

“How Apps Sparked a Mobile Revolution”

<https://www.linkedin.com/pulse/20130719113155-206751421-how-apps-sparked-a-mobile-revolution>

Comprehension exercise:

- 1. Present the document (type, author, source).**
- 2. Define the Appstore.**
- 3. Pick out three elements showing how the AppStore has changed the market of smartphone applications (2nd paragraph).**
- 4. Identify the immediate consequences.**
- 5. Describe the app market now. (2nd paragraph).**
- 6. Explain the previsions for the future.**
- 7. Explain this quote " move into a post-PC, mobile-first era".**
- 8. What is our opinions on apps? How do you use them? Could you live without them?**

Find the English for these words or expressions in the text:

1. Déclencher	2. Prédit
3. Parier	4. Milliard
5. Perdre le fil	6. Santé
7. Effacer	8. Consommateur
9. Télécharger	10. Effleurer à peine le sujet
11. Famineux	12. Un seul
13. Enorme	14. Logiciel
15. Gagner (argent)	16. Lancer

How Apps Sparked a Mobile Revolution

19th July 2013

Olaf Swantee

Without looking, do you know how many apps you have right now on your smartphone or tablet?

Like many of us I'd wager that you've probably lost track of exactly how many apps you've downloaded, especially if you're constantly deleting old ones and downloading new ones. The average smartphone user actually has a staggering 41 apps on their device and it is predicted that 89 billion mobile apps will have been downloaded by the end of 2015. (...)

It wasn't until 2008 - when Apple launched its AppStore - that the market exploded. Since then it has seen more than 850,000 apps and 50 billion downloads - everything from games and music to productivity and health related apps. The simplicity of the AppStore sparked a revolution for consumers, who could download from a choice of thousands of apps with a single click, often for free. Apps such as Angry Birds, Shazam and Rovio became huge successes and earned their developers fortunes. (...)

As we move into a post-PC, mobile-first era the app economy will continue to transform how we buy and use software, both as individuals and as businesses. Indeed, the app economy is forecast to double to \$151bn in the US alone by 2017, according to AppNation.

We have come a long way in the five years since Apple's AppStore launched, but we have barely scratched the surface of what is possible.