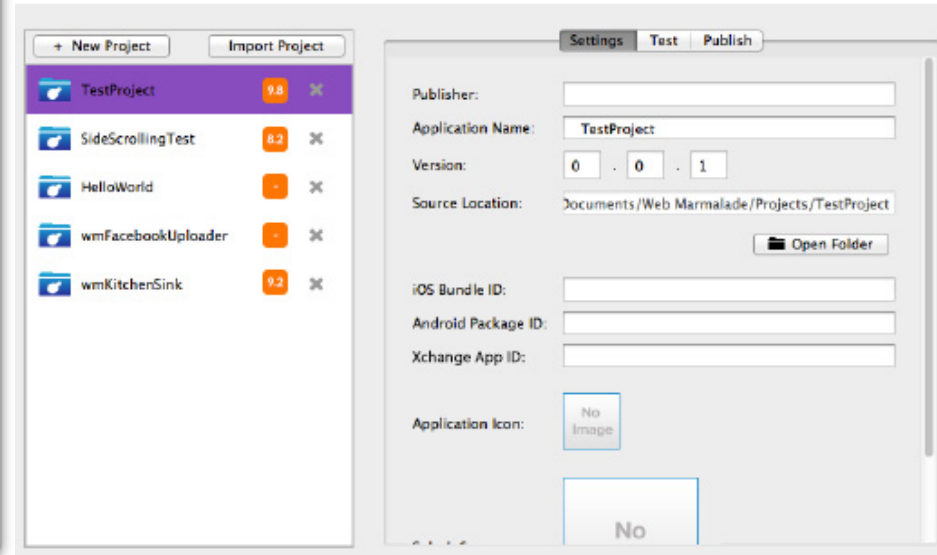
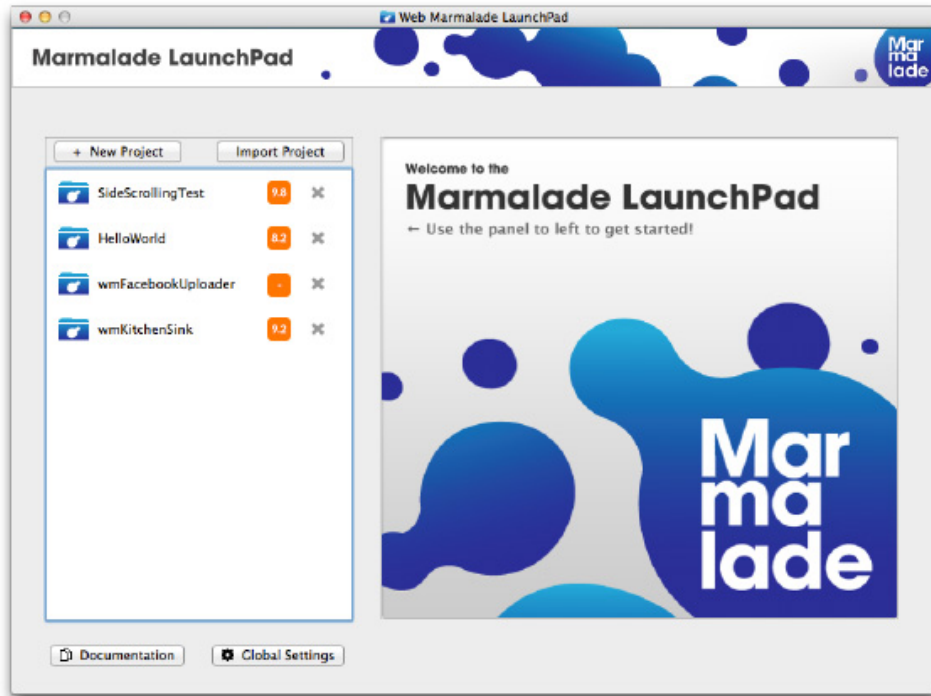
antivirus screening

