

It's an App, App World

The world may love hamburgers, but it loves apps even more. Both Apple and Google are projected to deliver 100 billion downloads in a fraction of the time it took McDonald's to serve up 100 billion hamburgers. Indeed, based on Android Market's recent exponential growth, Google's store might hit 100 billion downloads as early as April 2012.* The gap between Apple and Google, and the rest of the mobile field, appears to be widening, not narrowing.

*Based on polynomial trendline extrapolations with a calculated accuracy (chi-squared, or R^2) of 0.996 for both Apple and Google (1=best).

