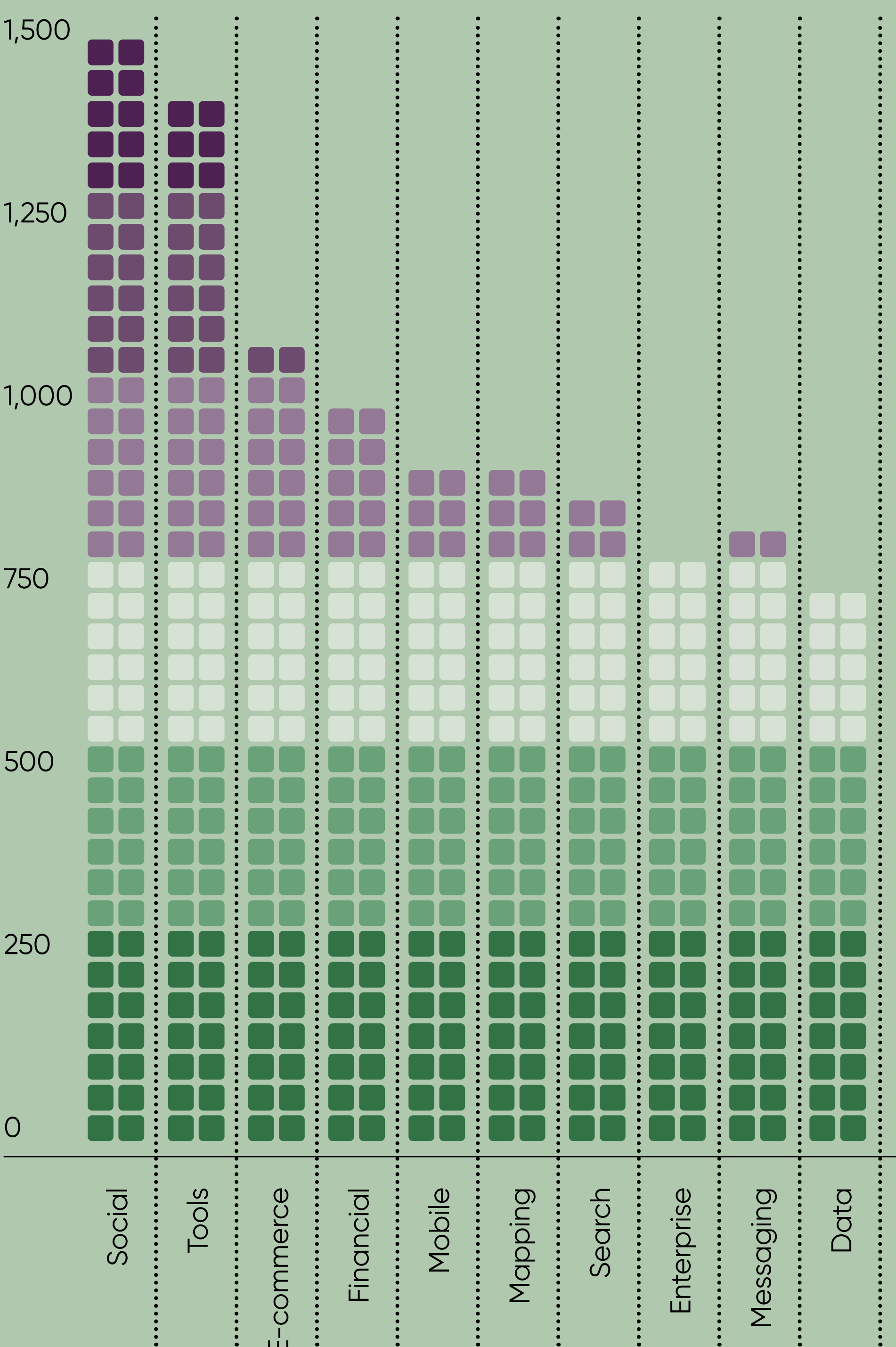


API ECOSYSTEMS

Application programming interfaces or APIs are the linchpins of the platform economy, enabling business everywhere to embed the software capabilities of other platforms within their own apps or websites. APIs have facilitated entirely new business models across nearly every industry, allowing companies to latch on to and customise existing platforms, algorithms and resources to create new services and entice new customers