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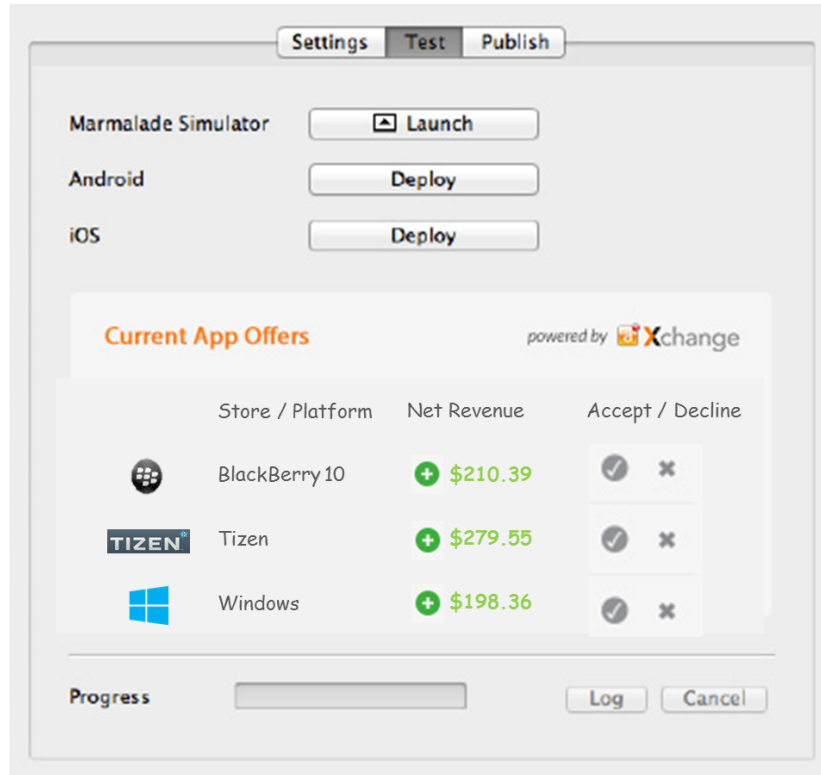


