Annual Mac Market Survey 2017

Introduction

Last year we held a survey after developers swore we got a whole pack of already-roughly-formed questions ready to go. We didn't, so we had to start from scratch and it's taken us a couple of months to put together a development survey that stuck.

We thank 750 Mac app developers who took the time to talk with us.

Here's what Mac developers made Mac in 2017.

Choosing the Marketplace

The choice of the marketplace is a defining factor, not only as it sets the Mac App Store in stone, but also because it ripples through the entire business. Do you focus on a controlled distribution and unsatisfactory profit by having the bigger of the MAS pie and so on.

Revenue proportion

The revenue divide for Mac app developers is a little bit over another 50 percent mission. They get not the biggest cut of the pie from their selling on the MAS. Either developers have maximized their revenue on the Mac App Store or developers have decided that the Mac App Store is not the right place for them.

What developers think of the Mac App Store?

Do people like selling Mac software through the Mac App Store or are people like the Freemium Super Saver? Do people sell Mac software through the Mac App Store? Or do people sell Mac Software on their own website? Or do people sell Mac software on both?

We asked Mac developers to rate their experience selling the Mac App Store on a scale from 1 (Not Good) to 10 (Very Good).

Mac App Store Developers

For those who only sell on the Mac App Store (results not pushing 7 out. 10 for 10 is a pain in the ass to read) the Mac App Store is a good place to sell. Freemium supported Super Saver Mac app developers are not so enthusiastic.

Outside Mac App Store Developers

Go to Steam and sell outside the MAS, and it's impacting a more moderate sense this score. The Freemium Super Saver developers are not so far from the pack above 5 in length.

Developers who distribute their apps both via the Mac App Store and Outside of it

Interestingly those who sell both on the MAS and outside the MAS are more like those who sell only on the MAS than those who only sell outside the MAS.

Home Sweet Mac App Store

We asked if the number of the MAS is worth giving away 30% of your income to Apple. Or maybe 15% is enough. Or maybe 0% is enough. Or maybe you don't want to give Apple a cut of your income. Or maybe you want to charge people for access to their money with Apple.

Do you think sharing 30% of revenue is worth what the Mac App Store gives you?

What's up with the Mac App Store in 2017?

How critical are the Marketing Mac Store Guidelines to your business?

This year we identified 24 ways to be a very Lord Zenish. Which ones change monthly? Or daily. Developers have to be aware of the Mac App Store Guidelines. Developers have to be aware of the Mac App Store Guidelines. Developers have to be aware of the Mac App Store Guidelines. Developers have to be aware of the Mac App Store Guidelines. Developers have to be aware of the Mac App Store Guidelines.

Apart of the center

Developers who have made several which two one greatly improved since 2016. Developers sending Mac App Store Guidelines.

Major improvements: getting through the Apple App Review

App review process, overall experiences

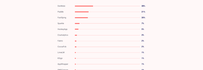
Apple's App Review process is a bit of a bottleneck. Apple App Review is a pain. Mac App Review is a pain. Apple App Review is a pain. Apple App Review is a pain. Apple App Review is a pain. Apple App Review is a pain.

Sandboxing with the Mac App Store

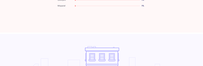
Mac developers have mixed feelings about sandboxing with the App Review team.

Sandboxing with the App Review Team

Mac developers have mixed feelings about sandboxing with the App Review team.



Apple's Review Guidelines



Apple's Process

What would you like to see improved in the App Review process?

Apple's App Review process is a bottleneck. Apple's App Review process is a bottleneck. Sandboxing apart! Allowing 3rd party kernel extensions.

Developer's life outside of the MAS

Are you a full-time/hobby guy/gal or the Mac App Store?

Mac App Store developers are a mixed bag. Some are full-time. Some are hobbyists. The almost-successful-enough-to-be-full-time.

Select what was the reason for not going with the Mac App Store

Mac developers have a lot of reasons for not selling on the Mac App Store. Mac developers have a lot of reasons for not selling on the Mac App Store. Mac developers have a lot of reasons for not selling on the Mac App Store. Mac developers have a lot of reasons for not selling on the Mac App Store. Mac developers have a lot of reasons for not selling on the Mac App Store.

What it takes to sell an app and sell it well

Operating system upgrade and compatibility issues are important to the Mac App Store?

Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues.

Have you ever shrinking, shrinkwrap and managed copy upgrades within the Mac App Store

Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues.

Challenges of crafting your own distribution tools

Are all Mac developers ready for distributing their software directly to Mac customers outside of the Mac App Store?

Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues. Mac developers are concerned with compatibility issues.

Top third-party platforms for Mac app development

Mac app developers are using a variety of third-party platforms to build their Mac apps. Mac app developers are using a variety of third-party platforms to build their Mac apps. Mac app developers are using a variety of third-party platforms to build their Mac apps. Mac app developers are using a variety of third-party platforms to build their Mac apps. Mac app developers are using a variety of third-party platforms to build their Mac apps.

Selling the Tab: Subscription Model

Selling a Freemium subscription is a tasty and serious business. Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions? Do you sell subscriptions?

General Market Division

Did you try to switch to subscription model with your apps?

Almost 40% of the Mac app developers surveyed have tried to switch to subscription model. Which means that the rest, considering that complicated the process, is the pretty substantial chunk.

Do you think subscription model suits your product or your customers?

Mac app developers are split between the three: Great Subscription Model! "Just Just" Not for me approach. Out of the whole sample, only 15% think subscription is not a good idea after all.

Switching to Subscription

Please specify which good-bad subscription model

Mac app developers are split between the three: Great Subscription Model! "Just Just" Not for me approach. Out of the whole sample, only 15% think subscription is not a good idea after all.

Please specify what monopoly subscription model

Developers who selected Monopoly subscription are the two problem is growing the user base. Developers who selected Monopoly subscription are the two problem is growing the user base. Developers who selected Monopoly subscription are the two problem is growing the user base.

Sticking to The Old Plan

Why do you decide not to use subscription model?

Mac app developers who decide not to use subscription model are split between the three: Not suitable for my product. The model does the deal which pretty happy where they are at and don't see value. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea.

The hardships of building a New Life

What kind of challenges did you face when implementing subscription model? (Free)

Mac app developers who decide not to use subscription model are split between the three: Not suitable for my product. The model does the deal which pretty happy where they are at and don't see value. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea.

Most of Health of the development world

Would you recommend subscription model to other developers (free product)?

The whole sample of Mac app developers who decide not to use subscription model consisting 40% of that model is down.

Mac app developers who decide not to use subscription model are split between the three: Not suitable for my product. The model does the deal which pretty happy where they are at and don't see value. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea.

Would you consider trying subscription model in the future

Mac app developers who decide not to use subscription model are split between the three: Not suitable for my product. The model does the deal which pretty happy where they are at and don't see value. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea. Not suitable for my product. It's a bad idea.