

ABANDONED MOBILE APPS REPORT

Q1.2022



An analysis of developer-abandoned mobile apps across the Google and Apple app stores



TABLE OF CONTENTS

Key stats	3-6
Google and Apple Stores.....	7-9
Abandoned Apps by Category.....	10-12
Methodology and disclaimer.....	12-15

Abandoned Apps

Pixalate uses the date in which the app was last updated to determine the degree of apparent abandonment. For high-level data points, we consider an app to have a heightened risk of “abandonment” if it has not been updated in at least two years (as of the end of Q1 2022). However, this report also provides data showing different levels of apparent abandonment in six-month increments, up to apps that have not been updated in over five years.

Importance of Abandonment and Innovation

Product innovation refers to changes that improve the overall and the specific performance of a product. This report is intended to help the industry better understand market dynamics and their effects on product and firm profitability. Apps that are not updated regularly may pose security and safety concerns.

KEY STATS: THE STATE OF ABANDONED APPS IN Q1 2022

AS OF THE END OF Q1 2022; AS MEASURED BY PIXALATE



of abandoned* mobile apps*

1.5MM (33% of all apps*)



of recently-updated mobile apps

1.3MM (28% of all apps)



of Super-Abandoned apps (5+ years)

314k total (184k in Apple, 130k in Google)



More updates means more downloads

84% w/ 100MM+ DLs updated within 6 mos.



App categories abandoned most often

Reference, Games, and Education



App categories updated most often

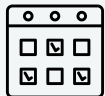
Finance, Health, and Shopping

*"Abandoned" means no update in 2+ years

* Mobile apps includes apps available for download in the Google and Apple mobile app stores as of the end of Q1 2022

33%

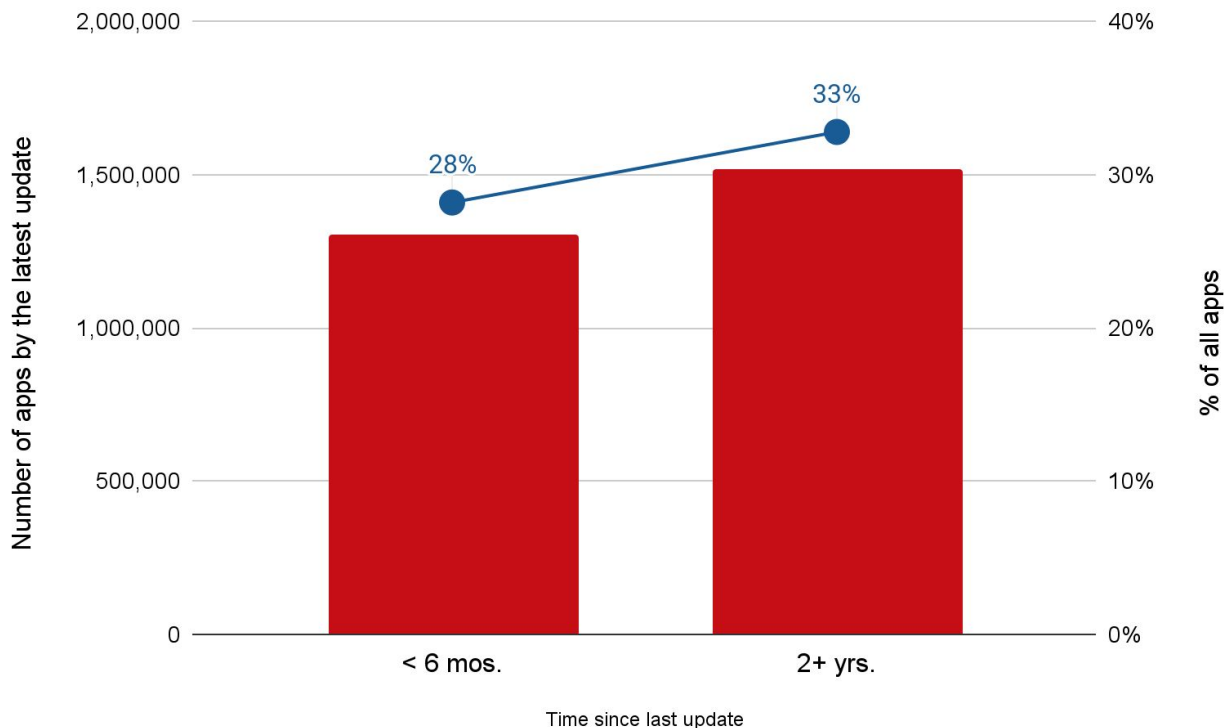
of all apps were updated
2+ years ago, according
to Pivalate's data.



