



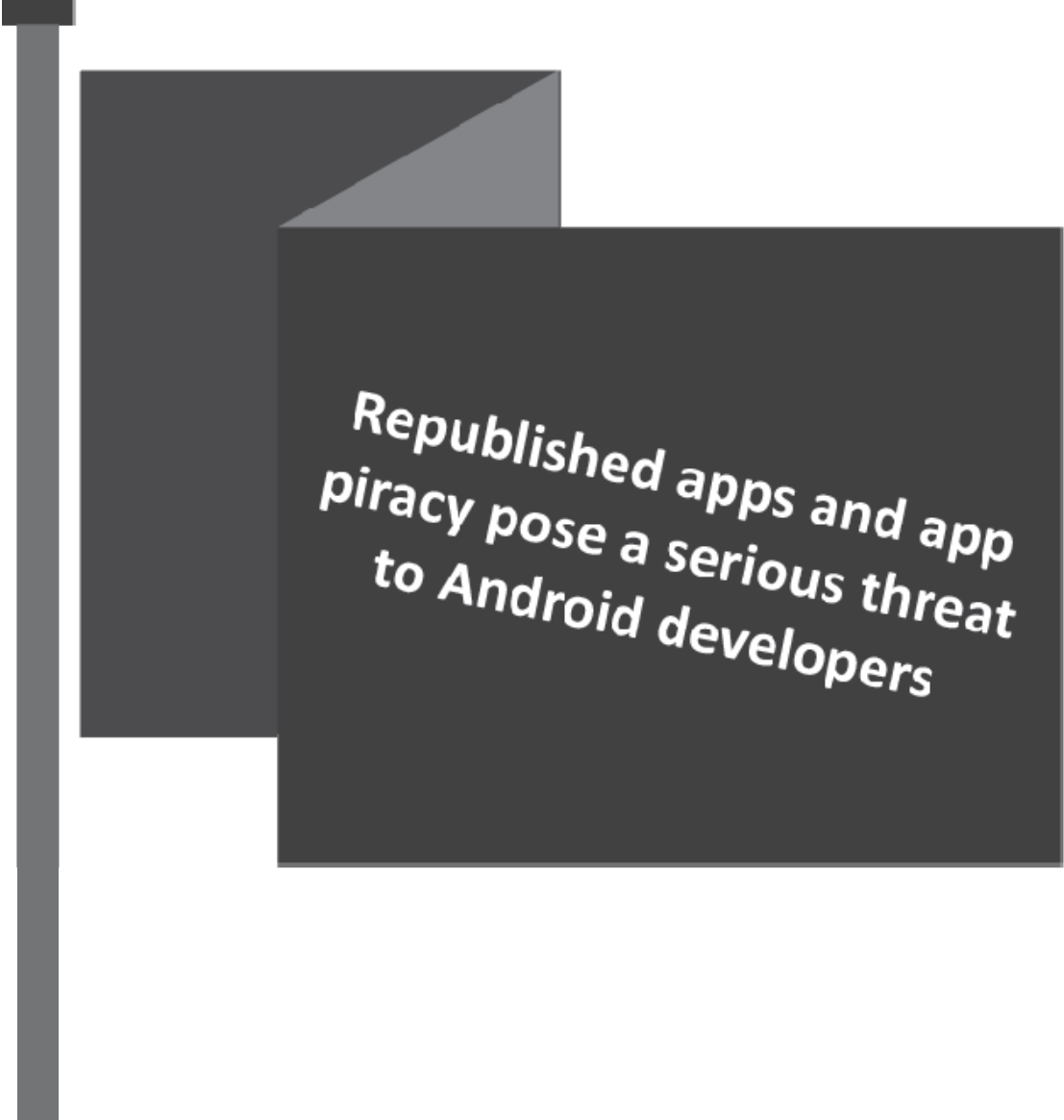
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# Android Ecosystem Awash With Pirates

