

Handango Yardstick

The mobile content market data source

BlackBerry™
January - December 2006
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.24
- Avg. selling price of BlackBerry content: \$22.64
- Number of new BlackBerry content providers: 86
- Number of new BlackBerry content titles: 838

Top BlackBerry Devices Adding Software

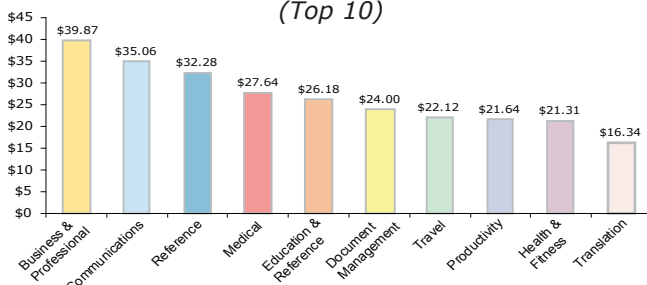
By Revenue:

1. BlackBerry 8700c
2. BlackBerry 8700g
3. BlackBerry 7290
4. BlackBerry 7100i
5. BlackBerry 7130e
6. BlackBerry 7250
7. BlackBerry Pearl
8. BlackBerry 7520
9. BlackBerry 7100g
10. BlackBerry 8703e

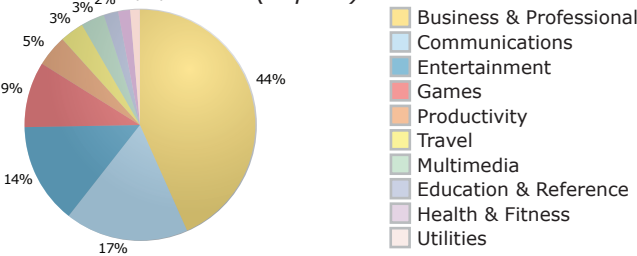
By Units Sold:

1. BlackBerry 8700c
2. BlackBerry 7100i
3. BlackBerry 8700g
4. BlackBerry 7130e
5. BlackBerry 7290
6. BlackBerry 7520
7. BlackBerry 7250
8. BlackBerry Pearl
9. BlackBerry 7100g
10. BlackBerry 7100t

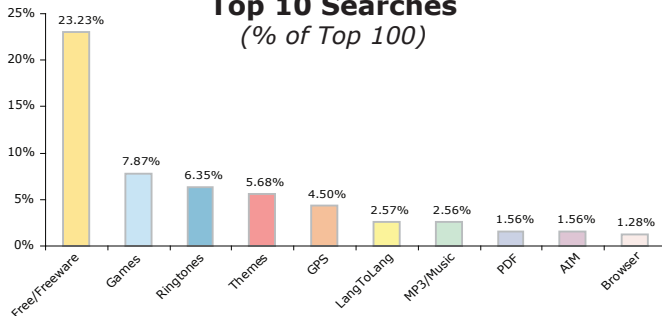
Average Selling Price by Category (Top 10)



Sales by Category (Top 10)



Top 10 Searches (% of Top 100)



Best Sellers for 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
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11. PDF and Attachment Booster (attachment viewer) - \$59.95
 12. eOffice Professional Edition (office suite) - \$199.95
 13. SplashID (information security) - \$29.95
 14. CryptMagic + PC Desktop (information security) - \$34.95
 15. Sol Mania (solitaire games) - \$9.99
 16. The Weather Channel (weather monitor) - \$6.99
 17. Sudoku (puzzle game) - \$8.99
 18. PocketDay Professional (information management) - \$34.95
 19. MiniRingtone (ringtone library) - \$19.95
 20. AskMeNow (question & answer tool) - \$4.99
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21. Ascendo Money (finance manager) - \$29.95
 22. MP3 Ringtones (ringtone library) - \$20.00
 23. METAMessage (spell checker) - \$6.95
 24. RepliGo Professional - Annual (document viewer) - \$79.95
 25. Total Fitness (fitness manager) - \$29.99
 26. Minuet Browser (Web browser) - \$19.99
 27. ScreenEngager Dynamic 5 (screensaver tool) - \$19.95
 28. Sudoku Master (puzzle game) - \$14.95
 29. Mobile Checkbook (finance manager) - \$9.95
 30. BlackBerry Wallpapers Deluxe (wallpaper pack) - \$9.99
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31. Solitaire Buddy Gold (solitaire games) - \$9.99
 32. Bubblet (strategy game) - \$8.99
 33. PocketDay Personal (time manager) - \$19.95
 34. MyFlashlight (flashlight) - \$0.99
 35. NEXT (strategy game) - \$9.95
 36. PDF and Attachment Booster (attachment viewer) - \$19.95
 37. eOffice Standard Edition (office suite) - \$149.95
 38. Crystaix Jewelrumble (strategy game) - \$6.99
 39. Par 72 Golf (golf game) - \$14.95
 40. MyGames Mega Pack (game library) - \$19.95
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41. Pro Golf Paradise (golf game) - \$7.95
 42. Ascendo Fitness (fitness manager) - \$29.95
 43. QuickIM (instant messenger) - \$29.99
 44. WorldMagic (world clocks) - \$7.95
 45. Card Pack Gold (card game library) - \$14.95
 46. BerryTunes (MP3 player) - \$15.99
 47. Blackjack Buddy Gold (card game) - \$14.99
 48. ZAGAT TO GO (restaurant guide) - \$29.95
 49. Medieval Kings Chess II (chess game) - \$8.95
 50. eOffice Basic Edition (office suite) - \$119.95



Background and source information for the Handango Yardstick is available at:
http://www.handango.com/YardStick.jsp?CKey=YardStick_BlackBerry2006

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