

Handango Yardstick

First Quarter 2007

The mobile downloads market data source

Market Metrics

- Avg. number of applications purchased per order: 1.21
- Avg. selling price of mobile content: \$20.90
- Number of new mobile content providers: 165
- Number of new mobile content titles: 2,397

Top Devices Adding Software

By Revenue:

1. Motorola Q
2. Palm Treo 650
3. BlackBerry Pearl
4. Palm TX
5. Dell Axim X51v
6. Cingular 8525
7. Palm Treo 700p
8. Palm Treo 700w
9. BlackBerry 8703e
10. Palm Treo 680

By Units Sold:

1. Motorola Q
2. BlackBerry Pearl
3. Palm Treo 650
4. Cingular 8525
5. Dell Axim X51v
6. Palm TX
7. Palm Treo 700p
8. Palm Treo 700w
9. Cingular 8125
10. BlackBerry 8703e

Best Sellers Lists

BlackBerry

1. VoiceControl (voice dialing & dictation) - \$6.00*
2. Ringphonic Lite (ringtone library) - \$6.99*
3. Ringtone Megaplex (ringtone library) - \$19.95
4. Ringphonic (ringtone library) - \$9.99*
5. IM+ (instant messenger) - \$49.95
6. eSpell (spell checker) - \$29.95
7. WorldMate Professional Edition (travel assistant) - \$74.95
8. The Weather Channel (weather monitor) - \$6.99*
9. RepliGo Professional (document viewer) - \$24.95*
10. Aces Texas Hold'em-No Limit (poker game) - \$14.99

Palm OS

1. PocketMirror Standard (Outlook synchronization) - \$29.95
2. Diet & Exercise Assistant (fitness manager) - \$24.95
3. Ringo Pro (MP3 ringtone player) - \$29.95
4. Agendus Professional Edition (PIM enhancement) - \$39.95
5. Diet & Exercise Assistant Desktop (fitness manager) - \$14.95
6. SplashID (information security) - \$29.95
7. Traffic for Treo (traffic monitor) - \$4.99
8. WorldMate Professional Edition (travel assistant) - \$74.95
9. PocketMirror Pro. (Outlook synchronization) - \$49.95
10. KeySuite (Outlook synchronization) - \$69.95

Symbian OS

1. ProfiMail (email client) - \$24.99
2. SmartMovie (video player) - \$27.99
3. IM+ (instant messenger) - \$29.95
4. Handy Weather S60 (weather monitor) - \$14.95
5. Advanced Call Manager S60 (call manager) - \$19.99
6. Ultimate Voice Recorder (call recorder) - \$14.95
7. LCG Jukebox (music player) - \$24.99
8. SBSH Papyrus (time manager) - \$17.95
9. WorldMate S60 (travel manager) - \$29.95
10. Handy Safe S60 (information security) - \$29.95

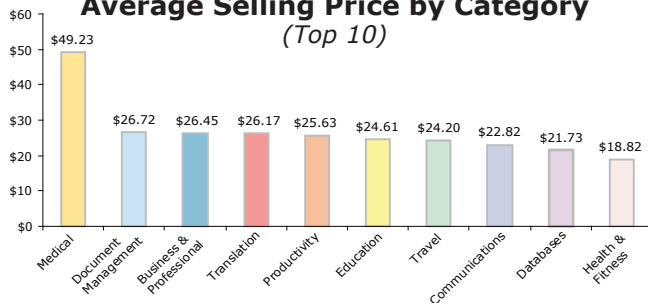
Windows Mobile Pocket PC

1. MobiTV (streaming television) - \$9.99*
2. Spb Mobile Shell (Today screen plug-in) - \$29.95
3. Spb Pocket Plus (customization tool) - \$24.95
4. Microsoft Voice Command (voice control) - \$39.99
5. Pocket Informant (PIM enhancement) - \$34.95
6. Spb Diary (Today screen plug-in) - \$19.95
7. Spb Time (enhanced clock) - \$14.95
8. Spb Backup (file backup) - \$19.95
9. Spb Brain Evolution (brain teaser games) - \$19.95
10. eWallet Professional Edition (information security) - \$29.95

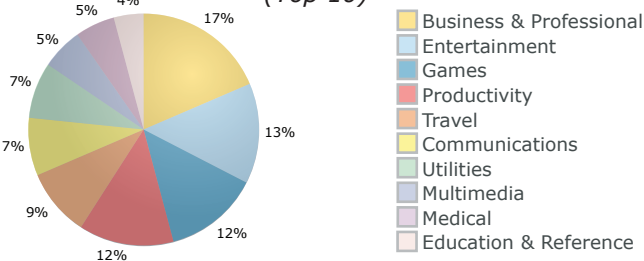
Windows Mobile Smartphone

1. MobiTV (streaming television) - \$9.99*
2. HandiTV (streaming television) - \$20.95
3. SBSH Facade (Home screen plug-in) - \$14.95
4. IM+ (instant messenger) - \$29.95
5. PocketStreamer DELUXE (streaming media) - \$24.95
6. Agenda One (calendar manager) - \$29.95
7. SmartphoneNotes (Outlook notes synchronization) - \$15.95
8. Documents To Go (document manager) - \$29.99
9. Photo Contacts PRO (call manager) - \$24.95
10. Microsoft Voice Command (voice control) - \$39.99

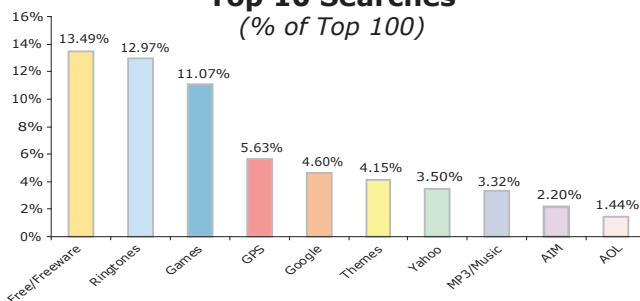
Average Selling Price by Category (Top 10)



Sales by Category (Top 10)



Top 10 Searches (% of Top 100)



*Indicates application uses subscription pricing.

Background and source information: www.handango.com/YardStick.jsp?CKey=YardStick_1stQuarter2007

Prices subject to change. Check the Handango Web site for the most up-to-date prices.

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