

# Handango Yardstick

December 2005

The mobile downloads market data source

## Market Metrics

- Avg. number of titles purchased per order: 1.85 (+.14)
- Avg. selling price of mobile applications: \$18.67 (-.88)
- Avg. selling price of digital media: \$2.08 (+.01)
- Number of new mobile software vendors: 131
- Number of new mobile applications: 1,341

## Top Devices Adding Software

### By Revenue (PDA):

1. Palm Tungsten T Series
2. Dell Axim X51v
3. Palm Tungsten E Series
4. HP iPAQ hx4700 Series
5. HP iPAQ hx2100 Series

### By Revenue (Phone):

1. Palm Treo 600/650
2. Sony Ericsson P900/P910
3. BlackBerry 7100 Series
4. Motorola RAZR V3
5. BlackBerry 7250/7290

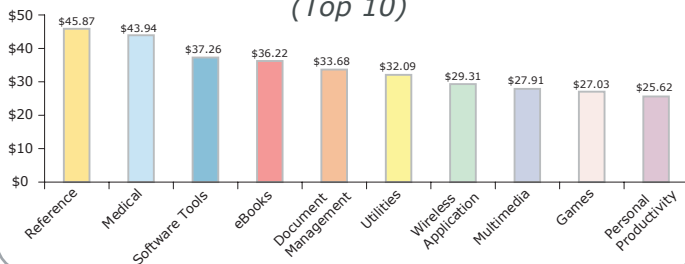
### By Units Sold (PDA):

1. Palm Tungsten T Series
2. Dell Axim X51v
3. HP iPAQ hx4700 Series
4. Dell Axim X50 Series
5. Palm Tungsten E Series

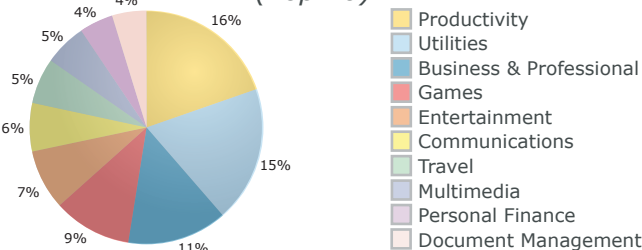
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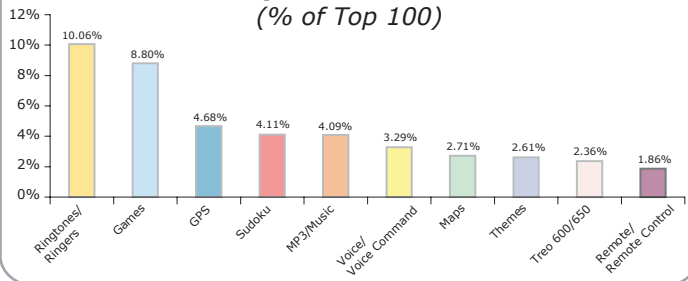
## Average Selling Price by Category (Top 10)



## Sales of Software by Category (Top 10)



## Top 10 Searches (% of Top 100)



## Best Sellers Lists

### BlackBerry®

1. Ring Tone Megaplex (ringtone library) - \$19.95 =
2. Ascendo Photos (photo manager) - \$29.95 =
3. IM+ (instant messenger) - \$44.95 ▲
4. Aces Texas Hold'em - No Limit (poker game) - \$14.99 =
5. eSpell (spellchecker) - \$29.95 ▲
6. Adobe PDF Booster (attachment viewer) - \$19.95 ▼
7. CryptMagic + PC Desktop (information security) - \$34.95 ▲
8. SolMania (solitaire card games) - \$9.00 =
9. PocketDay (information manager) - \$34.95 ▼
10. WorldMate (travel assistant) - \$49.95 **NEW**

### Palm OS®

1. Treo Voice Dialing (voice activated dialer) - \$19.99 ▲
2. Agendus Pro. Edition (PIM enhancement) - \$39.95 ▼
3. AOL (account access) - \$19.95 =
4. Agendus Std. Edition (PIM enhancement) - \$29.95 ▲
5. PocketMirror Std. (Outlook synchronization) - \$29.95 ▲
6. SplashID (information security) - \$29.95 ▲
7. mRing (ringtone manager) - \$19.99 **NEW**
8. SplashMoney (finance manager) - \$29.95 **NEW**
9. PocketMirror Std. XT (Outlook synchronization) - \$29.95 **NEW**
10. Ringo Pro (ringtone manager) - \$29.95 =

### Windows Mobile-based Pocket PC

1. Spb Pocket Plus (customization tool) - \$24.95 ▲
2. SBSH PocketBreeze 5 (Today screen plug-in) - \$14.95 ▼
3. Microsoft Voice Command (app controller) - \$39.99 ▲
4. Pocket-DVD Studio (DVD/video converter) - \$39.95 =
5. Spb FreeCell Game (freecell game) - \$4.95 **NEW**
6. Pocket Informant (PIM enhancement) - \$24.95 ▲
7. Resco Explorer (file explorer) - \$24.95 ▲
8. WorldMate Pro. Edition (travel assistant) - \$74.95 **NEW**
9. Battery Pack Pro (systems monitor) - \$29.99 =
10. Agenda Fusion (PIM enhancement) - \$29.95 **NEW**

### Windows Mobile-based Smartphone

1. Photo Contacts (contact manager) - \$19.95 =
2. ClearVue Suite (office suite) - \$29.95 ▲
3. SmartphoneNotes (Outlook synchronization) - \$15.95 ▼
4. Jeyo Mobile Extender (Outlook SMS add-on) - \$14.95 ▲
5. Battery Pack Pro (systems monitor) - \$19.99 ▼
6. Interstellar Flames (action game) - \$6.99 ▼
7. SBSH Papyrus (time manager) - \$17.95 =
8. FlexWallet (information security) - \$29.95 ▼
9. Smartpong 2 (breakout style game) - \$3.95 **NEW**
10. PocketMusic Player (media player) - \$19.95 **NEW**

### Symbian OS™

1. Zi Predictive Text Suite (text entry enhancement) - \$19.95 ▲
2. SmartMovie (video player) - \$26.99 ▼
3. Handy Weather (weather monitor) - \$14.95 =
4. ProfiMail (email client) - \$24.99 =
5. Advanced Call Manager (call manager) - \$19.99 **NEW**
6. Handy Day Professional (productivity tool) - \$38.40 ▼
7. Quickoffice Premier (office suite) - \$49.95 =
8. Quickoffice Premier S60 (office suite) - \$49.95 **NEW**
9. Remote Series 60 Pro. (remote phone access) - \$24.95 ▼
10. WorldMate Pro. Edition (travel assistant) - \$74.95 ▼

Background and source information for the Handango Yardstick is available at [http://www.handango.com/YardStick.jsp?CKey=YardStick\\_December2005](http://www.handango.com/YardStick.jsp?CKey=YardStick_December2005)

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