Want to see all the
apps? Schedule a
demo: pival.at/demo

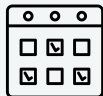
1.5MM APPS ARE ABANDONED: LAST UPDATED 2+ YEARS AGO

AS OF THE END OF Q1 2022; AS MEASURED BY PIXALATE



11%

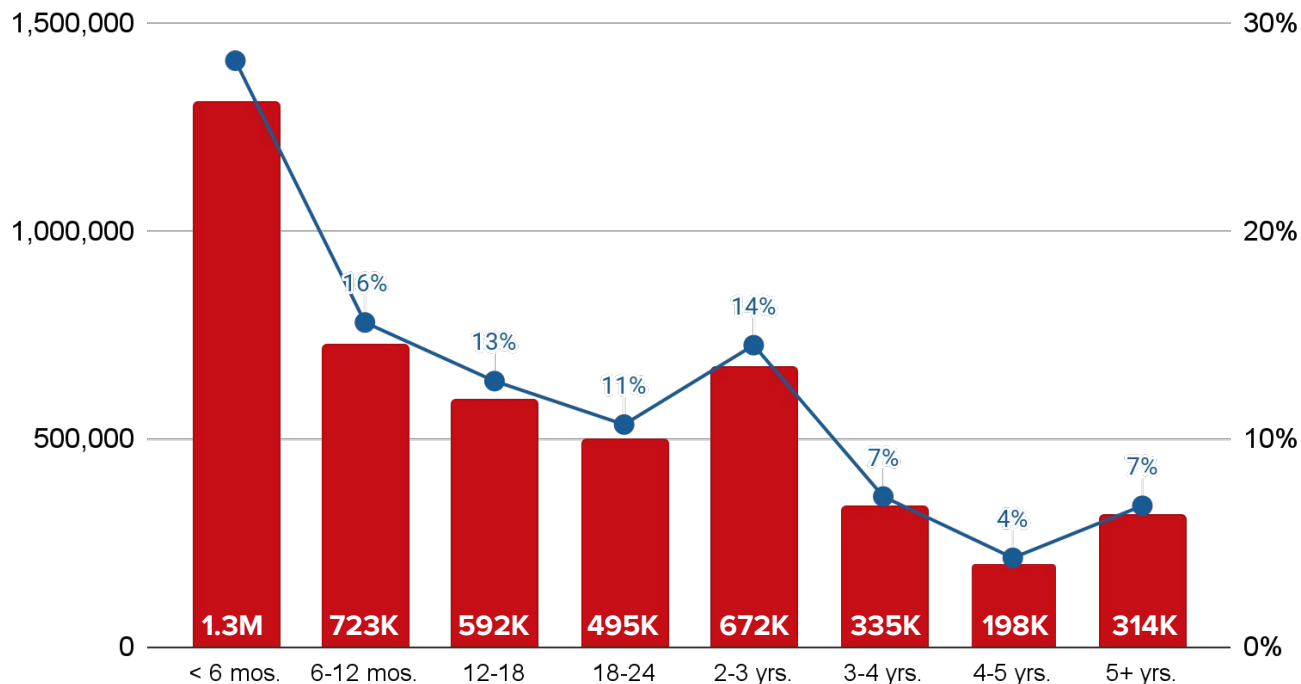
of all apps were updated
4+ years ago, according to
Pivalate's data.



Want to see all the
apps? Schedule a
demo: pival.at/demo

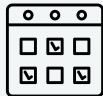
>500K APPS HAVEN'T BEEN UPDATED IN 4+ YEARS

