



The German App Economy - Fact Sheet

Excerpt from “The App Economy In Europe:
Leading Countries And Cities”

In cooperation with:



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About the App Economy

The introduction of the iPhone in 2007 created a profound new economic force. There are now nearly 2 billion smartphone users worldwide, an unprecedented rate of adoption for a new technology. Equally important, Apple’s unveiling of the App Store in July 2008 ignited a global App Economy boom. This revolutionary concept enabled software developers to write mobile applications from anywhere in the world, with the ability to sell and distribute them globally.

The German App Economy

- Germany had roughly 268,000 App Economy jobs as of January 2016, the second highest amount in Europe (Figure 1). That figure includes app developers and other skilled workers concerned with building, maintaining or supporting mobile apps, plus a conservative estimate of spillover jobs.
- Germany’s App Economy is unique because it is widely spread across the country (Figure 2). The number four App Economy city in Europe is Berlin, where SinnerSchrader Mobile, a full-service mobile agency, was looking for an iOS software developer. Sociomantic, a display advertising firm founded in Berlin in 2009, was looking for an iOS developer. Mobile Event Guide, which creates apps for conferences and tradeshowes, was posting for an iOS developer in Berlin. (All examples as of January 2016.)
- Munich, fifth on the list of European App Economy cities, is not far behind Berlin. Munich-based CHECK24, which offers consumer comparisons in areas such as insurance and travel, was posting for Android and iOS developers. Delightex, a Munich-based start-up in the field of personal development, was looking to hire an iOS/Android Developer. Travian Games was looking for a senior mobile developer with Android experience. Catchys, a vintage fashion site, was posting for an iOS developer. And auto giant BMW was recruiting software developers to help develop new digital services for smartphone-based applications on iOS, Android and Windows Mobile.
- Other strong App Economy cities in Germany include Cologne/Dusseldorf—number 11 on the list—as well as Frankfurt, Hamburg, and Stuttgart. In Cologne, Hubert Burda Media, one of Europe’s largest publishers, was hiring mobile app developers for various divisions. In Frankfurt,

Shopgate, an e-commerce platform that develops mobile websites and native apps for online merchants, was posting for a senior Android Developer. In Hamburg, NuBon, a mobile platform offering services to businesses such as digital loyalty cards, was searching for multiple Android developers. And in Stuttgart, USU Group, an IT service provider, was looking to hire a developer for Android/iOS/Windows Phone.

- Taken as a whole, the European Union plus Switzerland and Norway had 1.64 million App Economy jobs (0.7 percent of all jobs) as of January 2016, compared to 1.66 million App Economy jobs in the United States (1.2 percent of total jobs in the US).
- Figure 3 shows that App Economy jobs in the United States have been growing at a rate of over 30 percent annually. We will be able to estimate European App Economy growth in early 2017.

Figure 1: Top 10 App Economy European Countries

Rank	Country	January 2016 App Economy Jobs (thousands)	Rank	Country	January 2016 App Economy Jobs (thousands)
1	United Kingdom	321	6	Poland	84
2	Germany	268	7	Spain	78
3	France	229	8	Sweden	67
4	Netherlands	125	9	Finland	47
5	Italy	98	10	Norway	42

