

Handango Yardstick

The mobile downloads market data source

Symbian OS™
January - December 2005
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 2.55
- Avg. selling price of mobile applications: \$19.36
- Number of new Symbian OS software vendors: 175
- Number of new Symbian OS applications: 2,886

Top Devices Adding Software

By Revenue:

1. Sony Ericsson P910
2. Sony Ericsson P900
3. Nokia 9500
4. Nokia 6600
5. Nokia 9300
6. Sony Ericsson P800
7. Nokia 6680
8. Nokia 6630
9. Motorola A1000
10. Nokia 7610

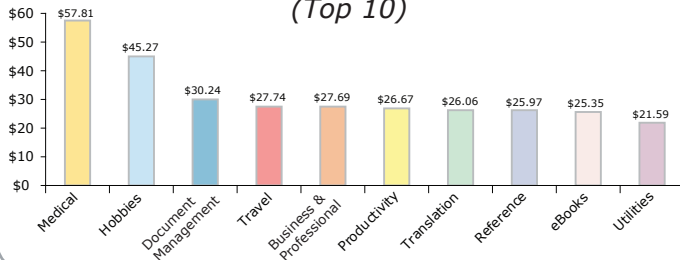
By Units Sold:

1. Sony Ericsson P910
2. Sony Ericsson P900
3. Nokia 9500
4. Nokia 6600
5. Sony Ericsson P800
6. Nokia 6630
7. Nokia 6680
8. Nokia 9300
9. Nokia 7610
10. Motorola A1000

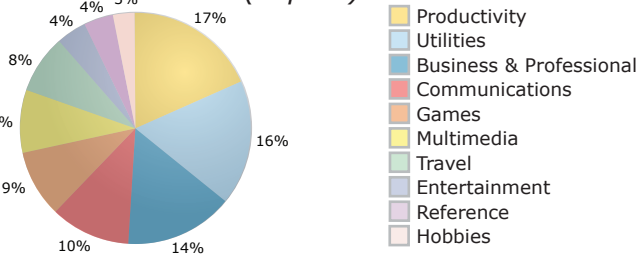
Best Sellers Lists

1. SmartMovie (video player) - \$26.99
 2. Handy Day 2005 Professional (productivity tool) - \$38.40
 3. WorldMate Professional Edition (travel assistant) - \$74.95
 4. Quickoffice Premier 3.0 (office suite) - \$49.95
 5. Remote for UIQ (remote phone access) - \$19.95
 6. WebViewer (HTML Web viewer) - \$19.99
 7. HandySafe (information security) - \$24.95
 8. HandyTools (suite of productivity apps) - \$64.75
 9. DateMate (event manager) - \$24.95
 10. SKY FORCE for UIQ (action game) - \$9.98
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11. ProfiMail (email client) - \$24.99
 12. Quickoffice Premier for S60 (office suite) - \$49.95
 13. Agendus (PIM enhancement) - \$14.95
 14. WorldMate for Nokia 9300/9500 (travel assistant) - \$39.95
 15. Handy Day 2005 (productivity tool) - \$29.95
 16. WorldMate Std. Edition for UIQ (travel assistant) - \$39.95
 17. UltraMP3! (music player) - \$17.99
 18. eZiTap FEP (text entry tool) - \$19.95
 19. WorldMate for S60 (travel assistant) - \$34.95
 20. SplashID (information security) - \$24.95
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21. Advanced Call Manager for UIQ (call manager) - \$19.99
 22. Remote Prof. for S60 (remote phone access) - \$24.95
 23. EmailViewer (email client) - \$19.99
 24. Advanced Call Manager for S60 (call manager) - \$19.99
 25. AquaCalendar (PIM enhancement) - \$19.95
 26. SMobile VirusGuard (anti-virus app) - \$14.99
 27. UnrealPlayer (music player) - \$14.95
 28. PowerDesk (PIM enhancement) - \$27.95
 29. SKY FORCE for S60 (action game) - \$9.98
 30. Full Screen Caller (enhanced caller ID) - \$11.95
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31. Handy Expense (expense manager) - \$14.95
 32. Remote for S80 (remote phone access) - \$24.95
 33. Decuma Alphabetic (handwriting recognition tool) - \$29.99
 34. VITO QuickContact (contact manager) - \$19.95
 35. Alarm Manager (enhanced alarm) - \$5.00
 36. Handy Day 2004 (productivity tool) - \$22.95
 37. Tracker 4 (customization tool) - \$19.95
 38. Zi Predictive Text Suite (text entry tool) - \$19.95
 39. MightyPhone (Outlook/Notes synchronization) - \$34.99
 40. MGS Mobile VR Pool 2 (pool game) - \$14.95
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41. One for All Solitaires (solitaire games) - \$19.95
 42. SBSH Papyrus (time manager) - \$17.95
 43. Handy Safe Pro (information security) - \$29.95
 44. Handy Weather (weather monitor) - \$14.95
 45. Aces Texas Hold'em - No Limit (poker game) - \$9.99
 46. IM+ (instant messenger) - \$29.95
 47. Advanced English Dictionary (dictionary) - \$24.99
 48. Strategic Assault (strategy game) - \$5.99
 49. PowerMP3 (music player) - \$19.99
 50. Al-Moazen 2 (enhanced alarm & compass) - \$16.00

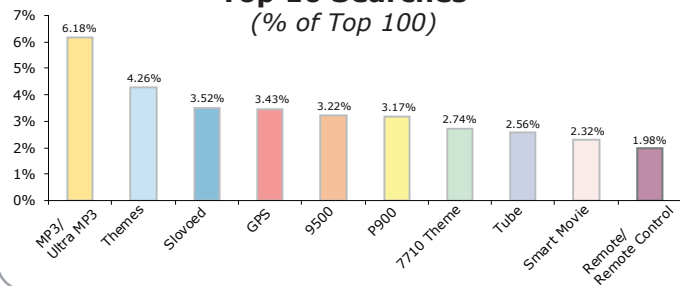
Average Selling Price by Category
(Top 10)



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?CKKey=YardStick_Symbian2005

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