



eoeandroid.com
做最棒Android开发社区!



Android盈利模式探析&应用突围之道

CSDN TUP第1期

移动开发实践：Android、iPhone与手机游戏

2010.6.27

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开发者社区: <http://www.eoeAndroid.com>
优亿市场: <http://www.eoeMarket.com>
易联致远: <http://www.eoeMobile.com>



- 姚尚朗(IceskYsl)
 - Iceskysl@gmail.com
 - <http://iceskysl.1sters.com>
- Android – 自2008年起
 - 2008年10月 《Google Android 开发与实战》
 - 09年4月 创建eoeAndroid开发者社区
 - 09年7月 优亿市场(eoeMarket)第1版发布（最新内测版下载：eoemarket.com/a）
 - 10年6月 《It's Android Time, Google Android 创赢路线与产品开发实战》
- 其他
 - 北京易联致远无线技术有限公司 创始人&CTO
 - GTUG(谷歌技术用户组)
 - 开源联盟
- 之前
 - 卓望(数码)科技
 - 友播世纪(Yobo.com)

- 议题大纲
 - 1. Android市场概况
 - 2. Android盈利模式及其实例
 - 3. Android应用突围之道
 - 4. Android开发者（国内）概述及其成长路线
 - 5. Android的发展趋势
- 时间
 - 35-40分钟
 - 10分钟 Q&A

1. Android市场概况

- Android
 - 160,000 android phones shipping daily
 - 60+ Android devices available today
 - 50% of Android phones run Android 2.0+
 - 59 carrier partners in 48 countries
- Android Apps
 - 50,000+ Apps in Android Market
 - 20,000+ Android developers
 - 21% of users purchase of 5 apps/month
 - Average spend is \$8.36/month
- Android SDK
 - 0.9, 1.0, 1.5
 - 1.6, NDK
 - 2.0, 2.0.1, 2.1, 2.2

2. Android 盈利模式及其实例



2.1 付费应用

Application Type: **Applications**

Category: **Entertainment**

Price: ☒ Free ☒ USD \$2.99



Publishing options

Copy Protection: ☒ Off (App) ☐ On (Help)

Locations: Select location

☒ All locations (including free)

Google checkout

[Orders](#) | [Parcels](#) | [Tools](#) | [Settings](#)

[Inbox \(31\)](#) | [Archive \(143\)](#) | [Reviews](#) | [Search](#)

How to process an order: 1. Review order 2. Charge the customer 3. Ship and confirm the order [Learn more...](#)

Order Number	Total	Delivery	Charge	Ship	Action	Order Details
954697026308619	\$2.99		☐	☐	Change it	Michael Stanton - eoeMusician/Pro Music Tool
262431495014117	\$0.99		X	X	Archive	Cancelled - David Castiglione - eoeDrum/Pro & Gravity Drum
668622254397850	\$0.99		☐	☐	Change it	Miguel Rivera - eoePianoBar, pro PianoBar
223582970195703	\$0.99		X	X	Archive	Cancelled - Megan A Yates - eoePianoBar, pro PianoBar
409200302133078	\$2.99		X	X	Archive	Cancelled - Erik Thompson - eoeMusician/Pro Music Tool
710600289092583	\$2.99		☒	☒	Archive	John V Edwards - eoeMusician/Pro Music Tool
372631576291714	\$0.99		☒	☒	Archive	Jimmy Almonte - eoePianoBar, pro PianoBar
830530032423642	\$2.99		X	X	Archive	Cancelled - Eric Black - eoeMusician/Pro Music Tool
121247679121317	\$0.99		X	X	Archive	Cancelled - Eric Black - eoeDrum/Pro & Gravity Drum
934847400431824	\$0.99		☒	☒	Archive	Brittany S Ardoin - eoePianoBar, pro PianoBar
53585885415103	\$0.99		☒	☒	Archive	S J HAWES - eoeDrum/Pro & Gravity Drum
627320679891568	\$0.99		☒	☒	Archive	Robert Johnson Jr - eoeDrum/Pro &
377707707467242	\$0.99		☒	☒	Archive	Dwan Jenkins - eoeDrum/Pro & Gra
528333206262701	\$0.99		☒	☒	Archive	Dwan Jenkins - eoePianoBar, pro P

Contact information

Website: <http://www.eoeandroid.com>

Email: info@eoeandroid.com

Phone:



Google Checkout

2.2 应用中收费



2.3 移动广告

admob

Quattro
WIRELESS

Google™
AdSense App Manager

 wooboo™
中国最广泛的手持广告平台

 有米广告

CASEE™
架势

2.4 搭建平台(软件商店)



App Store



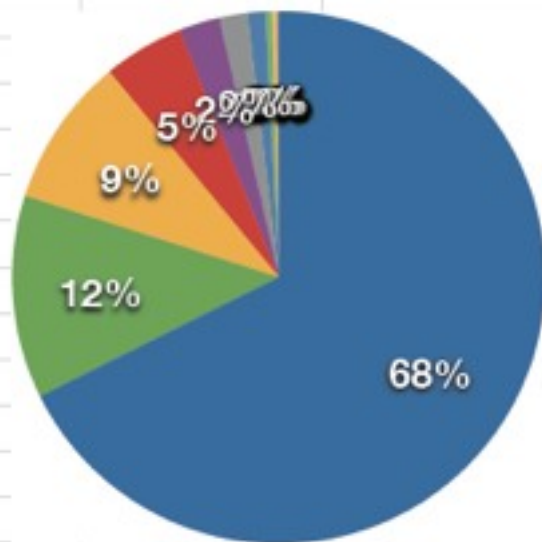
The image shows the front cover of a book titled "Google Android 创赢路线与产品开发实战" (Google Android: Winning Strategies and Practical Product Development). The cover has a white background with a faint world map. In the center, there is a graphic of a smartphone with a large yellow dollar sign on its screen, and a small green Android robot standing next to it. The title "Google Android" is written in large, colorful letters, with the "G" in blue, "o" in red, "o" in yellow, "g" in blue, "l" in green, and "e" in red. Below the title, the subtitle "创赢路线与产品开发实战" is written in bold black characters. The authors' names, "王健全、王开强、高峻望", are listed at the top right, followed by "联合序推荐". The publisher's name, "eoeAndroid开发者社区 编著", is at the bottom left. A green banner at the bottom contains a testimonial in white text and a large yellow dollar sign graphic.

