



iOS Education App Report

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Introduction

Apple's App Store which opened in July 2008 is distribution platform for apps developed with iOS, the mobile operating system developed by Apple. Apps can be downloaded onto iOS devices and are organised by 24 main categories which range from social networking to lifestyle.

This report is intended to provide insights into apps in the *Education* category. The data associated with 161,786 apps has been extracted from 11th July 2008, the day after the App Store opened, until 26th November 2014. Insights are related to:

- Age Pricing Tiers (in USD).
- Age Rating.
- Customer Rating.
- Publisher Information.
- App Categories.
- File Sizes.
- Updated or Released Status.
- Languages.
- Game Centre Status.
- Supported Devices.

1.1 Key Findings

The results of this analysis has revealed a number of key findings with the *Education* category:

- There has been an increase in the number of Free apps since 2008.
- Ages 4+ make up the majority of the apps with 93%.
- Only 33.99% of all apps have an associated rating.
- There is a clear correlation between higher pricing tiers and apps which are rating 5 stars.
- There are 49,287 distinct publishers within the Education category.
- On average each publisher has released 3 apps and the median is 1.
- 87.35% of apps have specified a secondary category.
- More apps are updated than released.

- September 2014 seen a significant increase of apps being updated.
- 1MB –8MB is the most popular file size with 35.54%.
- There 52 distinct languages associated with the apps.
- 71.86% of apps have only one language associated with an app.
- English is the most dominant of the one language apps.
- English is the most dominant language with 84.93%, followed by Arabic (3.05%) and Czech (2.80%).
- 95.88% of all apps are not game centre enabled.
- There are 23 distinct types of supported devices.
- The most popular device is the iPad with 59.34%.
- The most popular number of supported devices is 19 (35.88%).

App Pricing Tiers

The Apple store provides 83 tiers of pricing which range from *Free* to 999.99. Apps with either be *Free* or will have a pricing tier assigned, which can be scheduled to change.

This section presents insights into on the:

- Top 10 App Pricing Tiers.
- Free Apps (By Year).
- The Most Expensive App Pricing Tiers
- The Most Expensive Apps.

2.1 Top 10 App Pricing Tiers

Based on data from 157,424 *Education* apps (4,362 apps were omitted due to missing or invalid data), table 1 outlines the top 10 pricing tiers. The results show that over half of the apps are *Free* (55.07%) and that most of the pricing increments increase gradually, with the exception of 19.99 which places in the top ten.

Table 1: Top Ten App Pricing Tiers

	App Pricing Tier	Number of Apps	Percentage
1	Free	86,696	55.07%
2	0.99	27,704	17.59%
3	1.99	16,880	10.72%
4	2.99	9,954	6.32%
5	3.99	5,422	3.44%
6	4.99	4,866	3.09%
7	9.99	2,639	1.67%
8	5.99	1,314	0.83%

9	19.99	1,040	0.66%
10	6.99	909	0.57%

2.2 'Free' Apps (By Year)

Apple has recently changed the terminology surrounding free apps moving from a *Free* button to *Get* button within the App Store, see figure 1. This *Get* button reflects that although apps are free, many of these apps will be based on a freemium model or include in-app purchases.

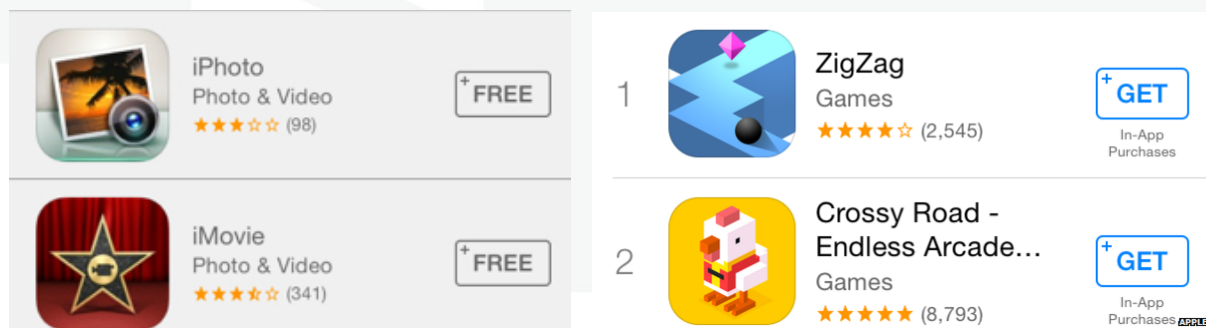


Figure 1: Example of the *Free* and *Get* buttons

Based on 86,514 *Free* apps in the *Education* category, the results show that there has been an increase in the number of *Free* apps since 2008, see table 2. The biggest increase was in 2010 with a 120% increase followed by 2014 with an 83% increase. There is a steady and consistent growth of the remaining app prices across from 2008-2014 (2008 and 2009 cannot be compared as data is only available from July 2008 when the App Store opened).

Table 2: *Free* Apps (by Year)

Year	Number of Free Apps	Increase
2008	182	-
2009	491	-
2010	1,979	+120%

2011	5,024	+86%
2012	9,975	+66%
2013	20,131	+67%
2014	48,914	+83%

2.3 Most Expensive App Pricing Tiers

The five most expensive app categories are outlined in table 3 ranging from 109.99 – 299.99. There is a limited amount of apps associated with each of these categories.

Table 3: Most Expensive App Categories

	App Prices	Number of Apps
1	199.99	20
2	109.99	19
3	149.99	18
4	299.99	13
5=	129.99	11
5=	179.99	11

2.4 Most Expensive Apps

Four apps are priced at 999.99, the highest price a developer can charge for an app. Table 4 provides an overview of the apps with publisher, rating age and size information. Key findings include:

- Two apps are from the same developer.
- No ratings are available for all four apps.
- The first three apps all target the 4+ age range.
- The files sizes are relatively high.
- Apps include a software training app, two dentistry apps and an orthopaedic app.

Table 4: Most Expensive Apps

	Publisher	App	Description	Rating	Age Rating	Size
1	Beijing Qeebu Technology Co., Ltd.	Oracle Train	Enterprises new recruits training app.	No rating available.	4+	11.8 MB
2	Yayi Technology Co., Ltd.	Dental Consult—Traditional Chinese Audio Version	The Dental Consultant brings you higher income and helps you create a better doctor-patient relationship with the Cutting-edge dental 3D animation clips and detailed treatment information leaflets.	No rating available.	4+	846 MB
3	Yayi Technology Co., Ltd.	Dental Consult—Traditional English Audio Version	The Dental Consultant brings you higher income and helps	No rating available.	4+	960 MB

			you create a better doctor-patient relationship with the Cutting-edge dental 3D animation clips and detailed treatment information leaflets.			
4	Corin Group	OEDLP	This app will allow you to assimilate the technical knowledge and product knowledge at your own pace.	No rating available.	12+	1.82 GB

Age Ratings

All apps have an associated age rating, assigned by the developers, providing a guideline to the suitability of the app, as well as being used by parental controls. The four available age range options are 4+, 9+, 12+ and 17+. The advisory description associated with each age rating is outlined in table 5.

Table 5: Age Advisory Descriptions

Advisory Rating	Advisory Description
4+	Apps in this category contain no objectable material.
9+	May contain mid or infrequent occurrences of cartoon, fantasy or realistic violence, and mild or infrequent mature, suggestive, or horror-themed content which may not be suitable for children under the age of 9.
12+	May contain frequent or intense cartoon, fantasy or realistic violence, mild or infrequent mature or suggestive themes, mild or infrequent bad language, and simulated gambling which may not be suitable for children under the age of 12.
17+	May contain frequent and intense realistic violence, unrestricted internet access, frequent and intense mature, horror, and suggestive themes; also strong sexual content, nudity, strong language, alcohol, tobacco, and drugs which may not be suitable for children under the age of 17. Whenever an app of this rating is requested for download, a message will appear, verifying if the user is 17 or older, and asking to confirm the purchase for this reason.

Apps which rate 4+ or 9+ can be included in the *Kid's* category within the App Store (Apple, 2014), which was introduced in 2013.

This section provides insights into

- Age Groups.
- Age Rating and Pricing Tiers.
- Made for Age Ratings (Specific to the Kid's Category).

3.1 Age Groups

Based on the data from 161,650 apps (136 apps were excluded due to missing or invalid data), table 6 outlines the respective percentages of each age rating within the *Education* category. The results shows that ages 4+ make up the majority of the apps with 93%. The age ratings 9+, 12+ and 17+ make up the remaining 7% of apps.

Table 6: Age Groups

	Age Groups	Number of Apps	Percentage
1	4+	151,943	93.99%
2	9+	1,997	1.23%
3	12+	4,738	2.93%
4	17+	2,972	1.83%

3.2 Age Ratings and Pricing Tiers

In determining what effect the age ratings have with the pricing tiers, a comparison of apps ranging from (1) *Free – 9.99* and (2) *10.99 – 999.99* are outlined. Figure 2 highlights the most popular age rating, 4+, which extends across the pricing tiers from *Free – 9.99*. With the more expensive apps, shown in figure 3, the 4+ age category still achieves a considerable presence across all of the apps. This is followed, in a much lesser extent by the 12+ age category.

