

Handango Yardstick

The mobile downloads market data source

First Half 2008

Market Metrics

- Avg. number of applications purchased per order: 1.18
- Avg. selling price of mobile content: \$19.68
- Number of new mobile content providers: 374
- Number of new mobile content titles: 4,394

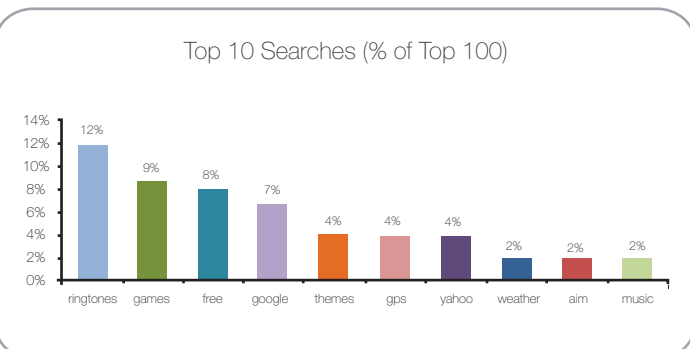
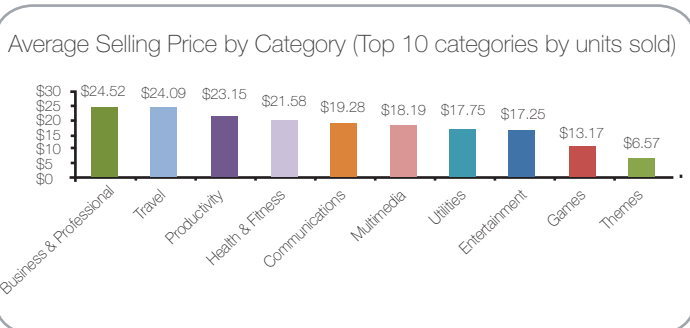
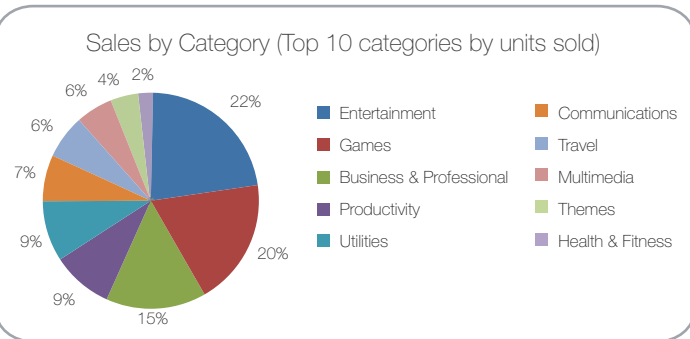
Top Smartphones Adding Software

By Revenue:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. AT&T Tilt
4. HTC TyTN II
5. Palm TX
6. Verizon BlackBerry Pearl 8130
7. BlackBerry Pearl
8. Nokia N95 (S60 3rd Edition)
9. Verizon XV6800
10. HTC Touch

By Units Sold:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. Verizon BlackBerry Pearl 8130
4. BlackBerry Pearl
5. AT&T Tilt
6. HTC TyTN II
7. Nokia N95 (S60 3rd Edition)
8. Verizon XV 6800
9. HTC Touch
10. Palm TX



Best Sellers List

Blackberry

1. Ringtone Megaplex (ringtones) - \$19.95
2. Colour Your Trackball (trackball customizer) - \$4.95
3. VoiceControl (voice command) - \$6.00
4. BBSmart Email Viewer (email enhancement) - \$29.95
5. SplashID for BlackBerry (information security) - \$34.95
6. Ringphonic Lite (ringtones) - \$6.99
7. Pimp My Pearl (customization) - \$6.95
8. IM+ (instant messenger consolidator) - \$49.95
9. eOffice (productivity suite) - \$69.95
10. IM+ for Skype (instant messenger consolidator) - \$29.95

Palm OS

1. SplashID for Palm (information security) - \$29.95
2. VoiceControl (voice command) - \$6.00
3. PocketMirror Standard (PIM) - \$29.95
4. Agendus Professional Edition (PIM) - \$39.95
5. Agendus Desktop Edition (Outlook synchronization) - \$39.95
6. Traffic - One City (traffic) - \$4.99
7. SplashID for Desktop (information security) - \$19.95
8. Ringo Pro (ringtone player) - \$34.95
9. eWallet for PCs (information security) - \$19.95
10. PocketMirror Standard Upgrade (PIM) - \$19.95

Symbian OS

1. Quickoffice Premier (document manager) - \$69.95
2. ProfiMail (email viewer) - \$31.99
3. Handy Weather (weather) - \$24.95
4. Advanced Call Manager (call manager) - \$25.50
5. X-plore (file management) - \$11.00
6. WorldMate Professional (travel assistant) - \$49.95
7. IM+ for Skype (instant messenger consolidator) - \$19.95
8. LCG Jukebox (music player) - \$27.99
9. Advanced Device Locks (security) - \$15.50
10. Ultimate Voice Recorder (voice recorder) - \$14.95

Windows Mobile Professional (formerly Pocket PC)

1. Spb Mobile Shell (today screen plug in) - \$29.95
2. MobiTV (streaming television) - \$9.99
3. Spb Pocket Plus (today screen plug in) - \$29.95
4. Pocket Informant 8 (today screen plug in) - \$29.95
5. Spb Backup (file backup) - \$24.95
6. eWallet (PIM) - \$29.95
7. Spb Phone Suite (phone features) - \$19.95
8. Ringo Mobile (ringtones) - \$26.95
9. Spb Time (clock) - \$14.95
10. SOTI Pocket Controller-Pro (desktop synchronization) - \$35.95

Windows Mobile Standard (formerly Smartphone)

1. MobiTV (streaming television) - \$9.99
2. Ringtone Megaplex (ringtones) - \$19.95
3. SBSH Facade (home screen plug in) - \$14.95
4. eWallet Professional Edition (PIM) - \$29.95
5. Documents To Go Premium Edition (productivity suite) - \$34.99
6. PocketStreamer Deluxe (streaming media) - \$24.95
7. Agenda One (calendar manager) - \$29.95
8. SmartphoneNotes (note manager) - \$17.95
9. Jeyo Mobile Extender for Outlook (text messaging) - \$19.95
10. Photo Contacts Pro (phone features) - \$24.95