enjoys
optimized
distribution
across all stores
and platforms

developers can see appscore of current projects

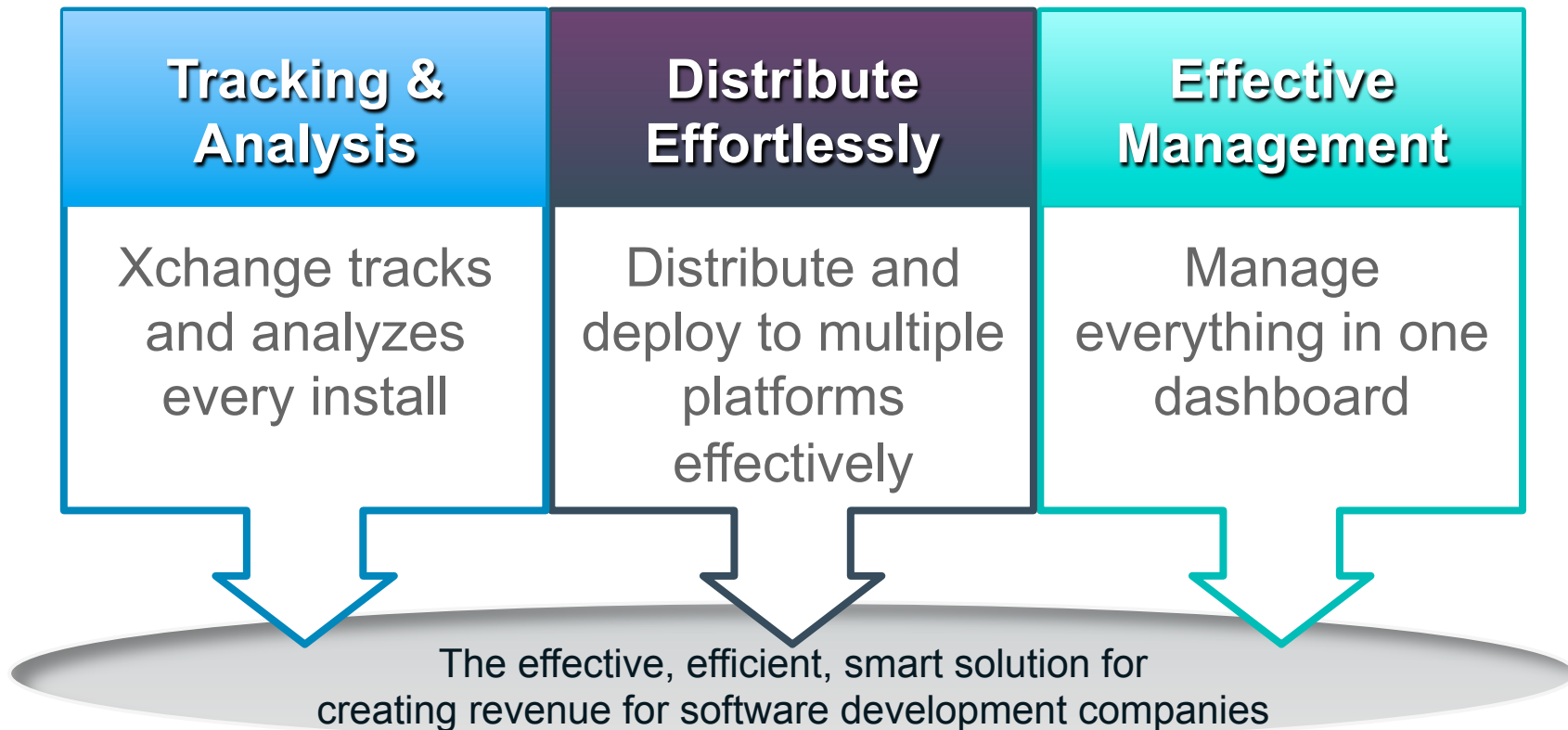


see incentive offers from multiple platforms



- easy to manage dashboard
- choose which platform to deploy to
- automated submission to platform through Xchange

Xchange delivers revenue and distribution effortlessly for developers





developers,
score your apps

GET SCORED

Your app's score is the key to getting offers from app stores and helps in getting you top placement.






☐  Google play ☐  chrome web store

angry birds

Enter your email

GET YOUR SCORE 

TOP SCORES TODAY

	Google Play services Google Inc.	7.6
	Tiny Flashlight + LED Nikolay Ananiev	9.8
	Angry Birds Rovio Mobile Ltd.	9.8
	WhatsApp Messenger WhatsApp Inc.	9.8
	Adobe Reader Adobe Systems	9.7

RIGHT FROM THE START

 appbackr. + **TIZEN** 

<http://www.appbackr.com/tizencon>

Search results for 'angry birds'



Angry Aviary Lite★ Angry Birds
by Sapient Development
CASUAL

See appscore



Birds - Make some angry birds!
by DictatorDesigns
PERSONALIZATION

See appscore



Angry Users for Angry Birds
by Best Apps for Android
ENTERTAINMENT

See appscore



Angry Birds
by Rovio Mobile Ltd.
ARCADE & ACTION

See appscore



Angry Birds Rio
by Rovio Mobile Ltd.
ARCADE & ACTION

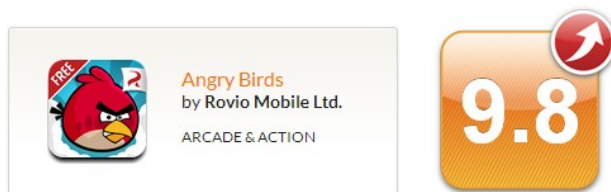
See appscore



Angry Birds How To
by UI Art - Android Themes
ENTERTAINMENT

See appscore

<http://www.appbackr.com/tizencon>



Woot! That's a great score!