AS OF THE END OF Q1 2022; AS MEASURED BY PIVALATE



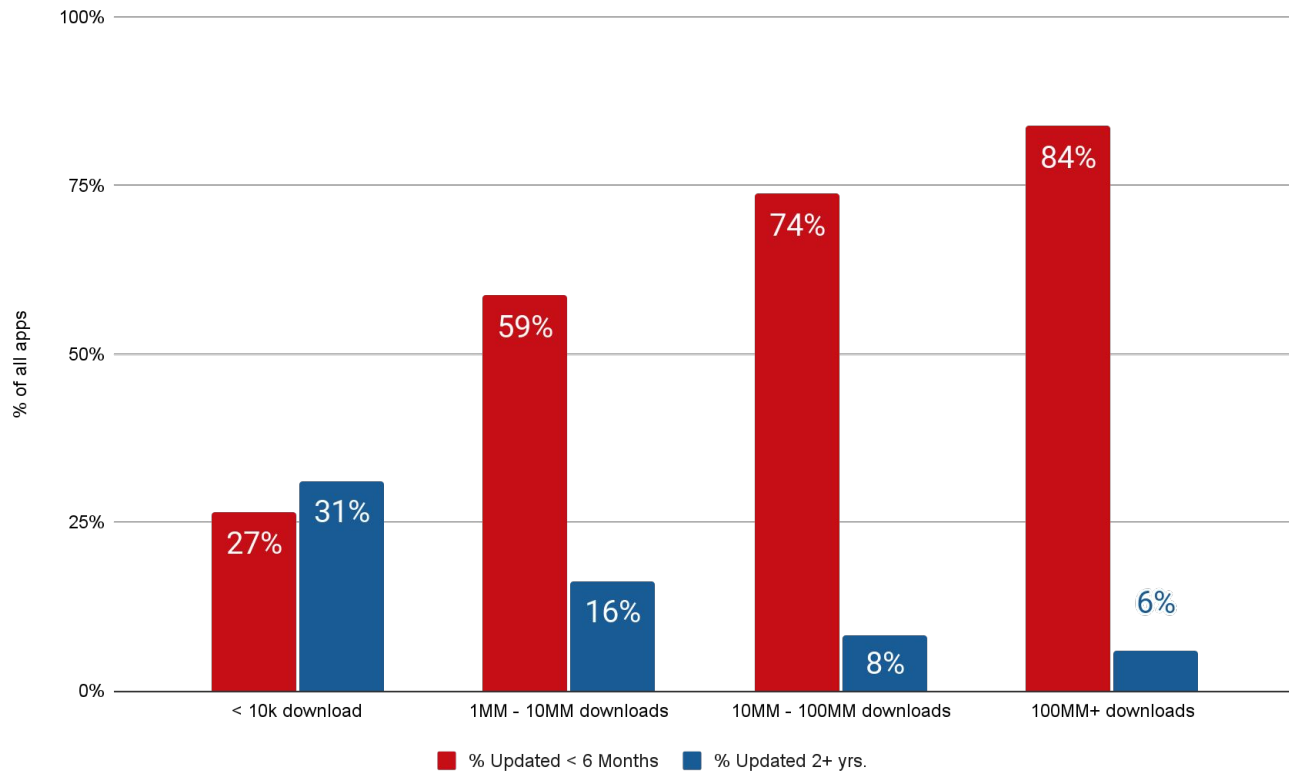
84%

of apps with 100MM+ downloads were updated in the last 6 months, according to Pixalate's data.



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POSITIVE LINK BETWEEN UPDATES AND APP DOWNLOADS



ABANDONED APPS BY STORE GOOGLE VS. APPLE

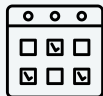
The rate of apparent abandonment by mobile app store