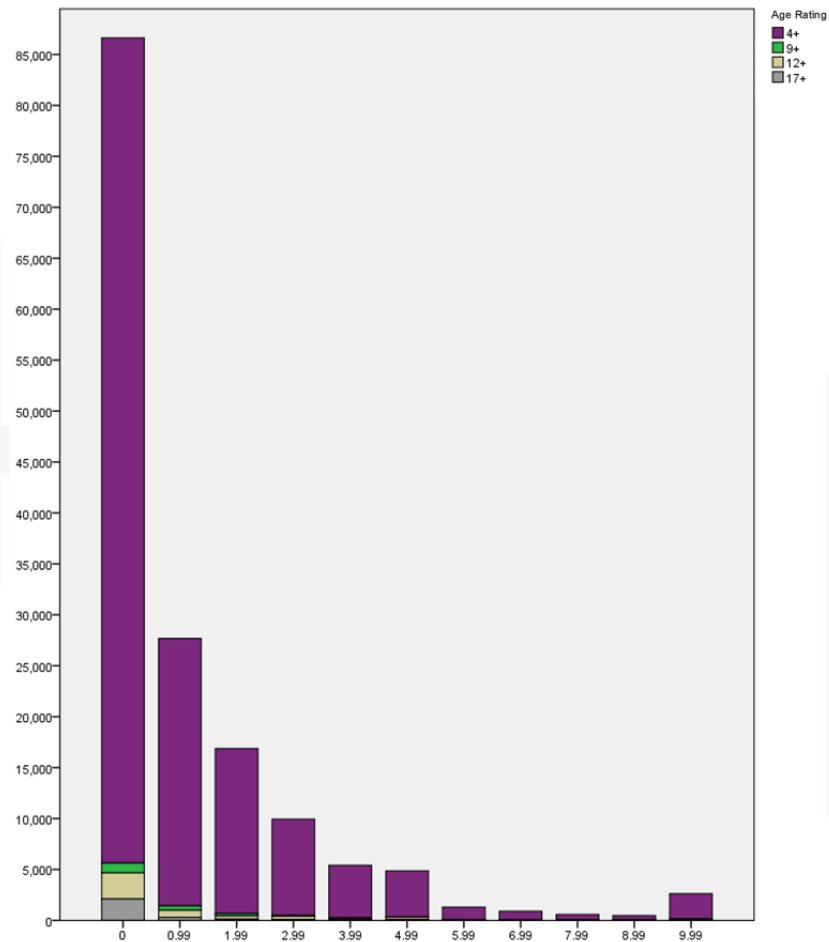


Figure 2: Age Rating and Pricing (Free to 9.99)

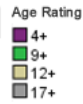


Figure 3: Age Group and Price Comparison (10.99 – 999.99)

3.3 Made for Age Ratings (Specific to the Kid's Category)

In a recent development publishers' whose apps qualify for the Kid's Category are required to assign a 'Made for' age advisory with three options:

- Made for ages 5 and under.
- Made for ages 6-8.

- Made for ages 9-11.

From 11,716 apps of the 161,150 apps only (7.24%) have this assigned this rating (it was only introduced in 2013), it is evident that '5 and Under' is the most popular option with 59.28%, see figure 4.

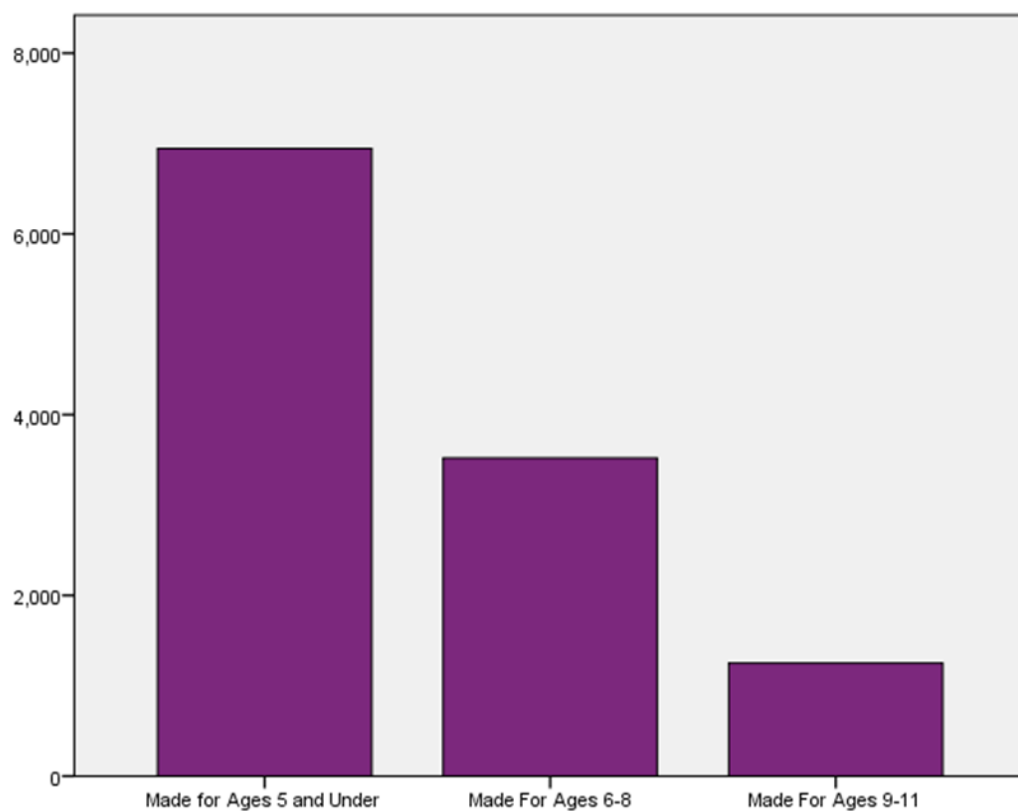


Figure 4: 'Made For' Age Ratings

Customer Ratings

Customer ratings play an important role in the App Store. Apps which rate highly can be featured in the *Top Charts* within the App Store which lists the top Free and Paid apps to a, potential, worldwide market. In addition the customer ratings can play an important role for customers when browsing apps with some customers opting to purchase or download an app which has positive or higher ratings. Once an app has been downloaded, it can be rated by the customer at any time, or developers can prompt users during the use of the app to rate the app.

There are five different rating tiers available to customers ranging from 1-5. Once a number of customer ratings have been submitted, more rating tiers are introduced, they include:

- 1.5
- 2.5
- 3.5
- 4.5

It is worth noting that there are issues associated with ratings in App Stores. These issues mainly refer to fake ratings and scams (Liu & Sun, 2014). In June 2014 the App Store have reportedly taken measures to stop such practices, by removing thousands of fake ratings (Perez, 2014).

This section provides insights into

- App Rating Distribution.
- App Ratings and Pricing Tiers.

4.1 App Rating Distribution

With this in mind, only 33.99% of all apps have an associated rating. The results, presented in table 7, show that the average app rating is 3.5, and the most popular rating category is 4 with 15.1%.

Table 7: App Rating Distribution

	Ratings	Number	Percentage
1	1	281	0.5%
2	1.5	565	1%
3	2	1499	2.7%
4	2.5	2844	5.1%
5	3	4662	8.4%
6	3.5	6601	12%
7	4	8331	15.1%
8	4.5	8074	14.6%
9	5	4271	7.7%

Figure 5 provides an overview of each rating and the number of associated apps.

