

Handango Yardstick

Windows Mobile® Standard
Year End Special Edition
January – December 2007

The mobile downloads market data source

Market Metrics

- Avg. number of applications purchased per order: 1.11
- Avg. selling price of mobile content: \$16.41
- Number of new mobile content providers: 126
- Number of new mobile content titles: 1,607

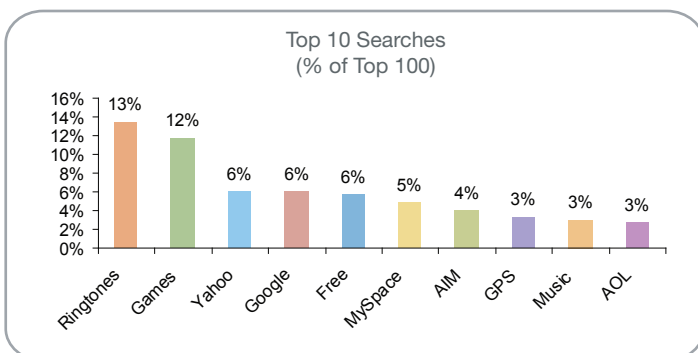
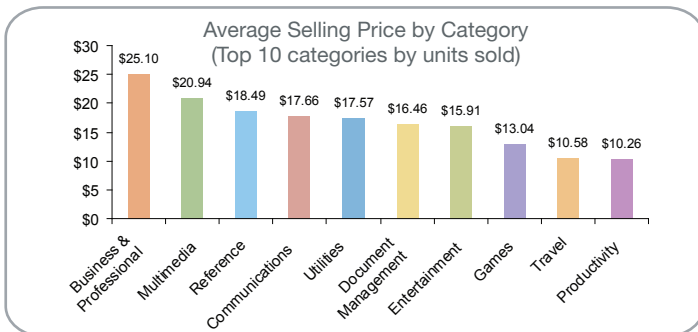
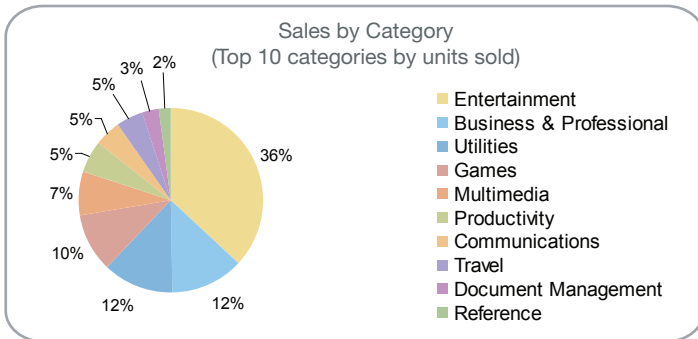
Top Devices Adding Software

By Revenue:

1. Motorola Q
2. Samsung BlackJack
3. T-Mobile Dash
4. HTC S620/621
5. AT&T/Cingular 3125
6. HTC S710
7. Samsung i600
8. Verizon Motorola Q music 9m
9. Motorola Q9h
10. PN-820

By Units Sold:

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Best Sellers List

Windows Mobile® Standard

1. Ringtone Megaplex (ringtone library) - \$19.95
2. SBSH Facade (home screen plug in) - \$14.95
3. MobiTV (streaming television) - \$9.99
4. HandiTV (streaming television) - \$24.95
5. Fizz Weather (weather monitor) - \$16.95
6. SmartphoneNotes (note manager) - \$17.95
7. Agendus Standard Edition (calendar manager) - \$19.95
8. Agenda One (calendar manager) - \$29.95
9. PocketStreamer Deluxe (streaming media) - \$24.95
10. IM+ (instant messenger consolidator) - \$29.95
11. Photo Contacts Pro (call manager) - \$24.95
12. Aces Texas Hold'Em - No Limit (poker game) - \$19.99
13. Jeyo Mobile Extender (SMS manager) - \$19.95
14. Documents To Go (document manager) - \$29.99
15. Microsoft Voice Command (voice control) - \$39.99
16. eWallet (PIM manager) - \$29.95
17. Documents To Go Premium Ed. (document manager) - \$29.99
18. SBSH Papyrus (calendar manager) - \$17.85
19. PhatNotes (notes manager) - \$39.95
20. Ringo Mobile (ringtone manager) - \$24.95
21. WorldMate Professional Edition (travel assistant) - \$39.95
22. Par 72 Golf II (golf game) - \$14.95
23. Resco Smart Radio (radio player) - \$19.95
24. RingtoneExpress (ringtone library) - \$9.99
25. Battery Pack Pro (battery extender) - \$19.99
26. Extreme Agenda (calendar manager) - \$24.95
27. SplashID (personal ID manager) - \$29.95
28. Notepad Mobile (note manager) - \$14.99
29. Multiplayer Championship Poker (poker game) - \$19.95
30. coBIBLE KJV (bible) - \$9.95
31. 1-HomeEdit (home screen editor) - \$19.99
32. Rampart Chess (chess game) - \$12.95
33. PocketTV Enterprise Edition (movie player) - \$19.95
34. eText (document creator) - \$6.95
35. Resco Smart Explorer (file manager) - \$19.95
36. Pocket Informant 8 (today screen plug in) - \$29.95
37. PocketMovies (movie player) - \$19.95
38. Expense (finance manager) - \$7.99
39. iSS Polyminoes (strategy game) - \$9.95
40. Agendus Professional Edition (calendar manager) - \$24.95
41. CodeWallet Pro 6 (personal ID manager) - \$29.95
42. AudioBay (podcast player) - \$9.95
43. Pocket Light (flashlight) - \$4.95
44. mundu IM (instant messenger consolidator) - \$11.00
45. Jeyo Mobile Companion (SMS manager) - \$19.95
46. Memory-Map Weather Radar (weather monitor) - \$9.99
47. Rivia Gentimer (time manager) - \$14.95
48. Fizz Traveler Standard (travel assistant) - \$29.95
49. Spb Brain Evolution (brain trainer) - \$19.95
50. imov Messenger (instant messenger consolidator) - \$19.95