

148Apps Launches iPhone Application Business Site

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The team behind the popular consumer focused iPhone applications site, 148Apps has launched a new site catering to the iPhone app developers and other business people making a living on iPhone applications. The site features not only editorial but an industry first in depth look at the metrics of the iTunes App Store. The metrics updated daily on the site include a wealth of knowledge for the iPhone development community including number of approved apps, price distribution, and more.

San Francisco, CA - Today, the team behind the popular consumer focused iPhone applications site, 148Apps has launched a new site catering to the iPhone app developers and other business people making a living on iPhone applications. The site, which went live last week, has already seen some amazing interest and has been written up in Venture Beat and Fortune/CNN Money.

"The goal of the site is to help build the iPhone app development community by sharing knowledge, growing standards, and consolidating sources of information" said Jeff Scott, founder of 148Apps.

The site features not only editorial but an industry first in depth look at the metrics of the iTunes App Store. The metrics updated daily on the site include a wealth of knowledge for the iPhone development community including number of approved apps, price distribution, average price over time, approval delay over time, and more.

The site also invites members of the iPhone app development community to share their knowledge by publishing papers on the site relating to their areas of expertise. Over time the goal is to create a sort of one stop shop for gathering information that's invaluable to iPhone app development teams.

"The editorial on the site is developed by the community for the community. The hope is that each developer will share with the group the area of knowledge they know best. Be that marketing, debugging, standards, interface design, or results of market testing they have done. Each article that's shared will help grow the community knowledge pool and hopefully lead to better apps for all of us." commented Jeff Scott.

For \$99 (USD), Apple will give developers the tools they need to publish an iPhone app in the iTunes App Store. What they don't give development teams are the tools they need to make a business out of app development - that's the hole that 148Apps plans to fill.

iPhone App Business Site:
<http://148apps.biz>

148Apps:
<http://148apps.com>

App Store Metrics:
<http://148apps.biz/app-store-metrics/>

148Apps is the leading consumer iPhone application news and review site. Launched shortly after the app store, the site grew quickly to reach hundreds of thousands of viewers monthly.

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