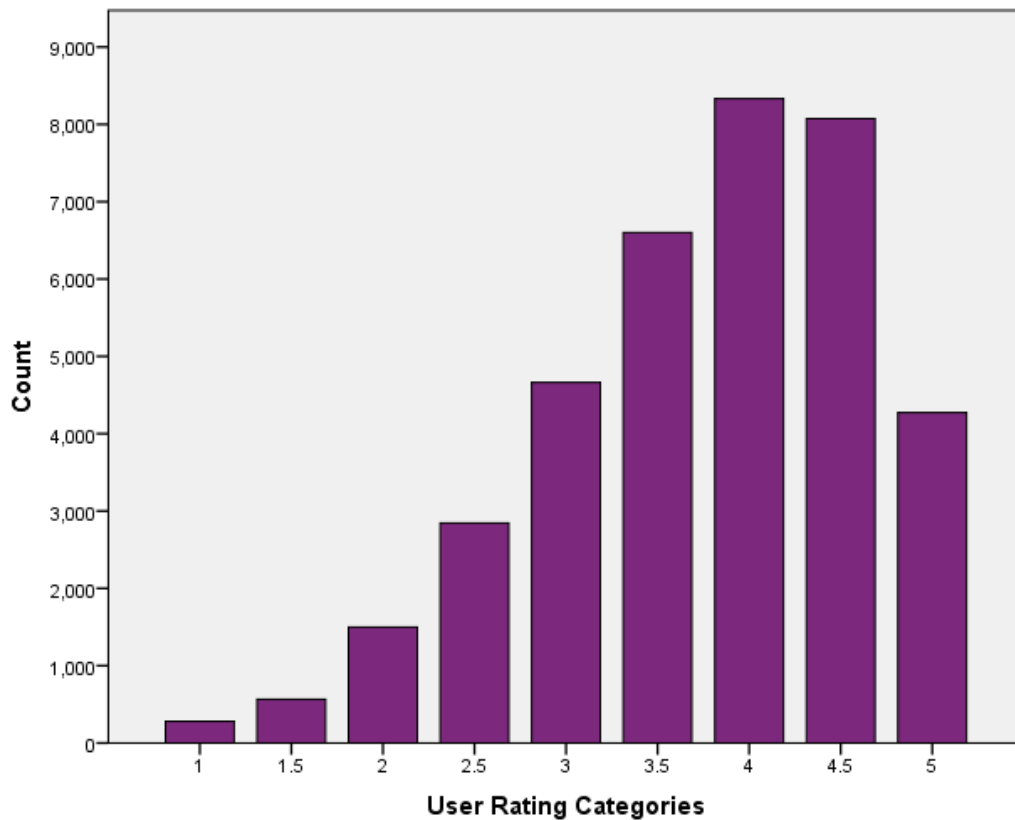


Figure 5: App Rating Distribution

4.2 App Rating and Pricing Tiers

In determining if there is a relationship between app ratings and costs figure 6 outlines the app rating associated with apps which range from *Free* to *9.99*, and figure 7 outlines the app ratings for apps over *10.99*. It is evident that there is a clear correlation between higher pricing tiers and apps which are rated 5 stars.

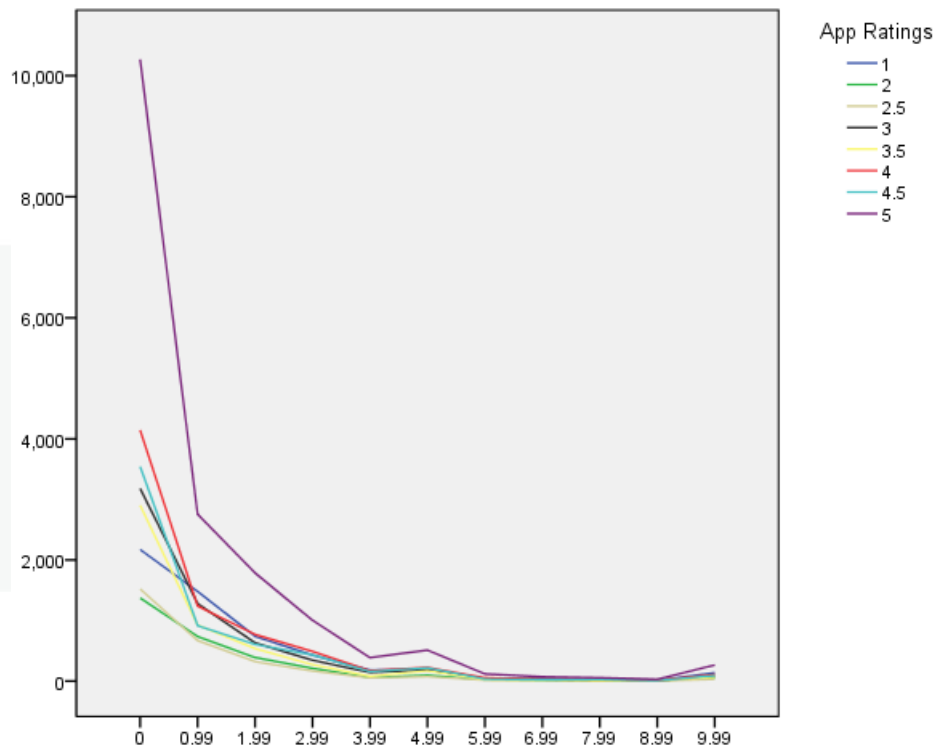


Figure 6: App Rating Distribution for Free Apps – 9.99 USD

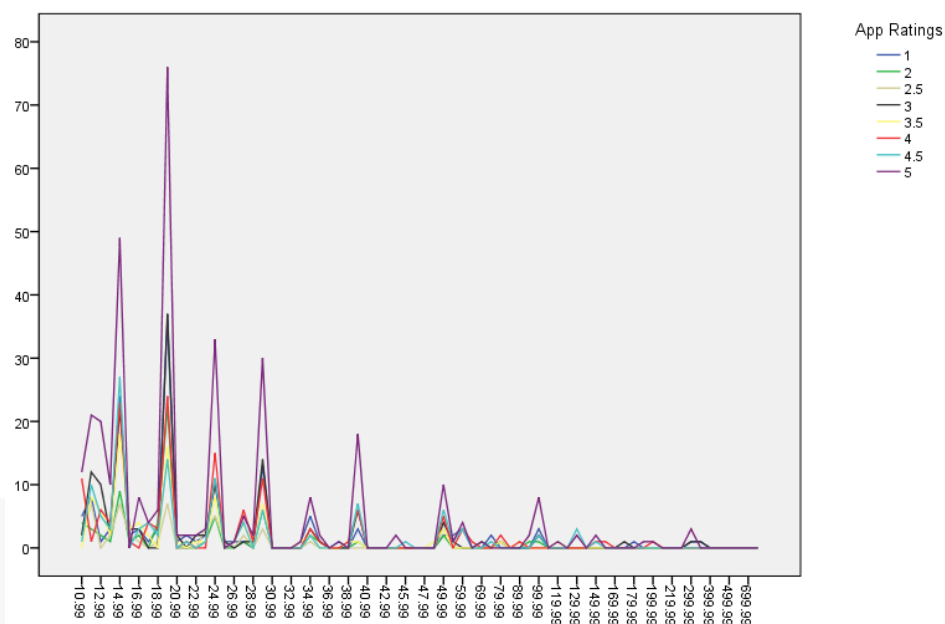


Figure 7: App Rating Distribution for Apps – 9.99 to 999.99

Publisher Information

Apple requires each publisher (either an individual or a company) wishing to releasing an app to enrol on an *iOS Developer Program*. Once enrolled each publisher takes part in a three step process

- (1) The development of the app.
- (2) The testing and debugging of the app.
- (3) The distribution of the app.

This section provides insights into:

- Distinct Publishers.
- Top 10 Publishers.
- Highest Rated Publisher(s).

5.1 Distinct Publishers

From the 161,786 apps there are 49,287 distinct publishers within the *Education* category. This results, on average, with each publisher publishing 3 apps with the median resulting in 1 app per publisher.

5.2 Top 10 Publishers

Table 8 outlines the top 10 publishers and the respective number of apps associated with each publisher. Information associated with the publishers' apps are provided which includes the average rating for the publishers apps, the pricing tiers and the age rating, which is 4+ for all of the top 10 publishers. The app description provides an insight into the general nature of the apps, revealing that not all of the apps are specifically educational i.e. parent communication tools, faith based apps, travel dictionaries.

Table 8: Publisher Information

	Number of Apps	Developer Name	Information	Average Ratings	Pricing	Ages
1	1684	SKOOLBAG PTY LTD	Parent communication tools.	No data available .	Free	4+
2	1364	Subsplash Consulting	Church related apps.	No data available .	Free	4+
3	754	Brentwick	Dictionaries and Travel Dictionary Apps.	4.7 (based on 213 rated apps)	Free	4+
4	419	Aurelien Bottazini	Dictionary Apps.	1.7 (based on 62 rated apps)	Mean: 3.78 Median: 3.99 Mode: 3.99	4+
5	415	Hien Ton	Children's Educational Apps.	3.3 (based on 268 rated apps)	Mean: 1.12 Median: 0.99 Mode: 0	4+
6	407	Innovative Language Learning, LLC	Language Education Apps.	3.6 (based on 136 rated apps)	Mean: 8.33 Median: 9.99 Mode: 9.99	4+
7	369	Lingvosoft	Talking Dictionary Apps.	4.9 (based on 7 rated apps)	Mean: 19.13 Median: 19.99 Mode: 19.99	4+
8	366	Mobile Systems	Bibles, Dictionaries, Phrase Books and Education Apps.	5.3 (based on 37	Mean: 12.36 Median: 9.99	4+

				rated apps)	Mode: 9.99	
9	338	Parlant Technology Inc	Education Communication Tools.	4 (based on 85 rated apps)	Free	4+
10	294	Shmoop University, Inc	Education Apps.		Mean: 2.03 Median: 1.99 Mode: 1.99	4+

5.3 Highest Rated Publisher(s)

From the 49,287 distinct publishers only two have achieved rating of 5 stars. Information is outlined in table 9 for the two publishers, this includes, the number of apps, pricing and age range, with no significant trends to report.

Table 9: Highest Rating Publisher Information

Publisher	Description	Apps	Pricing	Ages
Zyrobotics LLC	Provides inclusive mobile technologies that make learning accessible	2	Free	4+
Zynsoft Inc	As a rapidly growing player in the field of Mobile Apps and web based to SaaS development, we strive to provide our users with unique products that create efficiency, value and new experiences.	2	0.99	17+

App Categories

Categories play an important role in the discoverability of apps with the App Store. Currently there are 24 categories in the App Store. When releasing an app, the publisher must specify the primary category, the secondary category is optional. Apps with a secondary category will be featured within the primary category results and vice versa.

