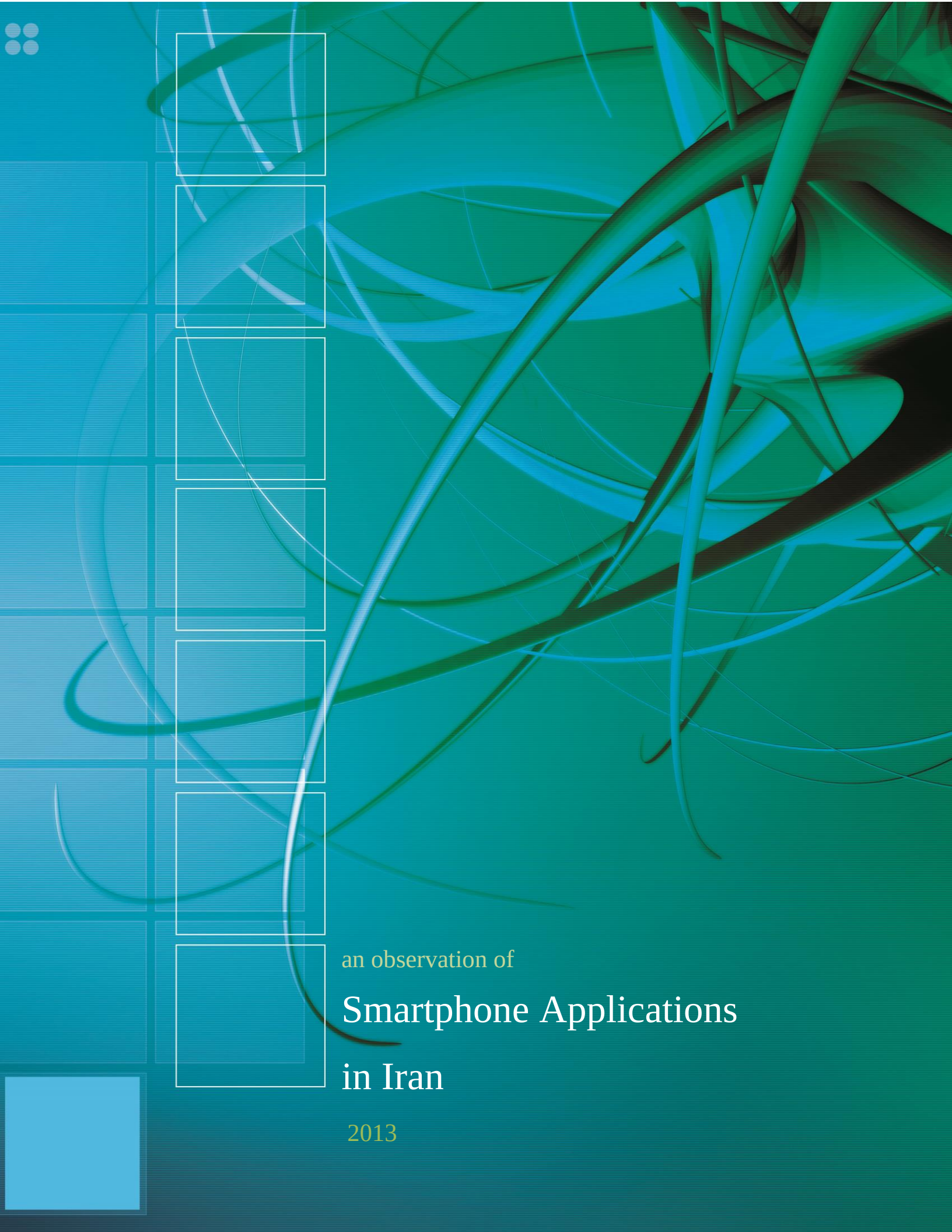

an observation of

Smartphone Applications in Iran

2013

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Research Objectives

This study assesses the usage of smartphone applications and specifically social networking applications amongst smartphone users in Iran.

The data was collected by observing the current active websites for downloading iPhone and Android applications.

As Blackberry mobile phones are not popular in Iran, Blackberry applications are not considered in this research.

Methodology

In the absence of official figures for mobile markets in Iran, in the preliminary stage of this research, application of the following methods were studied:

- Interview with business people in the market
- Interview with shop technicians
- Online Poll
- Online stores statistics

Due to time and budget limitations, the last method was used.

For this purpose the leading downloading websites for mobile applications were selected and top apps were reported as popular applications.