Carl Howe, Yankee Group  
Maggie Taylor, Skyhook

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# Today's Main Takeaway



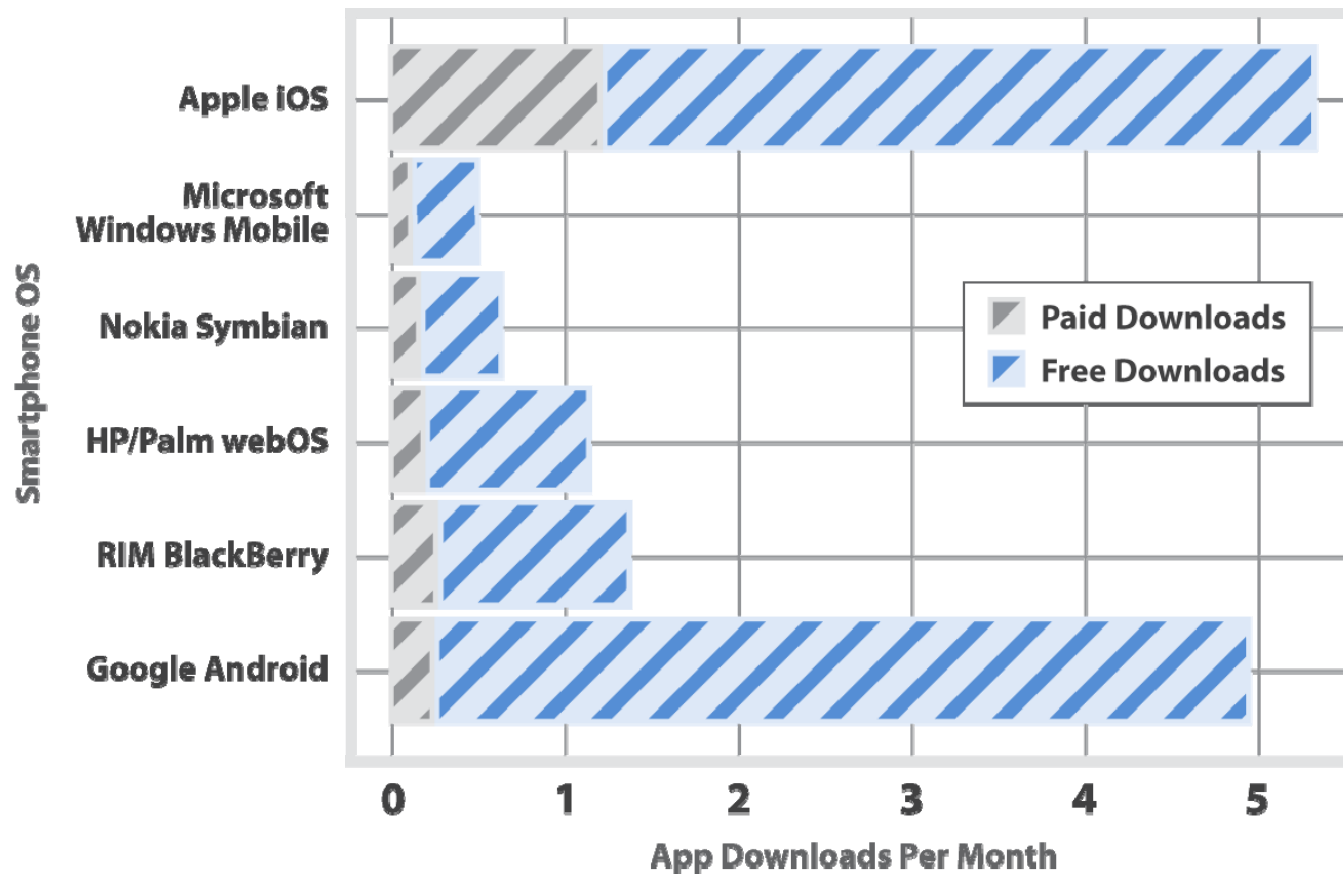
**Republished apps and app piracy pose a serious threat to Android developers**

