

Handango Yardstick

The mobile downloads market data source

2005 Year End
January - December 2005
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 2.24
- Avg. selling price of mobile applications: \$20.03
- Avg. selling price of digital media: \$2.21
- Number of new mobile software vendors: 1,994
- Number of new mobile applications: 11,459

Top Devices Adding Software

By Revenue (PDA):

1. Palm Tungsten T Series
2. Palm Tungsten E Series
2. Dell Axim X50 Series
3. HP iPAQ hx4700 Series
4. Dell Axim X3 Series

By Revenue (Phone):

1. Palm Treo 600/650
2. Sony Ericsson P900/P910
3. BlackBerry 7250/7290
4. O2 XDA Series
5. BlackBerry 7100 Series

By Units Sold (PDA):

1. Palm Tungsten T Series
2. Dell Axim X50 Series
3. HP iPAQ hx4700 Series
5. Palm Tungsten E Series
4. Dell Axim X3 Series

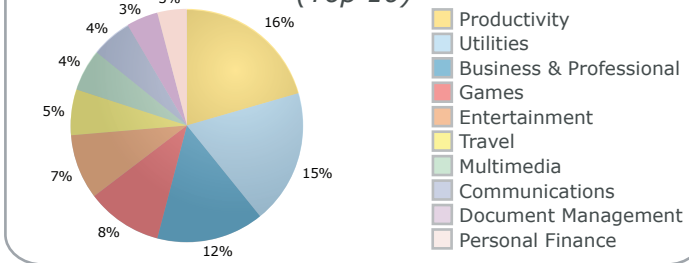
By Units Sold (Phone):

1. Palm Treo 600/650
2. Sony Ericsson P900/P910
3. Motorola RAZR V3
4. O2 XDA Series
5. BlackBerry 7100 Series

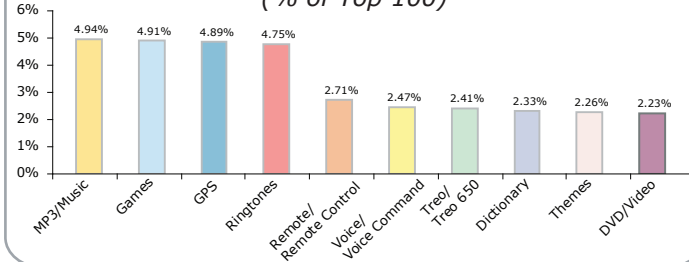
Average Selling Price by Category
(Top 10)



Sales by Category
(Top 10)



Top 10 Searches
(% of Top 100)



Best Sellers Lists

BlackBerry®

1. Ring Tone Megaplex (ringtone library) - \$19.95
2. WebViewer (HTML Web browser) - \$9.99
3. Aces Texas Hold'em - No Limit (poker game) - \$14.99
4. IM+ (instant messenger) - \$44.95
5. Acrobat PDF Booster (attachment viewer) - \$29.95
6. CryptMagic + PC Desktop (information security) - \$34.95
7. SolMania (solitaire card games) - \$9.00
8. Ascendo Photos (photo manager) - \$29.95
9. Reqwireless Value Bundle (Web & email viewer) - \$54.99
10. PocketDay (information manager) - \$19.95

Palm OS®

1. Agendus Pro. Edition (PIM enhancement) - \$39.95
2. Treo Voice Dialing (voice activated dialer) - \$19.99
3. AOL (account access) - \$19.95
4. Agendus Std. Edition (PIM enhancement) - \$29.95
5. PocketMirror Std. (Outlook synchronization) - \$29.95
6. Diet & Exercise Assistant (fitness manager) - \$19.95
7. SplashID (information security) - \$19.95
8. KeySuite (Outlook synchronization) - \$69.95
9. 995 SOLITAIRE PACK (solitaire games) - \$14.95
10. Ringo Pro (ringtone manager) - \$29.95

Windows Mobile-based Pocket PC

1. Spb Pocket Plus (customization tool) - \$24.95
2. Battery Pack Pro (systems monitor) - \$29.99
3. Agenda Fusion (PIM enhancement) - \$29.95
4. Pocket-DVD Studio (DVD/video converter) - \$39.95
5. SBSH PocketBreeze (Today plug-in) - \$14.95
6. Microsoft Voice Command (app controller) - \$39.99
7. Pocket Informant (PIM enhancement) - \$29.95
8. eWallet (information security) - \$29.95
9. Pocket Controller-Professional (remote phone access) - \$30.95
10. Spb Weather (Today screen plug-in) - \$14.95

Windows Mobile-based Smartphone

1. SmartphoneNotes (Outlook synchronization) - \$12.95
2. ClearVue Suite (office suite) - \$29.95
3. SBSH Papyrus (PIM enhancement) - \$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 productivity applications) - \$4.95
7. Trick Soccer (soccer game) - \$4.99
8. Photo Contacts (contact manager) - \$19.95
9. Jeyo Mobile Extender (Outlook SMS add-on) - \$14.95
10. CodeWallet Pro (information security) - \$14.95

Symbian OS™

1. SmartMovie (video player) - \$26.99
2. Handy Day Professional (productivity tool) - \$38.40
3. WorldMate Pro. Edition (travel assistant) - \$74.95
4. Quickoffice Premier (office suite) - \$49.95
5. Remote (remote phone access) - \$19.95
6. WebViewer (HTML Web browser) - \$19.99
7. HandySafe (information security) - \$24.95
8. HandyTools (suite of productivity applications) - \$64.75
9. DateMate (event manager) - \$24.95
10. SKY FORCE (shoot `em up game) - \$9.98

Background and source information for the Handango Yardstick is available at http://www.handango.com/YardStick.jsp?CKey=YardStick_YearEnd2005

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