It took the **Mac App Store** less than one day to hit 1 million downloads.



Evernote, for example, saw 90,000 client downloads between the store launch and midnight Jan. 7th. CEO Phil Libin was quoted by GigaOM as saying: *"...We initially thought that since so much of our user base was coming from mobile, that was the key distribution platform. But maybe it isn't mobile that's important, maybe it's the well-designed app store."*

The **Mac App Store**, according to a number of industry analysts, may become the default way to download software onto the Mac. That level of disruption would change the way all software is delivered to PCs.

Just like the App Store Beat iTunes to 10 Billion Downloads by 6 Years , we may find **Mac App Store** to be a surprisingly richer development than we ever expected.