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# Agenda

- What's the Problem?
- *Research Methodology*
- *What Developers Say About Piracy*
- *What Developers Need*
- *Conclusions and Recommendations*

# Android Lags iPhone in Paid Downloads, But Not In Free Ones



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# Methodology

- Online survey
- Survey sample pulled from the top 250 paid Android app developers
- Survey conducted between March 30 and May 4, 2011

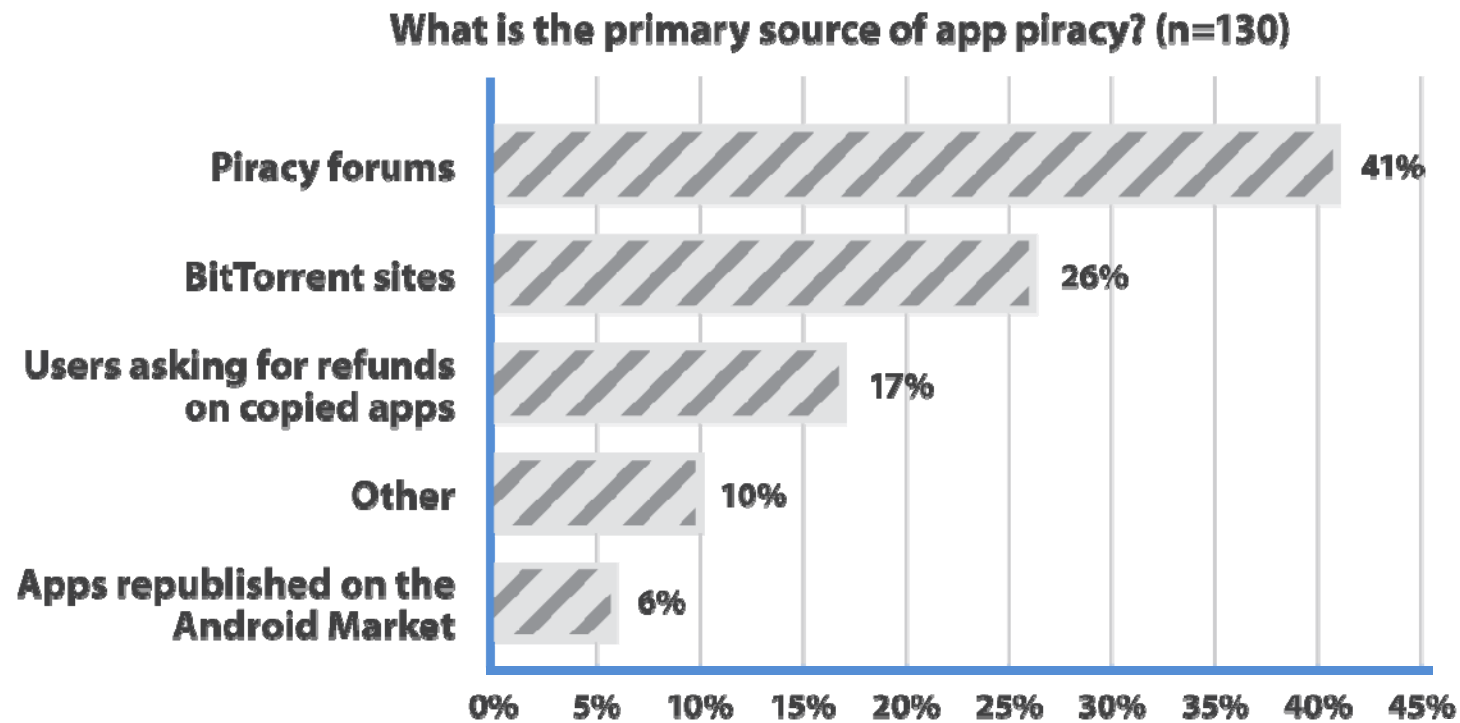
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# Piracy Forums and BitTorrent Sites Are The Largest Sources of Republished Apps