作者语录

- **姚尚周 (hockyid) ***
Android 是互联网，而本书仅仅只是开始，更多精彩需要您的参与。It's Android Time! It's Your Time!
- **黄 凯 (hailangye) ***
Android 的神奇魅力，让 Android Time 至今不可战胜地内网链接！
- **王长清 ***
Android 让生活更美好！
- **马智勇 (PCJK) ***
Android 是个可塑性极强的开放系统，从开发 Android 的界面开始，挖掘 Android 平台中蕴藏，我们可以挖掘和开发出具有中国特色的应用。我们将与您分享最新的技术成果及 Android 的开放软件代码，让您和广大读者快速掌握正确的应用开发方法。
- **崔松松 (崔松松) ***
Beyond 是一种精神，无限可能，超越自己。Android 是我一生的好奇——It's Android Time!
- **冯 学 ***
随着技术的进步，现在越来越多的人喜欢开发 Android 系统，希望掌握这项新的技术吧，那么为您量身定做的《安卓开发：从入门到精通》就是您最好的选择。
- **丁健 (Xiao) ***
可以设计产品加分。
- **周 尚 ***
虽然是一个手机应用的时代，也是一个开放的时代。相信 Android 是下一个时代的到来！飞速前进！
- **李 智 ***
作为中国人最佳开发技术书籍的奉献，希望 Android 能与您共同成长进步，期待您的参与和反馈！
- **黄江洪 ***
Android 时代来了，您准备好了吗？

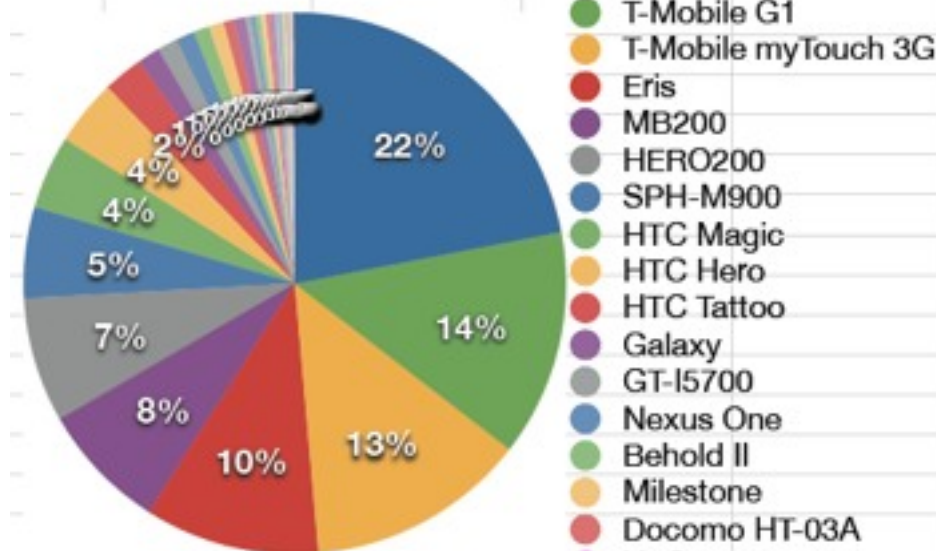
2.6 分析报告

Android手机屏幕分辨率百分比



320*480	480*854	320*569
240*320	569*320	480*800
854*480	800*480	480*640
320*240	711*427	240*400

