

Apple's iPhone Hits 100,000 Apps; Two Billion Push Notifications Sent

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Apple announced today that there are more than 100,000 apps now available in iTunes for the iPhone and iPod Touch. However, Apple did not provide updates on how many downloads there have been; how many iPhones or iPods there are; or how many developers are part of its program.

At last count in September, Apple's CEO Steve Job said more than two billion apps have been downloaded since July 2008; and that there was 85,000 apps, built by more than 125,000 developers. At that time, there were roughly 30 million iPhone users and 20 million iPod Touch owners.

Separately, GetJar, an privately held company that has built an app store that crosses most phone platforms (but not the iPhone), said yesterday its download traffic is skyrocketing. Downloads jumped to 55 million in the month of October, up 267 percent from the same month a year ago when there were 15 million downloads. The top five apps alone achieved 100 million downloads. The top downloads included the Opera Mini browser and social networks, like eBuddy, Nimbuzz, Mig33 and Facebook. Still, Apple has roughly twice as many applications as GetJar, which claims on its web site to have about 57,000. Apple also has many more apps than the Google (NSDQ: GOOG) Android platform, which T-Mobile said today has about 12,000 applications.

It will be more interesting when Apple gets around to updating how many downloads it has because recently it has taken steps to make discovering apps more easy (and in theory one would hope that if there's more apps, there should be more downloads). The company has since added new categories and added the "Genius" feature, which makes recommendations based on what you've already downloaded. One new data point the company did provide was that since enabling "Push Notifications," there have already been two billion messages sent.