This section provides insights into the:

- Primary App Category.
- Secondary App Category.
- Education (as a Primary and Secondary Category).
- Differences in prices based on the Primary Category (Free – 9.99 USD).
- Differences in prices based on the Primary Category (9.99 USD – 999.99 USD).
- Differences in prices based on the Secondary Category (Free – 9.99 USD).
- Differences in prices based on the Secondary Category (9.99 USD – 999.99 USD).

6.1 Primary App Category

Based on the data from 161,786 apps there are 22 primary categories which are presented in table 10 and figure 8.

Table 10: Primary App Category

Primary Category	Number	Percentage
Education	97212	60.08%
Games	20592	12.72%
Books	8247	5.09%
Reference	6617	4.08%
Entertainment	4141	2.55%
Travel	3856	2.38%

Medical	3616	2.23%
Lifestyle	3461	2.13%
Business	2944	1.81%
Music	2591	1.60%
Utilities	2031	1.25
Productivity	1412	0.87%
Sports	1127	0.69%
News	837	0.51%
Photo and Video	817	0.50%
Health and Fitness	760	0.46%
Finance	540	0.33%
Social Networking	325	0.20%
Navigation	237	0.14%
Food and Drink	168	0.10%
Catalogues	147	0.09%
Weather	108	0.06%

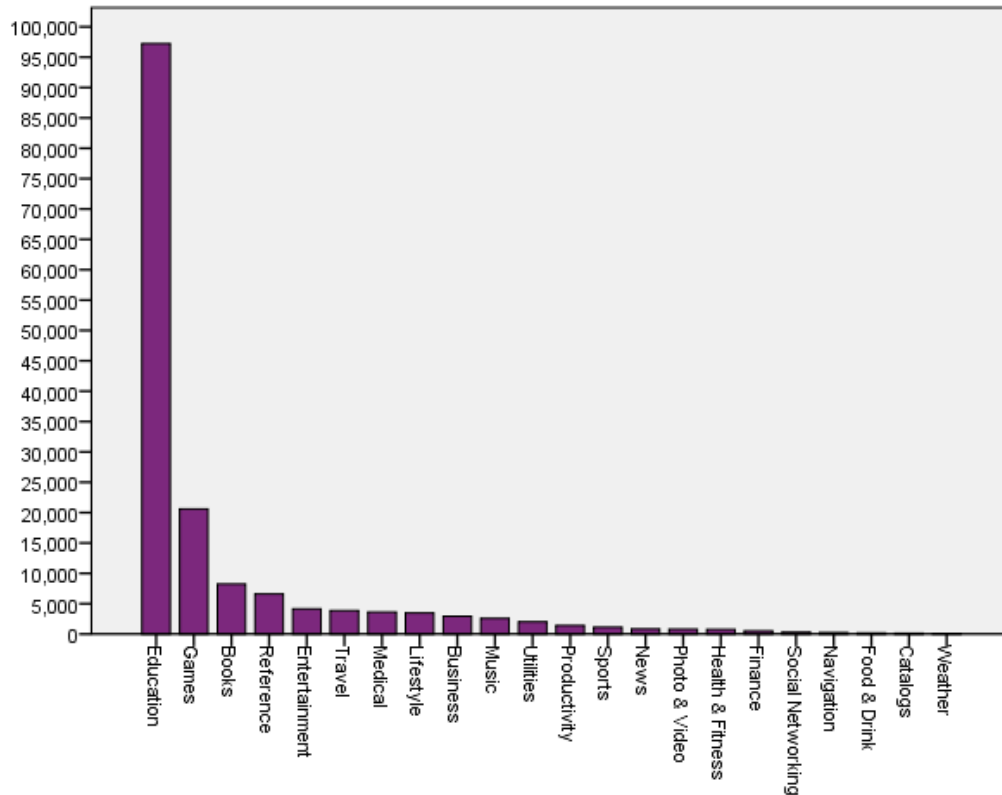


Figure 8: Primary App Category

6.2 Secondary App Category

87.35% of apps (141,332) have specified a secondary category. There are 44 secondary categories, the top 10 of these are listed in table 11, and a full overview is presented in figure 9.

Table 11: Top 10 Secondary Category

Secondary Category	Number	Percentage
Education	64165	45.40%
Games	19556	13.83%
Reference	12801	9.05%
Entertainment	9397	6.64%
Books	8297	5.87%
Travel	4572	3.23%

Utilities	4220	2.98%
Productivity	3508	2.48%
Lifestyle	3402	2.40%
Business	2634	1.86%

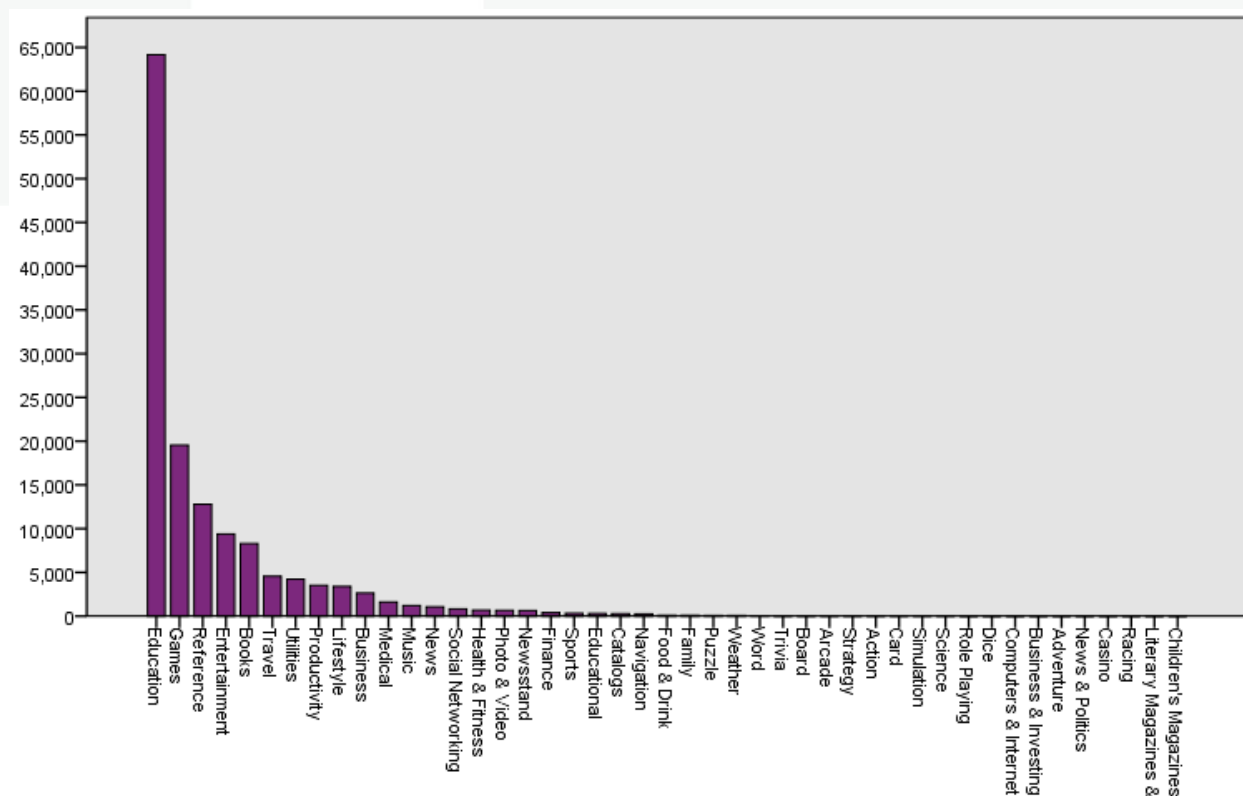


Figure 9: Secondary App Categories

6.3 Education (as a Primary and Secondary Category)

20,450 apps have one category, education assigned. Apps cannot have the same primary and secondary category, though 161 apps have education and educational combination. The top 5 combinations are presented in table 12 showing the most popular combination of Education and Games.

Table 12: Popular Category Combinations

Categories	Number
Education	20,450
Education and Games	19,552
Education and Reference	12,800
Education and Entertainment	9,373
Education and Books	8,297
Education and Travel	4,565

6.4 Differences in prices based on the Primary Category (Free – 9.99 USD)

In determining if there is a difference between the primary category and pricing, figure 10 outlines 22 primary categories with the corresponding app pricing tiers from *Free* – 9.99. The results show that there is a significant and consistent theme of *Education* apps across most of the pricing categories. Most predominantly from *Free* – 4.99 with a slight increase in 9.99.

