

Open APIs: State of the Market

John Musser, ProgrammableWeb

@johnmusser

QCon, SF, 2011

Introduction

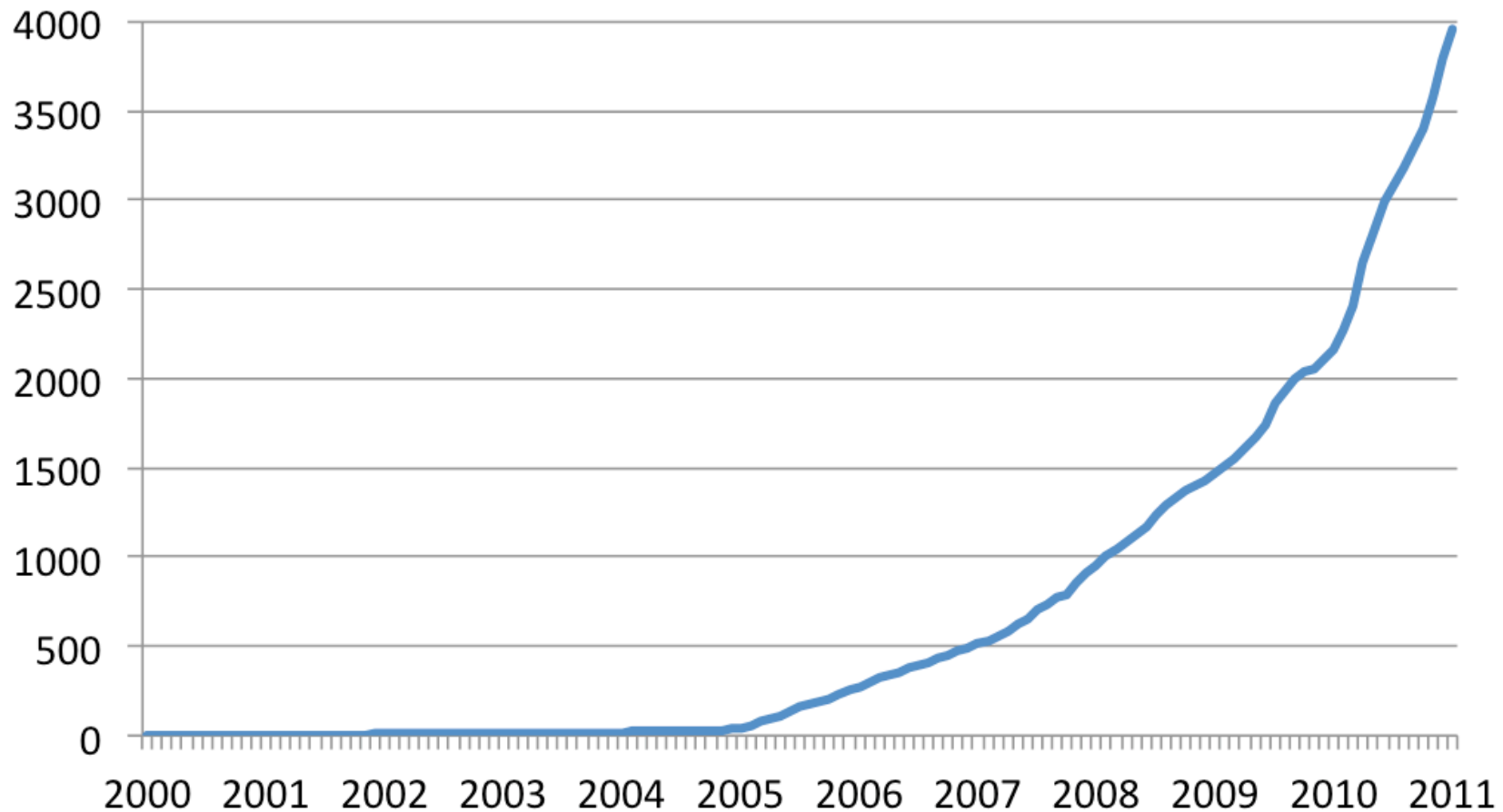
The screenshot shows the ProgrammableWeb.com homepage. At the top left is the logo. A blue banner asks 'ARE YOU READY TO TURN YOUR BUSINESS INTO A PLATFORM?' with a 'LEARN MORE' button. Below this is a navigation bar with links for Home, API News, API Directory, Mashups, Community, and How-to. A search bar is present with 2000 APIs and 4821 Mashups. The main content area features 'New APIs' (Google Latitude, Storage, Font, Places, Directions, Wordsfinder Search, Traffic Estimator), 'Mashup of the Day', and 'New Mashups' (My City Now, Geo Messages, Agnostic Platform Aggregator, Flightradar24, pop ularity, eBay Daily Dealz). A featured article titled '3 Reasons Google Isn't Too Late With the Latitude API' is highlighted. The right sidebar contains several advertisements for Mashery, Nokia, Twilio, Thomson Reuters, Netflix, and Clickatell.