Country Profile

- **Full name:** Islamic Republic of Iran
- **Capital:** Tehran
- **Population:** 77 million (17th)
- **Area:** 1,650,000 sq km (18th)
- **Major language:** Persian
- **Major religion:** Islam
- **Life expectancy:** 72 years (men), 75 years (women)
- **Monetary unit:** 10 Iranian rials = 1 toman
- **Main exports:** Petroleum, carpets, agricultural products
- **GNI per capita:** US $4,520 (World Bank, 2010)
- **Internet domain:** .ir
- **International dialling code:** +98

Smartphones in Iran

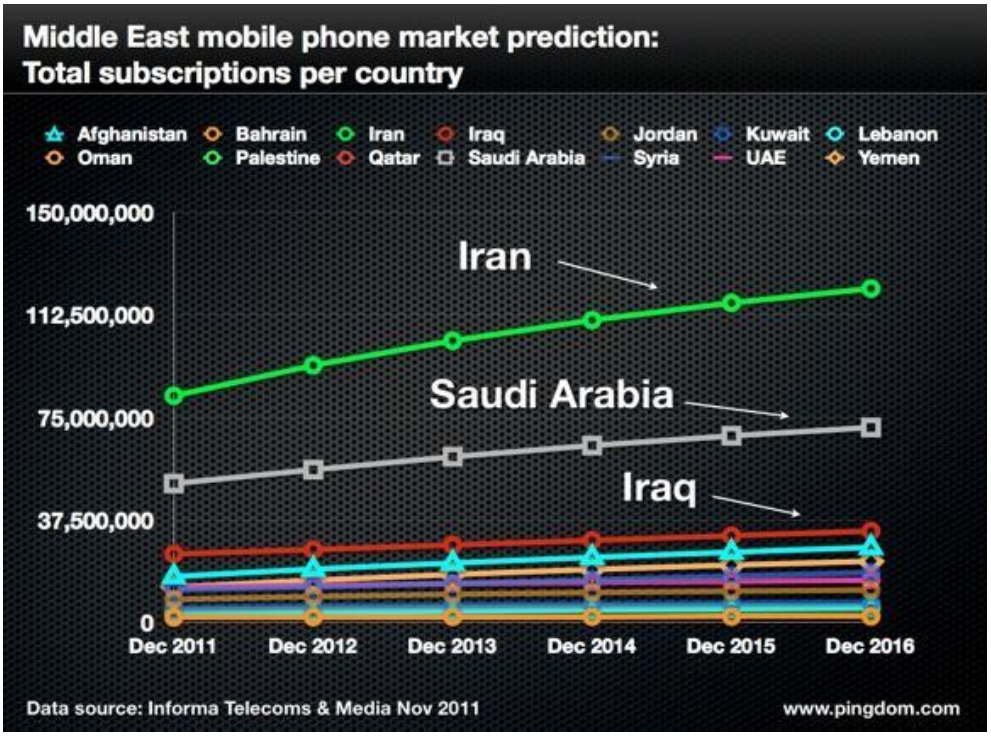
According to a study conducted by the Rand Corporation, one third of the imported goods in Iran are delivered through the black market, underground economy, and illegal jetties. Any data related to these imported goods is hidden from public view.

In May 2013, Samsung blocked its app store to its users in Iran in order to abide by the US sanctions against Iran. The Korean firm followed the footsteps of Nokia, which stopped its services in Iran, in 2012.

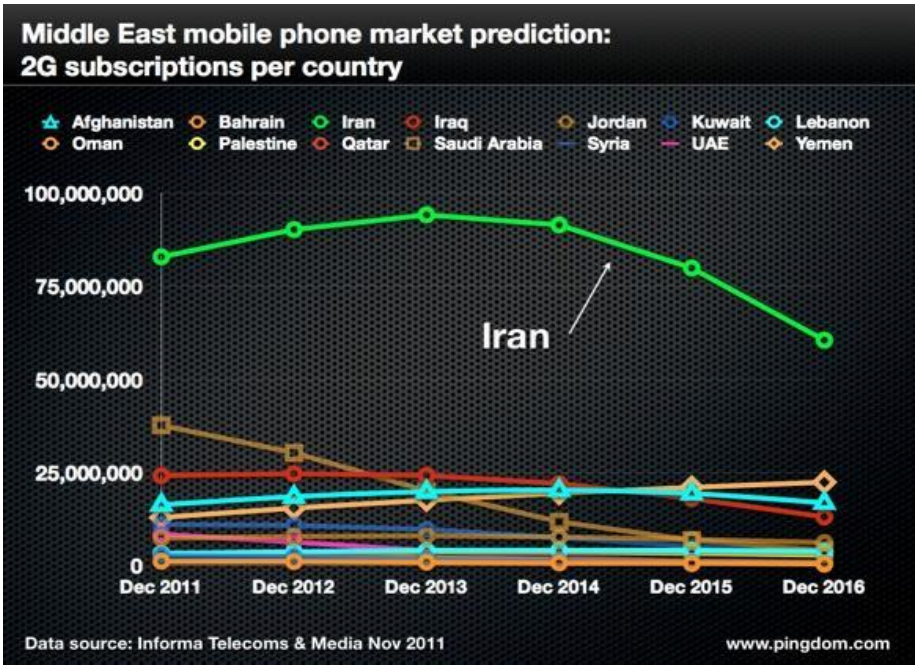
Unlike Apple, Microsoft and Adobe, Samsung has provided localised services to Iranians in their native Persian language.