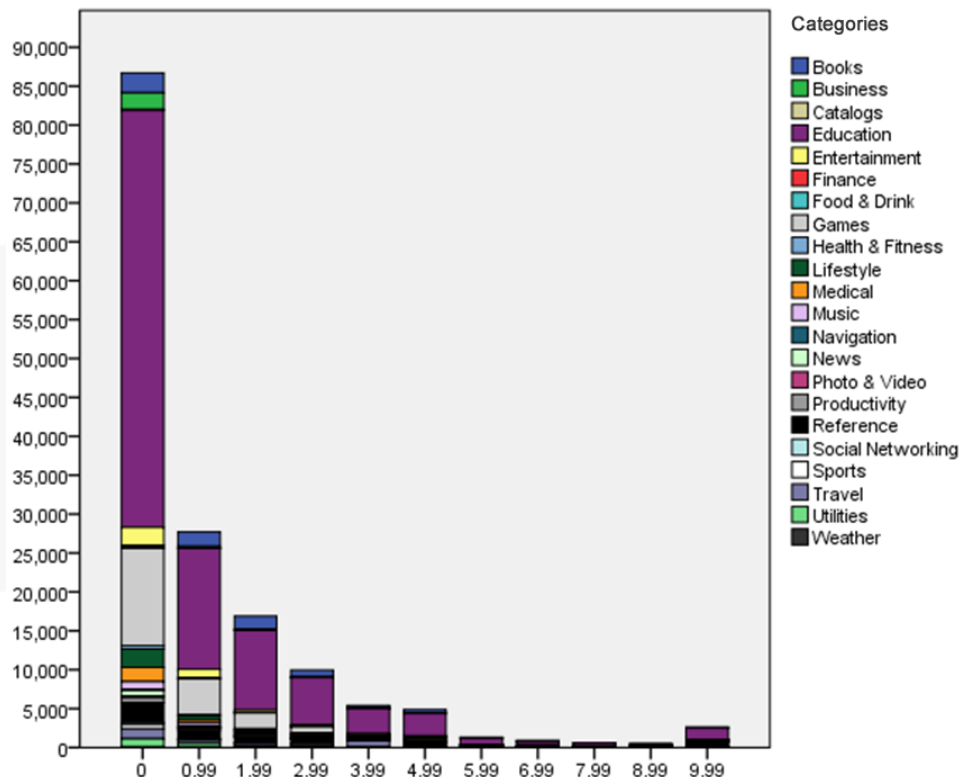


Figure 10: Differences in prices based on the Primary Category (Free – 9.99 USD)

6.5 Differences in prices based on the Primary Category (9.99 USD – 999.99 USD)

In determining if there is a difference between the primary category and pricing, figure 11 outlines 22 primary categories with the corresponding app pricing tiers ranging from 9.99 – 999.99. The results show that *Education*, and to a lesser extent *Medical* and *Business* apps achieve predominance across most of the app tiers, mostly significantly in the 19.99 pricing tier.

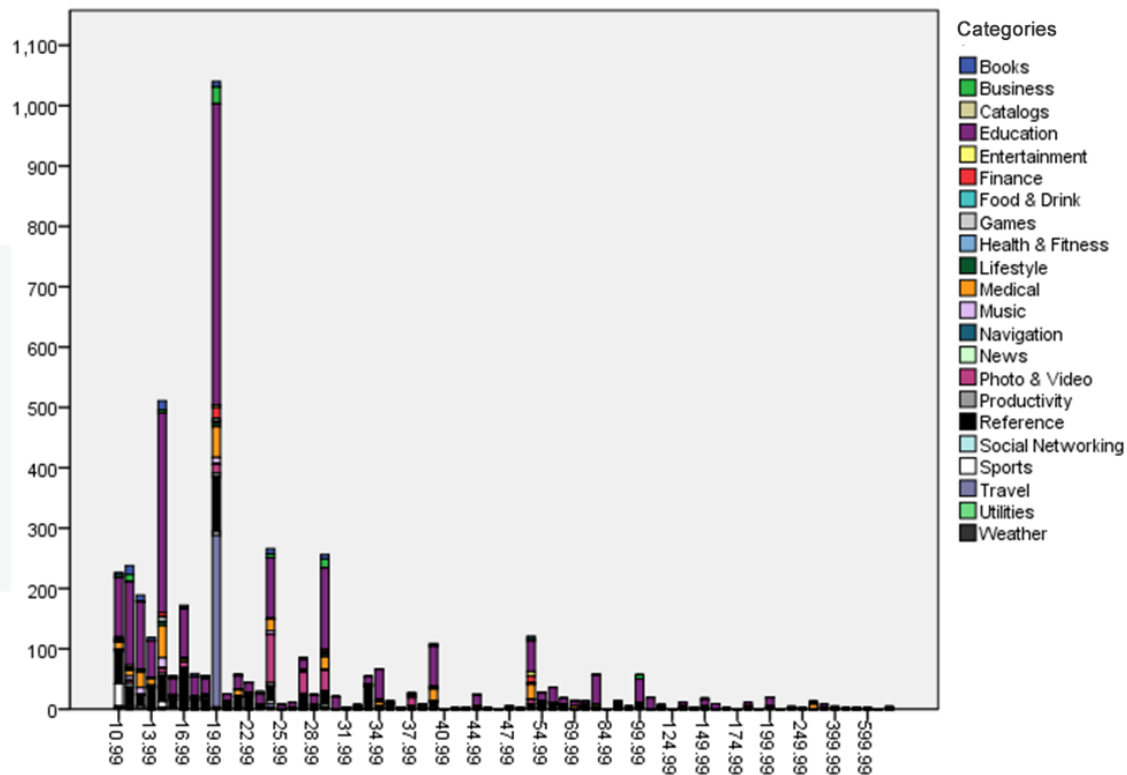


Figure 11: Differences in prices based on the Primary Category (9.99 USD – 999.99 USD)

6.6 Differences in prices based on the Secondary Category (Free – 9.99 USD)

In determining if there is a difference between the secondary category and pricing, figure 12 outlines 10 secondary categories with the corresponding app pricing tiers from *Free* – 9.99. The results show that *Education* and *Games* categories maintain a presence which gradually decreases as the tiers increase, with the exception of 9.99 where the categories have a stronger presence.

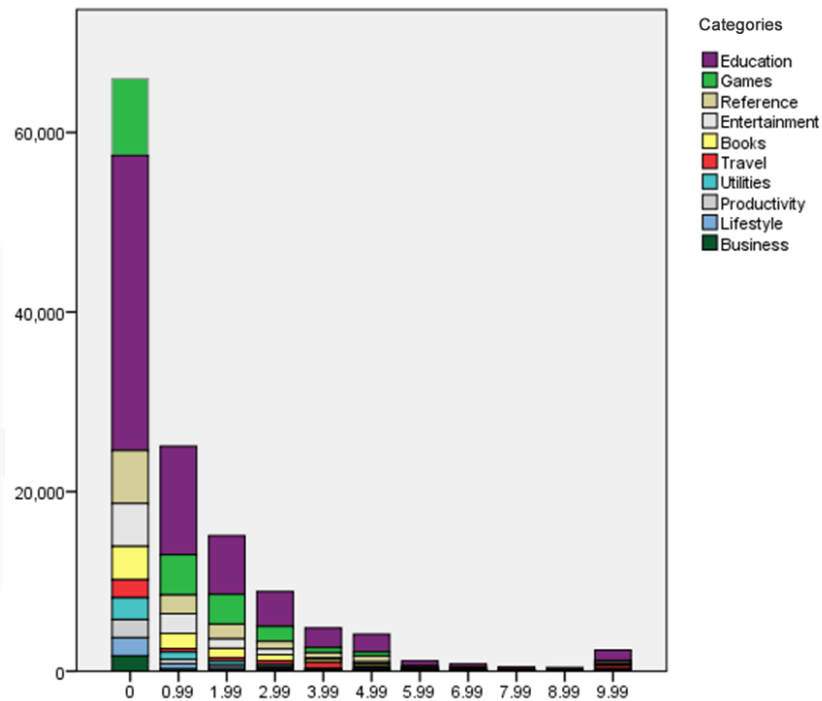


Figure 12: Differences in prices based on the Secondary Category (Free – 9.99 USD)

6.7 Differences in prices based on the Secondary Category (9.99 USD – 999.99 USD)

In determining if there is a difference between the primary category and pricing, figure 13 outlines 10 secondary categories with the corresponding app pricing tiers ranging from 9.99 – 999.99. The results show that the *Education*, *Games* and *Reference* categories are represented across most pricing categories in a mostly inconsistent manner with the exception of 15.99 and 19.99.

