

Handango Yardstick

The mobile content market data source

Windows Mobile Smartphone
January - December 2006
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.17
- Avg. selling price of Smartphone content: \$15.70
- Number of new Smartphone content providers: 130
- Number of new Smartphone content titles: 1,279

Top Smartphone Devices Adding Software

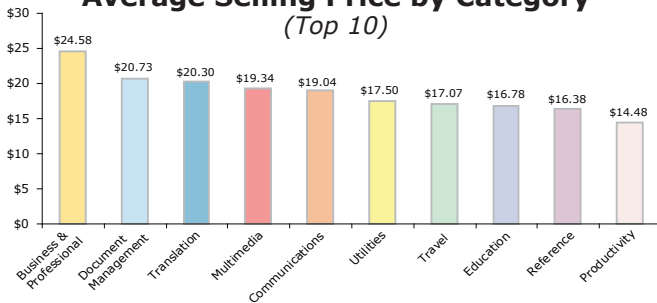
By Revenue:

1. Motorola Q
2. Cingular 2125
3. Motorola i930
4. Qtek 8310
5. T-Mobile Dash
6. Motorola MPx220
7. Audiovox SMT 5600
8. Samsung BlackJack
9. i-mate SP5
10. Cingular 3125

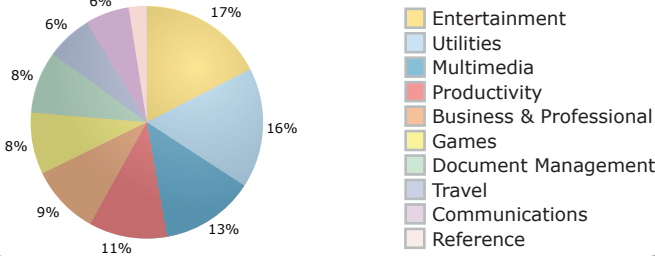
By Units Sold:

1. Motorola Q
2. Cingular 2125
3. Motorola i930
4. Qtek 8310
5. Motorola MPx220
6. Audiovox SMT 5600
7. T-Mobile Dash
8. Samsung BlackJack
9. i-mate SP5
10. T-Mobile SDA

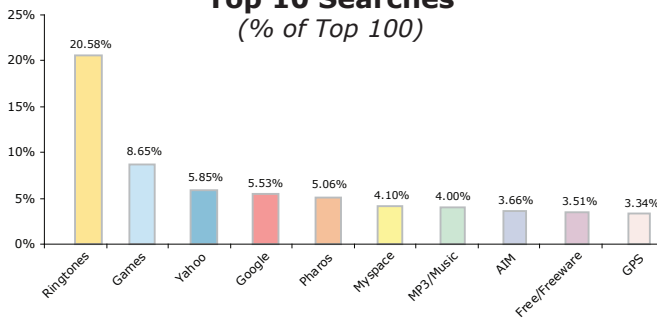
Average Selling Price by Category (Top 10)



Sales by Category (Top 10)



Top 10 Searches (% of Top 100)



Best Sellers for Windows Mobile Smartphone

1. MobiTV (streaming television) - \$9.99
 2. PocketStreamer DELUXE (streaming media) - \$20.95
 3. SBSH Facade (Home screen plug-in) - \$14.95
 4. SmartphoneNotes (Outlook notes synchronization) - \$15.95
 5. IM+ (instant messenger) - \$29.95
 6. Photo Contacts (photo caller ID) - \$19.95
 7. SBSH Papyrus (time manager) - \$17.95
 8. Aces Texas Hold'em - No Limit (poker game) - \$14.99
 9. HandiTV (streaming television) - \$20.95
 10. Jeyo Mobile Extender (SMS messenger) - \$14.95
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11. Photo Contacts PRO (photo caller ID) - \$24.95
 12. Battery Pack Pro (systems monitor) - \$19.99
 13. Notepad Mobile (text editor) - \$19.99
 14. ClearVue Suite (office suite) - \$29.95
 15. eWallet Professional Edition (information security) - \$29.95
 16. Phone Ring (ringtone) - \$1.00
 17. RingtoneExpress (ringtone manager) - \$9.99
 18. PhatNotes (notes organizer) - \$29.95
 19. Microsoft Voice Command (app controller) - \$39.99
 20. Fizz Traveller (travel assistant) - \$22.95
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21. Gun Shots (ringtone) - \$1.00
 22. Fizz Weather (weather monitor) - \$16.95
 23. eXtreme Agenda (PIM enhancement) - \$21.95
 24. Agenda One (time & contact manager) - \$29.95
 25. WorldMate 2006 (travel assistant) - \$39.95
 26. PocketMusic Player (music player) - \$19.95
 27. Smartpong 2 (breakout game) - \$3.95
 28. 1-HomeEdit (Home screen editor) - \$19.99
 29. PocketTV Enterprise Edition (movie player) - \$24.95
 30. Fire Theme (smartphone theme) - \$1.50
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31. SplashID (information security) - \$29.95
 32. Interstellar Flames (action game) - \$6.99
 33. Multiplayer Championship Poker (poker game) - \$19.95
 34. Sudoku Master II (puzzle game) - \$14.95
 35. eWallet (information security) - \$19.95
 36. Jeyo Mobile Companion (SMS manager) - \$14.95
 37. Rampart Chess (chess game) - \$9.95
 38. Beatbox Ringtone (ringtone) - \$1.00
 39. coBIBLE KJV (King James Bible) - \$5.95
 40. Resco Explorer (file explorer) - \$19.95
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41. Home Screen Animation (Home screen plug-in) - \$4.95
 42. RepliGo (document converter) - \$24.95
 43. NewsBreak (RSS news reader) - \$19.95
 44. Gentimer (timer & alarm clock) - \$12.95
 45. Handy Weather (weather monitor) - \$14.95
 46. AudioBay Podcast Player (podcast player) - \$5.95
 47. Resco Pocket Radio (music player) - \$19.95
 48. Webster's New World Dictionary (dictionary) - \$14.95
 49. Memory-Map Weather Radar (weather monitor) - \$9.99
 50. Full Hand Casino (casino game pack) - \$9.95



Background and source information for the Handango Yardstick is available at:
http://www.handango.com/YardStick.jsp?CKey=YardStick_Smartphone2006

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