

# Handango Yardstick

Second Quarter 2007

The mobile downloads market data source

## Market Metrics

- Avg. number of applications purchased per order: 1.20
- Avg. selling price of mobile content: \$20.77
- Number of new mobile content providers: 158
- Number of new mobile content titles: 2,732

## Top Devices Adding Software

By Revenue:

1. Motorola Q
2. BlackBerry Pearl
3. BlackBerry 8800
4. Cingular 8525
5. Palm Treo 650
6. Palm TX
7. Palm Treo 700p
8. Palm Treo 700wx
9. Nokia N95
10. BlackBerry 8703e

By Units Sold:

1. Motorola Q
2. BlackBerry Pearl
3. Cingular 8525
4. Palm Treo 650
5. BlackBerry 8800
6. Nokia N95
7. Palm Treo 700wx
8. BlackBerry 8703e
9. Palm TX
10. Palm Treo 700p

## Best Sellers Lists

*BlackBerry*

1. VoiceControl (voice dialing & dictation) - \$6.00
2. Ringtone Megaplex (ringtone library) - \$19.95
3. Ringphonic Lite (ringtone library) - \$6.99
4. Colour Your Trackball (trackball customizer) - \$4.95
5. WorldMate Professional Edition (travel assistant) - \$74.95
6. IM+ (instant messenger) - \$49.95
7. Ringphonic (ringtone library) - \$9.99
8. eSpell (spell checker) - \$29.95
9. Aces Texas Hold'em-No Limit (poker game) - \$14.99
10. RepliGo Professional (document viewer) - \$24.95

*Palm OS*

1. PocketMirror Standard (Outlook synchronization) - \$29.95
2. Agendus Professional Edition (PIM enhancement) - \$39.95
3. Agendus Premier Edition (PIM enhancement) - \$59.95
4. Ringo Pro (ringtone player) - \$29.95
5. SplashID (information security) - \$29.95
6. Traffic for Treo (traffic monitor) - \$4.99
7. PocketMirror Std. Update (Outlook synchronization) - \$19.95
8. VoiceControl (voice dialing & dictation) - \$6.00
9. Diet & Exercise Assistant (fitness manager) - \$24.95
10. The Weather Channel (weather monitor) - \$12.99

*Symbian OS*

1. Handy Weather S60 (weather monitor) - \$14.95
2. ProfiMail (email client) - \$24.99
3. Ultimate Voice Recorder (call recorder) - \$14.95
4. Quickoffice Premier (attachment viewer) - \$49.99
5. Handy Safe for S60 (information security) - \$29.95
6. Advanced Call Manager S60 (call manager) - \$19.99
7. WorldMate Professional S60 (travel assistant) - \$29.95
8. SBSH Papyrus (time manager) - \$17.95
9. IM+ (instant messenger) - \$29.95
10. LCG Jukebox (music player) - \$24.99

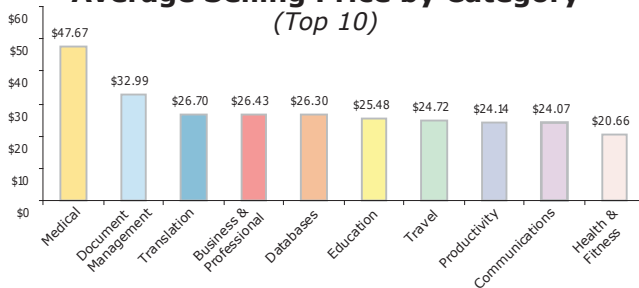
*Windows Mobile Pocket PC*

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. Spb Phone Suite (customization tool) - \$19.95
5. Spb Backup (file backup) - \$19.95
6. Microsoft Voice Command (voice control) - \$39.99
7. Spb Time (enhanced clock) - \$14.95
8. Spb Diary (Today screen plug-in) - \$19.95
9. Pocket Informant (PIM enhancement) - \$34.95
10. eWallet Professional Edition (information security) - \$29.95

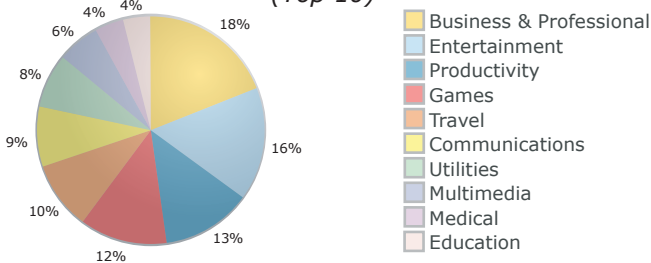
*Windows Mobile Smartphone*

1. MobiTV (streaming television) - \$9.99
2. Ringtone Megaplex (ringtone library) - \$19.95
3. SBSH Facade (Home screen plug-in) - \$14.95
4. Documents To Go (document manager) - \$29.99
5. SmartphoneNotes (Outlook notes synchronization) - \$15.95
6. HandiTV (streaming television) - \$24.95
7. Agenda One (calendar manager) - \$29.95
8. IM+ (instant messenger) - \$29.95
9. PocketStreamer DELUXE (streaming media) - \$24.95
10. Aces Texas Hold'Em-No Limit (poker game) - \$19.99

**Average Selling Price by Category (Top 10)**



**Sales by Category (Top 10)**



**Top 10 Searches (% of Top 100)**