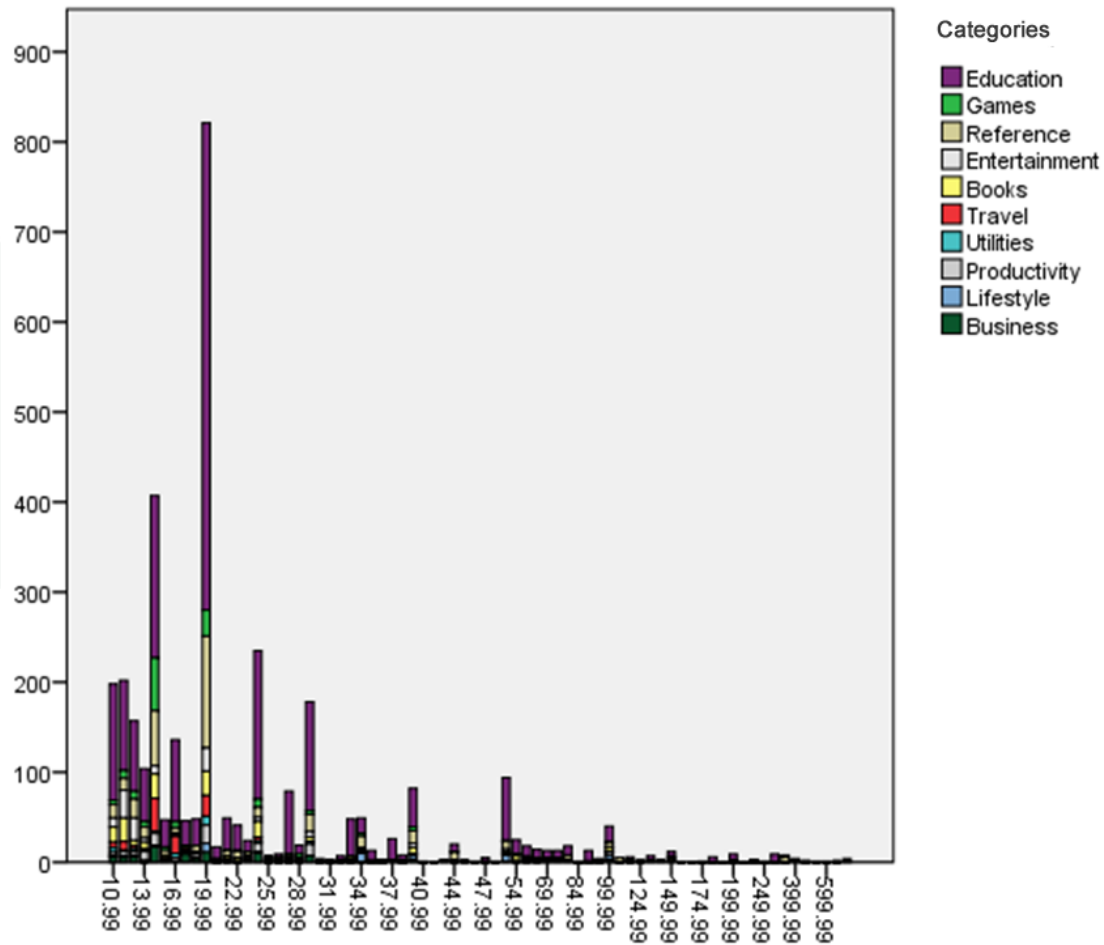


Figure 13: Differences in prices based on the Secondary Category (9.99 USD – 999.99 USD)

File Sizes

Apple have very recently (February 2015) doubled the maximum file size of apps from 2GB to 4GB, the first increase since the opening of the App Store in July 2008. This can be attributed to the increased processing power of Apple devices and user demand for richer media experiences. It should be noted that there is a cap places on apps over a certain size requiring a Wi-Fi connection

This section provides insight into:

- An Overview of all File Sizes.
- File Sizes and Pricing.

7.1.1 Overview of all File Sizes

Figure 14 provides an overview of the file sizes of 161,489 apps (297 apps are removed due to missing or incomplete data). It is evident that 1MB –8MB are the most popular file size with 35.54%.

There is a significant reduction of apps over 50MB which may reflect the cap Apple had put in place in 2012 which restricts apps over this size requiring a Wi-Fi connection to downloaded. This is referred to as over-the-air downloads. The cap was increased during 2013 to 100MB. Additionally, publishers need to ensure that the file sizes of their apps do not exceed the limit of 2GB (this has recently, February 2015, been doubled to 4GB).

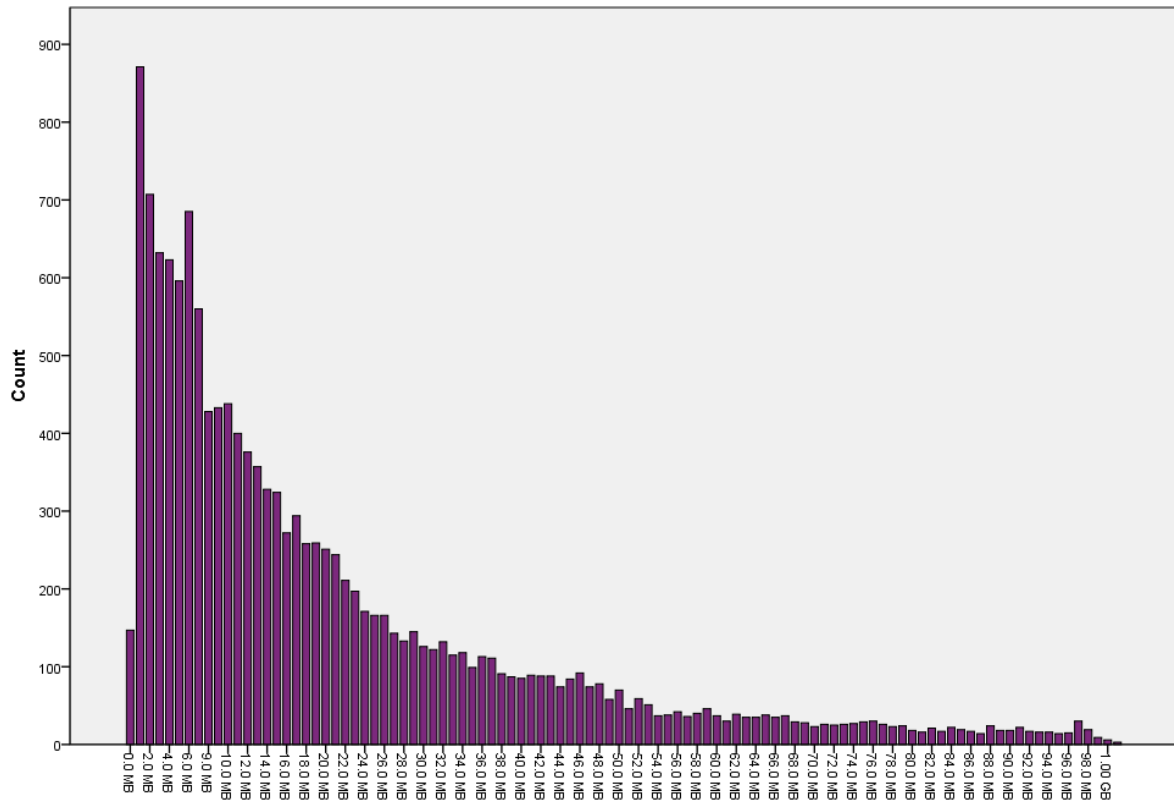


Figure 14: File Sizes

7.2 File Sizes and Pricing

In determining if there is a relationship between apps figure 15 compares the prices of apps (from *Free* to 9.99) with the file sizes ranging from 0MB – 2GB. The results show that the number of free apps and apps priced at 0.99 and 1.99 sharply decline when file sizes reach 50MB or more, the original over-the-air download cap. A short, but sharp decline is also seen on the most recent 100MB cap.

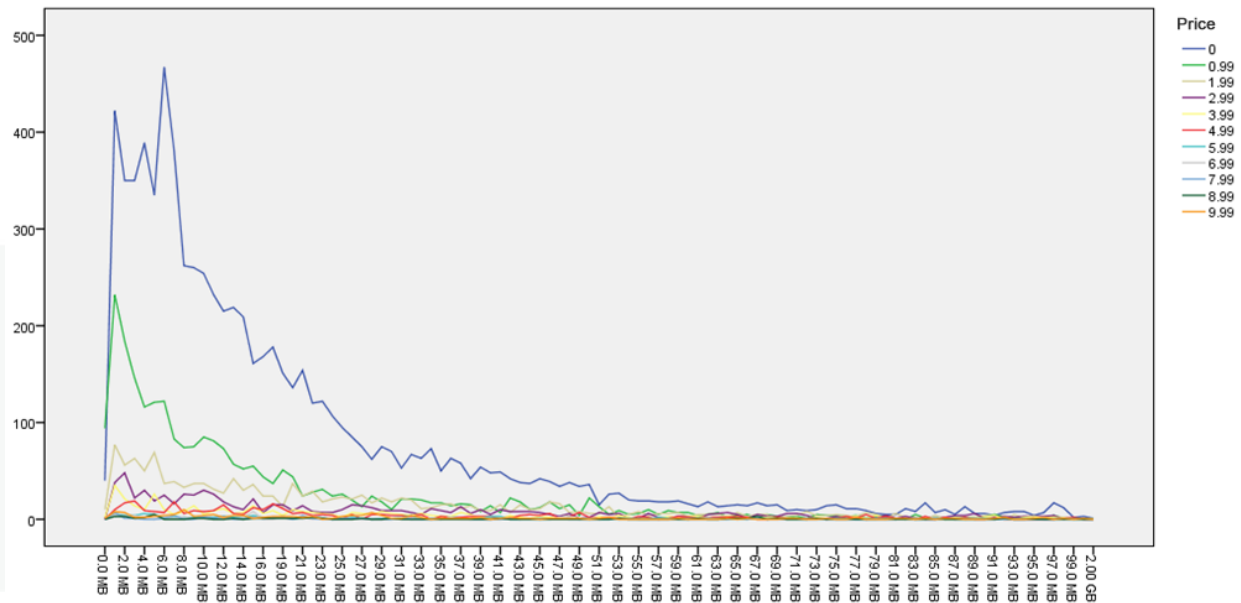


Figure 15: File Sizes and Pricing

7.3 File Sizes V iOS Major Releases

It is evident from figure 16, that the file sizes have generally increased with each major iOS release (with a slight decline in iOS6 and iOS7).