App Store

58%

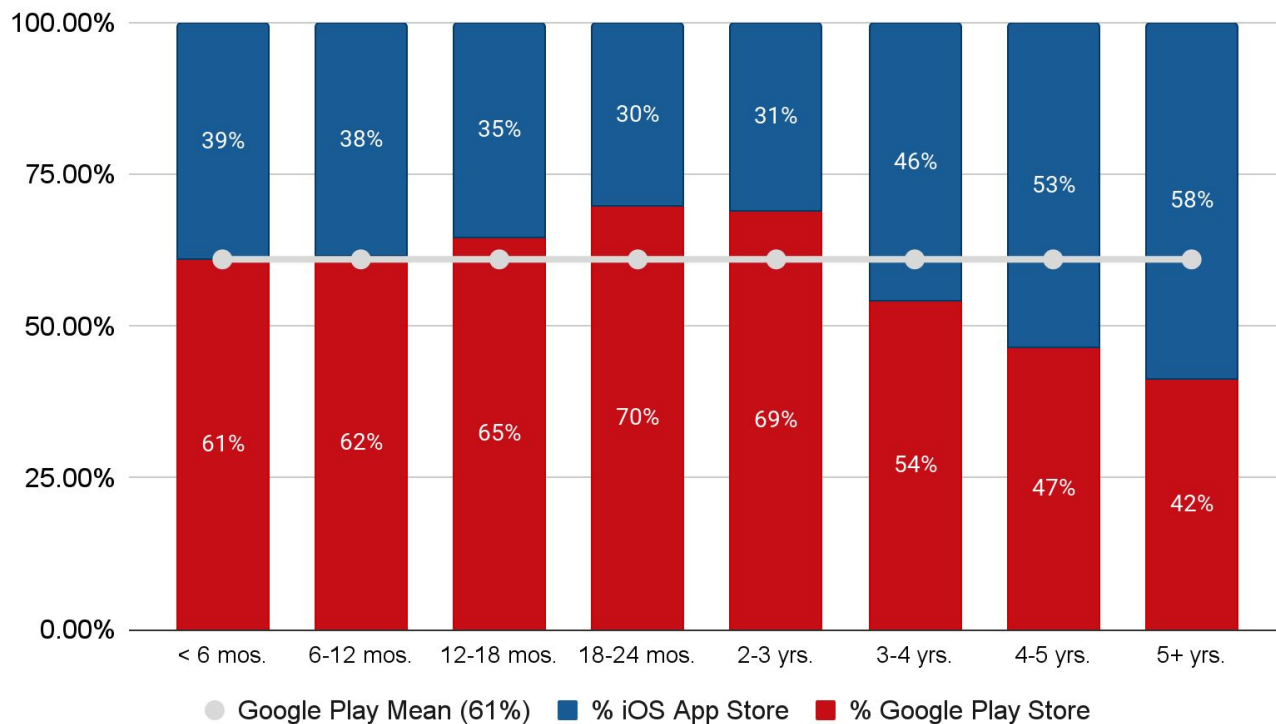
of all apps last updated 5+ years ago are in the Apple Store (184k in Apple store compared to 130k in the Google app store).



Want to see all the apps? Schedule a demo: pixal.at/demo

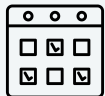
MORE “SUPER-ABANDONED” APPLE APPS (5+ YEARS NO UPDATE)

AS OF THE END OF Q1 2022; AS MEASURED BY PIXALATE



650k

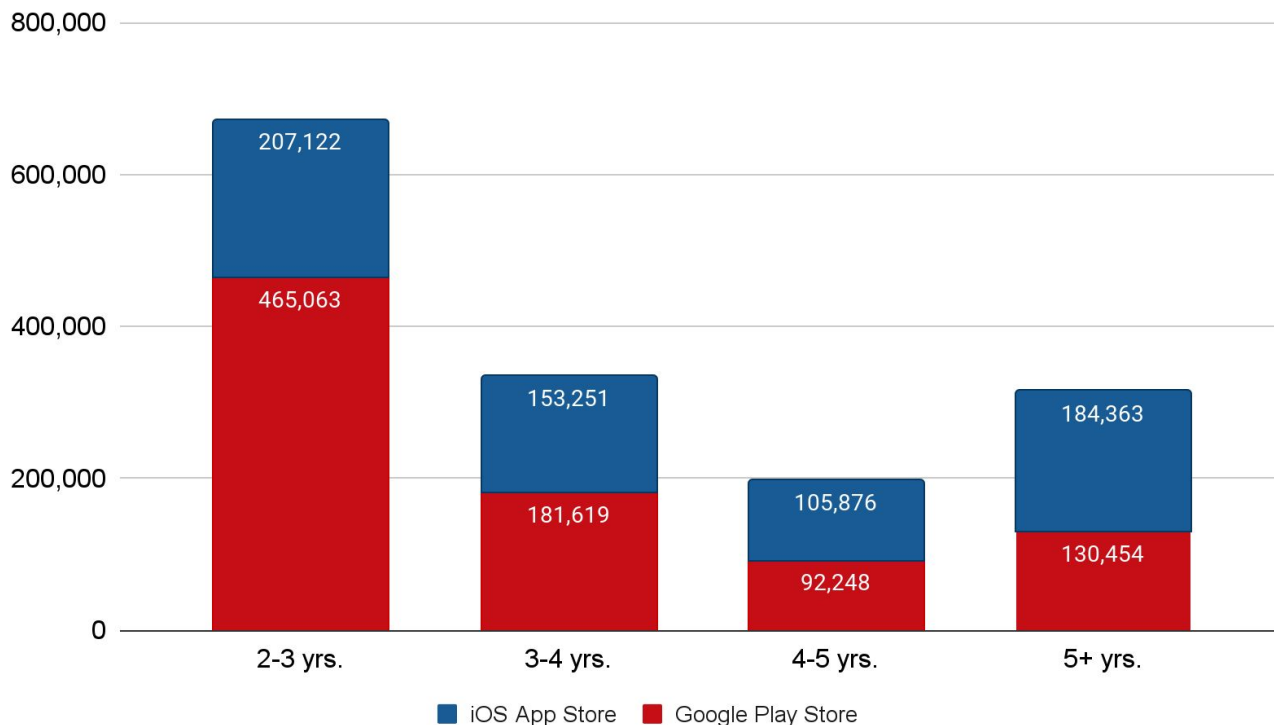
iOS apps have not been updated in 2+ years, according to PixaLate's data.