图表 2



2.7 解决方案



eoeHome百变主题 Android个性主题解决方案（深度定制）



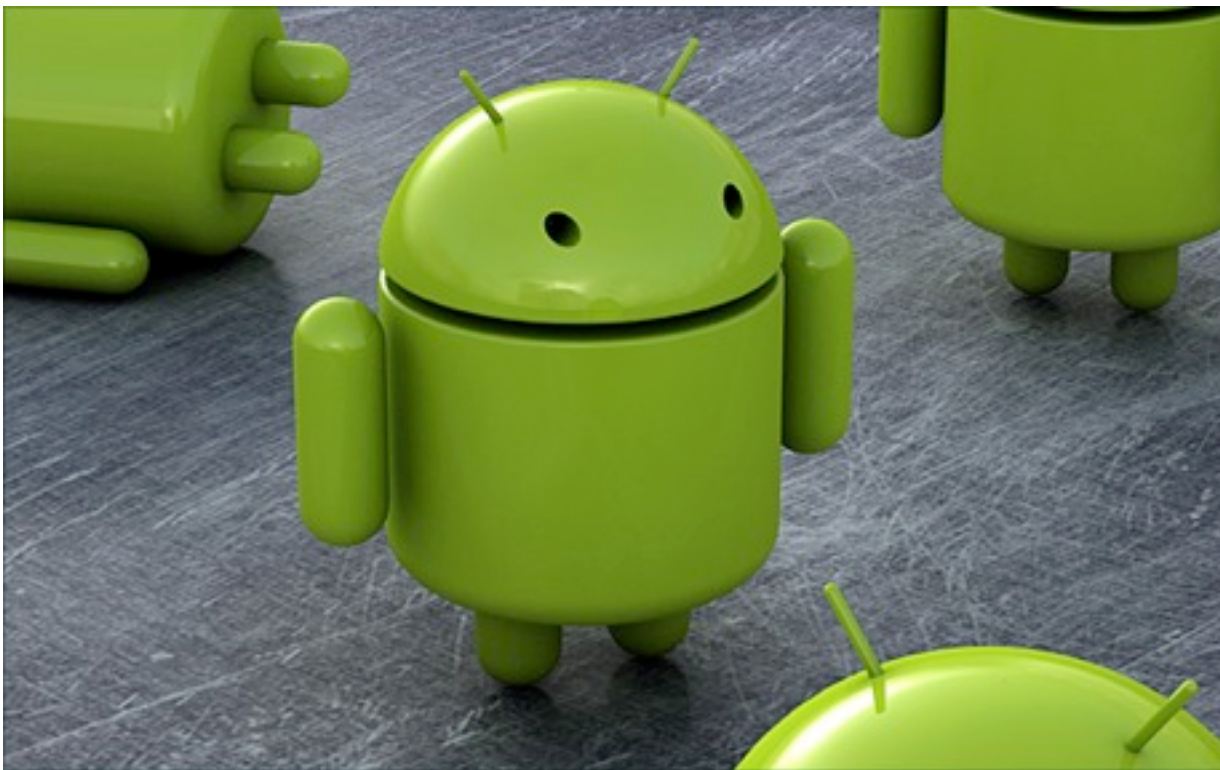
- ✓ 支持Android2.0+平台
- ✓ 适配多种分辨率屏幕
- ✓ 拥有丰富的主题包资源

2.8 其他方式

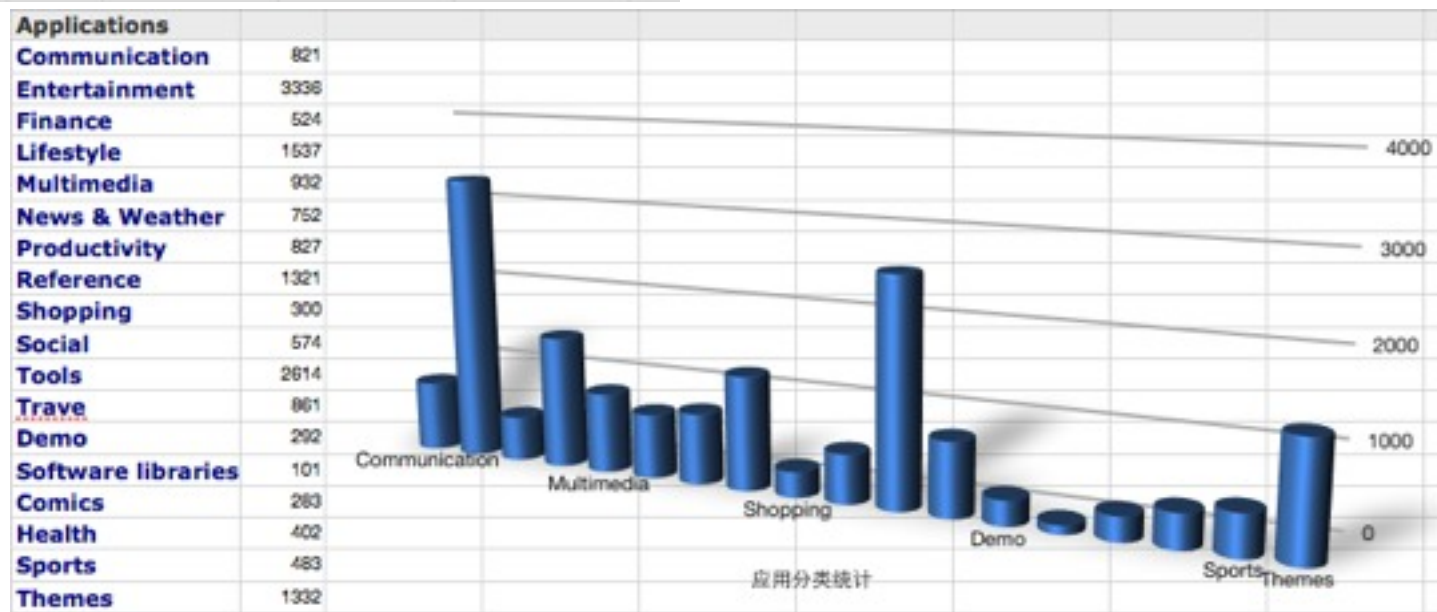
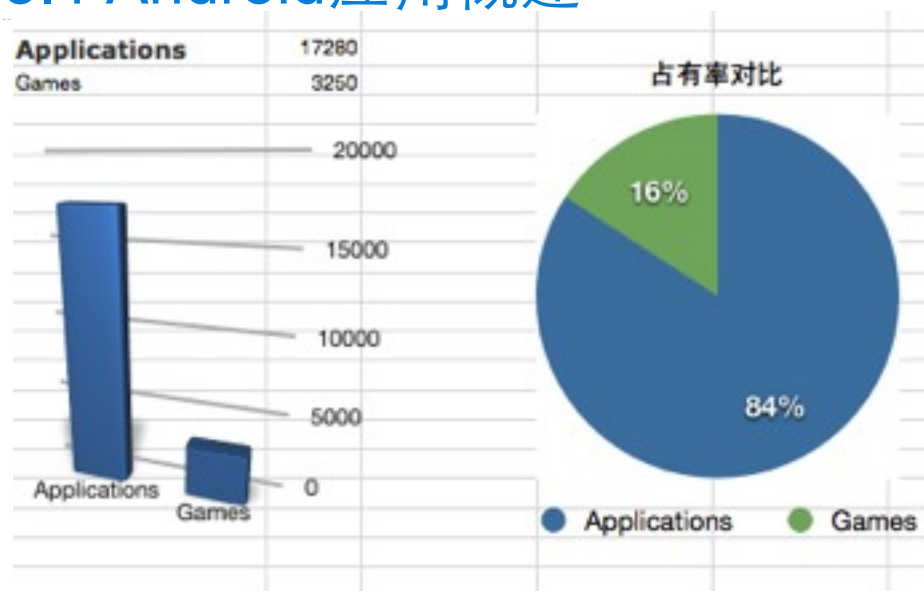
除了上面列举的，还可以尝试的有：

