

Amazon Opens App Store on Android

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Amazon starts selling apps-- on Google's Android platform.

Taking advantage of the rising demand in mobile games and entertainment, Amazon's model involves the company keeping 30% of sales revenue, while developers get 70%. Booz & Co. analysts say the market grow to \$40B by 2014 (from 2010's \$14.3B).

Amazon says its platform will help developers push their wares towards the relevant customers, helping them stand out in an admittedly massive selection.

Customers can purchase apps either through Amazon's website (using a one-click option linking back to their Amazon account) or via Amazon app store download. At the moment it's only available for US customers, but should be rolling out towards our shores soon.

Go [Amazon Appstore for Android](#)