ProgrammableWeb.com

- The web's API directory
- News, community, tools
- 4,300 Web APIs

Growth | Technology | Money

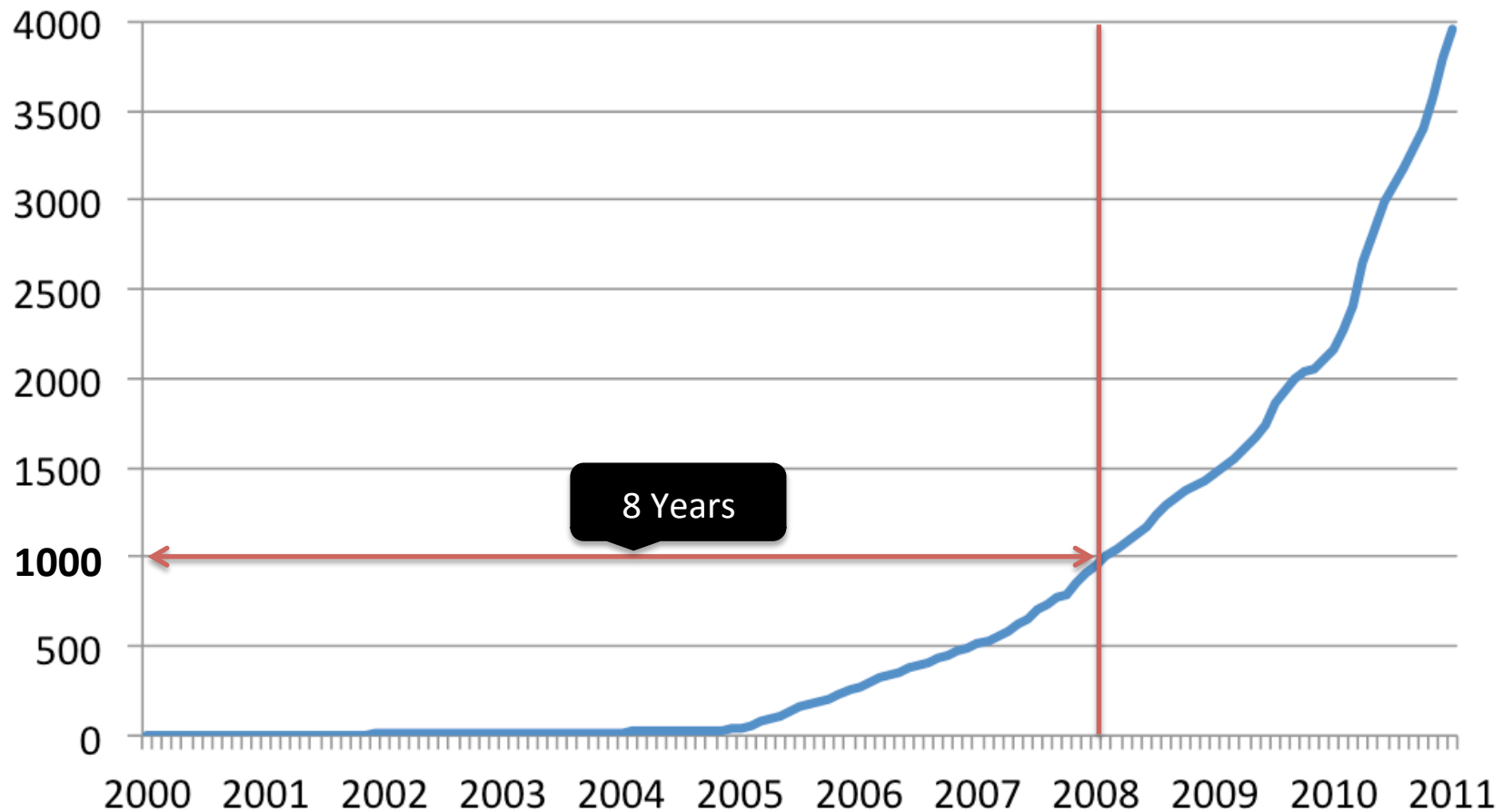
Open APIs: Growth is accelerating



Total APIs over time

Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

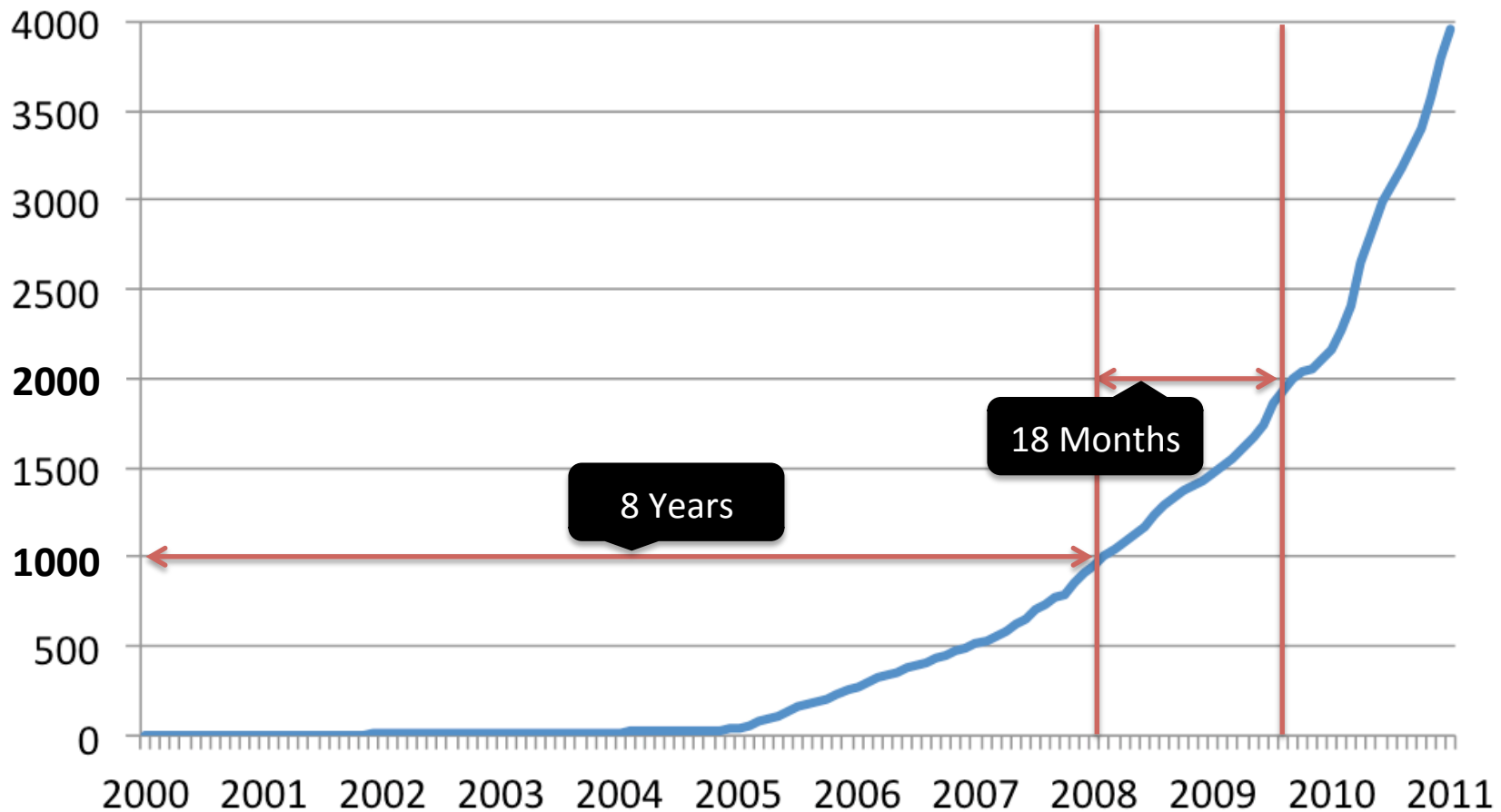
Open APIs: Growth is accelerating



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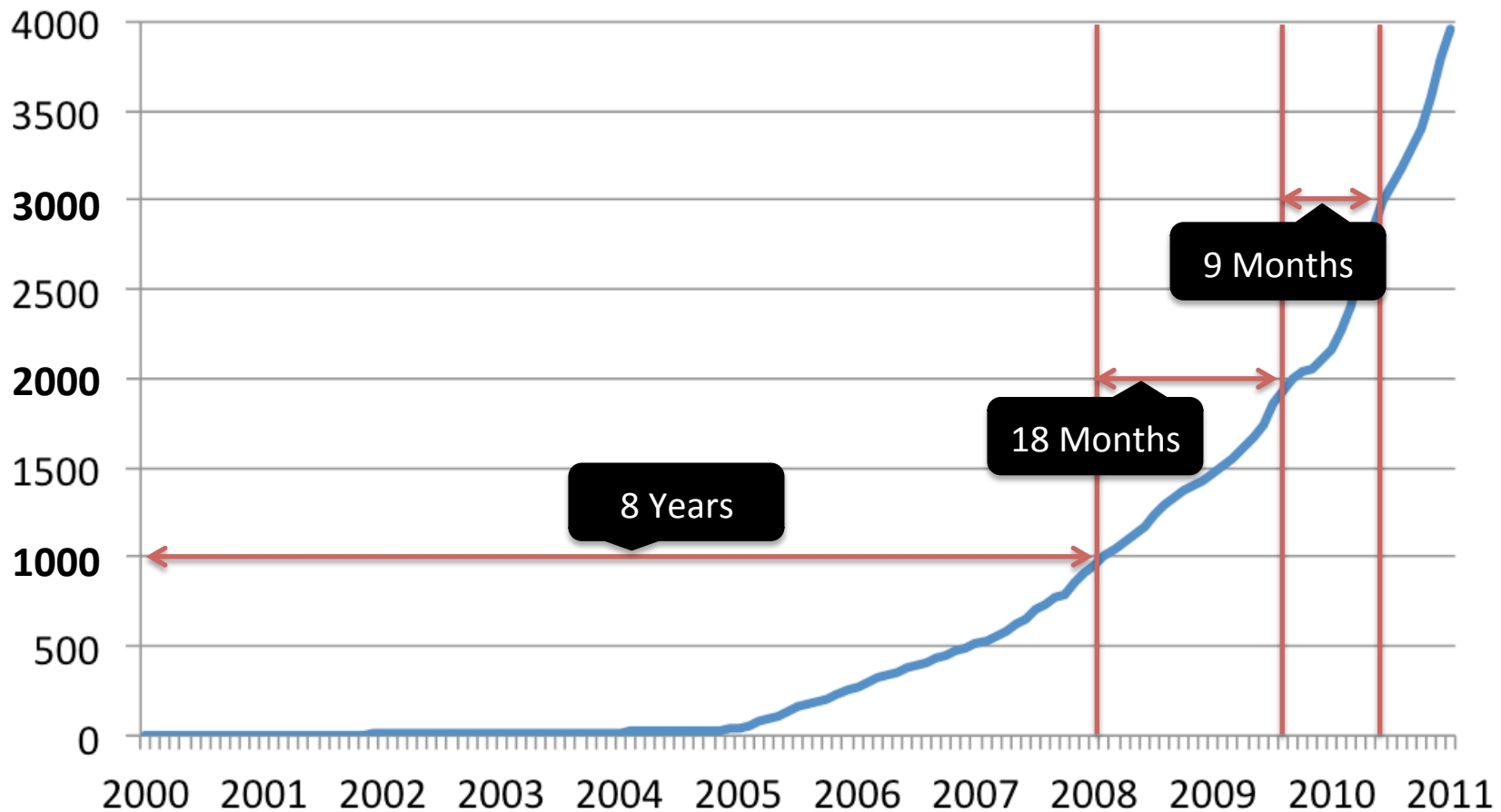
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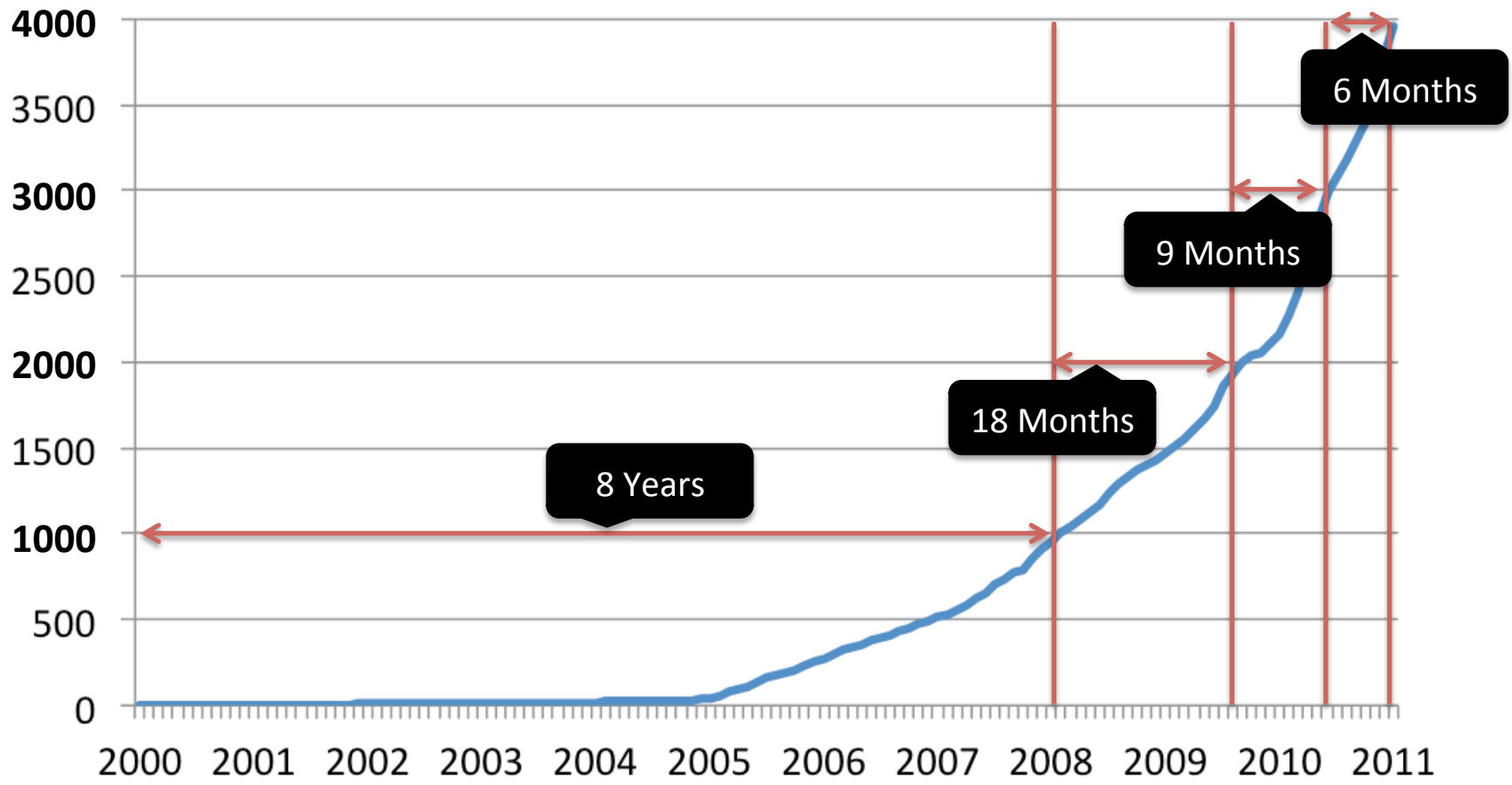
Open APIs: Growth is accelerating