- android项目外包
- 软件预装
- android培训
- android咨询服务
- 小额捐赠
- 其他...

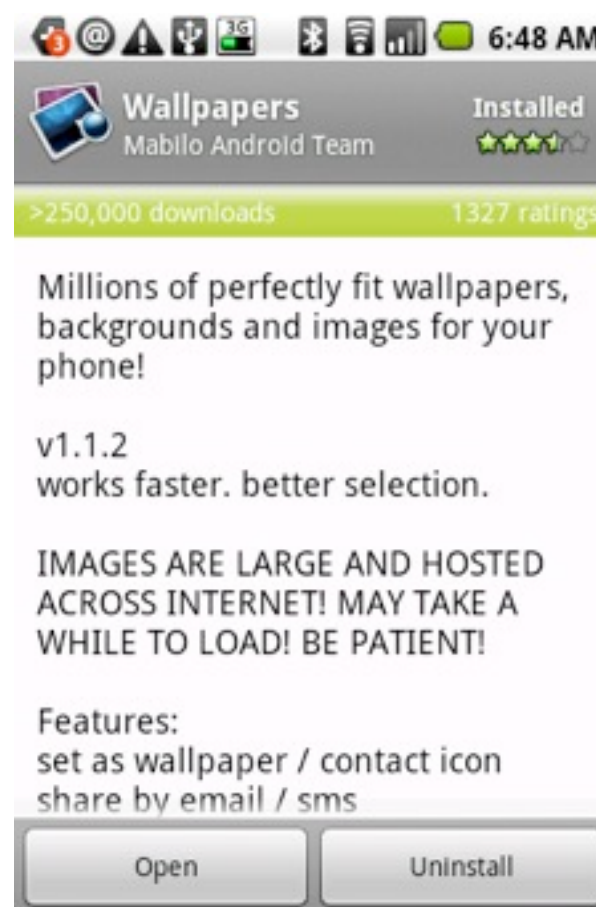
3. Android应用突围之道



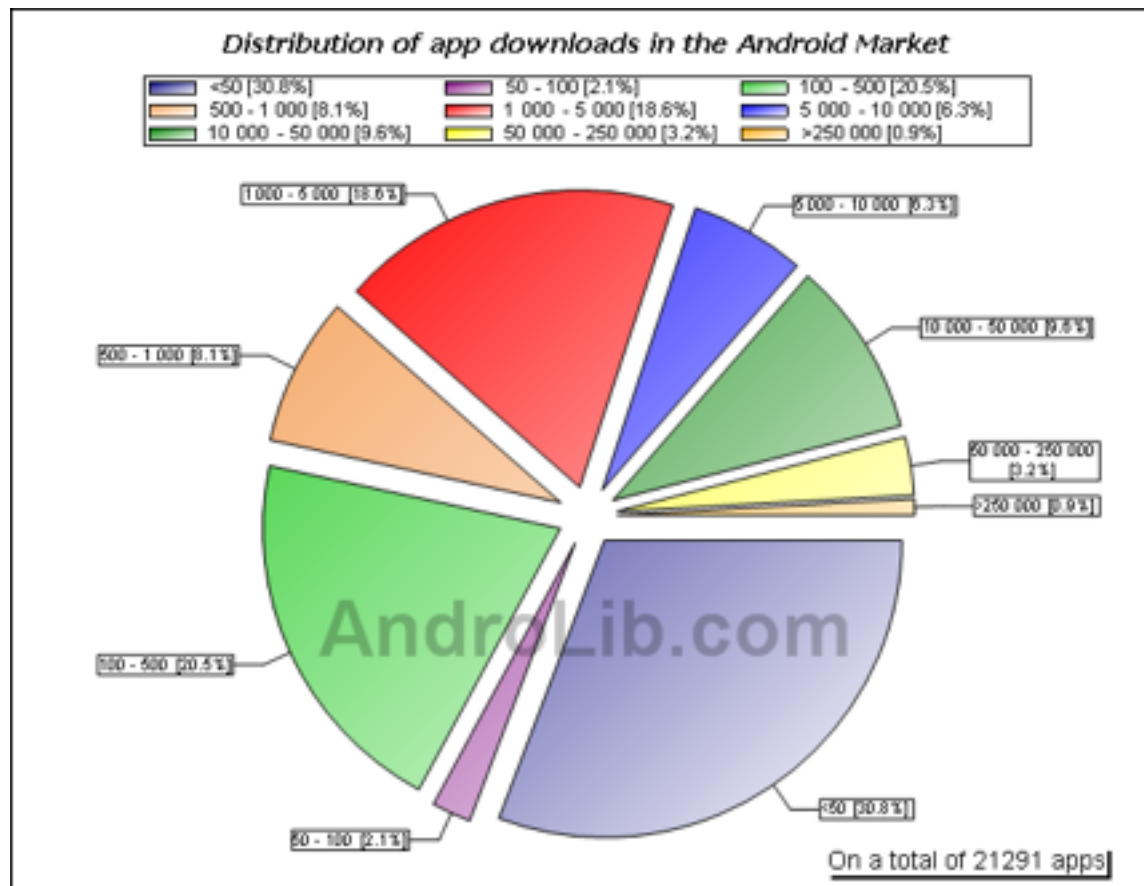