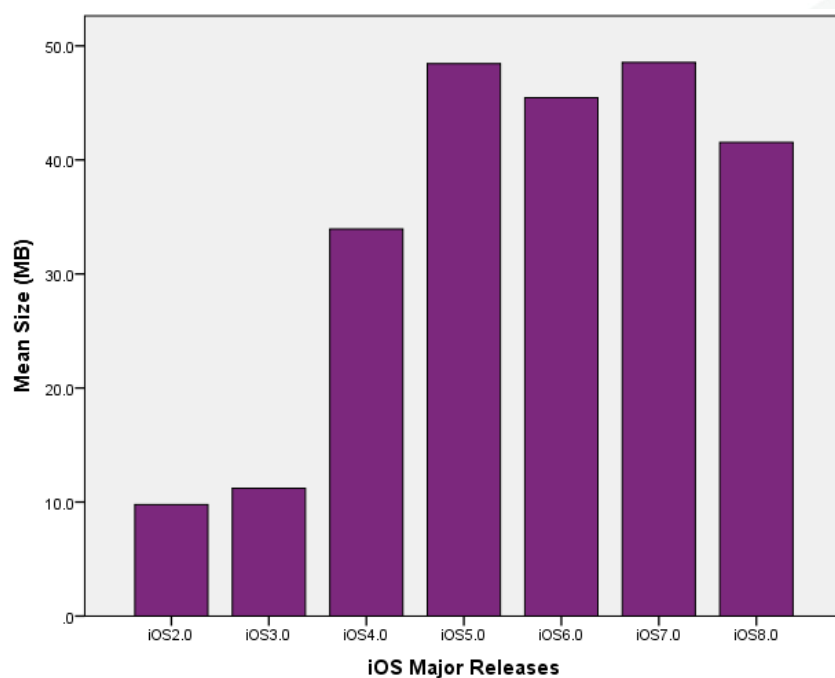


Figure 16: File Sizes and iOS Major Releases

Updated or Released Status

Once an app has been approved by Apple it is released into the App Store. Once released an app can be updated, usually providing new version of the app. Updated app versions are available free to customers who purchased a previous version.

This section provides insights into:

- Updated and Released Overview.
- Updated or Released Status (By Month).
- Updated Status (By Year).
- Released Status (By Year).

8.1 Updated and Released Overview

Based on the data from 161,484 apps (302 apps missing to due missing or invalid data) it is evident that more apps are updated than released within the *Education* category, as outlined in table 13.

Table 13: Updated and Released Information

Updated	Released
98147 apps (60.77%)	63337 apps (39.22%)

An overview of released and updated status is provided for *July 2008 – November 2014* which shows a growth for both statuses year on year, but more so for the updated statuses. The remaining subsections in figure 17 provide further analysis of the respective statuses.

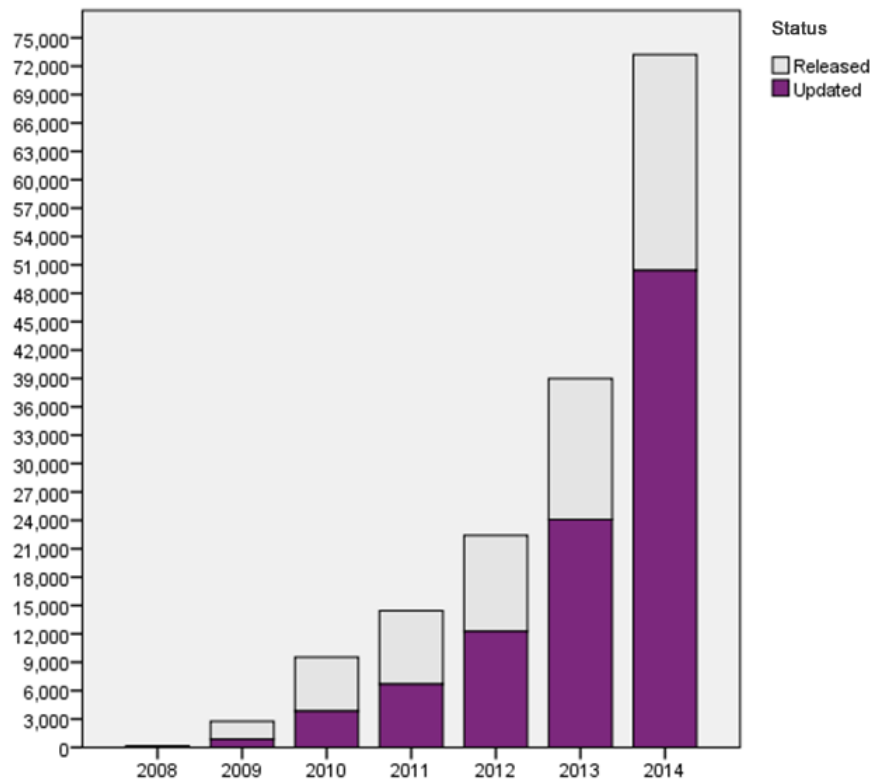


Figure 17: Released and Updated Status (By Year)

8.2 Updated or Released Status (By Month)

A further breakdown by months in figure 18 reveals that September 2014 seen a significant increase of apps being updated and July 10 seen an increase in the number of apps being released.

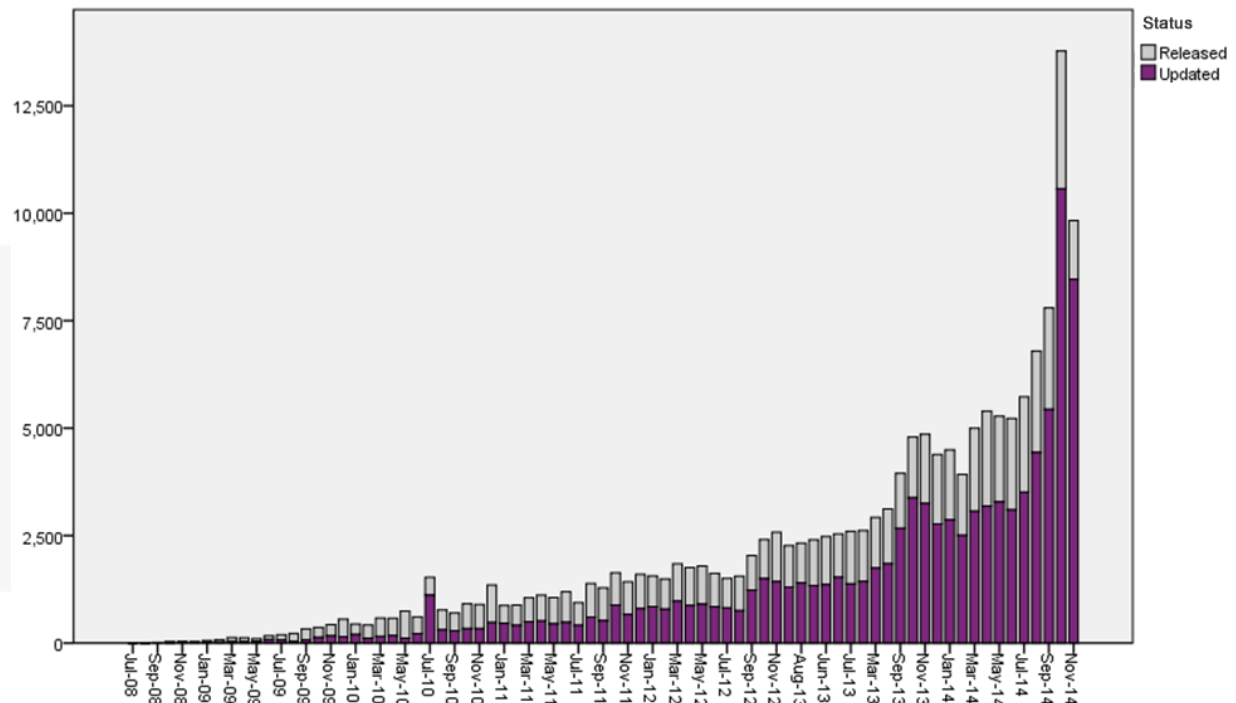


Figure 18: Updated or Released Status (By Month)

8.3 Updated Status (By Year)

In comparing the number of apps updated since 2008, 2009, 2010 and 2014, table 14 shows a strong growth of apps being updated.

Table 14: Updated Status (By Year)

Year	Updated	Difference
2008	40	-
2009	859	182.2024%
2010	3816	126.5027%
2011	6682	54.6009%
2012	12263	58.9179%
2013	24081	65.0341%
2014	50406	70.6835%

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8.4 Released Status (By Year)

In comparing the number of apps released since 2008, in table 15, it is evident that there is a steady growth, but no significant trends.

