

# Handango Yardstick

The mobile downloads market data source

Windows Mobile Smartphone  
January - December 2005  
Special Edition

## Market Metrics

- Avg. number of applications purchased per order: 2.27
- Avg. selling price of mobile applications: \$13.59
- Number of new Smartphone software vendors: 89
- Number of new Smartphone applications: 665

## Top Devices Adding Software

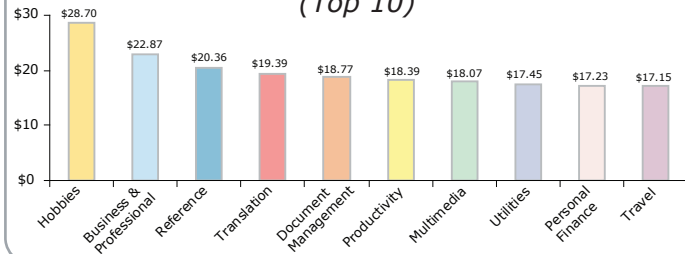
By Revenue:

1. Motorola MPx220
2. Audiovox SMT 5600
3. Samsung i600
4. Orange SPV C500
5. Motorola MPx200
6. i-mate SP3i
7. Orange SPV
8. i-mate SP3
9. Motorola i930
10. Orange SPV E200

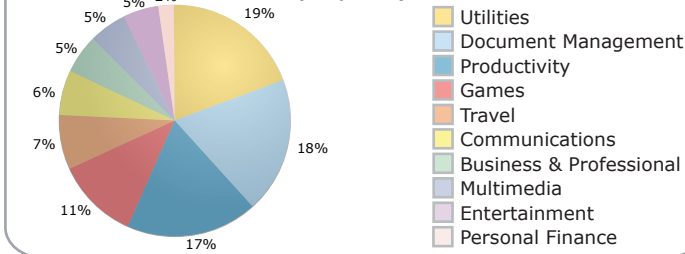
By Units Sold:

1. Motorola MPx220
2. Audiovox SMT 5600
3. Samsung i600
4. Motorola MPx200
5. Orange SPV C500
6. Orange SPV E200
7. i-mate SP3i
8. Orange SPV
9. O2 Xphone II
10. i-mate SP3

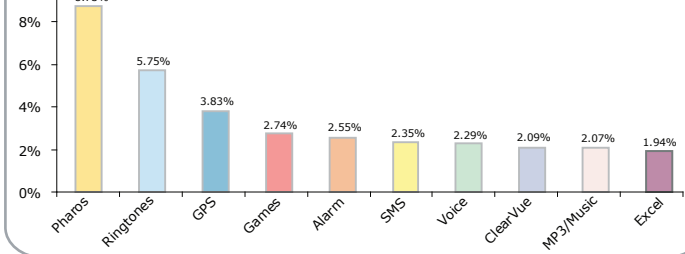
## Average Selling Price by Category (Top 10)



## Sales by Category (Top 10)



## Top 10 Searches (% of Top 100)



## Best Sellers Lists

1. SmartphoneNotes (Outlook synchronization) - \$15.95
2. ClearVue Suite (office suite) - \$29.95
3. SBSH Papyrus (time manager) - \$17.95
4. Game Pack 1 (suite of games) - \$19.95
5. Battery Pack Pro (systems monitor) - \$19.99
6. Resco System Toys (suite of system monitors) - \$4.95
7. Trick Soccer (soccer game) - \$4.99
8. Photo Contacts (photo viewer) - \$19.95
9. Jeyo Mobile Extender for Outlook (SMS manager) - \$14.95
10. CodeWallet Pro (information security) - \$14.95
11. eWallet (information security) - \$29.95
12. PocketMusic Player (music player) - \$19.95
13. Jeyo Mobile Companion (SMS manager) - \$14.95
14. ClearVue Suite - French (office suite) - \$29.95
15. Pocket Streets (city maps & directions) - \$24.95
16. CityTime Alarms (enhanced alarm) - \$9.95
17. Fizz Traveller (time & weather monitor) - \$19.99
18. Power Tasks (enhanced task manager) - \$14.95
19. Power Calendar (enhanced calendar) - \$19.95
20. Sprite Backup (backup & restore data) - \$29.95
21. CodeWallet Pro 2005 (information security) - \$29.95
22. RepliGo (document converter) - \$24.95
23. WorldMate (travel assistant) - \$32.95
24. WorldTime (enhanced clock) - \$8.95
25. 1-Calc (enhanced calculator) - \$19.99
26. SplashID (information security) - \$29.95
27. Oxios ToDo List (enhanced task manager) - \$14.95
28. Aces Texas Hold'em - No Limit (poker game) - \$14.99
29. WeatherBug (weather monitor) - \$14.95
30. Interstellar Flames (action game) - \$6.99
31. Bluetooth Switch (Bluetooth monitor) - \$1.98
32. xBar (task manager) - \$9.99
33. NewsBreak (news monitor) - \$19.95
34. Reconnaissance Ringtones (collection of ringtones) - \$8.49
35. SKY FORCE (action game) - \$9.98
36. Virtual Pool Mobile (pool game) - \$19.95
37. ClearVue Office (office suite) - \$23.95
38. Pocket Mini Golf (golf game) - \$8.95
39. 1-HomeEdit (homescreen editor) - \$19.99
40. PocketGrandmaster (chess game) - \$9.99
41. Smartpong2 (breakout game) - \$3.95
42. 1-GameBag (suite of games) - \$29.99
43. FlexWallet (information security) - \$24.95
44. Professional Set (themes, ringtones & more) - \$9.99
45. eWallet (information security) - \$19.95
46. Tweaks2K2.Net (collection of registry hacks) - \$12.99
47. PTab Spreadsheet (spreadsheets) - \$30.00
48. Tennis Addict (tennis game) - \$9.95
49. SoundZ Cool (sound theme manager) - \$9.95
50. ListPro Professional Edition (enhanced list manager) - \$29.95



Background and source information for the Handango Yardstick is available at [http://www.handango.com/YardStick.jsp?CKey=YardStick\\_Smartphone2005](http://www.handango.com/YardStick.jsp?CKey=YardStick_Smartphone2005)

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