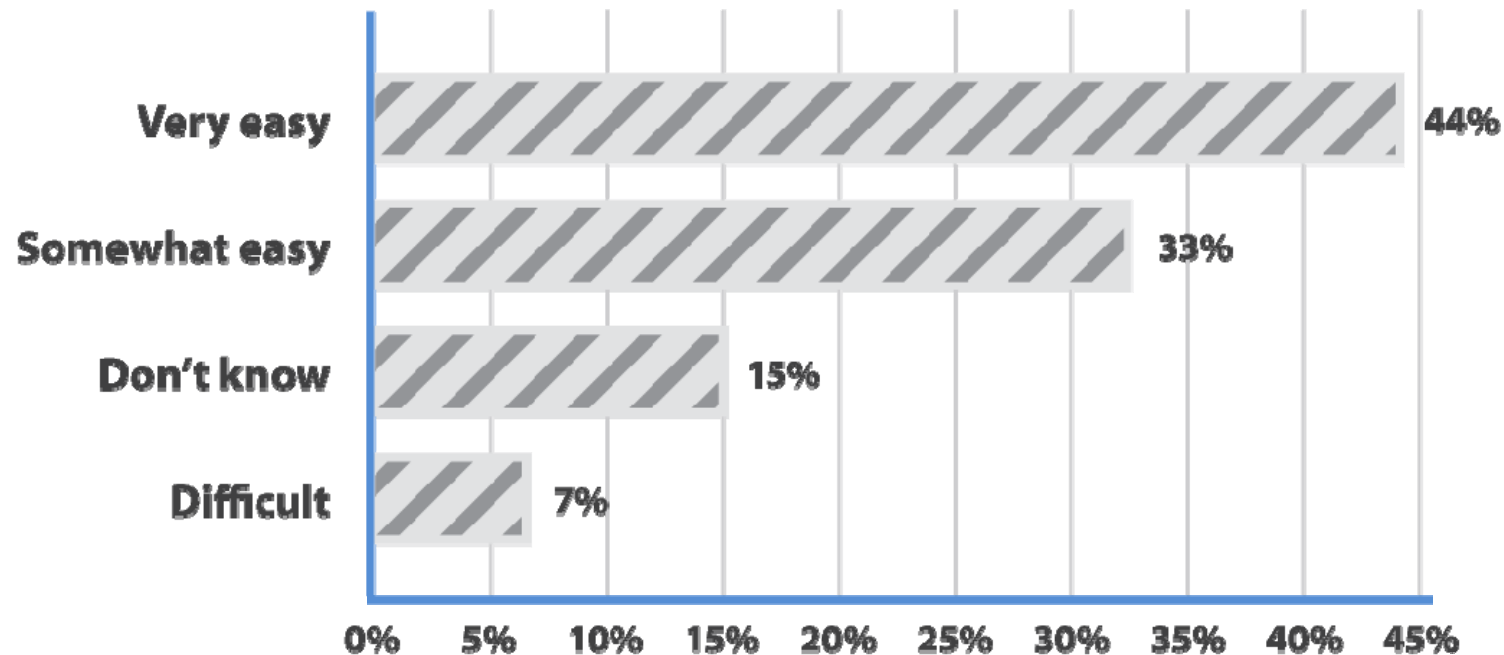




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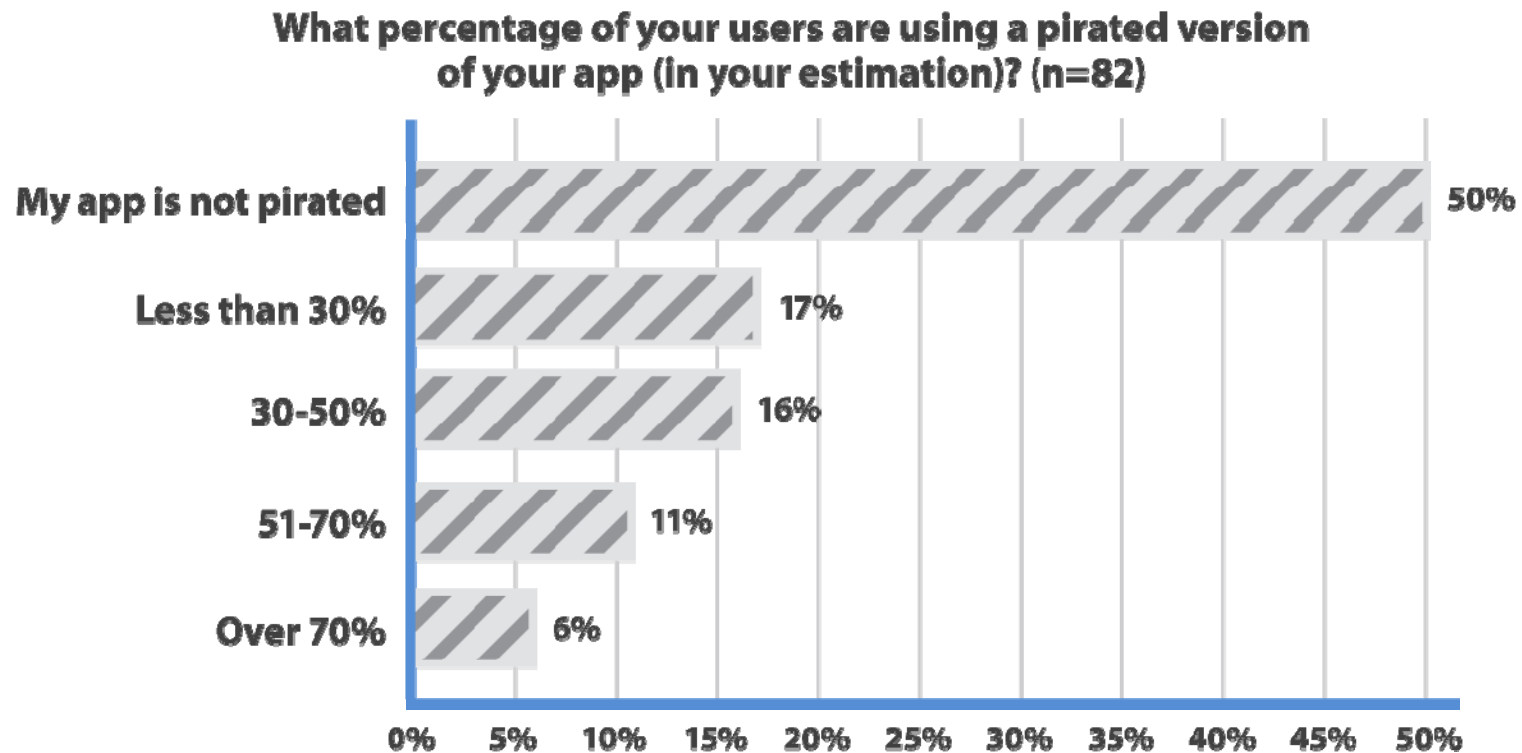
# Developers See Republishing Android Apps As “Very Easy”

How easy is it to copy and republish an Android app? (n=84)