Total APIs over time

Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

Open APIs: Growth is accelerating



Total APIs over time

Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

API Billionaires Club



13 billion API calls / day *(May 2011)*



Over 260 billion objects stored in S3 *(January 2011)*



5 billion API calls / day *(April 2010)*



5 billion API calls / day *(October 2009)*



1 billion API calls / day *(October 2011)*



8 billion API calls / month *(Q3 2009)*



3 billion API calls / month *(March 2009)*



1.6 billion API-delivered stories / month *(October 2010)*

API Billionaires Club, part 2



1.1 billion API calls / day *(April 2011)*



12 billion API calls / month *(May 2011)*



5 billion API calls / month *(May 2011)*



4 billion API calls / month *(August 2011)*



3 billion API calls / month *(July 2011)*



2 billion API calls / month *(September 2010)*

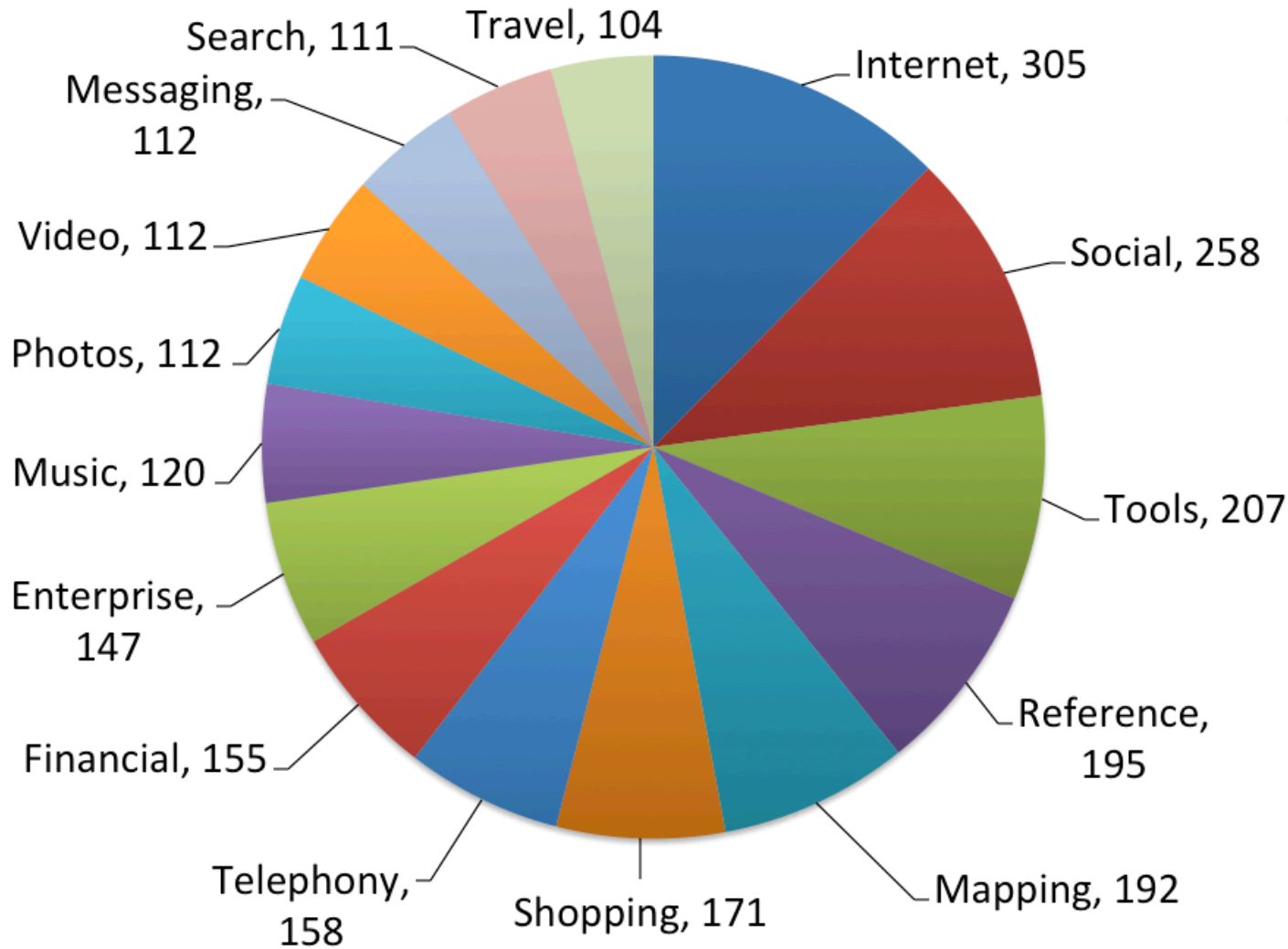


1.5 billion API calls / month *(May 2011)*



1 billion API calls / month *(September 2011)*

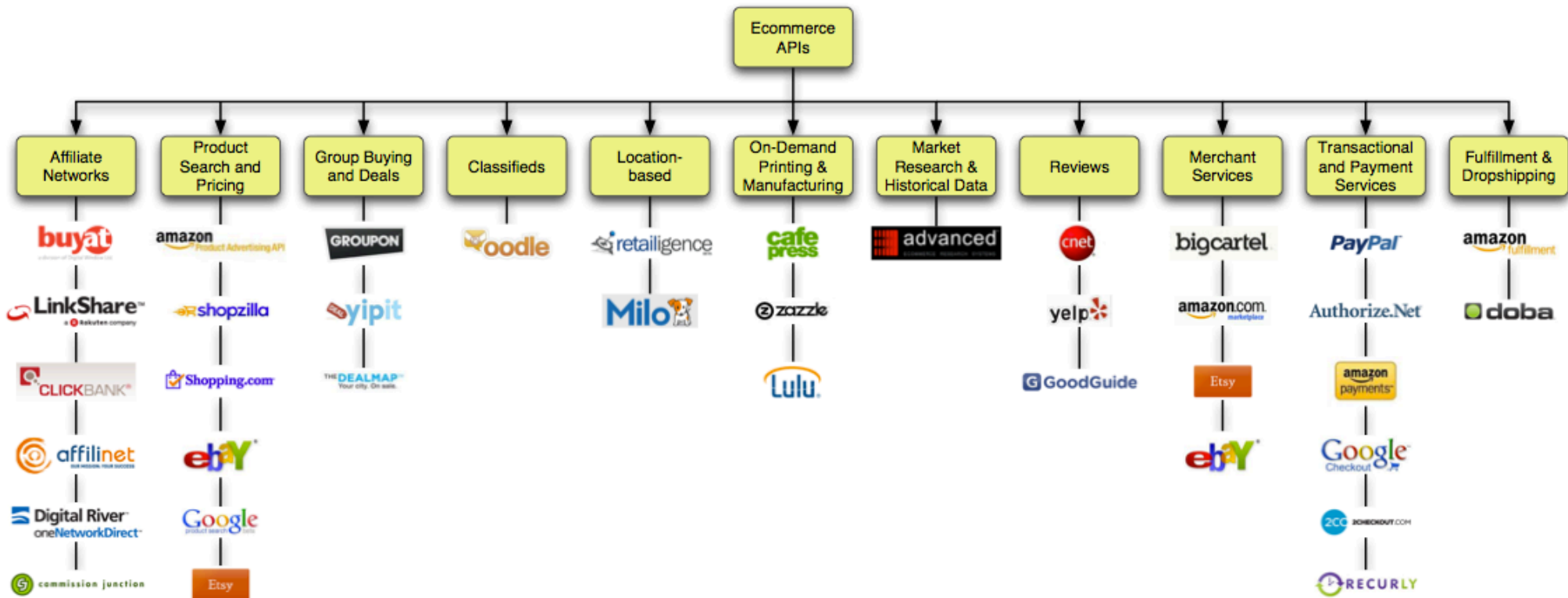
APIs: some very competitive markets



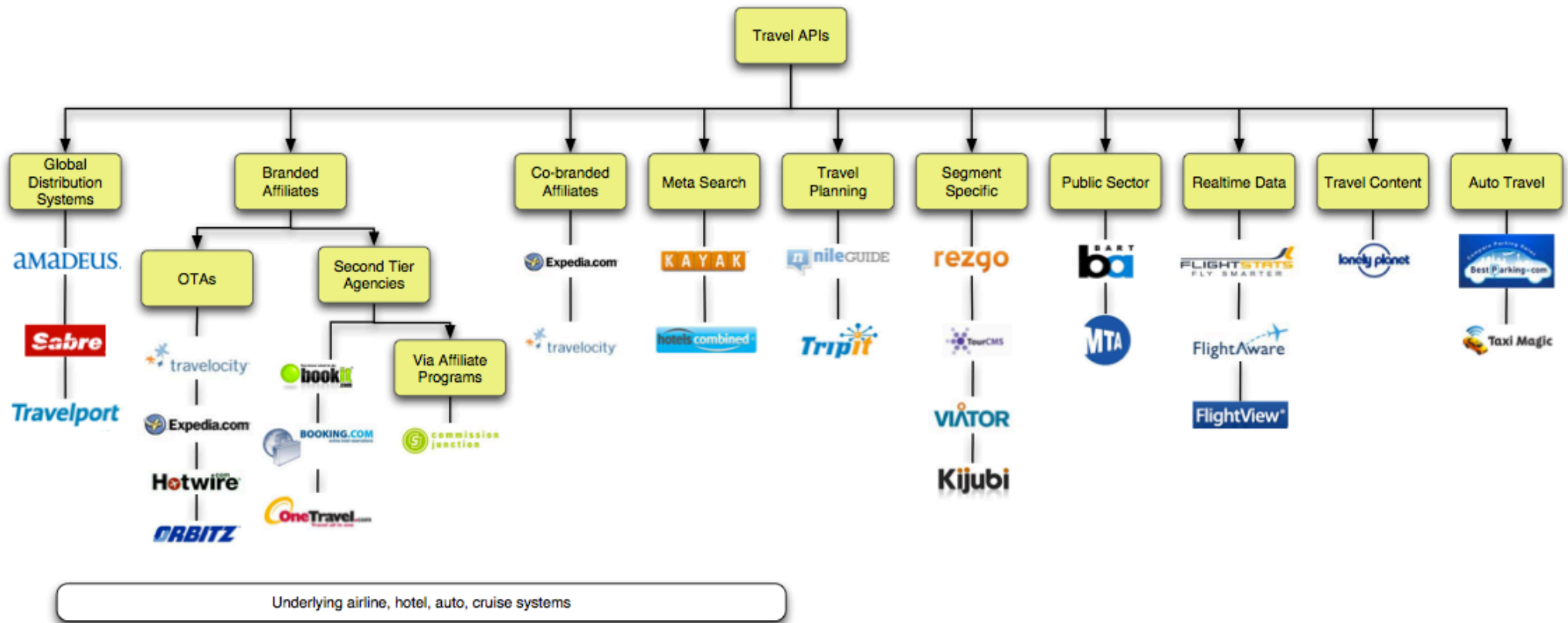
Number of APIs,
Top 15 Categories

Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

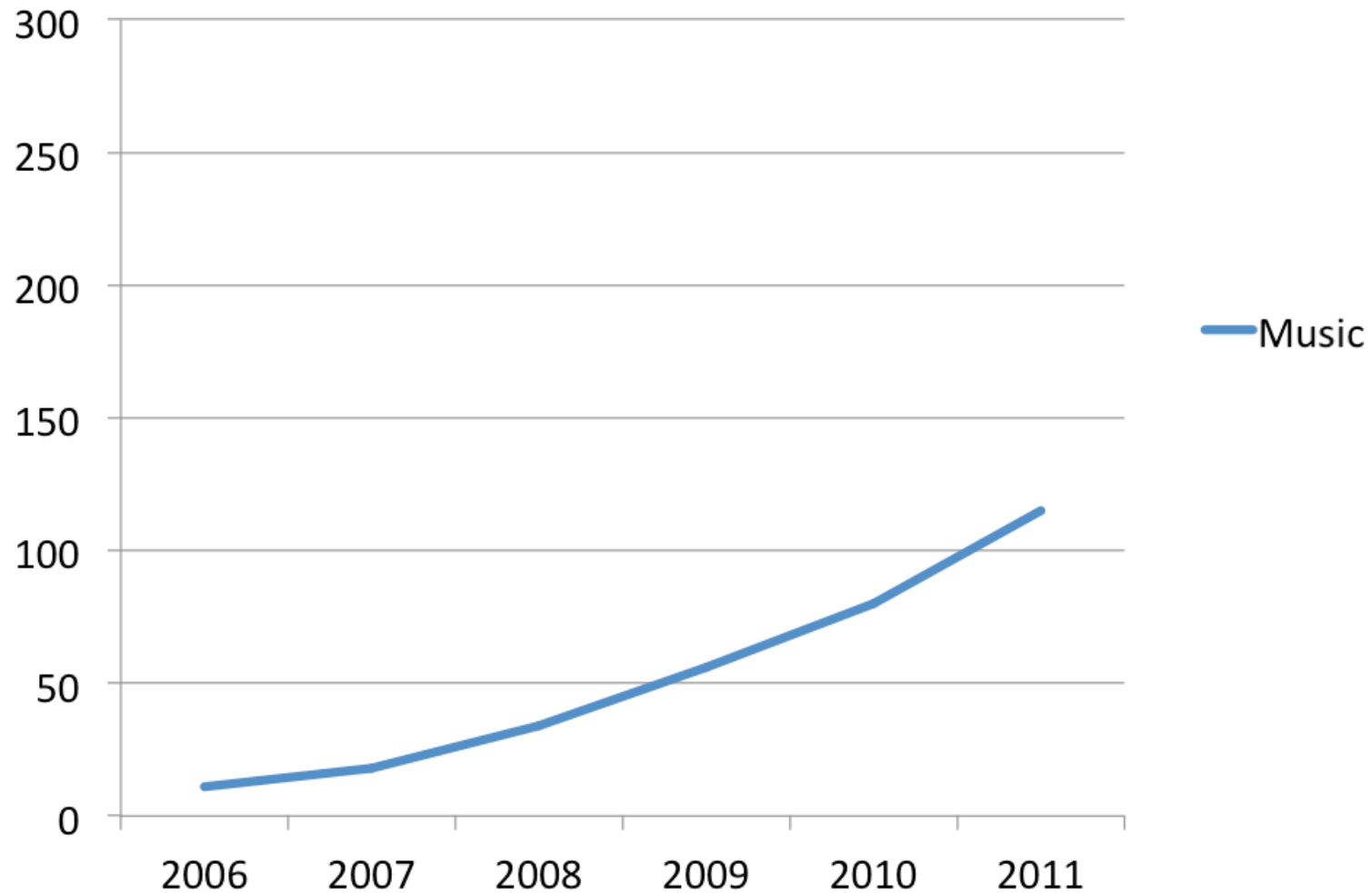
Breaking down eCommerce APIs



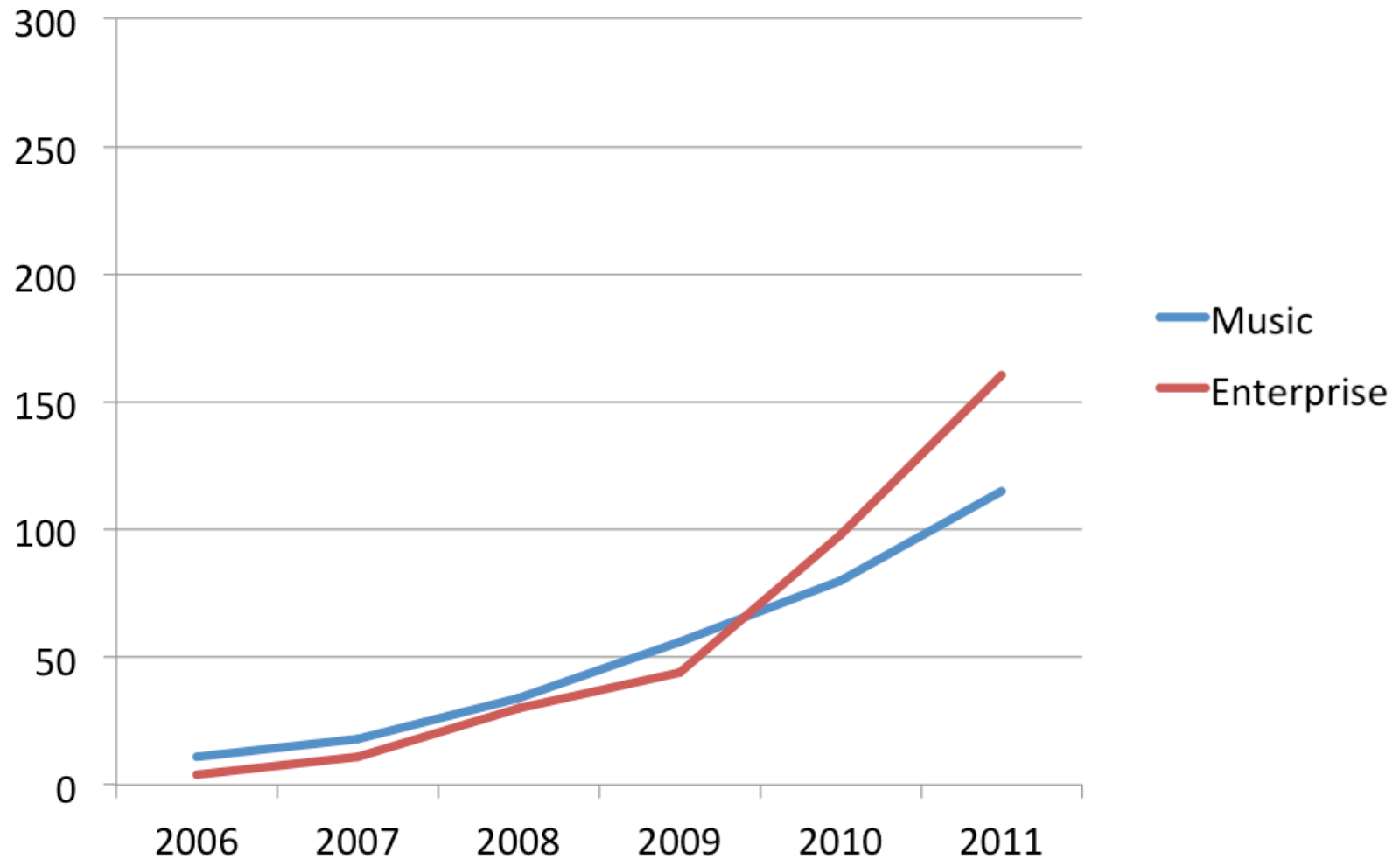
Breaking down travel APIs



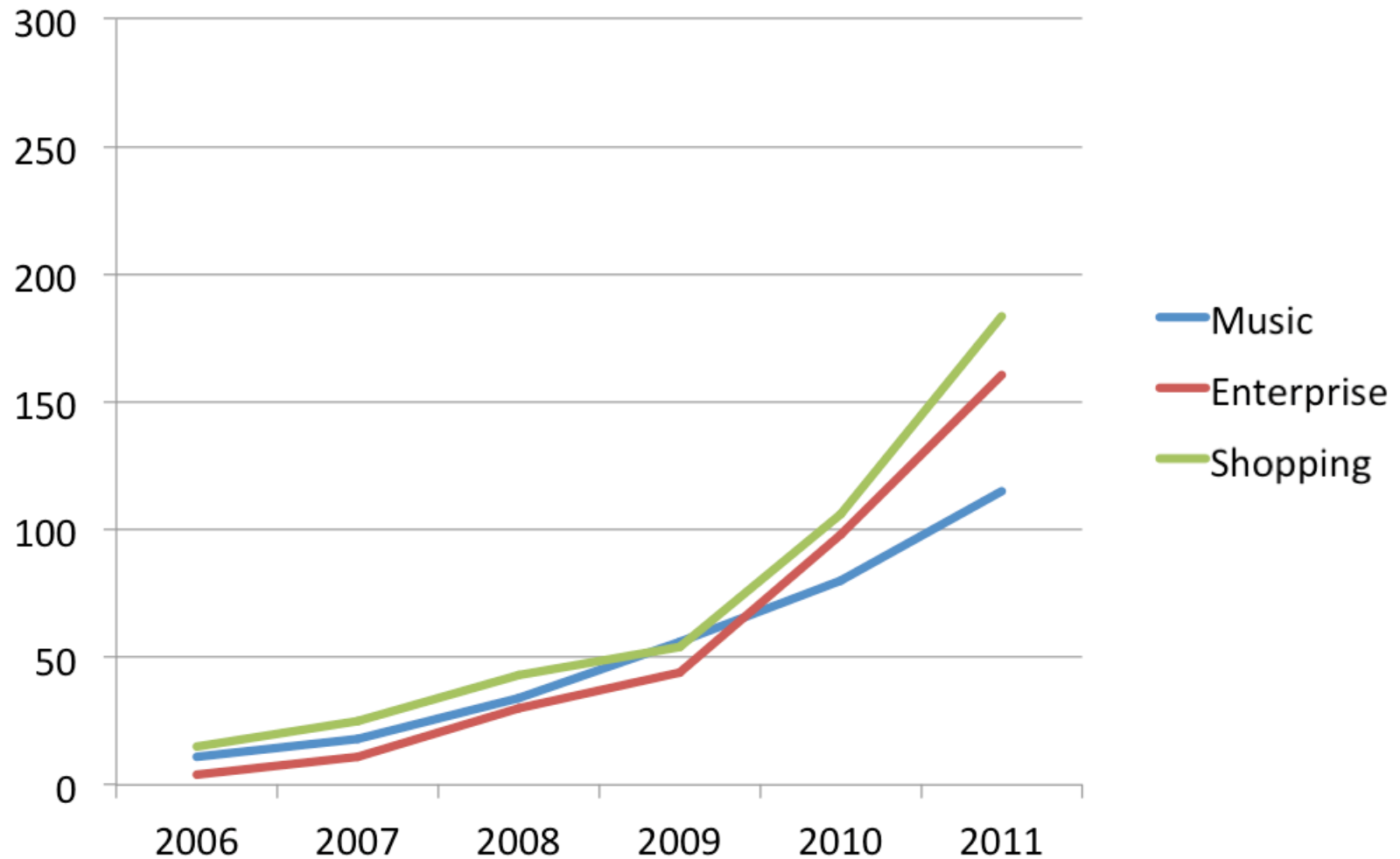
Sampling growth by sector: Music



