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Flash Research Assignment #5  
Apple iTunes and app store

Our company will recognize an increase in revenue with an investment in the “Pictures of the World” application. Pictures of the World is an app aimed to provide real-time pictures from across the world while simultaneously being linked to TripAdvisor and other similar applications to promote travel. Revenues through this app will be generated via service fees and monthly subscriptions from the linked applications and marketed attractions.

The Pictures of the World application will allow users to explore and travel with ease with a free download through the Apple App Store. This application will display real-time images of places around the world on iPhones, iPads, and Macs. When the user clicks on an image, a description is shown. If the image portrays natures, such as a beach or mountain, this description outputs information about the location. This information includes the name, the distance the location is from the user’s location, images, and hotels near this location. If a user is interested in residing near this location, the individual will select “Hotels” and choose from a variety of hotel applications to finalize a booking. If the image displays an attraction such as a vineyard, amusement park, or food from a restaurant, a description is shown, including the name, the distance the location is from the user’s location, images, and further details. Marketing attractions and providing real-time images of the world will simplify travel for users and stimulate profits for our company.

The primary revenue stream from the Pictures of the World application will derive from the service fees and monthly subscriptions of applications and attractions. Our company will receive a percentage of the service fees charged through the travel applications when a user finalizes a booking. Each attraction will be charged a monthly fee to market their location. The risk of copyright from photographer images will cost our company to portray real-time pictures of the world. With the increase in tourism and business travel, this application will provide profit for our company.

Figure 1

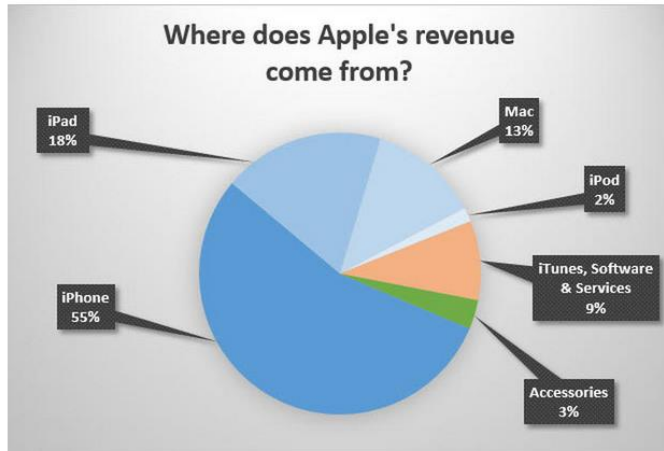


Figure 2



### Citations

Bott, Ed. "Apple, Google, Microsoft: Where Does the Money Come From?" *ZDnet*. N.p., 2014. Web. 2015. <<http://www.zdnet.com/article/apple-google-microsoft-where-does-the-money-come-from/>>

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