

Apple Watch could start app gold rush

The burgeoning smartwatch market could be about to explode with the imminent release of the *Apple Watch*. App makers are hoping for the same kind of gold rush that arrived with the iPhone *App Store* in 2008

75bn apps have been downloaded from Apple App Store*

Smart bands
(wrist-worn devices that can download apps) market share, Q3 2014

Samsung 52%

5m Apple Watches will ship in April, with 20m by end 2015

Others 7%

Nike 14%

Jawbone 21%

Top of range solid gold **Apple Watch Edition** may cost \$10,000-\$20,000 when launched in April



Apple hoping to enter and dominate smart bands market

Motorola 15%

Pebble 12%

Others 21%

684%

wearable band market growth, 2013 to 2014

Fitbit 58%

Basic bands
(wrist-worn devices that do not download apps) market share, Q3-Q4 2013

Only 720,000 Android Wear smartwatches shipped in 2014