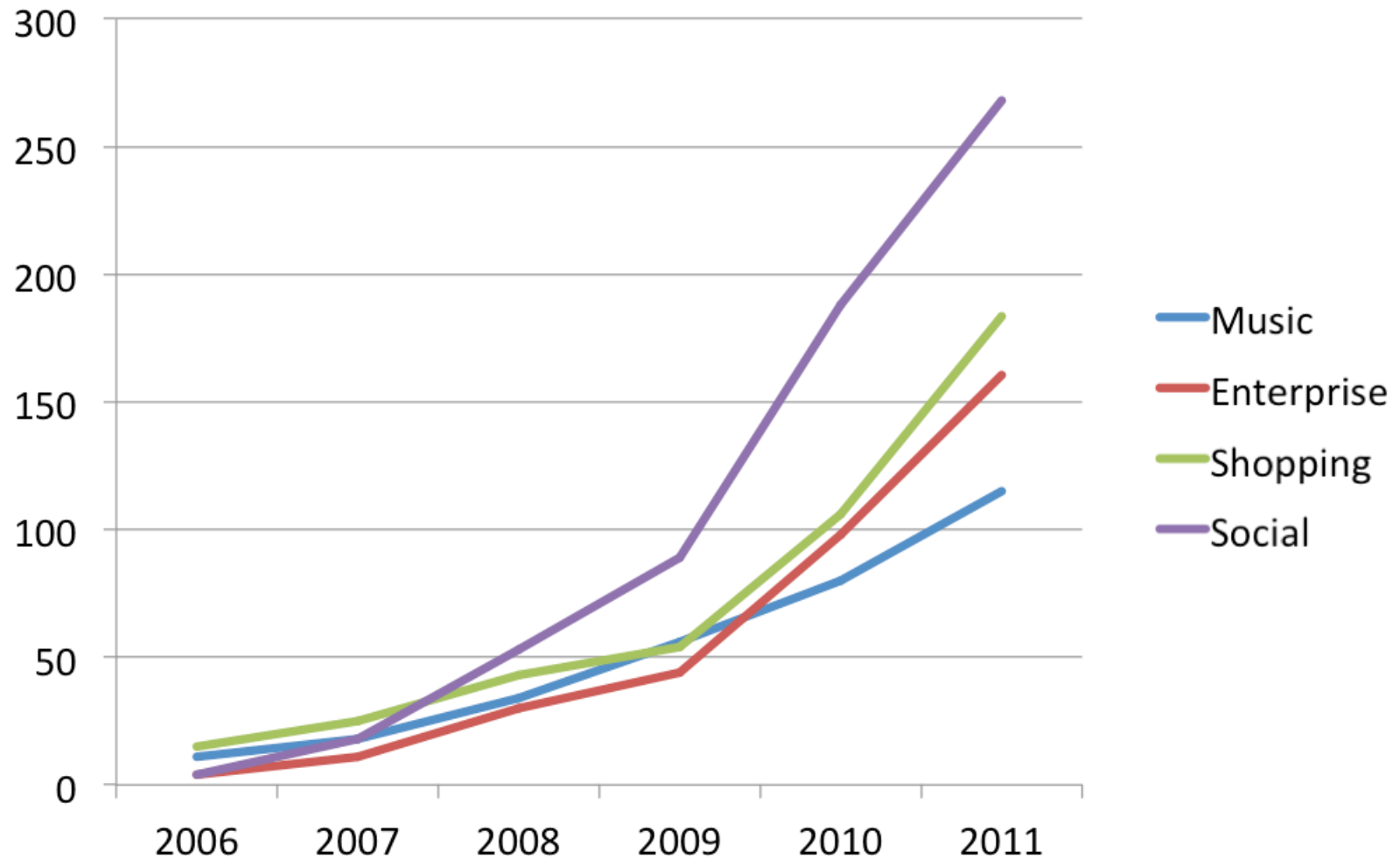
Sampling growth by sector: Enterprise



Sampling growth by sector: Shopping



Sampling growth by sector: Social



Growth | **Technology** | Money

The big API debates

Protocols and styles

REST vs. SOAP vs. ...

Data formats

XML vs. JSON vs. ...

Standards

They're awesome – so many to choose from...

The big API debates

Protocols and styles

REST vs. SOAP vs. ...



Is REST Successful in the Enterprise?

Posted by [Abel Avram](#) on Jun 01, 2011

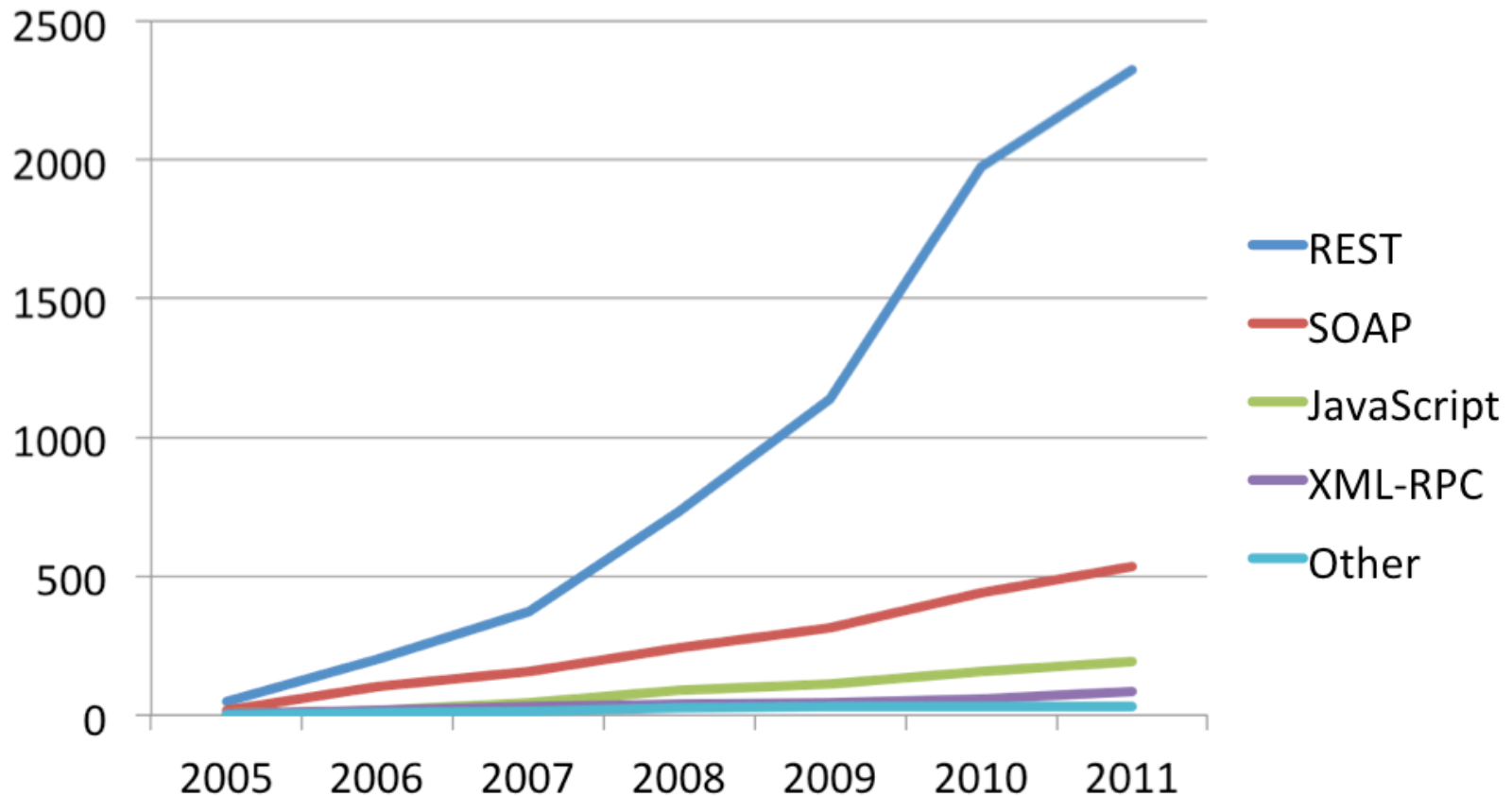
Data formats

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Standards

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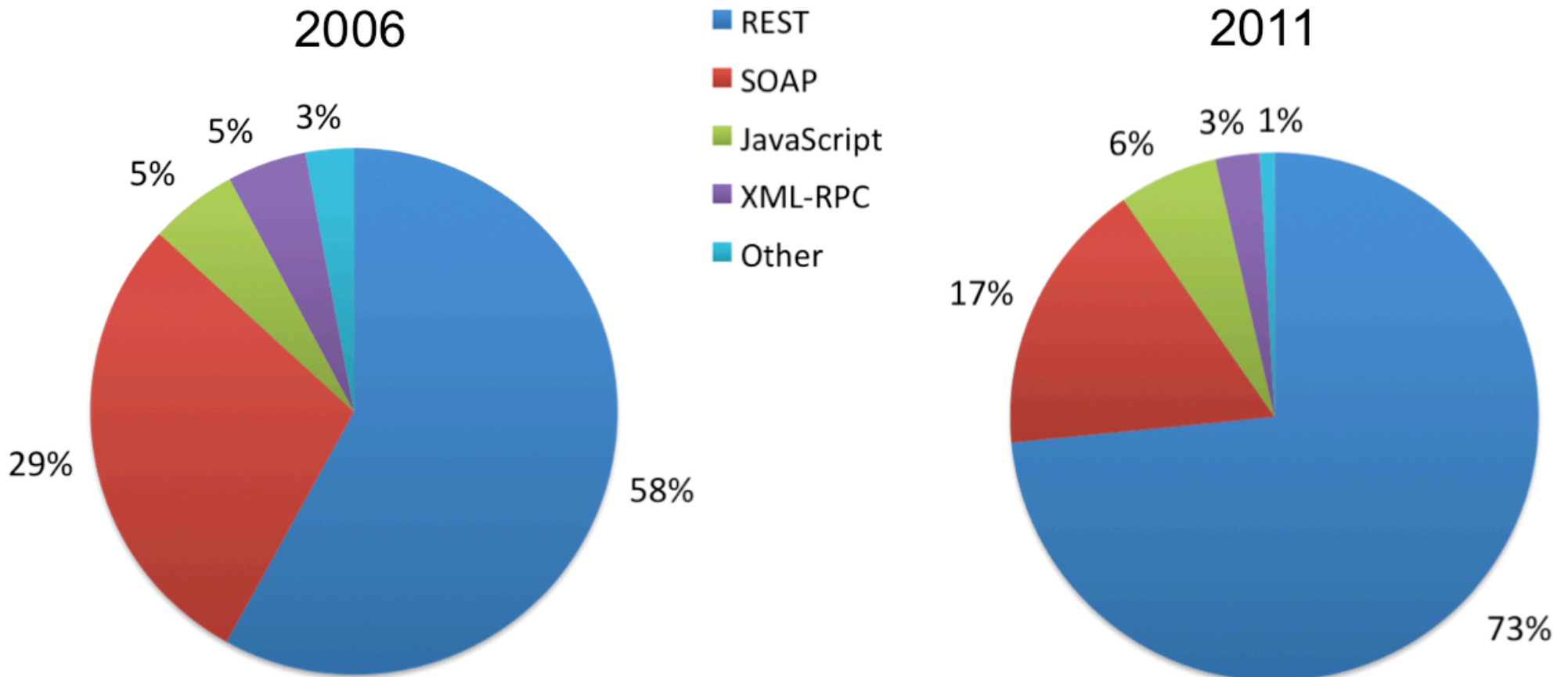
REST vs. SOAP: Simplicity wins again