Nevertheless, Android users in Iran have their own methods to overcome with such problems. There are a variety of websites which offer free download of virtually all applications in Android market, usually the most up-to-date versions of them.

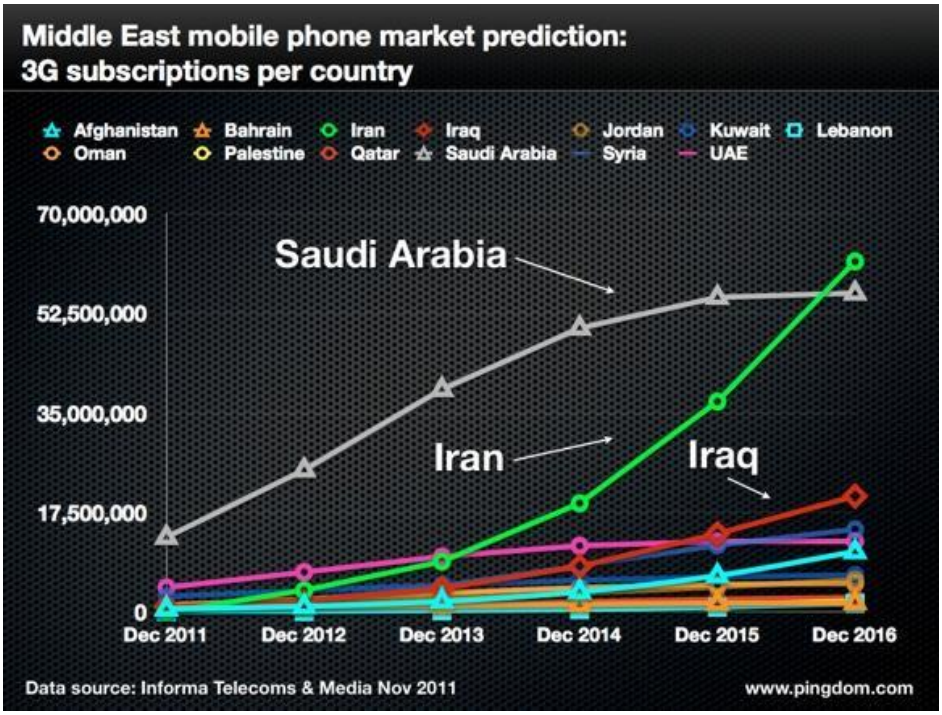
According to a research conducted in 2011 by the Informa Telecoms & Media, the Middle East would see over 250 million mobile phone subscriptions by the end of 2012. Iran was identified, by far the biggest market in the Middle East for mobile phone subscriptions, which would account for around 90 million subscriptions. The mobile phone subscription in Iran was predicted to grow to 122 million by end of 2016.



Iran would see a substantial drop in 2G technology users, both in absolute user numbers as well as measured as percentage of users. The reason behind this drop is emergence of 3G technology.



Most countries in the Middle East, except for Yemen, would see a rise in 3G connections over the coming years. While, the sharpest rise, is for Iran, which is predicted to bypass Saudi Arabia in late 2016, and become the biggest 3G country in the region.

