

Handango Yardstick

The mobile content market data source

Windows Mobile Pocket PC
January - December 2006
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.30
- Avg. selling price of Pocket PC content: \$20.91
- Number of new Pocket PC content providers: 378
- Number of new Pocket PC content titles: 3,627

Top Pocket PC Devices Adding Software

By Revenue:

1. Dell Axim X51v
2. Palm Treo 700w
3. Cingular 8125
4. Audiovox PPC 6700
5. Verizon XV6700
6. HP iPAQ hx4700
7. HP iPAQ hw6500 Series
8. HP iPAQ hx2700 Series
9. Dell Axim X50v
10. HP iPAQ hx2400 Series

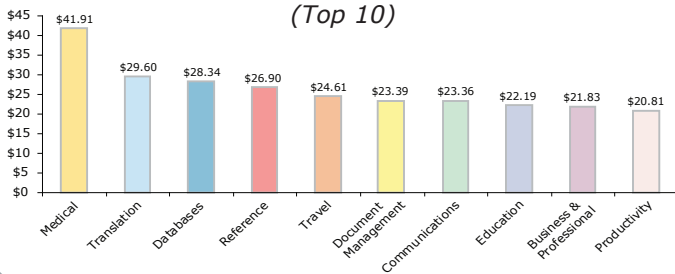
By Units Sold:

1. Dell Axim X51v
2. Palm Treo 700w
3. Cingular 8125
4. Audiovox PPC 6700
5. Verizon XV6700
6. HP iPAQ hx4700
7. Dell Axim X50v
8. HP iPAQ hx2700 Series
9. HP iPAQ hw6500 Series
10. HP iPAQ hx2400 Series

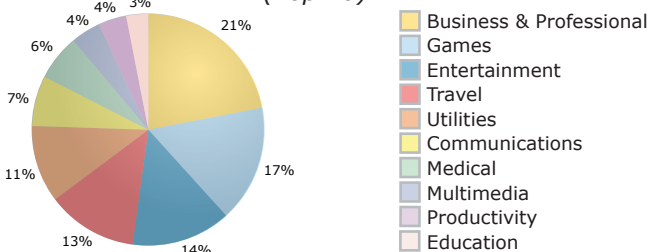
Best Sellers for Pocket PC

1. Spb Pocket Plus (customization tool) - \$24.95
2. Microsoft Voice Command (app controller) - \$39.99
3. Spb Diary (Today screen plug-in) - \$19.95
4. Pocket Informant (PIM enhancement) - \$24.95
5. MobiTV (streaming television) - \$9.99
6. Spb Backup (file backup) - \$19.95
7. Agenda Fusion (PIM enhancement) - \$29.95
8. SBSH PocketBreeze (Today screen plug-in) - \$14.95
9. Spb Time (enhanced clock) - \$14.95
10. eWallet Professional Edition (information security) - \$29.95
11. Battery Pack Pro (systems monitor) - \$29.99
12. Spb Weather (Today screen plug-in) - \$14.95
13. IM+ (instant messenger) - \$39.95
14. WorldMate Professional Edition (travel assistant) - \$74.95
15. SBSH PocketWeather (weather monitor) - \$9.95
16. Resco Explorer (file explorer) - \$24.95
17. Pocket Controller-Pro. (remote phone access) - \$34.95
18. SBSH iLauncher (Today screen plug-in) - \$14.95
19. Photo Contacts PRO (photo caller ID) - \$29.95
20. Pocket-DVD Studio (video converter) - \$32.00
21. CodeWallet Pro (information security) - \$29.95
22. Resco Sudoku (puzzle game) - \$19.95
23. Aces Texas Hold'em - No Limit (poker game) - \$19.99
24. PocketMusic Bundle (music player) - \$19.95
25. Spb Finance (finance manager) - \$24.95
26. DVD to Pocket PC (video player) - \$32.95
27. PhatPad (PIM enhancement) - \$39.95
28. CodeWallet Pro Desktop (information security) - \$29.95
29. CalliGrapher (handwriting recognition tool) - \$39.95
30. Sudoku Master II (puzzle game) - \$19.95
31. 1-Calc (enhanced calculator) - \$29.99
32. Rampart Chess (chess game) - \$9.95
33. MemMaid (memory manager) - \$14.99
34. PocketStreamer DELUXE (streaming media) - \$19.95
35. Deluxe Theme Pack (theme pack & manager) - \$4.50
36. ListPro Professional Edition (list manager) - \$29.95
37. SplashID (information security) - \$29.95
38. PocketMirror Professional (Outlook synchronization) - \$49.95
39. AOL for Pocket PC 2003 (account access) - \$19.95
40. SBSH ContactBreeze (contact manager) - \$5.95
41. Journal Bar (Today screen plug-in) - \$29.99
42. MyPersonalDiet (health manager) - \$24.95
43. Spb Full Screen Keyboard (soft keyboard) - \$9.95
44. Resco Utility Package (file explorer & image viewer) - \$34.95
45. TV remote controller (universal remote) - \$14.95
46. Multiplayer Championship Poker (poker game) - \$19.95
47. PhatNotes Professional Edition (notes organizer) - \$39.95
48. eWallet (information security) - \$19.95
49. WorldMate Standard Edition (travel assistant) - \$34.95
50. Cash Organizer Premium (budget manager) - \$29.95

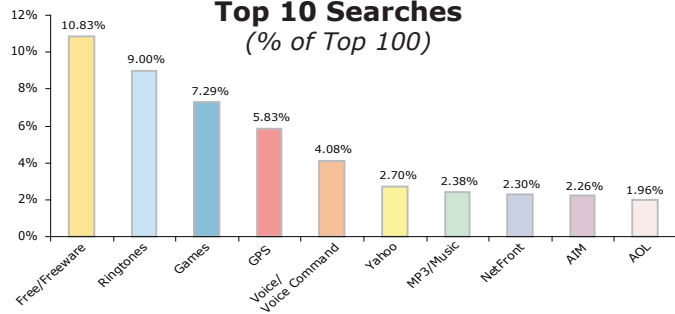
Average Selling Price by Category (Top 10)



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_PocketPC2006

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