

# Handango Yardstick

Third 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: \$20.71
- Number of new mobile content providers: 149
- Number of new mobile content titles: 3,261

## Top Devices Adding Software

By Revenue:

1. BlackBerry 8830
2. BlackBerry Pearl
3. Motorola Q
4. Palm TX
5. BlackBerry 8800
6. Cingular 8525
7. Nokia N95
8. BlackBerry Curve
9. Palm Treo 650
10. Palm Treo 700p

By Units Sold:

1. BlackBerry 8830
2. Motorola Q
3. BlackBerry Pearl
4. Palm TX
5. Nokia N95
6. Cingular 8525
7. Palm Treo 650
8. BlackBerry 8800
9. Palm Treo 700p
10. Palm Treo 700wx

## Best Sellers Lists

*BlackBerry*

1. Ringtone Megaplex (ringtone library) - \$19.95
2. VoiceControl (voice control) - \$6.00
3. Ringphonic Lite (ringtone library) - \$6.99
4. IM+ (instant messenger) - \$49.95
5. Colour Your Trackball (trackball customizer) - \$4.95
6. WorldMate Live Gold Membership (travel assistant) - \$99.95
7. IM+ for Skype (instant messenger) - \$25.00
8. Ringphonic (ringtone library) - \$9.99
9. Crackberry Ringtones Deluxe (ringtone library) - \$14.99
10. Aces Texas Hold'em-No Limit (poker game) - \$14.99

*Palm OS*

1. SplashID (information security) - \$29.95
2. Agendus Professional Edition (PIM enhancement) - \$39.95
3. PocketMirror Std. (Outlook synchronization) - \$29.95
4. SplashWallet Suite (personal information organizer) - \$59.95
5. Agendus Premier Edition (PIM enhancement) - \$59.95
6. VoiceControl (voice control) - \$6.00
7. PocketMirror Std. Upgrade (Outlook synchronization) - \$19.95
8. Ringo Pro (ringtone player) - \$29.95
9. Agendus Std. Edition (PIM enhancement) - \$29.95
10. WorldMate Professional Edition (travel assistant) - \$74.95

*Symbian OS*

1. Quickoffice Premier (attachment viewer) - \$49.99
2. Handy Weather S60 (weather monitor) - \$19.95
3. WorldMate Professional S60 (travel assistant) - \$49.95
4. ProfiMail (email client) - \$24.99
5. Advanced Call Manager S60 (call manager) - \$19.99
6. Ultimate Voice Recorder (call recorder) - \$14.95
7. IM+ (instant messenger) - \$29.95
8. Handy Safe for S60 (information security) - \$39.95
9. SBSH Papyrus (time manager) - \$19.95
10. IM+ for Skype (instant messenger) - \$14.95

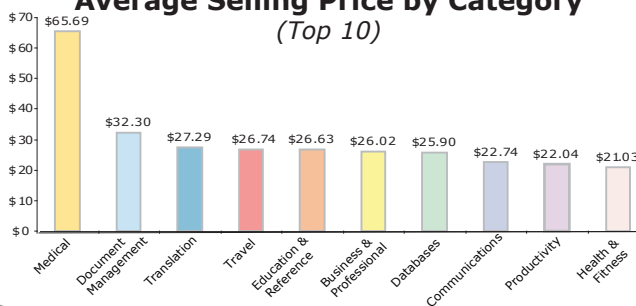
*Windows Mobile Pocket PC*

1. MobiTV (streaming television) - \$9.99
2. Spb Mobile Shell (Today screen plug-in) - \$29.95
3. MemMaid (memory optimizer) - \$19.99
4. Spb Pocket Plus (customization tool) - \$24.95
5. Spb Phone Suite (customization tool) - \$19.95
6. SOTI Pocket Controller (remote phone controller) - \$35.95
7. Microsoft Voice Command (voice control) - \$39.99
8. Spb Time (enhanced clock) - \$14.95
9. Spb Backup (file backup) - \$19.95
10. PocketCopy (Outlook synchronization) - \$24.95

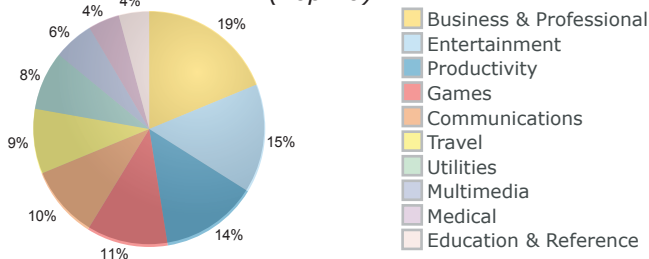
*Windows Mobile Smartphone*

1. MobiTV (streaming television) - \$9.99
2. Ringtone Megaplex (ringtone library) - \$19.95
3. SBSH Facade (Home screen plug-in) - \$14.95
4. SmartphoneNotes (Outlook notes synchronization) - \$17.95
5. Documents To Go (document manager) - \$29.99
6. Agenda One (calendar manager) - \$29.95
7. IM+ (instant messenger) - \$29.95
8. PocketStreamer DELUXE (streaming media) - \$24.95
9. HandiTV (streaming television) - \$24.95
10. Ringo Mobile (ringtone library) - \$24.95

Average Selling Price by Category  
(Top 10)



Sales by Category  
(Top 10)



Top 10 Searches  
(% of Top 100)