If this is your app you need to claim it now.*

Scores 8.5 or higher receive top offers
for distribution and placement!

EMAIL MY APPSCORE

*Claiming your app requires verification in order to see all offers available.

<http://www.appbackr.com/tizencon>



Xchange dashboard

Developers on Xchange view and accept Samsung's offers

The screenshot shows the appbackr developer dashboard. At the top, the appbackr logo is on the left, and a user profile icon labeled 'Developer' is on the right. Below the header, there are four tabs: 'Your Apps', 'Analytics', 'App Offers', and 'Add Accounts'. The 'App Offers' tab is active, displaying a list of offers. The first offer is from Samsung, with a text box that says 'Got 10 minutes? Port your app to Samsung appstore and unlock opportunity'. To the right of this text is a form with a 'Store' checkbox, a 'Net Revenue' field, a '+ \$100' button, and a 'PORT NOW' button. Below the Samsung offer, there is an app card for 'Paper Camera Photography' with a rating of 9.6 and a 'View app details' button. On the right side of the dashboard, there are two informational boxes. The first, titled 'Did you know?', explains that economics are shown in a diagram and that calculations are based on an app posted on appbackr as a live app and later selling in a retail app store for \$0.99. The second box, titled 'Claim your app!', states that developers can speed up the app claiming process by using email verification and includes a 'Search for apps' button.

appbackr[™]
THE NEW MARKET FOR APPS

Developer ▾

Your Apps Analytics App Offers Add Accounts

SAMSUNG
Got 10 minutes? Port your app to Samsung appstore and unlock opportunity

☒ Store Net Revenue
 + \$100 **PORT NOW**

Paper Camera Photography 9.6 **Create / Update Offers**
View app details ▾

Did you know?
Our economics are shown in the diagram below. This calculation is based on an app posted on appbackr as a live app and later selling in a retail app store for \$0.99. Costs and proceeds vary based on several factors.

Claim your app!
You can speed up the app claiming process by using our email verification.
Search for apps

Dashboard Browse Carrier Channel

BROWSE APPS SAVED LIST SUBMIT APP

Filters

Search

Platforms

Minimum Installs

Type

Categories

Content


Average Rating

Price


Advanced [+]

Discovery Apps


1,581 Recommended Apps




Hotel Tonight
Travel & Local
Price: Free
CPI: 0.38 USD
1000000 - 5000000 Installs






Serina Photos
Entertainment
Price: Free
CPI: N/A
1000 - 5000 Installs



Hickstead
Sports
Price: Free
CPI: N/A
100 - 500 Installs



iWazaFriend
Social
Price: Free
CPI: N/A
100 - 500 Installs

Key Values	Xchange
algorithmic quality control	
easy curation	
user-friendly interface	

Dashboard
Browse
Carrier Channel

BROWSE APPS
SAVED LIST
SUBMIT APP

Filters

Search

Platforms
Android

Minimum Installs

Type
All Available

Categories
Select Some Options

Content
Select Some Options

Average Rating

Price
Free Paid All

Advanced [+]