TOP API CATEGORIES BY API COUNT

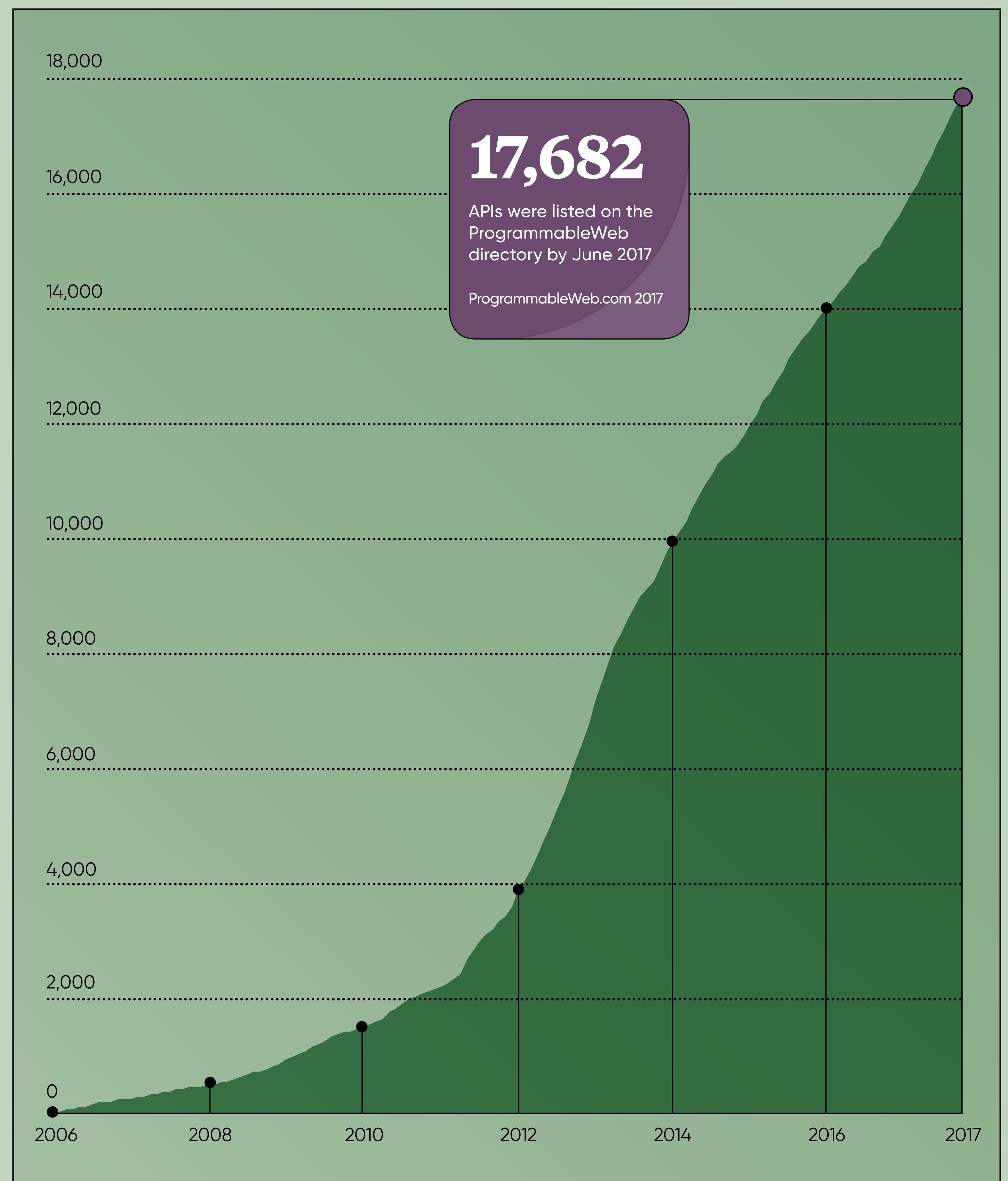
Includes categories listed as both primary and secondary



ProgrammableWeb.com 2017

TOTAL NUMBER OF APIs WORLDWIDE

By the first quarter of 2017



17,682

APIs were listed on the ProgrammableWeb directory by June 2017
ProgrammableWeb.com 2017