3.1 Android应用概述



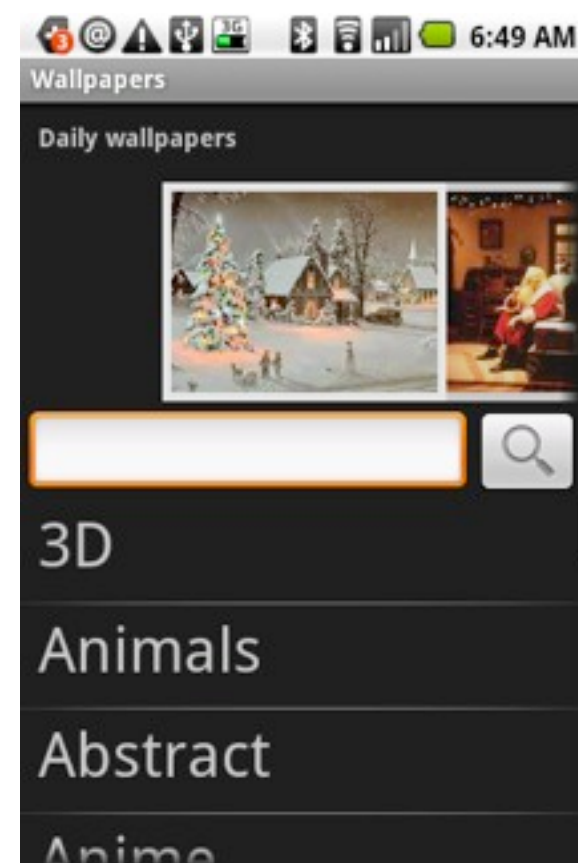
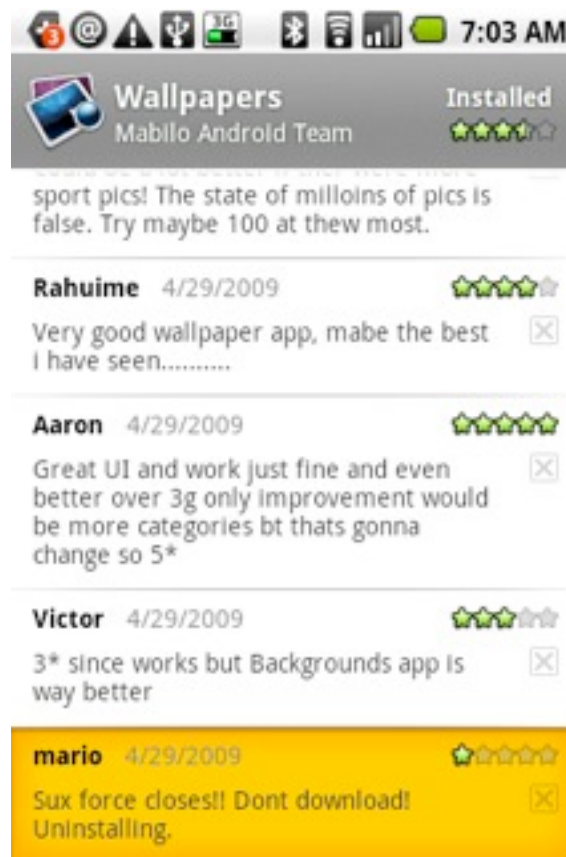
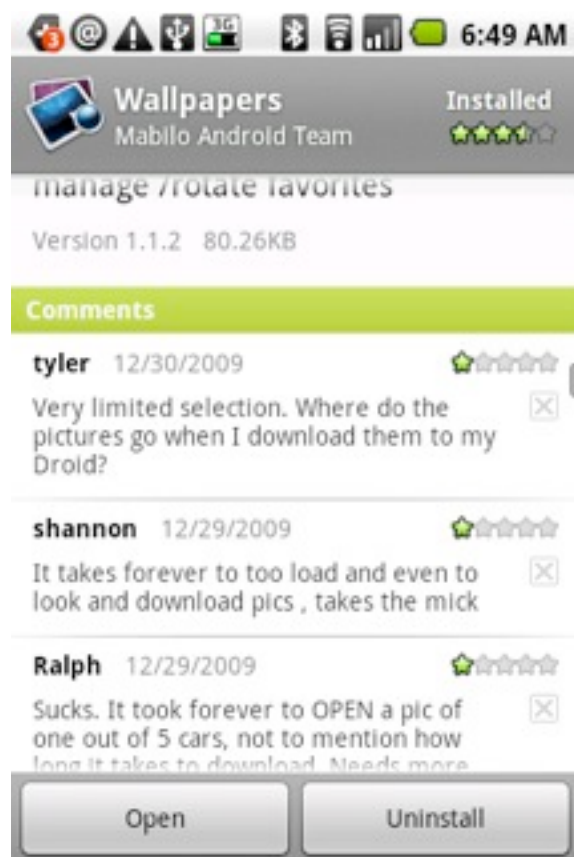
3.2 突围:打败已有产品(1)