Maximum Rating Percentage

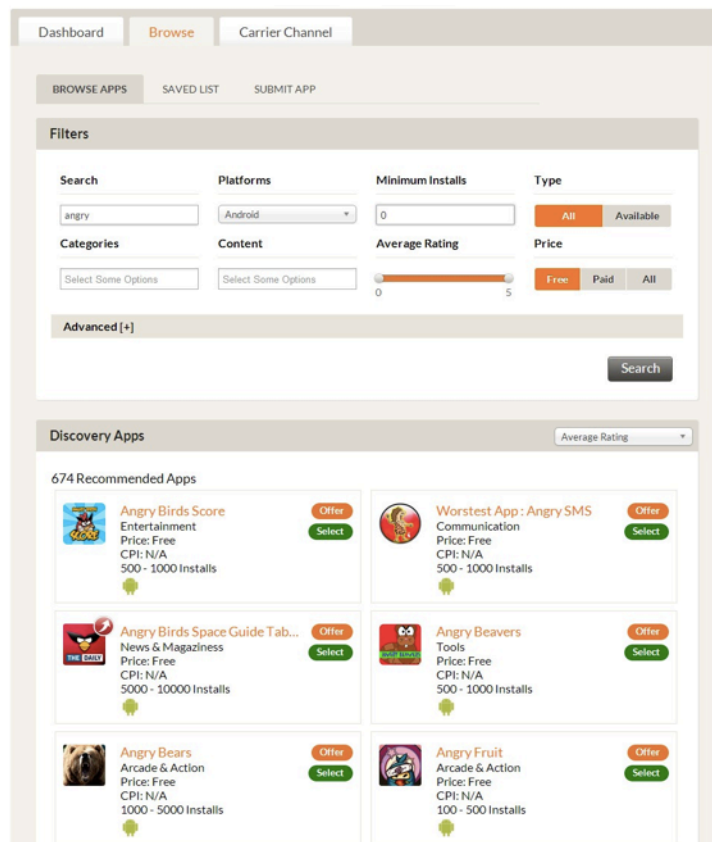
5 Star	-	100 %	+
4 Star	-	100 %	+
3 Star	-	100 %	+
2 Star	-	100 %	+
1 Star	-	100 %	+

Minimum Number of Reviews

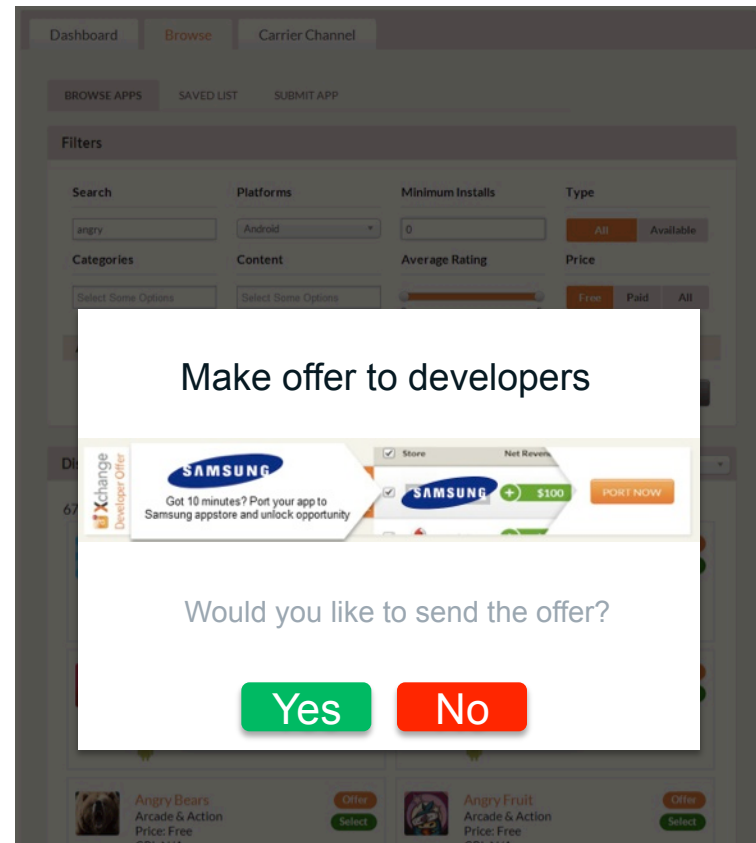
Search

Fields to Filter and Sort by

App Title	Minimum reviews
Platform/ Retail Store	Star-rating distribution
Minimum installs	appscore
Availability on Xchange	Average rating
Categories	Price of app
Content maturity	



select and filter apps



make offers and communicate directly to developers



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