Want to see all the apps? Schedule a demo: pival.at/demo

650K APPLE, 869K GOOGLE APPS NOT UPDATED IN 2+ YEARS

AS OF THE END OF Q1 2022; AS MEASURED BY PIXALATE



ABANDONED APPS BY CATEGORIES

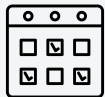
Which app categories are most-updated (or most-abandoned)



App Store

38%

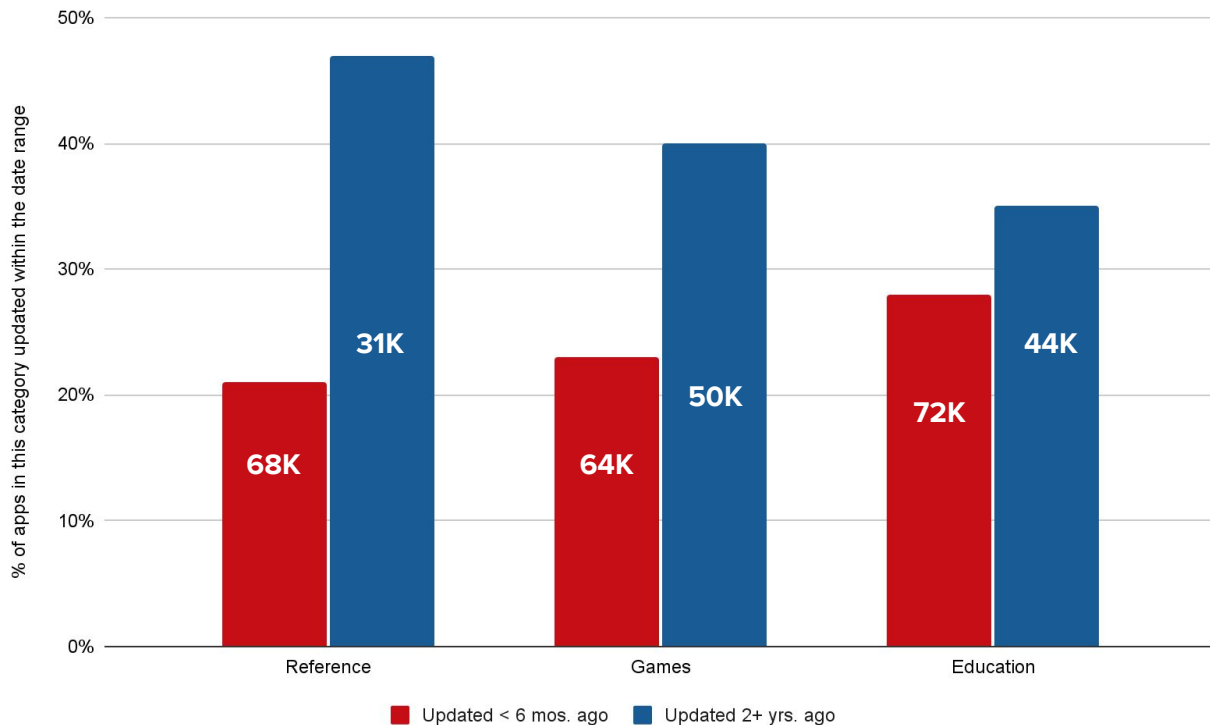
of the apps in these categories haven't been updated in 2+ years, according to Pivalate's data.



