Mac App Store downloads top 100 million

December 12 2011

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The Cupertino, California-based firm launched the online shop in early January on the momentum of its culture-changing App Store for iPhone, iPad, and iPod programs.

"The Mac App Store is the largest and fastest growing PC (personal computer) software store in the world," said Apple senior vice president of worldwide marketing Philip Schiller.

"In just three years the App Store changed how people get [mobile apps](#), and now the Mac App Store is changing the traditional PC software industry," he added.

The Mac App Store offers third-party applications in an array of categories including education, games, design, lifestyle and productivity. Developers get to price applications, some of which are free.

Apple shares in the revenue from applications, getting 30 percent of sales.

"We're using the Mac App Store to deliver new products and reach a growing base of new Mac customers," said Autodesk platform solutions and emerging business senior vice president Amar Hanspal.

"With Autodesk products in both the App Store and Mac App Store, we can reach hundreds of millions of Apple users around the world," he continued.

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