Table 15: Updated Status (By Year)

Year	Released	Difference
2008	86	-
2009	1888	182.5735%
2010	5771	101.397%
2011	7759	29.3865%
2012	10150	26.7017%
2013	14909	37.9824%
2014	22834	41.9945%

Languages

As a worldwide platform for apps, the App Store can accommodate multiple languages. Apple do not enforce a limit on the number of languages associated with an app.

This section provides insights into:

- Distinct Languages.
- One Language Apps.
- Most Popular Language.

9.1 Distinct Languages

There are 52 distinct languages associated with the 160,403 apps from the *Education* category (1,383 apps excluded due to missing or invalid data). Based on the data the majority of apps, 71.86%, have only one language associated with an app. The remaining results are outlined in table 16.

Table 16: App Languages

	Number of Languages	Number of Apps	Percentage
1	1	115269	71.86%
2	2	17518	10.92%
3	4	4986	3.10%
4	3	4381	2.73%
5	16	4224	2.63%
6	5	1785	1.11%
7	7	1275	0.79%
8	26	1242	0.77%
9	6	1083	0.67%

10	9	899	0.56%

9.2 One Language Apps

Based on the data from 160,403 apps (1383 apps excluded due to missing data), 115,269 of the apps (71.86%) have only one language. The 10 most popular one language apps are listed in table 17, it is evident that English is the most dominant of the one language apps.

Table 17: One Language Apps

	Language	Number of Apps	Percentage
1	English	109243	94.77%
2	German	1240	1.07%
3	French	1147	0.99%
4	Italian	609	0.52%
5	Spanish	566	0.49%
6	Japanese	490	0.42%
7	Portuguese	409	0.35%
8	Dutch	333	0.28%
9	Zhuang	305	0.26%
10	Korean	238	0.20%

9.3 Most Popular Languages

The 10 most popular languages in the *Education* category are presented in table 18. The results show that English is the most dominant language with 84.93%, followed by Arabic (3.05%) and Czech (2.80%). The remaining languages and information are outlined.

Table 18: Most Popular Languages

	Language	Number of Apps	Percentage
1	English	136,257	84.93%
2	Arabic	4904	3.05%
3	Czech	4501	2.80%
4	Dutch	2785	1.73%
5	Zhuang	2454	1.52%
6	Norwegian Bokmål	2013	1.25%
7	German	1259	0.78%
8	French	1191	0.74%
9	Danish	982	0.61%
10	Catalan	737	0.45%

Game Centre

Apple describes the Game Centre, launched in 2010, as a social gaming network where players can connect devices to post scores and exchange information (Apple, 2014).

This section provides insights into the:

- Game Centre Status.

10.1 Game Centre Status

Based on the data associated with 161,786 apps the results, in table 19, show that 95.88% of all apps are not game centre enabled and the average price of apps which are Game Centre enabled are more expensive by 96.02%.

Table 19: Game Centre Status

Game Centre Enabled	Number	Percentage	Average Price
No	155,133	95.88%	0.72
Yes	6653	4.11%	2.05

Supported Devices

The App Store allows apps to be downloaded onto iOS devices. There are multiple devices, but they can be divided into three main categories

1. iPod
2. iPhone
3. iPad

This section provides insights into the:

- Distinct Supported Devices.
- Most Popular Device Category.
- Popular Number of Supported Devices.

11.1 Distinct Supported Devices

Based on 161,786 apps there are 23 distinct types of supported devices which are presented in table 20 with the three main iOS categories defined.

Table 20: Distinct Supported Devices

iPod	iPhone	iPad
iPod-touch-with-mic	iPhone5s	iPadWifi
iPodTouchThirdGen	iPhone5c	iPadThirdGen4G
iPodTouchourthGen	iPhone5	iPadThirdGen
iPodTouchFifthGen	iPhone4S	iPadMini4G
iPod-touch	iPhone4	iPadMini
-	iPhone-3GS	iPadFourthGen4G
-	iPhone-3G	iPadFourthGen
-	iPhone	iPad3G
-	-	iPad2Wifi

-	-	iPad23G

11.2 Most Popular Device Category

The most popular category is iPad with 59.34%, followed by the iPhone and iPod, see table 21.

Table 21: Most Popular Device Category

Device Category	Number	Percentage
iPod	21,092	13.03%
iPhone	44,683	27.61%
iPad	96,011	59.34%

Within each category multiple devices are supported, figure 19 indicates the popularity of individual devices within the categories. Although most of the iPad devices are the most supported, the 'iPod Touch 4th Generation' is in the top 10 followed by a combination of the iPhone and remaining iPod devices.

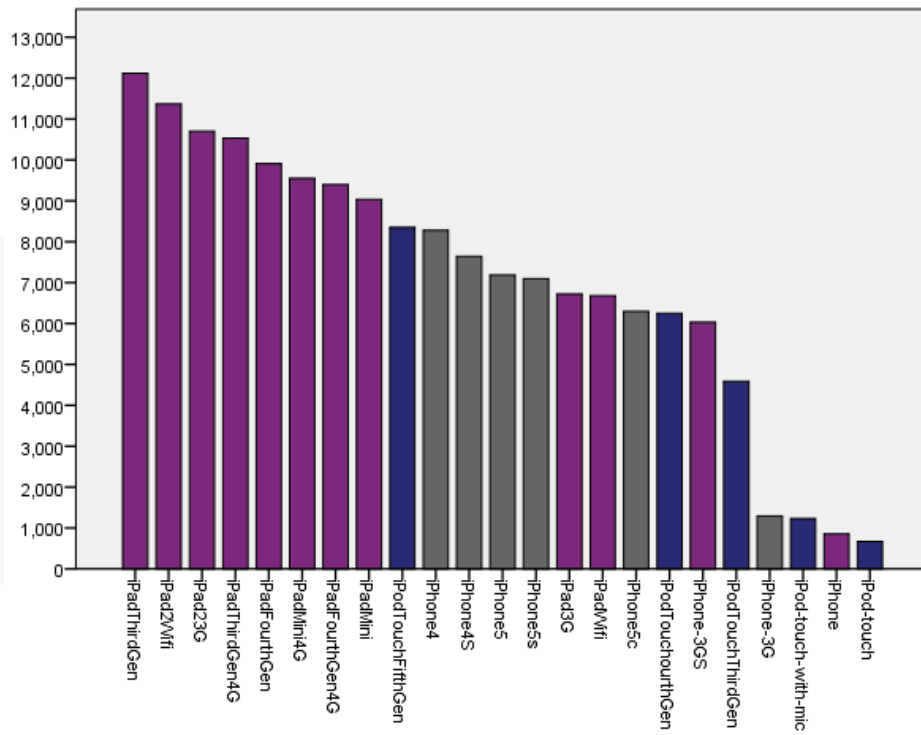


Figure 19: Popularity of Individual Devices

11.3 Popular Number of Supported Devices

In determining which are the most supported devices within the *Education* category of the App Store, table 22 outlines the most popular number of supported devices which is 19 (35.88%). Interestingly, app's which have the least number of supported devices are more expensive.

Table 22: Supported Devices

	Supported Devices	Number	Percentage	Average Price
1	19	58063	35.88%	1.65
2	16	29144	18.01%	1.42
3	10	20945	12.94%	3.04
4	23	16443	10.16%	2.40
5	14	15717	9.71%	1.90

6	21	12185	7.53%	1.76
7	8	8038	4.96%	3.51
8	13	649	0.40%	2.46
9	15	247	0.15%	1.15
10	22	212	0.13%	1.76

Conclusion

This report intended to provide insights into apps in the *Education* category using the data from 161,786 apps. The focus of the report was based gaining insights into the

- Age Pricing Tiers (in USD).
- Age Rating.
- Customer Rating.
- Publisher Information.
- App Categories.
- File Sizes.
- Updated or Released Status.
- Languages.
- Game Centre Status.
- Supported Devices.

In conclusion the report revealed the following key findings:

- Over half of all the *Education* apps (55.07%) are free and there has been an increase in the number of *free* apps since 2008. 93% of the apps target ages 4+.
- Given the associated issues with rating, the report established that only 33.99% of all apps have an associated rating. Further tests revealed that there is a clear correlation between higher pricing tiers and apps which are rating 5 stars.
- There is a total of 49,287 distinct publishers within the Education category, on average this results in each publisher releasing 3 apps and the median is 1.
- 87.35% of apps have specified a secondary category, Education, Games, Reference, Entertainment and Books are the most popular secondary categories.
- More apps are updated than released, September 2014 seen a significant increase of apps being updated.
- 1MB –8MB is the most popular file size with 35.54%.
- There 52 distinct languages associated with the apps and 71.86% of apps have only one language associated with an app. English is the most dominant of the one language apps, in

addition English is the most dominant language with 84.93%, followed by Arabic (3.05%) and Czech (2.80%).

- 95.88% of all apps are not game centre enabled.
- There are 23 distinct types of supported devices. The most popular device is the iPad with 59.34% and the most popular number of supported devices is 19 (35.88%).

This information should help inform decision makers, app developers and researchers in the development and marketing of education apps.

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