Distribution of API protocols and styles

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011

REST vs. SOAP: Simplicity wins again



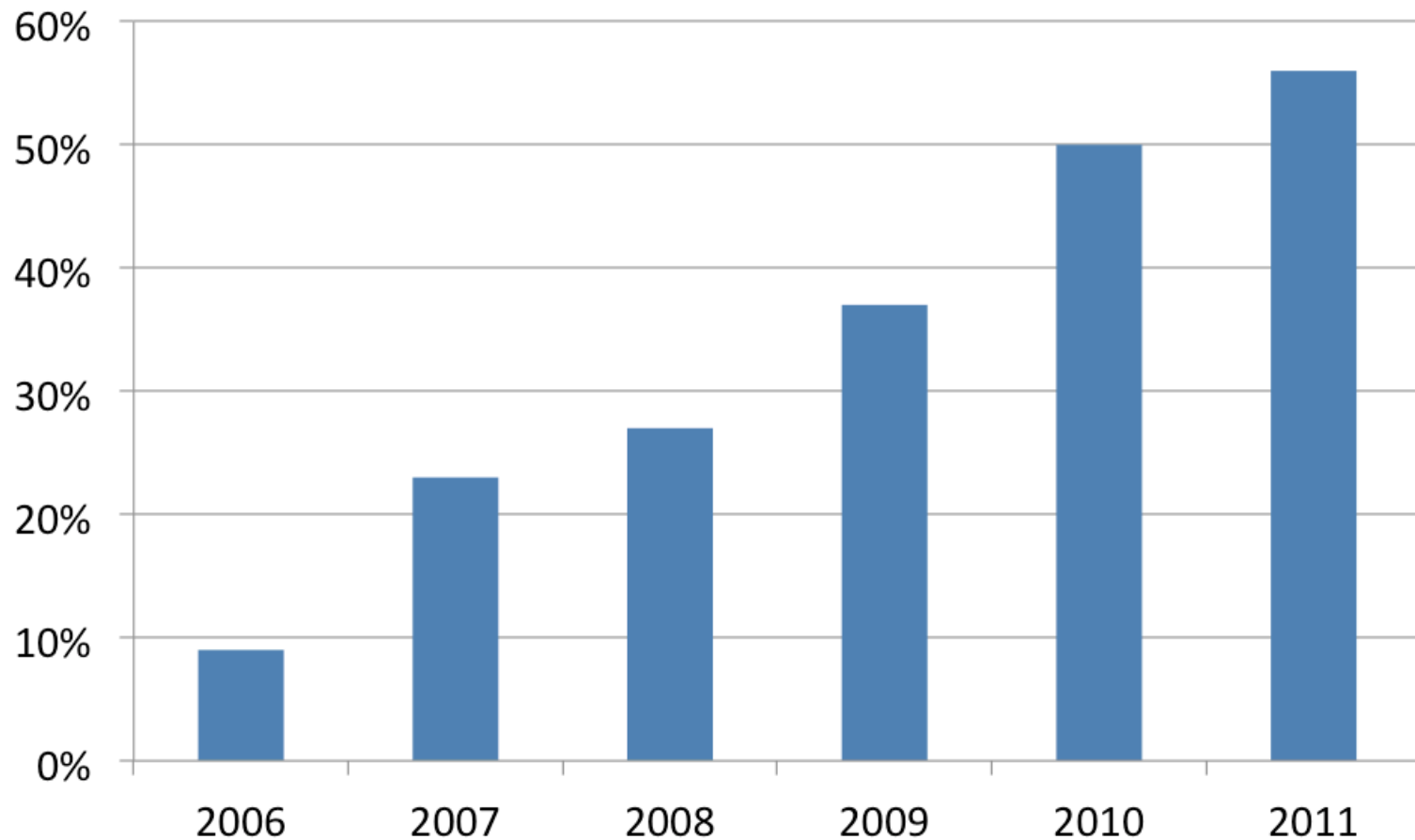
Distribution of API protocols and styles

Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

Data formats: so many choices

XML, JSON, RSS, Atom, YAML,
iCalendar, CSV, Serialized PHP, HTML,
PNG, GeoRSS, vCard, Text, RDF, OPML,
MediaRSS, VML, TV-Anytime, hCalendar,
FOAF, XSPF, SQL, GML, CDF

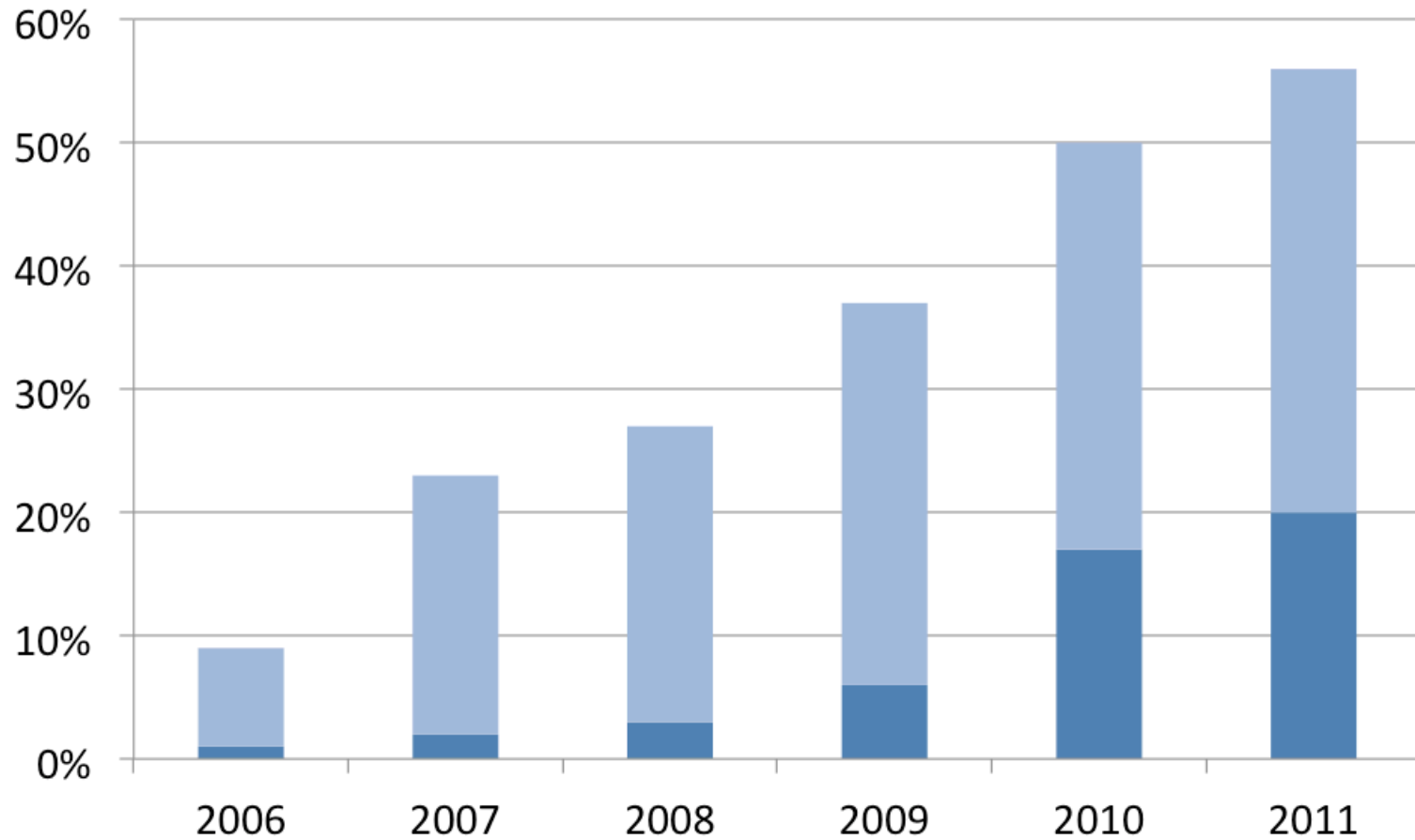
JSON Rising: 55% of all new APIs support JSON



