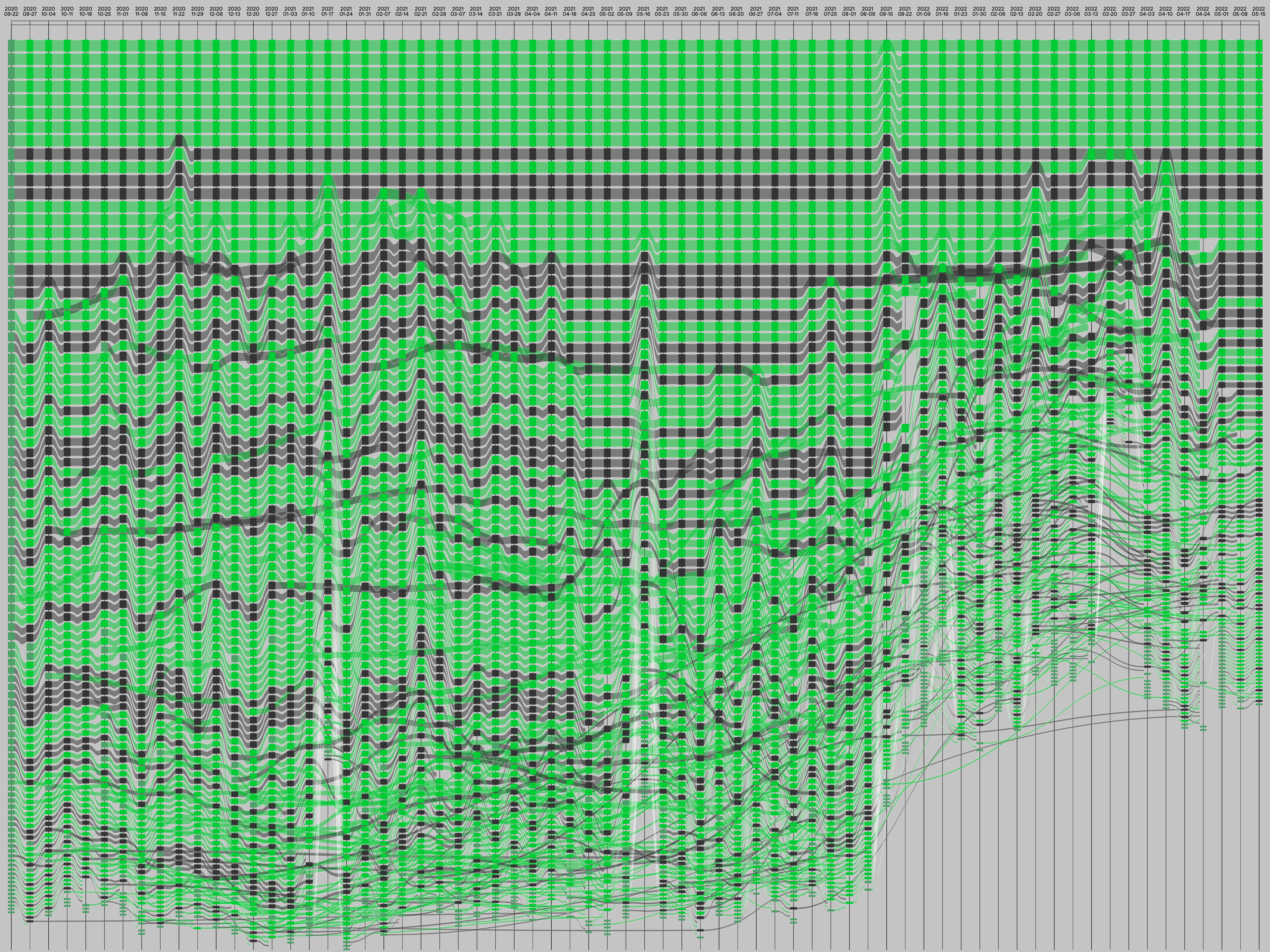


APPS ECOSYSTEM EVOLUTION

WECHAT CASE

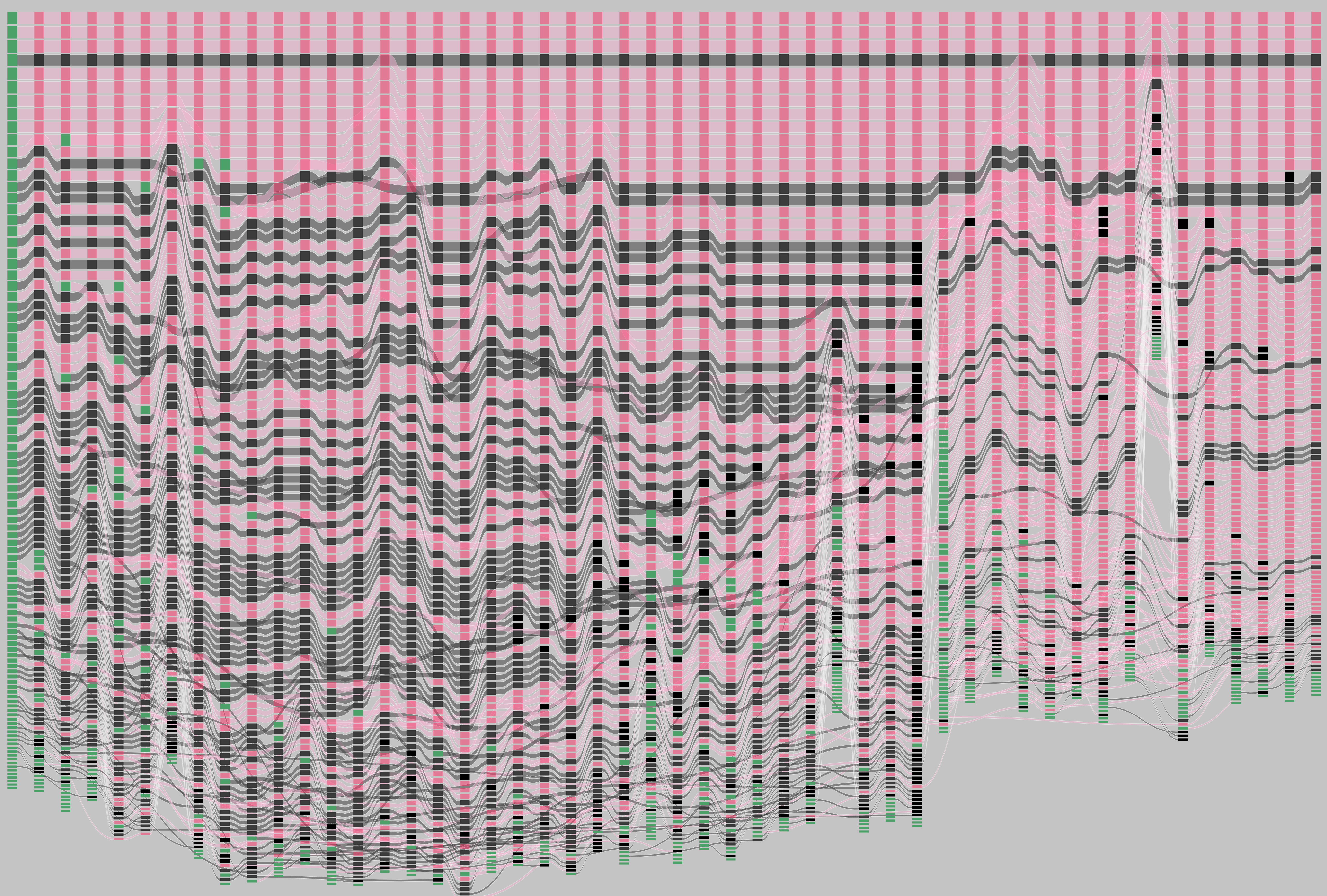


LEGEND

- FIRST AVAILABILITY
- AVAILABLE
- NOT AVAILABLE
- LAST AVAILABILITY

App ecosystems consist of third-party apps that are built 'for' other apps. We queried the Google Play store for [TikTok] and [WeChat] on a weekly basis between 2020-2022 and retrieved the top 100 apps for these queries. We observe how the ecosystem of apps around TikTok and WeChat evolved over time. While for WeChat 15.76% of the apps were removed from the store, for TikTok this is 56.94%. TikTok's ecosystem thus represents a 'spammy neighborhood' corresponding with its quick rise in popularity in the same period. Finally, the top of both app ecosystems is fairly stable, while the long tail is very volatile. This is a unique image of an evolving dynamic ecosystem, warranting further research.

TIKTOK CASE



LEGEND

- FIRST AVAILABILITY
- AVAILABLE
- NOT AVAILABLE
- LAST AVAILABILITY