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## World's first app store for licensing

**The Appland Store is the world's first SaaS Android app store that solely uses operator billing, thereby creating simplicity for users. It has been live in Sweden via all operators for six months and is now offered to other partners in Europe.**

Together with telecom operators TeliaSonera and 3, Appland has worked to optimize the platform to create maximum value for partners such as operators, wholesalers and retailers. The Appland Store gives partners a strategic position in their users' smartphones and enables values like in-store campaigns, partner presence, business intelligence and revenue.

For users, the Appland Store is a premium store with relevant, secure and quality assured apps. Innovative toplists like "My Facebook friends apps" and "Apps close to you" make the store social and promote local apps. Simplicity is created by re-use of the user's operator registration which implies that no registration thresholds exist for getting started or buying apps.

Founded in Sweden in early 2011 by former Ericsson executive Jonatan Redvik, Appland AB has in only 18 months landed successful partner deals with telecom operators TeliaSonera and 3. Both operators take active part in marketing Appland to their users through own websites, social media, sales representatives in stores, brochures and pre-installation in Android smartphones.

- Appland provides technology, competence and operational services for partners that want to benefit from the growing content market, says CEO Jonatan Redvik.

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