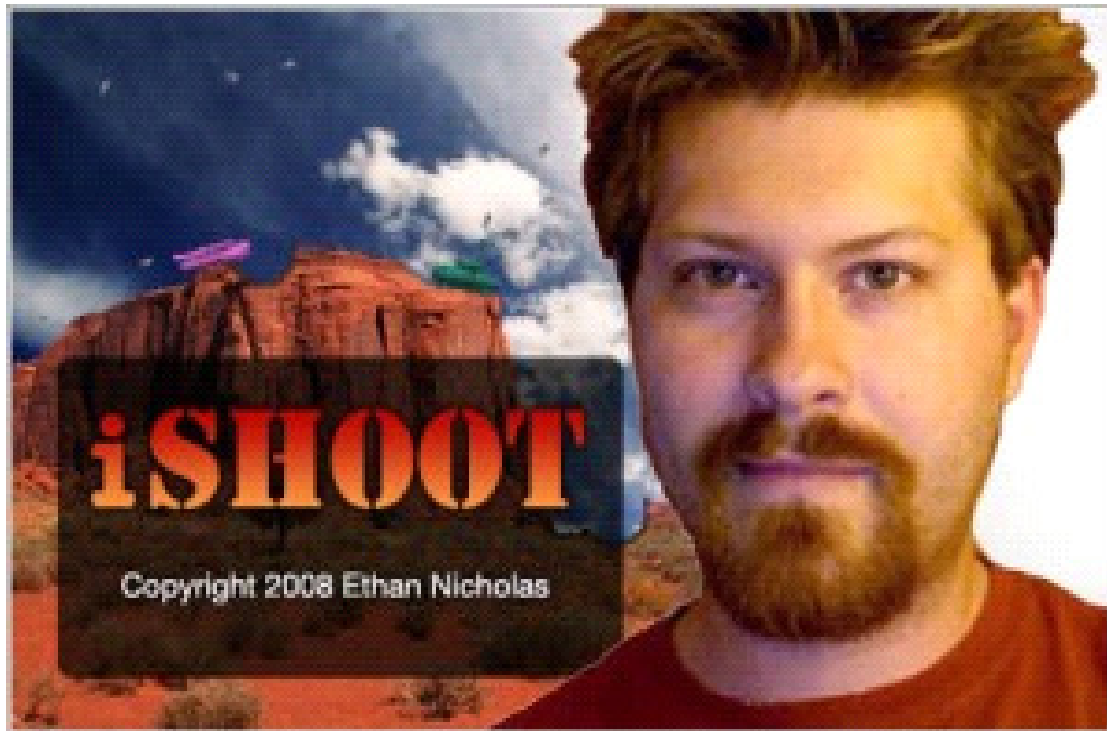




"Ethan Nicholas," was developed by the game iShoot, and put it in the App Store in October 2008, at a price of \$ 2.99. But the game did not achieve good sales. Two months later, with the advent of "Christmas," quick "Ethan" offering a free version of the game he called iShoot Lite, a limited trial version of the game. After only eight days of placing on the App Store, the number one has achieved in the introduction to a more free games downloaded by users. For this huge number of users on the game and give them an opportunity to try it for free, encouraged to buy them, and gave "Ethan" in a single day sales of \$ 33 thousand dollars, and more than 16 thousand copies sold. The game has been sold more than ten thousand copies a day for about a month, which encouraged "Ethan" that leaves his career in the "Sun", and devote himself to develop his game, and games and other programs for the iPhone.

Free software profits:

Free software does not doubt that he marketed himself, if this is proficient, and provides functionality Etlahv by many. When you can complete the program in this way, ad networks will provide you with the above-mentioned income well of him. Dating Developers of these free programs on income ranges between \$ 400 to \$ 5,000 a day, from advertising, according to both his fame and having received the largest slice of the permanent employees.

Income that can be achieved from advertising software included in iPhone programs, it may be easier than that can be achieved from the Internet sites, for several reasons, most notably:

A wider area to create something new and different at the program level, from the level of Internet sites. First the fact that the market is still in its infancy