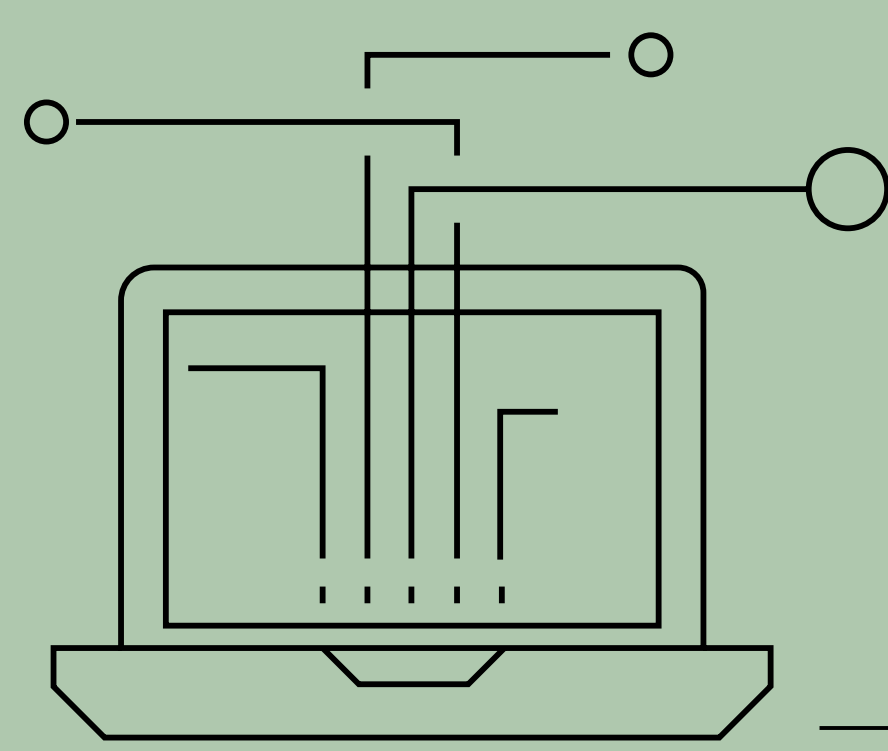
API BUSINESS MODELS



API IS THE PRODUCT

When an API is your product, not an extension of your product, and is the primary source of revenue

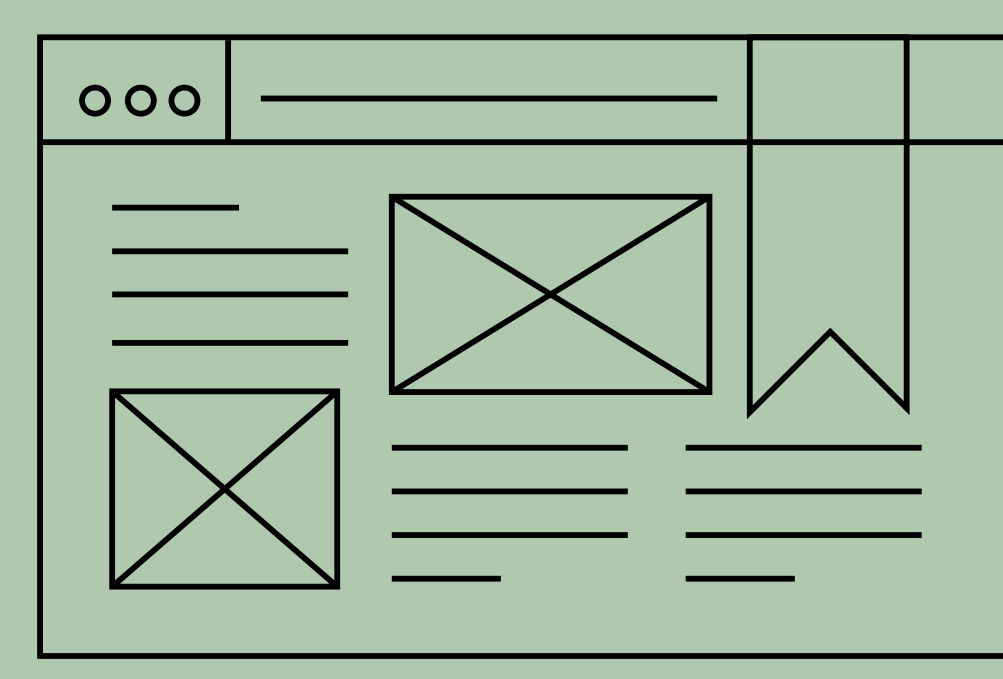
Amazon Web Services, Skype



API PROJECTS THE PRODUCT

When an API is a means for partners, mobile apps and third parties to experience your product and integrate it