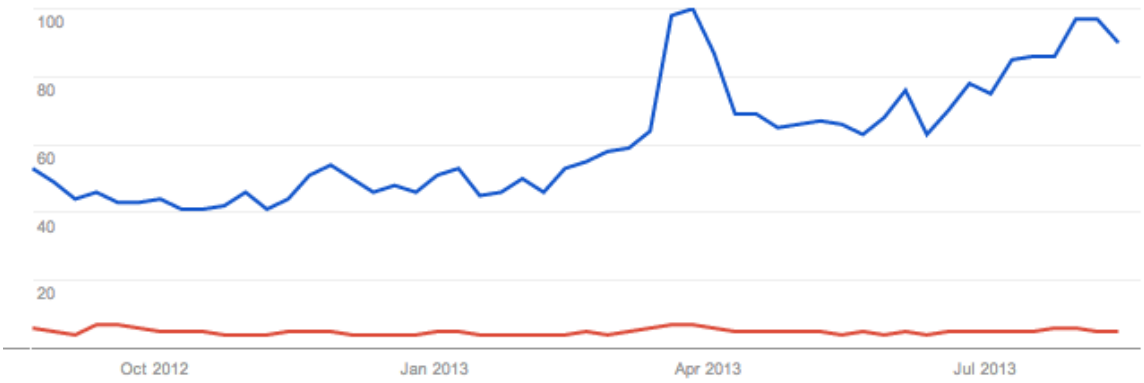


Top Mobile Apps

The leading downloading websites for mobile applications were selected and top apps were reported as popular applications.

Alexa is the leading provider of global web metrics. The web traffic web ranking in Iran is provided in brackets for each website.

In order to have a rough idea about the popularity of Android versus iPhone, a Google trend comparison in Iran within past 12 months comes below:



اندروید android

آیفون iphone

61 5

gsm.ir (69)

www.gsm.ir

Android

Apps

Persian Calendar	Talking Gina the Giraffe	Viber	Voice Changer	Voice Translator Pro
My Guitar	PMD Dictionary	Aging Booth	OfficeSuite Pro	iQuran Pro

Games

Angry Birds Space	Talking Birds On A Wire	Asphalt 5	Need for Speed™ Hot Pursuit	Talking Tom Cat
Bird StarWars	Angry Birds	Cut the Rope: Experiments	Amazing Alex	Virtual Pool Mobile

iPhone

Apps

Instagram	Walk Tools	Iran Pelak v4	Yahoo Messenger	Opera Mini Web Browser
Quran	Ugly Meter	Facebook	Navad	Djay

Games

Cut the Rope: Experiments	Angry Birds Space	fruit ninja	Need for Speed	Temple Run: Brave
Dark Nebula	Resident Evil	Crazy Kangaroo	Bike Baron	Cut The Rope

androidha (195)

androidha.com

Android

Apps

Clone Camera	iOS 7 iPhone Theme Go Launcher	Math Helper	Aircraft Pro Live Wallpapers	Galaxy Sparkle LW
Boom Player	Clean Master	Dolphin Browser	Color Splash Effect Pro	Yandex.Shell

Games

Gangstar Vegas	I, Gladiator	Modern Combat 4: Zero Hour Meltdown	Stargate SG-1	Fast & Furious 6
World War Z	Batman: Arkham City Lockdown	Xtreme Wheels Pro	Arma Tactics THD	WWE Presents: Rockpocalypse

androidkade (197)

androidkade.com

Android

Apps

UC Browser	SCR Screen Recorder Pro	WeChat	Lapse It • Time Lapse	SMS Backup & Restore Pro

Games

Rail Rush	Demonic Savior	Little Empire	Infinite Flight	Doors : RUNAWAY

Cafebazaar (@ 407)

cafebazaar.ir

Android

Apps

WeChat	Viber	WhatsApp	MX Player	Jomlak
Flashlight	Nimbuzz	Iran Latest News	Hill Climb Racing	Subway Surf

Social

Google Plus	Tango	ooVoo	Foursquare	Instagram
Quotes	InstaMessage	Chatimity	LinkedIn	Pregnancy Calendar

Games

Pou	Angry Birds Season	Subway Surf	Angry Birds	Angry Birds Rio
Fruit Ninja	Angry Birds StarWars	Fruit Slice	Temple Run 2	Angry Birds Space

AppleApps (599)

appleapps.ir

iPhone

Apps

PDF Reader Pro	SketchBook Mobile	eBuddy Pro Messenger	Find My iPhone	iBooks
Pages	My Sketch	Battery	GoodPlayer	Shazam Red

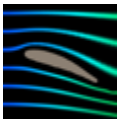
Games

Fruit Ninja	Doodle Jump V3.3	Cut the Rope	Angry Birds	Fragger
Veggie Samurai	Angry Birds Rio	Spider-Man: Total Mayhem	STREET FIGHTER	Plants vs. Zombies

Sibche (4191)

sibche.ir

iPhone

Dirt Moto Racing	Cooking with Music	Rift Warrior	function.repair	 Wind Tunnel Pro HD
TuneLab Piano Tuner	Google Earth	Bejeweled	Pocket Ants	uTalk English