Percentage of new APIs with JSON support

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011

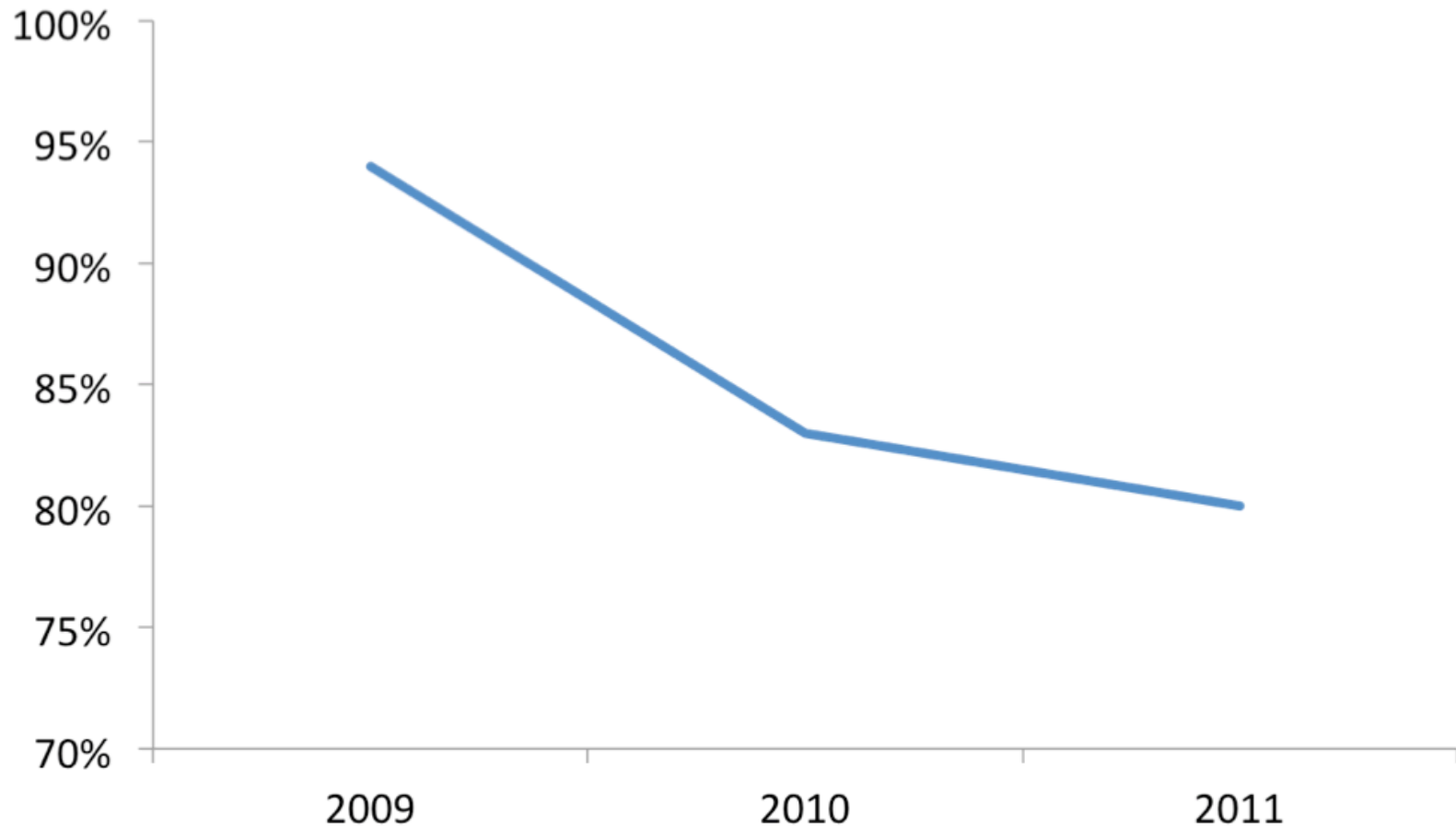
20% of all new APIs support *only* JSON



Percentage of new APIs with only JSON support

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011

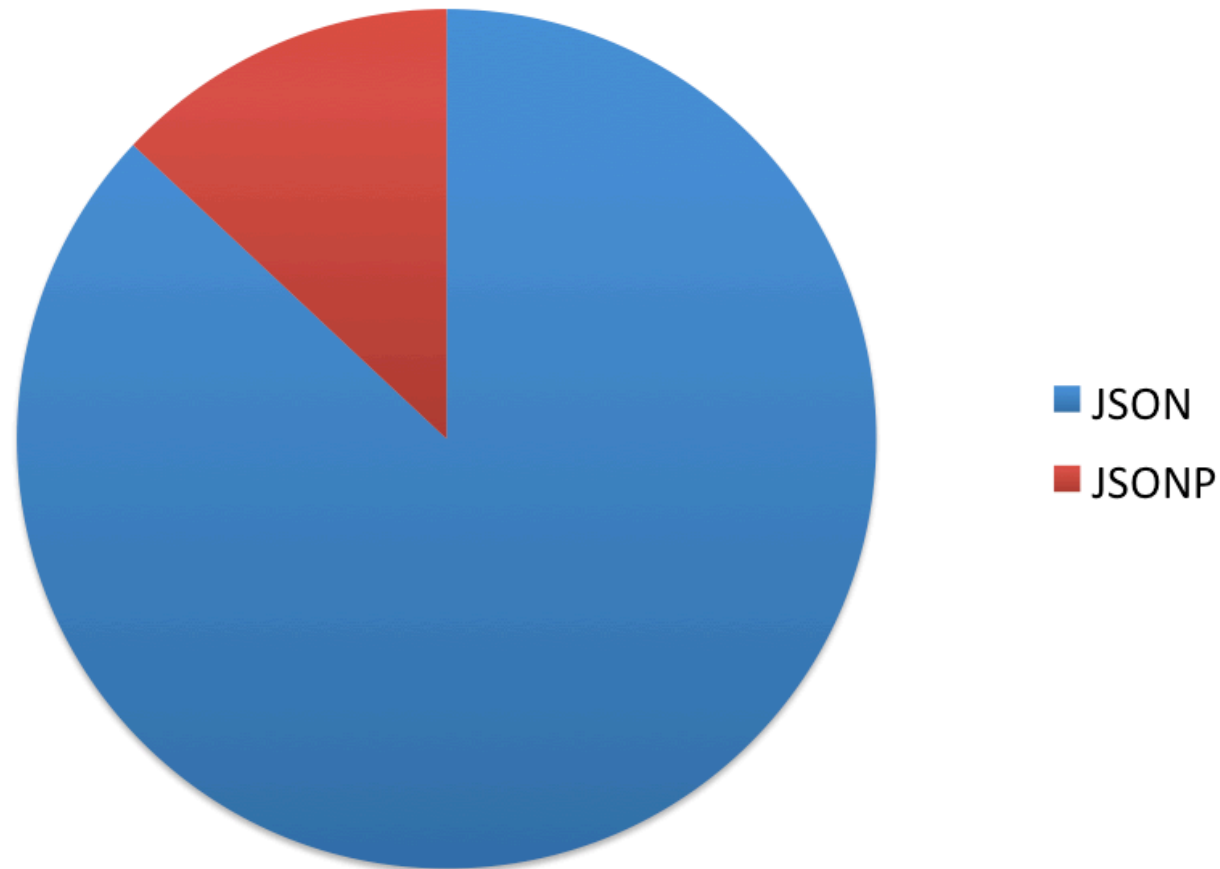
1 in every 5 new APIs says “goodbye XML”



Percentage of APIs with XML support

Based on directory of 3,200 web APIs listed at ProgrammableWeb, May 2011

15% of JSON APIs now support JSONP

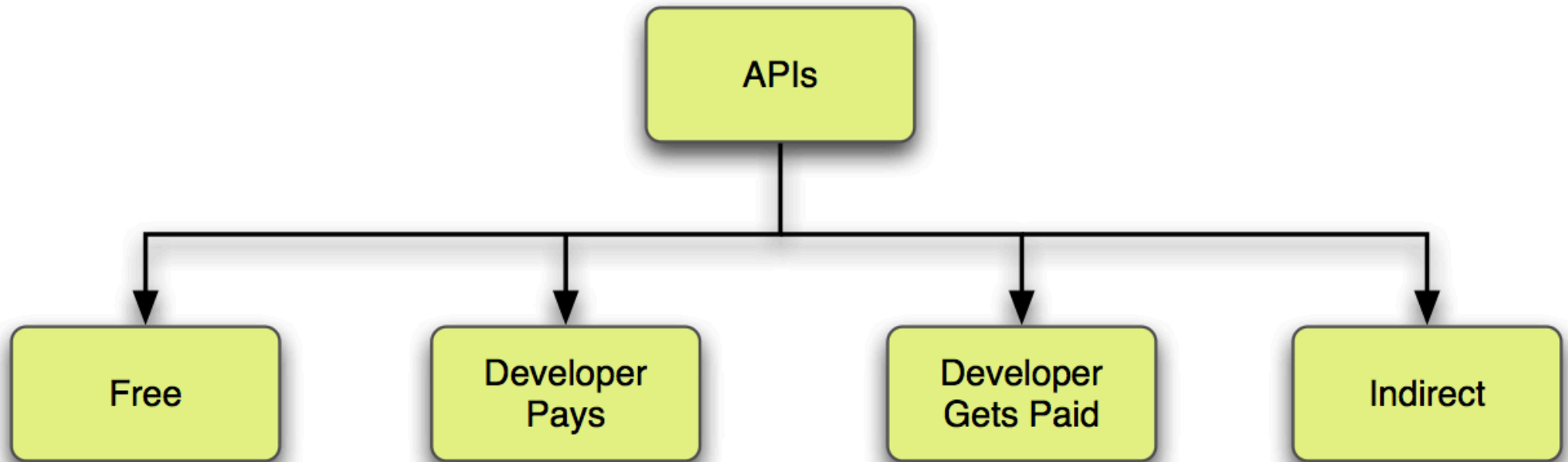


Percentage of JSON APIs with JSONP support

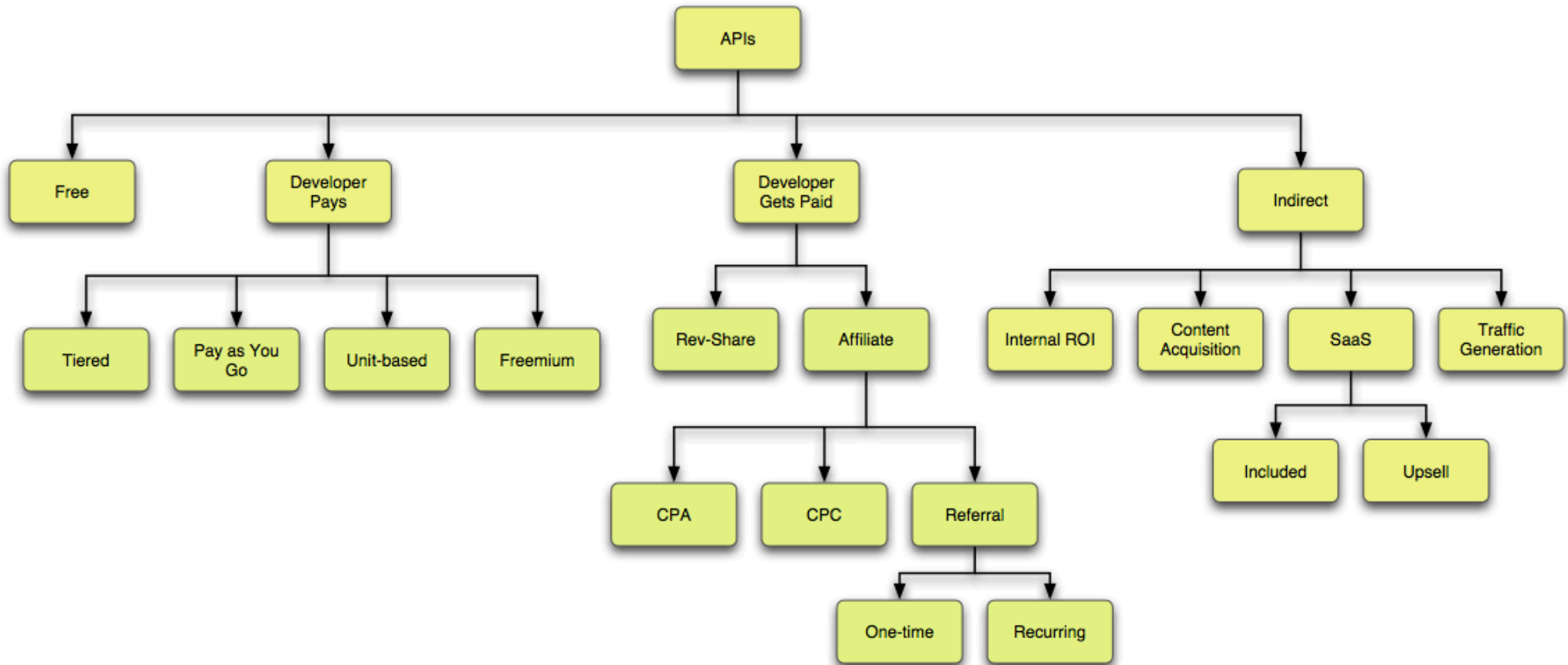
Based on directory of 4,000 web APIs listed at ProgrammableWeb, October 2011

Growth | Technology | **Money**

API business models, circa 2005



API business models 2011



API as Product



*When an API is not an extension of your product, but **it is** your product*

API as Product



NewsCred Platform



New ones every month...