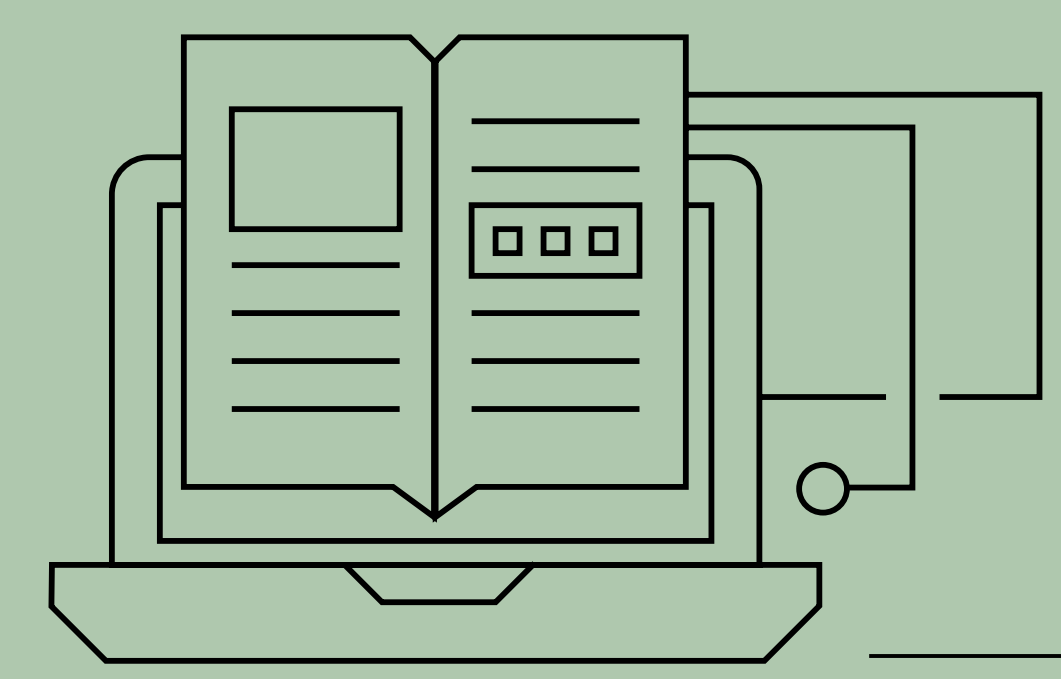
eBay, Spotify



API PROMOTES THE PRODUCT

When an API advertises your product using different channels and/or allows third parties access to data used to generate interest in your product