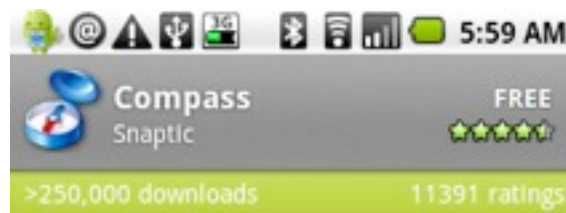
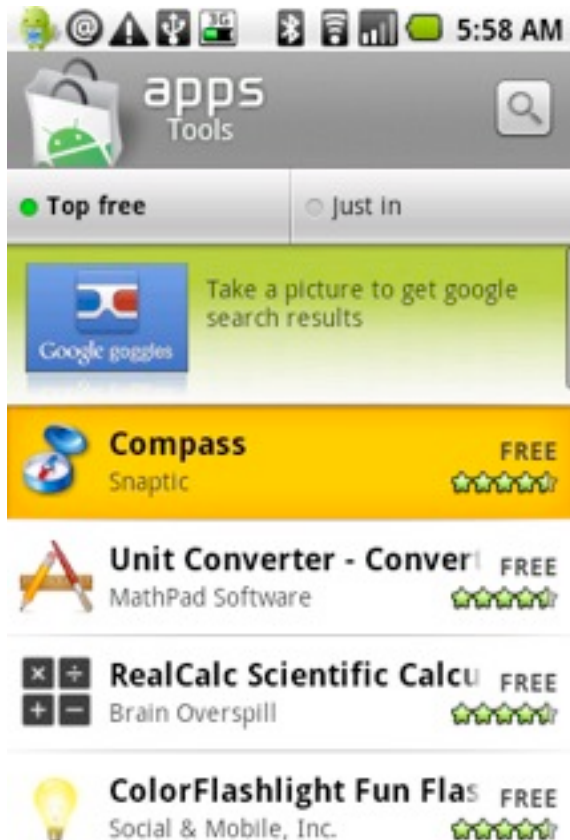
3.2 突围: 打败已有产品(2)



3.2 突围: 打败已有产品(3)



3.3 突围: 另辟奇径(1)



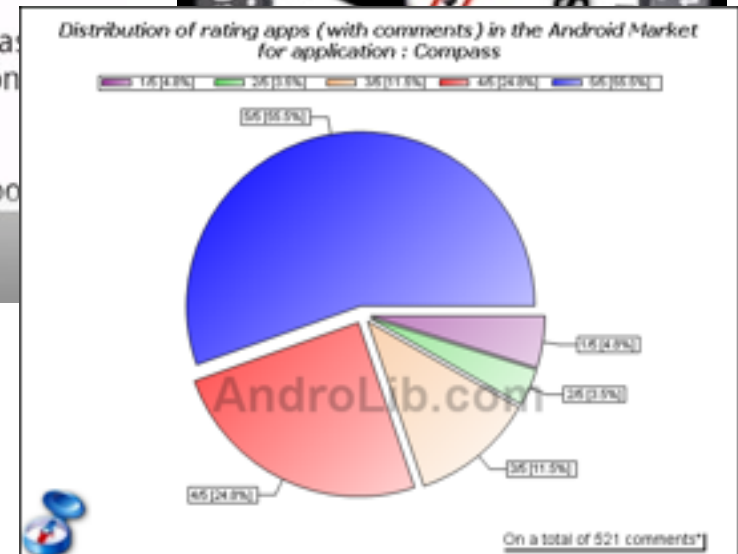
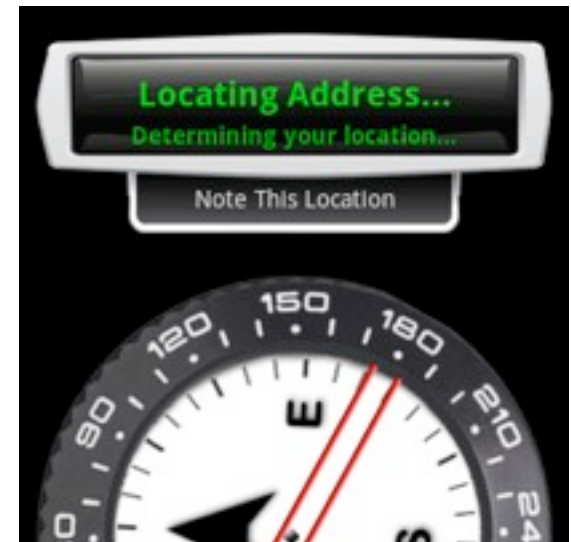
Android's leading Compass, plus location display & geo-tagged notes. Update adds small screen support for HTC Tattoo.

Reset magnetometer by waving your phone in a figure 8 motion several times.