Want to see all the apps? Schedule a demo: pival.at/demo

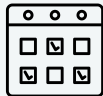
REFERENCE, GAMES, EDUCATION MOST-ABANDONED CATEGORIES

AS OF THE END OF Q1 2022; AS MEASURED BY PIVALATE



36%

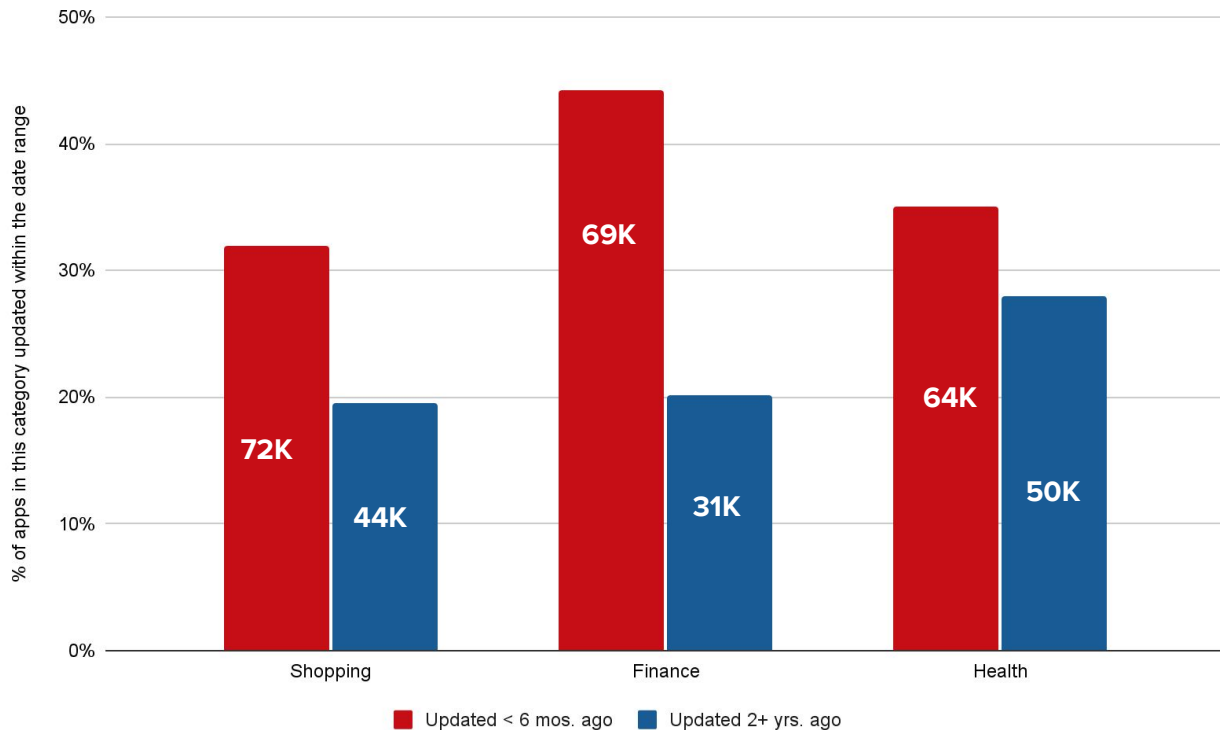
of the apps in these categories were updated within the last 6 months, according to Pivalate's data.



Want to see all the apps? Schedule a demo: pival.at/demo

FINANCE, HEALTH, SHOPPING MOST-UPDATED CATEGORIES

AS OF THE END OF Q1 2022; AS MEASURED BY PIVALATE



METHODOLOGY & DISCLAIMER



Health

METHODOLOGY

General

Pixalate's data science and analyst team analyzed apps available for download via the Apple App Store and Google Play Store as of the last date of Q1 2022 (March 31); data derived from crawls of the respective app stores performed by Pixalate or one of Pixalate's third party licensors.

Abandoned Apps

Pixalate uses the date in which the app was last updated to determine the degree of abandonment. For high-level data points, we consider an app "abandoned" if it has not been updated in at least two years (as of the end of Q1 2022). However, this report also provides data showing different levels of abandonment in six-month increments, up to apps that have not been updated in over five years.

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It should be noted that the mere fact an app does not appear to have been updated in a certain period of time does not necessarily mean that such app's publisher has abandoned the app, or is otherwise violating any policy, best practice, or regulation. Instead, we are merely noting the apparent inactivity and rendering an opinion that this apparent absence of updates may be suggestive of heightened risks to end users and other data subjects.

Pivalate is sharing this data not to impugn the standing or reputation of any entity, person or app, but, instead, to render opinions and report trends pertaining to apps available for download via the official Apple App Store and Google Play Store.

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info@pixalate.com
pixalate.com