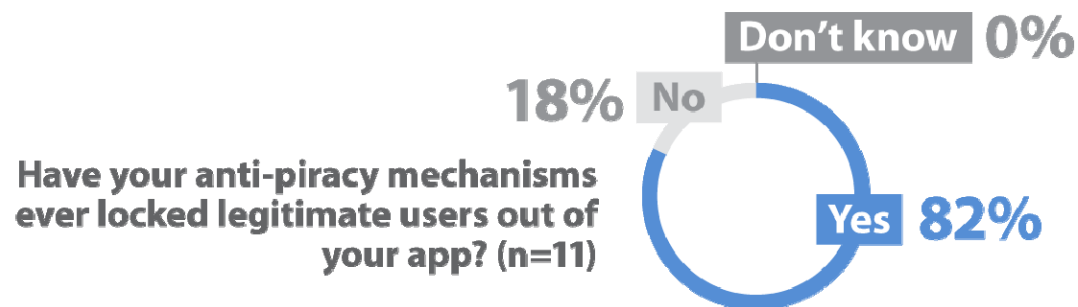
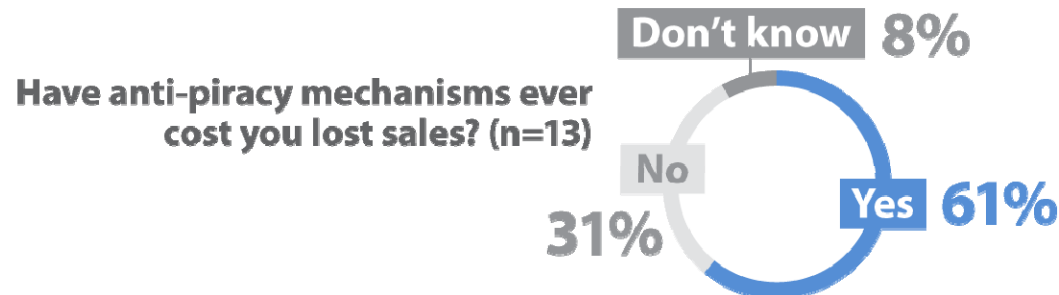
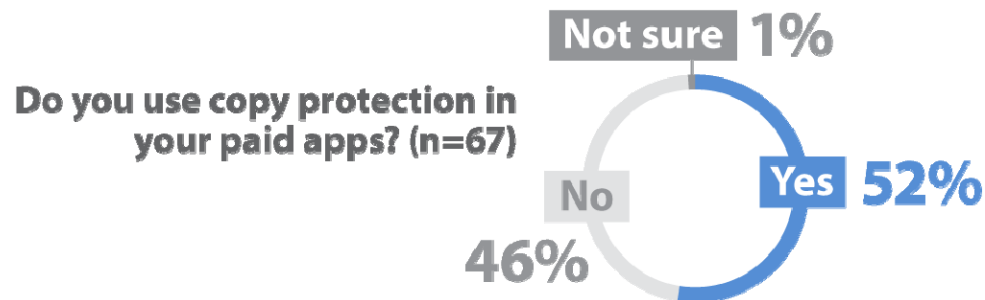
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# Half of Developers Believe Some of Their Users Are Using a Pirated Copy

