

# Handango Yardstick

The mobile downloads market data source

**BlackBerry™**  
January - December 2005  
Special Edition

## Market Metrics

- Avg. number of applications purchased per order: 1.96
- Avg. selling price of mobile applications: \$20.09
- Number of new BlackBerry software vendors: 46
- Number of new BlackBerry applications: 462

## Top Devices Adding Software

By Revenue:

1. BlackBerry 7520
2. BlackBerry 7290
3. BlackBerry 7100t
4. BlackBerry 7250
5. BlackBerry 7100g
6. BlackBerry 7230
7. BlackBerry 7510
8. BlackBerry 7280
9. BlackBerry 7750
10. BlackBerry 7100v

By Units Sold:

1. BlackBerry 7520
2. BlackBerry 7290
3. BlackBerry 7100t
4. BlackBerry 7250
5. BlackBerry 7100g
6. BlackBerry 7230
7. BlackBerry 7510
8. BlackBerry 7280
9. BlackBerry 7750
10. BlackBerry 7100v

## Best Sellers Lists

1. Ring Tone Megaplex (ringtone library) - \$19.95
2. WebViewer (HTML Web viewer) - \$29.99
3. Aces Texas Hold'em - No Limit (poker game) - \$14.99
4. IM+ (instant messenger) - \$44.95
5. Acrobat PDF Attachment Booster (attachment viewer) - \$19.95
6. CryptMagic + PC Desktop (information security) - \$34.95
7. Sol Mania (solitaire games) - \$9.00
8. Ascendo Photos (photo viewer) - \$29.95
9. Reqwireless Value Bundle (Web & email viewer) - \$54.95
10. PocketDay Pro. Edition (information manager) - \$34.95

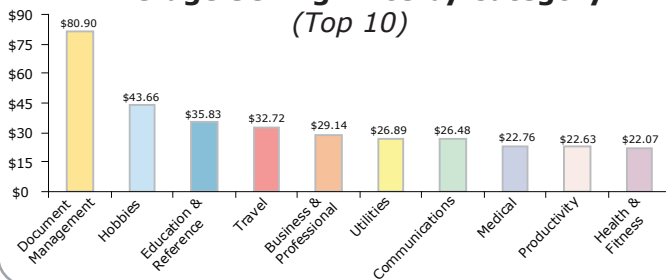
11. WorldMate Professional Edition (travel assistant) - \$49.95
12. MyGames Mega Pack (suite of games) - \$19.99
13. eSpell (spellchecker) - \$29.95
14. PocketMac (Mac sync tool) - \$29.95
15. WorldMate Standard Edition (travel assistant) - \$34.95
16. EmailViewer (email client) - \$29.99
17. Card Games: Pack One (suite of games) - \$14.99
18. METAMessage for Wireless (spellchecker) - \$6.95
19. BlackBerry Wallpapers (unlimited wallpapers) - \$9.99
20. AskMeNow (question/answer tool) - \$5.99

21. ScreenEngager Dynamic (screensaver manager) - \$24.95
22. Pro Golf Paradise (golf game) - \$7.95
23. MP3 Ringtones (unlimited ringtone manager) - \$20.00
24. Total Fitness (fitness manager) - \$29.99
25. ExpenseLog Pro. 2 (expense manager) - \$14.95
26. eOffice Pro. Edition (office suite) - \$199.95
27. Aces Texas Hold'em - Limit (poker game) - \$14.99
28. MyFlashlight (flashlight) - \$0.99
29. eWord (word processor) - \$59.95
30. Blackjack Buddy Gold (blackjack game) - \$8.99

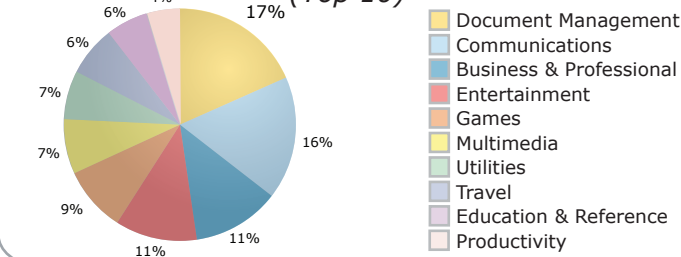
31. WorldMagic (time manager) - \$7.95
32. MiniExcel (portable spreadsheet) - \$24.75
33. My Expense Tracker 2 (expense tracker) - \$29.99
34. ImageWallet II (image manager) - \$11.99
35. Mobile Checkbook (checkbook manager) - \$14.95
36. eOffice Std. Edition (office suite) - \$149.95
37. Express Maps and 411 (maps & directions) - \$29.99
38. NewsFlash (RSS news feed reader) - \$5.99
39. Mahjong Solitaire (strategy game) - \$6.95
40. BlackBerry MP3 Ringtones (ringtones & games) - \$19.99

41. RepliGo Professional (attachment viewer) - \$29.95
42. Klondike (solitaire game) - \$4.95
43. QuickIM Mobile (instant messenger) - \$29.99
44. mWallet (information security) - \$6.50
45. Pocket Express (maps & directions) - \$69.99
46. Algerware Backgammon (strategy game) - \$8.95
47. Medieval Kings Chess II (chess game) - \$8.95
48. MyUtils (suite of productivity apps) - \$14.99
49. MileageTracker Pro (mileage tracker) - \$14.95
50. Ascendo Fitness (fitness manager) - \$14.95

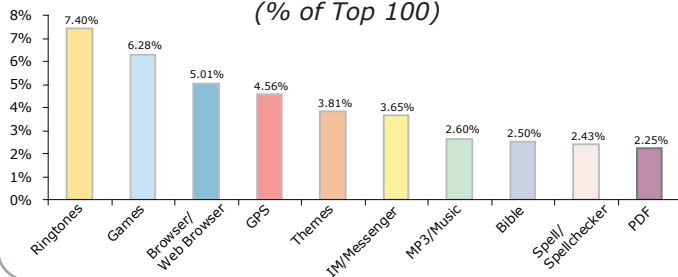
### Average Selling Price by Category (Top 10)



### 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\\_BlackBerry2005](http://www.handango.com/YardStick.jsp?CKey=YardStick_BlackBerry2005)

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