Amazon.com, Vimeo, Netflix



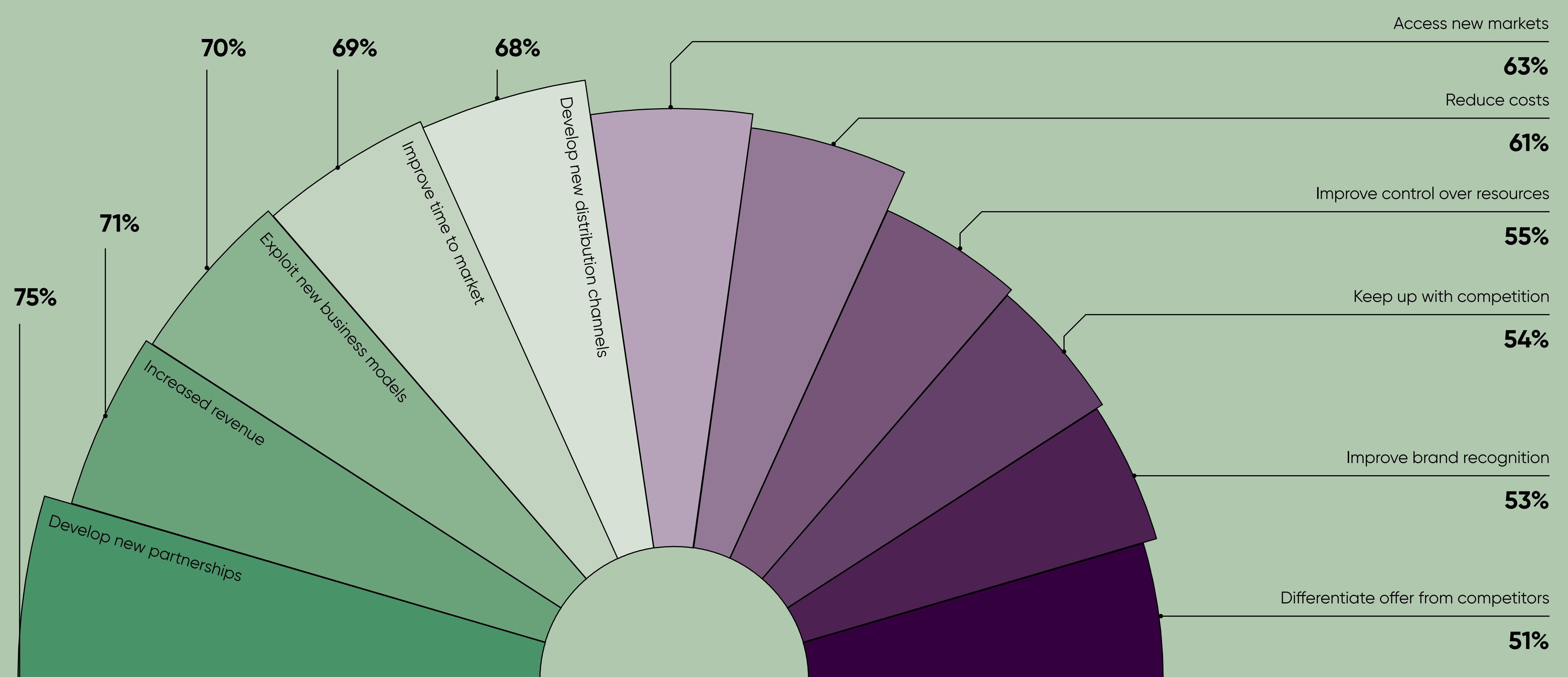
API POWERS THE PRODUCT

When an API is a channel to get new content/value into the business; the API continually receives new content which is used to make up part of your service

Facebook, YouTube, Twitter

ProgrammableWeb.com 2017

KEY BUSINESS DRIVERS BEHIND APIs



Cutter Consortium/Wipro

BRIEF HISTORY OF WEB APIs

| | | | | | |
|--|---|--|---|---|--|
| 2000 Salesforce launches and APIs were part of its internet-as-a-service solution from day one, as customers need to share data across their different business applications | 2000 eBay rolls out its API to selected eBay partners and developers "to revolutionise the way people do business on eBay" | 2002 Amazon launches so-called Amazon.com Web Services, allowing third parties to incorporate Amazon.com products and features into their own websites | 2004 Flickr creates its API, which enables it to become the image platform of choice for early blogging and social media | 2006 Amazon Web Services is formed as the cloud computing platform we know today and launches an API to give developers access to inexpensive data storage infrastructure | 2006 Facebook launches its API, allowing developers access to Facebook friends, photos, events and profile information |
| 2006 Twitter launches its API in response, much like eBay, to a growing number of people creating their own rogue APIs | 2007 Google Maps creates its API ahead of the launch of the Google Maps app, enabling businesses to embed maps of their locations on their own websites | 2009 Apple launches the App Store, opening up a new world of mobile apps through which APIs would be the driving force | 2011 Instagram releases the official API for its photo-sharing app, asserting itself as one of the defining players in mobile API history | 2011 Fitbit's API enables third parties to build data from the fitness tracker into their own apps and services, showing the potential for partnerships with APIs and connected devices | 2015-2016 Apigee, the developer of API-based software platforms, floats on the stock market in a significant milestone for the industry; it was later acquired by Google in a deal worth \$625 million |

API Evangelist