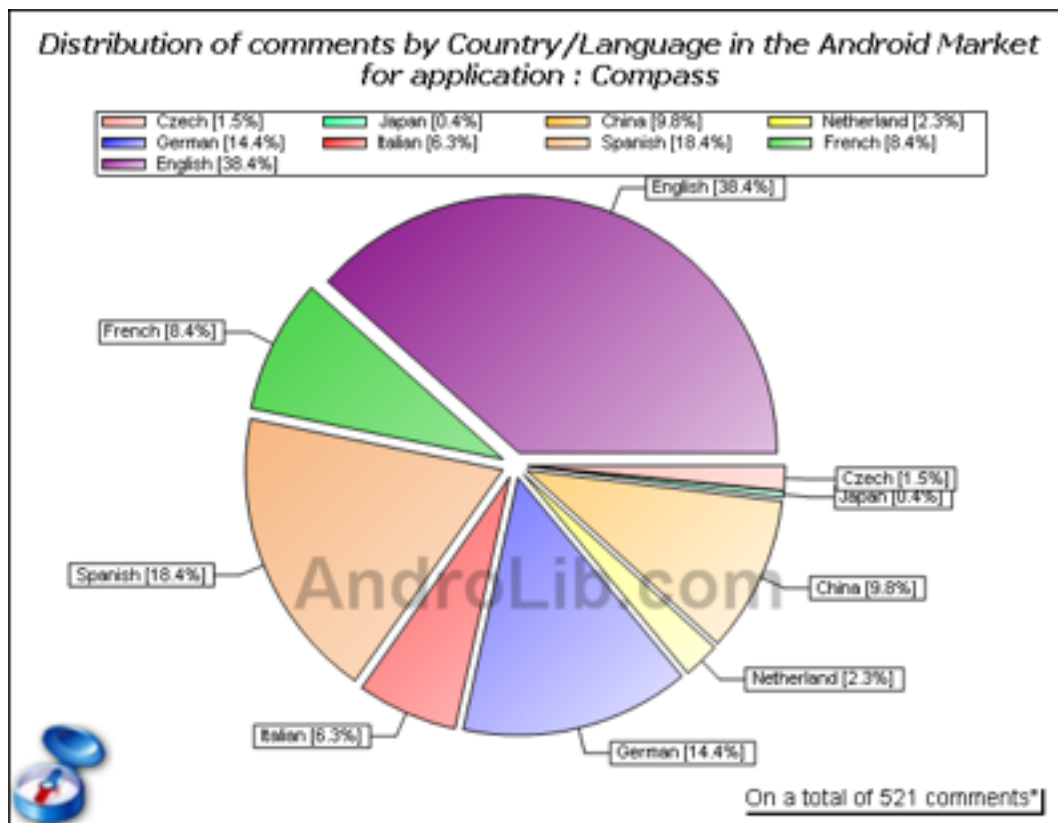
Compass is only as accurate as hardware sensor in your phone

v1.0.22:
- QVGA Support for HTC Tattoo

Install



3.3 突围: 另辟奇径(2)



3.3 突围: 另辟奇径(3)



