

# Handango Yardstick

The mobile downloads market data source

Year End Special Edition  
January - December 2006

## Market Metrics

- Avg. number of applications purchased per order: 1.25
- Avg. selling price of mobile content: \$21.16
- Number of new mobile content providers: 1,231
- Number of new mobile content titles: 11,722

## Top Devices Adding Software

By Revenue:

1. Palm Treo 650
2. Dell Axim X51v
3. Palm TX
4. Palm Treo 700w
5. BlackBerry 8700c
6. Cingular 8125
7. Audiovox PPC 6700
8. Verizon XV6700
9. Motorola Q
10. Palm LifeDrive

By Units Sold:

1. Palm Treo 650
2. Dell Axim X51v
3. Palm Treo 700w
4. Cingular 8125
5. Palm TX
6. Audiovox PPC 6700
7. Motorola Q
8. BlackBerry 8700c
9. Verizon XV6700
10. HP iPAQ hx4700

## Best Sellers Lists

*BlackBerry*

1. Ringtone Megaplex (ringtone library) - \$19.95
2. Ringphonic Lite (ringtone library) - \$6.99
3. VoiceControl (voice dialing & dictation) - \$6.00
4. eSpell (spell checker) - \$29.95
5. IM+ (instant messenger) - \$49.95
6. WorldMate Professional Edition (travel assistant) - \$59.95
7. Ringphonic (ringtone library) - \$9.99
8. Aces Texas Hold'em - No Limit (poker game) - \$14.99
9. RepliGo Professional - Quarterly (document viewer) - \$24.95
10. Ascendo Photos (photo viewer) - \$29.95

*Palm OS*

1. Agendus Professional Edition (PIM enhancement) - \$39.95
2. Treo Voice Dialing (voice activated dialer) - \$19.99
3. PocketMirror Standard (Outlook synchronization) - \$29.95
4. Ringo Pro (MP3 ringtone player) - \$29.95
5. AOL for Treo 650 (account access) - \$19.95
6. PocketCopy (PIM enhancement) - \$24.95
7. SplashID (information security) - \$29.95
8. Diet & Exercise Assistant (fitness manager) - \$24.95
9. Agendus Standard Edition (PIM enhancement) - \$29.95
10. mRing for Treo (MP3 ringtone manager) - \$19.99

*Symbian OS*

1. SmartMovie (video player) - \$27.99
2. ProfiMail (email client) - \$24.99
3. Handy Weather S60 (weather monitor) - \$14.95
4. WorldMate Professional UIQ (travel assistant) - \$74.95
5. Media Studio for Nokia (video player) - \$29.95
6. Handy Safe S60 (information security) - \$29.95
7. Advanced Call Manager S60 3rd Ed. (call manager) - \$19.99
8. WorldMate S60 (travel assistant) - \$34.95
9. IM+ S60 (instant messenger) - \$29.95
10. Media Studio for Sony Ericsson (video player) - \$29.95

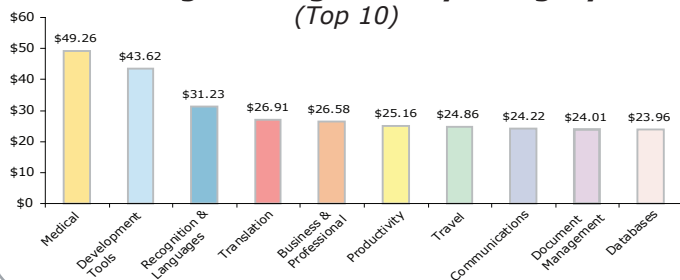
*Windows Mobile Pocket PC*

1. Spb Pocket Plus (customization tool) - \$24.95
2. Microsoft Voice Command (app controller) - \$39.99
3. Spb Diary (Today screen plug-in) - \$19.95
4. Pocket Informant (PIM enhancement) - \$24.95
5. MobiTV (streaming television) - \$9.99
6. Spb Backup (file backup) - \$19.95
7. Agenda Fusion (PIM enhancement) - \$29.95
8. SBSH PocketBreeze (Today screen plug-in) - \$14.95
9. Spb Time (enhanced clock) - \$14.95
10. eWallet Professional Edition (information security) - \$29.95

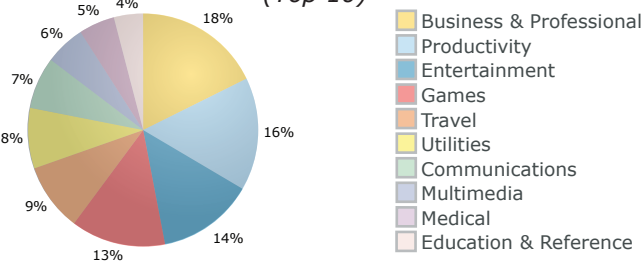
*Windows Mobile Smartphone*

1. MobiTV (streaming television) - \$9.99
2. PocketStreamer DELUXE (streaming media) - \$20.95
3. SBSH Facade (Home screen plug-in) - \$14.95
4. SmartphoneNotes (Outlook notes synchronization) - \$15.95
5. IM+ (instant messenger) - \$29.95
6. Photo Contacts (photo caller ID) - \$19.95
7. SBSH Papyrus (time manager) - \$17.95
8. Aces Texas Hold'em - No Limit (poker game) - \$14.99
9. HandiTV (streaming television) - \$20.95
10. Jeyo Mobile Extender (SMS messenger) - \$14.95

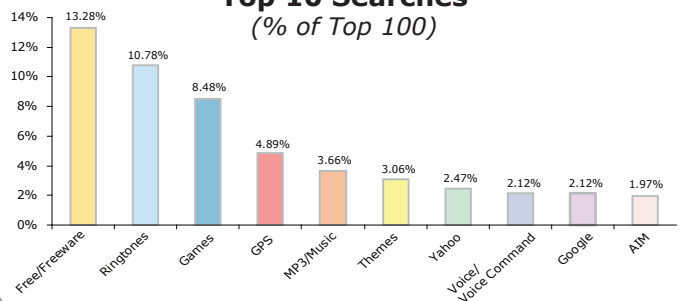
## Average Selling Price by Category (Top 10)



## Sales by Category (Top 10)



## Top 10 Searches (% of Top 100)



Background and source information for the Handango Yardstick is available at:  
[http://www.handango.com/YardStick.jsp?CKey=YardStick\\_YearEnd2006](http://www.handango.com/YardStick.jsp?CKey=YardStick_YearEnd2006)

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