API as a Brand



=



Supermarket API

=

AisleFinder ▶

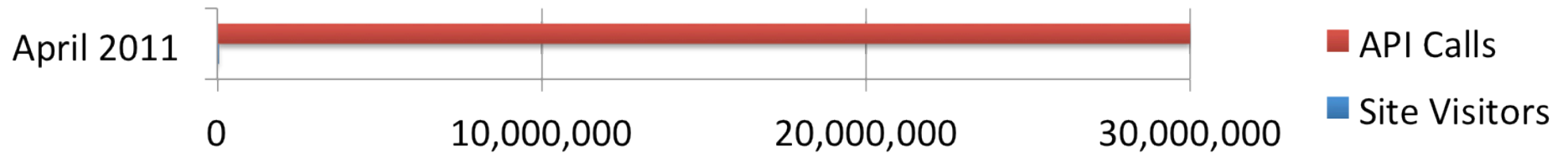
Creating a new “API brand” for your existing service

Screw the web site, let's focus on the API



Qwerly shuts profile pages in favor of lucrative 'DNS for people' API

TechCrunch, May 5, 2011



Invisible Mashups

Classic mashup

Powered by [craigslist](#) and [Google Maps](#)

City: San Francisco Price: \$1500 - \$2000 Show Filters Refresh Link

\$1,919 - 2bd
2BR/1BA Main flr of House, View, Skylights, Hwdw flrs
Shields St. At Arch St.
San Francisco Ca
415-684-2685 / email

price	price	bed	description	date
\$1685	1bd	Pacific Heights - Junior 1BR - Sunday Showings	3/04	
\$1650	1bd	Very Clean Lower Flat	3/04	
\$1750	1bd	Single Family Home - 1BR, 1BA - Great Location	3/03	
\$1895	1bd	Very Large One bedroom One bath, Hw floors, Granite Kitchen	3/03	
\$1875	2bd	Elegant 2 bed 2 bath with Sweeping Ocean and city views	3/03	
\$1725	2bd	Nice Bright Corner Flat	3/03	
\$1645	1bd	Brand new 1BR in Cole Valley, Strader between Rivalo & 17th	3/03	
\$1695	2bd	Large bright 2BR/2BA Apt. on Great Hwy w/ kitchen	3/03	
\$1500	1bd	Richmond dist Contemporary style 1 bedroom 1 bath	3/03	
\$1800	2bd	Contemporary style 2bdrm 1 bath	3/03	
\$1750	2bd	See SakiSun @ 4:30pm/Thompson/ house/cottage Hwdw flrs* Sunny/Garden	3/03	
\$1990	1bd	Sunny Lower Flat	3/03	
\$1800	2bd	Spacious Two Bedroom Apt.	3/03	
\$1985	2bd	Sunny Flat fr. Upt	3/03	
\$1550	1bd	Corner one bedroom 1Bn & Geometric Open House Sunday 3:00pm	3/03	
\$1645	1bd	Charming Upper Nob Hill Apartment	3/03	
\$1875	2bd	2BR/1Bath Sunny top floor flat	3/03	
\$1750	2bd	Stu/Clement Sta. 2 bdrm top floor, c/crta, ghw/walwr, nr shops/restaurant	3/03	
\$1875	3bd	Awesome views from this killer beach apartment	3/03	
\$1900	2bd	Uptown 2 Bedroom Apt w/ Large Living Room	3/03	

HousingMaps.com

Google + craigslist

Invisible mashup

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Invisible APIs

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Citysearch Gives Content to the Competition



InformationWeek

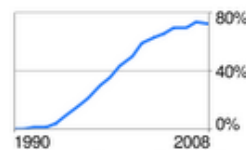
Google Search Visualizes Global Data



+



[Internet users as percentage of population, United States](#)



72.4% of population - 2008

Source: World Bank, World Development Indicators

[Disclaimer](#)

www.google.com/publicdata

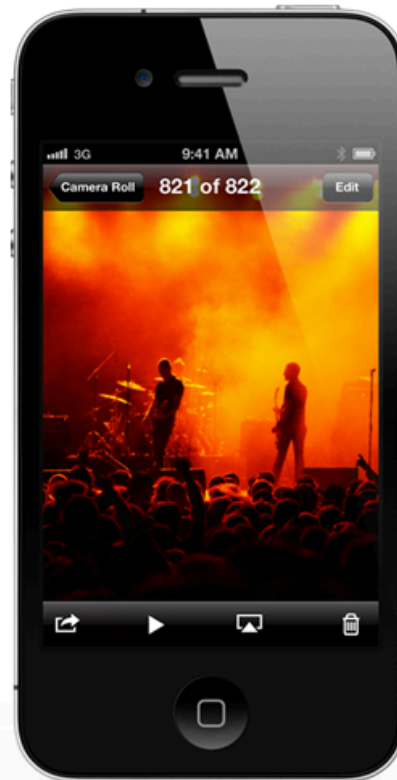
APIs are hiding in plain sight, if you know where to look

Invisible APIs, the Apple edition

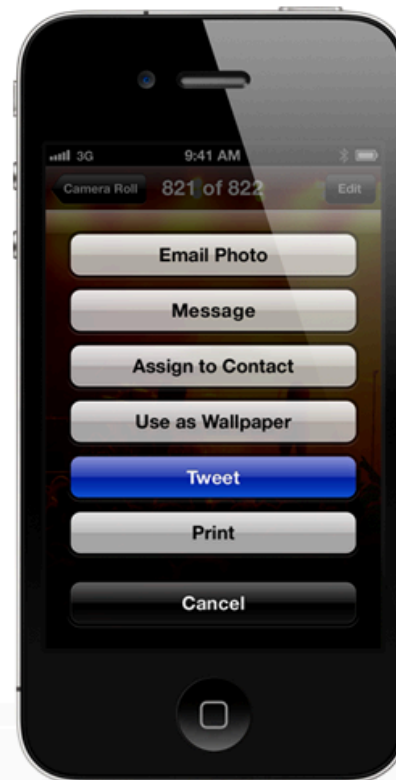


Twitter

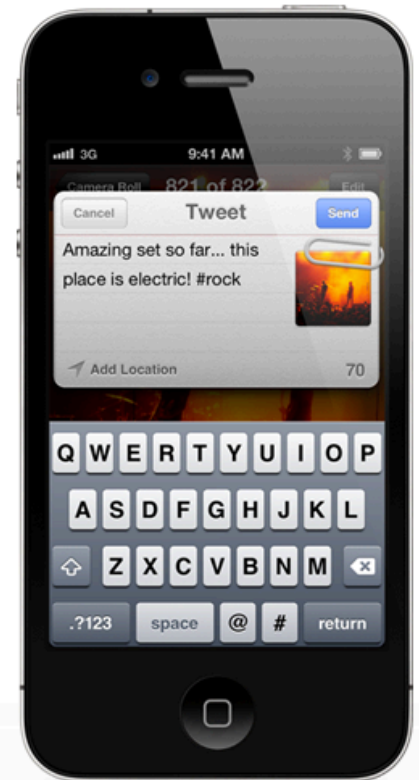
Integrated right into iOS 5



Take a photo
Use the camera to take a snapshot.

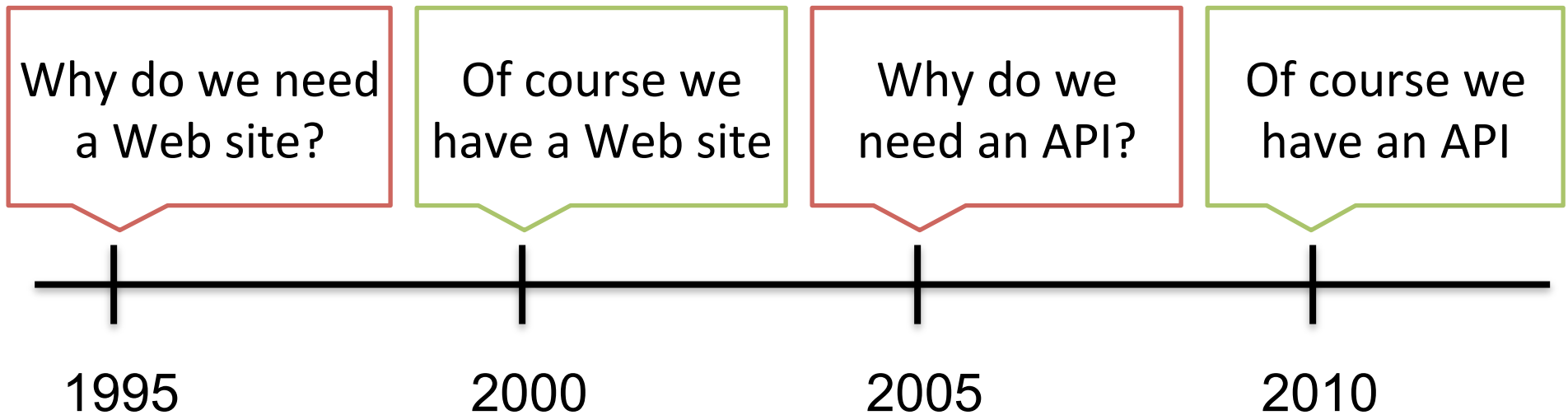


Tap Tweet
It's built right into the Camera app.



Tweet your photo
Add some text and tap Send.

Have we seen this before?



thank you

Questions, ideas, comments?

Email me: john@programmableweb.com

Twitter: [@johnmusser](https://twitter.com/johnmusser)