

Handango Yardstick

The mobile downloads market data source

Palm OS®
January - December 2005
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.87
- Avg. selling price of mobile applications: \$19.32
- Number of new Palm OS software vendors: 138
- Number of new Palm OS applications: 2,125

Top Devices Adding Software

By Revenue:

1. Palm Treo 650
2. Palm Treo 600
3. Palm Tungsten E
4. Palm Tungsten T3
5. Palm Tungsten T5
6. Palm Zire 72
7. Palm Tungsten C
8. Palm Zire 31
9. Palm Tungsten E2
10. Palm Zire 71

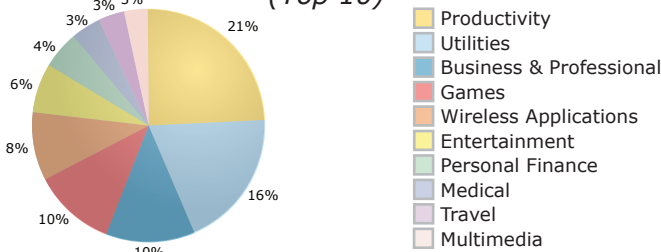
By Units Sold:

1. Palm Treo 650
2. Palm Treo 600
3. Palm Tungsten T3
4. Palm Tungsten E
5. Palm Tungsten T5
6. Palm Zire 72
7. Palm Tungsten C
8. Palm Zire 31
9. Palm Zire 71
10. Palm Tungsten E2

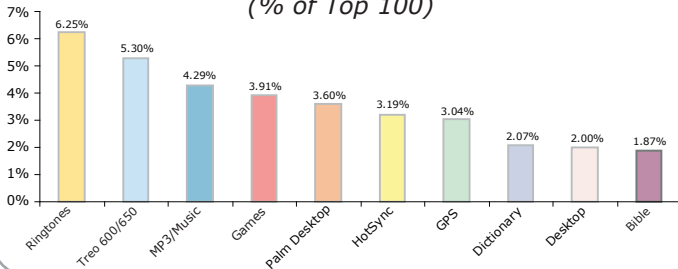
Average Selling Price by Category
 (Top 10)



Sales by Category
 (Top 10)



Top 10 Searches
 (% of Top 100)



Best Sellers Lists

1. Agendus Professional Edition (PIM enhancement) - \$39.95
 2. Treo Voice Dialing (voice activated dialer) - \$19.99
 3. AOL for Treo 650 (account access) - \$19.95
 4. Agendus Standard Edition (PIM enhancement) - \$29.95
 5. PocketMirror Std. Edition (Outlook synchronization) - \$29.95
 6. Diet & Exercise Assistant (fitness manager) - \$19.95
 7. SplashID (information security) - \$29.95
 8. KeySuite (Outlook synchronization) - \$69.95
 9. SOLITAIRE PACK (solitaire games) - \$14.95
 10. Ringo Pro (MP3 ringtone player) - \$29.95
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11. Agendus Windows Outlook (desktop companion) - \$29.95
 12. SplashWallet Suite (suite of productivity apps) - \$59.95
 13. AOL for Treo 600 (account access) - \$19.95
 14. DateBk5 (PIM enhancement) - \$24.95
 15. PocketMirror Pro. XT (Outlook synchronization) - \$49.95
 16. SplashMoney (money manager) - \$29.95
 17. Diet & Exercise Assistant Desktop (fitness manager) - \$9.95
 18. Quickoffice Premier (office suite) - \$39.95
 19. WorldMate Professional Edition (travel assistant) - \$74.95
 20. PocketMirror Std. XT (Outlook synchronization) - \$29.95
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21. Bejeweled (match game) - \$19.95
 22. PocketMirror Professional (Outlook synchronization) - \$49.95
 23. WorldMate Standard Edition (travel assistant) - \$34.95
 24. SplashPhoto (photo viewer) - \$29.95
 25. Aces Texas Hold'em - No Limit (poker game) - \$19.99
 26. Pocket Tunes Deluxe MP3/WMA Player (music player) - \$34.95
 27. WorldMate Desktop Companion (travel assistant) - \$24.95
 28. Valentine's Card (Valentine's greeting) - \$10.00
 29. 995 Clock (enhanced clock) - \$14.95
 30. Documents To Go Premium Edition (Word viewer) - \$49.99
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31. Pocket-DVD Studio (DVD/video converter) - \$32.00
 32. CHESS TIGER (chess game) - \$14.95
 33. AOL Instant Messenger (instant messenger) - \$19.95
 34. MMPlayer (movie & music player) - \$17.95
 35. Pocket Tunes Deluxe (music player) - \$34.95
 36. Village Sim (village simulator game) - \$19.95
 37. The English Dictionary with Thesaurus (dictionary) - \$19.95
 38. WebSphere Everyplace (virtual machine) - \$5.99
 39. 995 MAHJONG (strategy game) - \$9.95
 40. PocketCopy (PIM enhancement) - \$19.95
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41. VolumeCare (volume enhancer) - \$19.95
 42. Agendus Windows Professional Bundle (suite of apps) - \$59.95
 43. CAN'T STOP SOLITAIRES (solitaire games) - \$17.95
 44. BugMe! Notepad (PIM enhancement) - \$19.95
 45. Rampart Chess (chess game) - \$9.95
 46. ZLauncher (application launcher) - \$19.95
 47. PAC-MAN (arcade game) - \$14.99
 48. Blackjack PLUS (blackjack game) - \$9.95
 49. Salexo's No Limit Texas Hold 'Em (poker game) - \$12.95
 50. eWallet Professional Edition (information security) - \$29.95



Background and source information for the Handango Yardstick is available at http://www.handango.com/YardStick.jsp?CKey=YardStick_Palm2005

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