4. Android开发者概述及其成长路线



4.1 Android开发者概述

1. Beijing

2. Shenzhen

3. Shanghai

4. Guangzhou

5. Nanjing

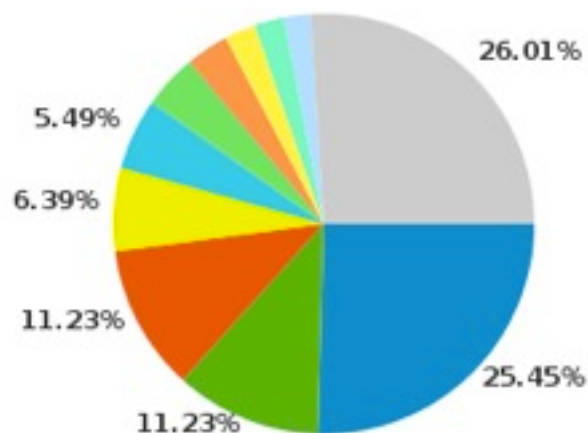
6. Hangzhou

7. Chengdu

8. Wuhan

9. Fuzhou

10. Xian

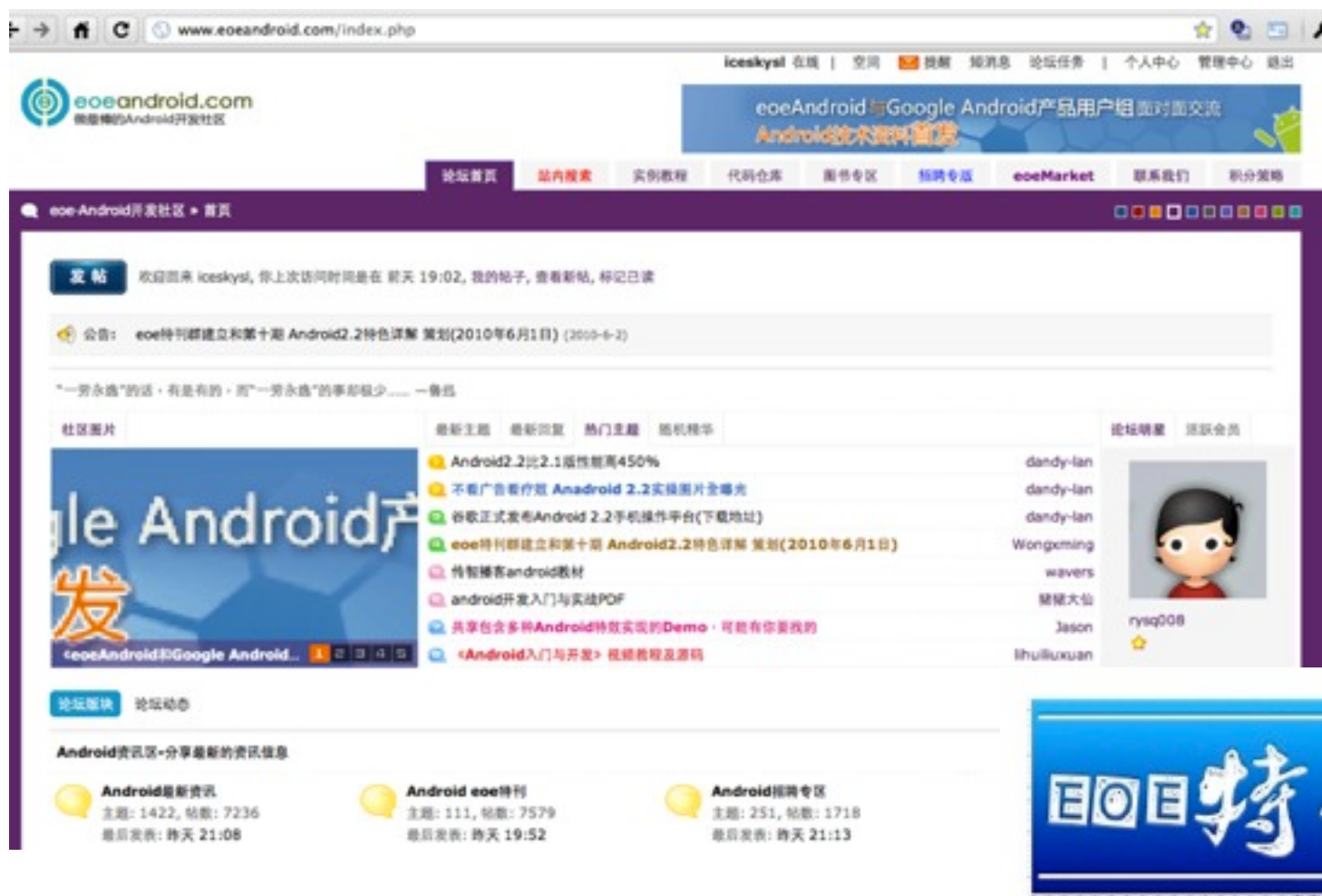


4.2 Android开发者成长路线



4.2 Android开发者成长路线

第一阶段：开发入门



第二阶段：进阶和实战

eoeAndroid与Google Android产品用户组 面对面交流
Android技术资料首发



CSDN TUP北京移动开发者沙龙

eoeandroid会员6个免费名额，赶快申请吧!!



第二阶段：进阶和实战

eoeAndroid与Google Android产品用户组 面对面交流
Android技术资料首发



CSDN TUP北京移动开发者沙龙

eoeandroid会员6个免费名额，赶快申请吧!!



4.2 Android开发者成长路线

第三阶段：做产品，发布



发布新应用

发布和管理你的应用



发布新动态

发布和查看你的动态



用户反馈

查看用户给你的反馈



数据统计

查看相关数据的统计



账户管理

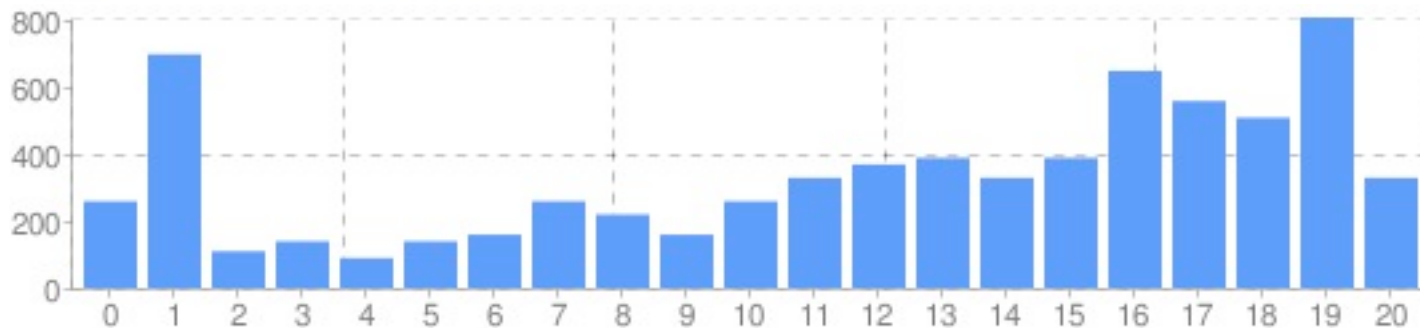
查看账户相关信息



在线帮助

查看帮助信息

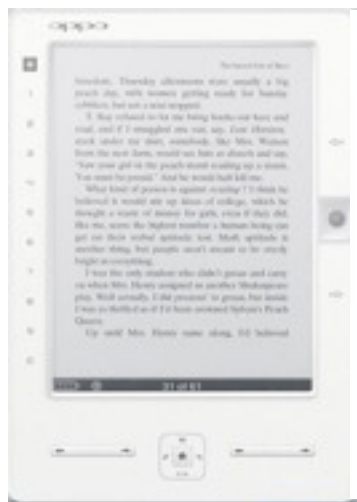
第四阶段：推广和盈利



5. Android发展趋势



5.1 终端产品多样化



5.2 终端网络化



5.3 应用需求巨大



个性化 I18n L10n

工作机会

It's Android Time!
It's **YOUR** Time!!

The End, Thank You!



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Blog: <http://iceskysl.1sters.com>

twitter: <http://www.twitter.com/iceskysl>

sohu : <http://t.sohu.com/iceskysl>

sina : <http://t.sina.com.cn/iceskysl>

- <http://www.android.com/>
- <http://www.android.com/market/>
- [**http://www.eoeandroid.com/**](http://www.eoeandroid.com/)
- 软件商店
 - Mobile Market: <http://mm.10086.cn/>
 - 天翼空间: <http://www.189store.com/appstore/>
 - Unistore: <http://220.196.52.162/appstore/index.html>
 - 优亿市场(eoeMarket): <http://www.eoemarket.com/>
- <https://www.x.com/index.jspa>
- <http://www.goodfeng.com/>

Q&A