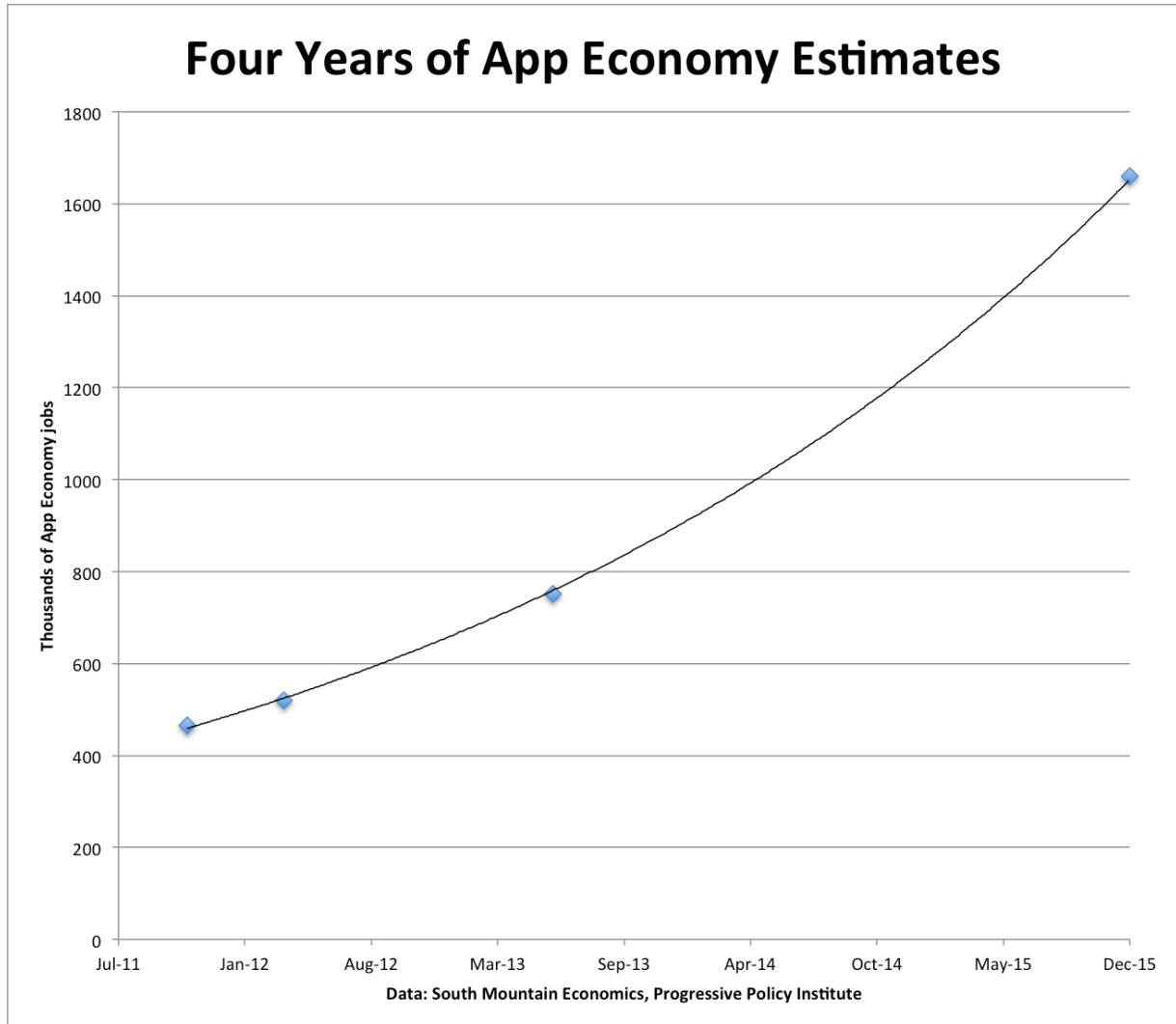
Data: Progressive Policy Institute. “The App Economy In Europe: Leading Countries And Cities,” June 2016. As noted in the paper, we do not have separate data for Bulgaria, Croatia, Cyprus, Estonia, Latvia, Lithuania, Malta, Slovakia, and Slovenia. However, these countries are included in the aggregate numbers. See methodology for details.

Figure 2: Top 15 App Economy European Cities

Rank	Country	January 2016 App Economy Jobs (thousands)	Rank	Country	January 2016 App Economy Jobs (thousands)
1	London	136	9	Barcelona	28
2	Paris	99	10	Oslo	26
3	Amsterdam	73	11	Cologne/Dusseldorf	24
4	Berlin	56	12	Milan	24
5	Munich	47	13	Warsaw	22
6	Stockholm	37	14	Frankfurt	22
7	Helsinki	35	15	Hamburg	21
8	Madrid	30			

Data: Progressive Policy Institute. “The App Economy In Europe: Leading Countries And Cities,” June 2016. Urban areas are defined as 50 kilometers or 30 miles around a center city. See methodology for details.

Figure 3: United States App Economy Employment, 2011-15



Data: Progressive Policy Institute, "App Economy jobs in the United States," January 2016.