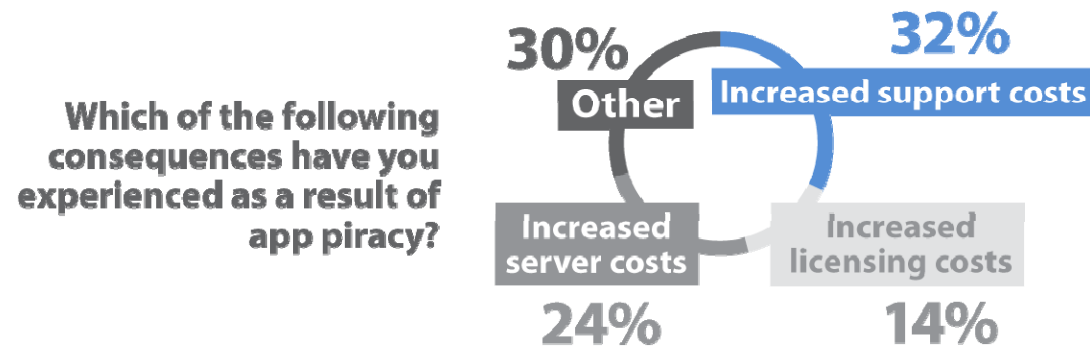
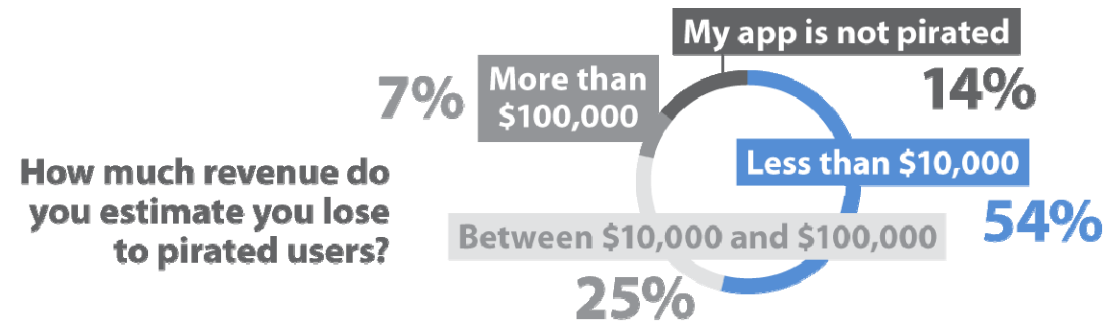
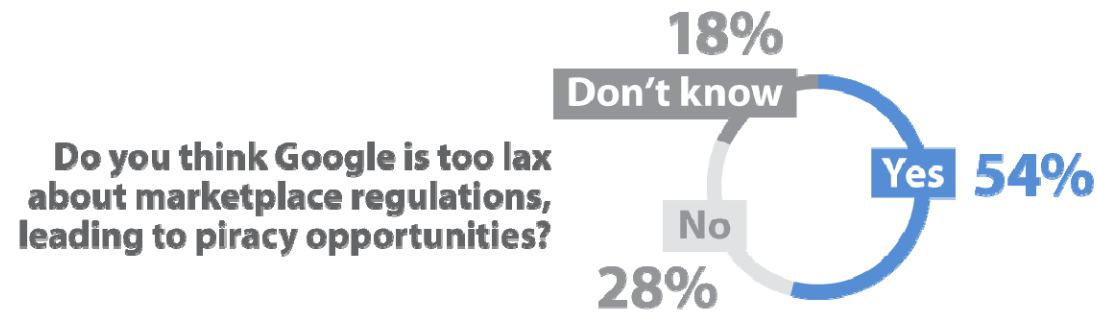


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# Android Developers Have Problems With Current Anti-Piracy Solutions



# Lax Regulations and Piracy Cost Developers Real Money



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# Three Steps Google Could Take To Reduce App Piracy

## Step 1: Require Market Certification

<b>Developer Problem</b>	<b>Root Cause</b>	<b>What Google Can Do To Solve This Problem</b>
Reposting of apps in remote marketplaces and forums	No constraints on app distribution	Require market certification to distribute apps to Android phones

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## Step 2: Provide Online Payment Receipts

<b>Developer Problem</b>	<b>Root Cause</b>	<b>What Google Can Do To Solve This Problem</b>
Reposting of apps in remote marketplaces and forums	No constraints on app distribution	Require market certification to distribute apps to Android phones
Exact copies of apps sold by pirates	No app restrictions or approvals	Provide payment receipts that apps can check online

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## Step 3: Include Code Obfuscation for Distribution

<b>Developer Problem</b>	<b>Root Cause</b>	<b>What Google Can Do To Solve This Problem</b>
Reposting of apps in remote marketplaces and forums	No constraints on app distribution	Require market certification to distribute apps to Android phones
Exact copies of apps sold by pirates	No app restrictions or approvals	Provide payment receipts that apps can check online
Java apps get repurposed for other markets	Java intermediate code is easy to examine, decompile and modify	Include code obfuscation and tamper-detection signatures by default



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# Conclusions and Recommendations

App developers will have to live with Android piracy for the foreseeable future, at least until Google takes some steps to reduce piracy. In the meantime, app developers can bypass some piracy issues by adopting different business models.

Developers can still make money on apps by:

- Making apps ad-supported
- Distributing free apps that use in-app payments for revenue
- Turning apps into subscriptions



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# Questions & Answers

Carl Howe, Yankee Group  
Maggie Taylor, Skyhook

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# Thank You



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