

Handango Yardstick

The mobile content market data source

Symbian OS™
January - December 2006
Special Edition

Market Metrics

- Avg. number of applications purchased per order: 1.30
- Avg. selling price of Symbian content: \$20.35
- Number of new Symbian content providers: 258
- Number of new Symbian content titles: 3,303

Top Symbian OS Devices Adding Software

By Revenue:

1. Sony Ericsson P910
2. Nokia 9300
3. Nokia N80
4. Nokia N70
5. Sony Ericsson P990
6. Nokia E61
7. Nokia 9500
8. Sony Ericsson P990i
9. Nokia N73
10. Nokia 6680

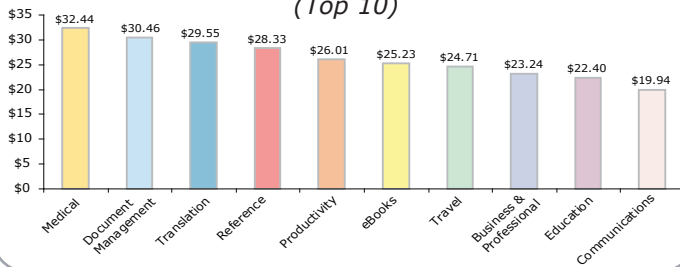
By Units Sold:

1. Sony Ericsson P910
2. Nokia N70
3. Nokia N80
4. Nokia 9300
5. Nokia E61
6. Sony Ericsson P990
7. Nokia 6680
8. Nokia N73
9. Nokia 9500
10. Nokia 6630

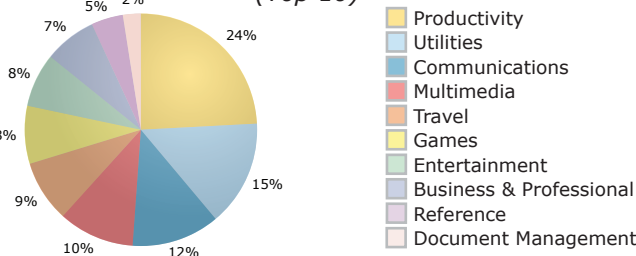
Best Sellers for Symbian OS

1. SmartMovie (video player) - \$27.99
2. ProfiMail (email client) - \$24.99
3. Handy Weather S60 (weather monitor) - \$14.95
4. WorldMate Professional UIQ (travel assistant) - \$74.95
5. Media Studio for Nokia (video player) - \$29.95
6. Handy Safe S60 (information security) - \$29.95
7. Advanced Call Manager S60 3rd Ed. (call manager) - \$19.99
8. WorldMate S60 (travel assistant) - \$34.95
9. IM+ S60 (instant messenger) - \$29.95
10. Media Studio for Sony Ericsson (video player) - \$29.95
11. SBSH Papyrus (time manager) - \$17.95
12. Handy Safe UIQ 3.0 (information security) - \$29.95
13. Remote S60 Professional (remote phone access) - \$24.95
14. WorldMate 9300/9500 (travel assistant) - \$39.95
15. Handy Clock S60 (world clock) - \$19.95
16. Handy Day Professional (productivity tool) - \$38.40
17. Handy Keylock S60 (device lock) - \$4.95
18. Quickoffice Premier ROM Upgrade (office suite) - \$4.99
19. Alarm Manager (enhanced alarm) - \$5.00
20. UltraMP3! (music player) - \$9.99
21. IM+ UIQ (instant messenger) - \$29.95
22. Advanced Call Manager UIQ 3.0 (call manager) - \$19.99
23. Best Full Screen Caller S60 3rd Ed. (caller ID) - \$11.95
24. Handy Tools Pro UIQ 3.0 (productivity suite) - \$74.95
25. Mobiola WebCam S60 (webcam app) - \$11.95
26. Advanced Call Manager 9300/9500 (call manager) - \$19.99
27. Advanced Device Locks S60 3rd Ed. (device lock) - \$11.90
28. Advanced Call Manager S60 (call manager) - \$19.99
29. Handy Safe Pro 9300/9500 (information security) - \$29.95
30. Alarm Manager S60 3rd Ed. (enhanced alarm) - \$7.00
31. Handy Tools Pro S60 (suite of productivity apps) - \$69.95
32. LCG Jukebox (music player) - \$19.99
33. SKY FORCE S60 3rd Ed. (action game) - \$9.98
34. SKY FORCE Reloaded S60 3rd Ed. (action game) - \$9.95
35. Quickoffice Premier (office suite) - \$49.95
36. Handy Day UIQ 3.0 (productivity tool) - \$24.95
37. Zingles Professional S60 3rd Ed. (sudoku game) - \$9.99
38. Chess Professional S60 3rd Ed. (strategy game) - \$12.99
39. Handy Expense S60 (expense manager) - \$12.95
41. Handy Weather UIQ 3.0 (weather monitor) - \$14.95
42. Handy Taskman S60 (task manager) - \$9.95
43. Remote S80 (remote phone access) - \$24.95
44. Handy Alarm S60 (enhanced alarm) - \$9.95
45. SKY FORCE S60 (action game) - \$9.98
46. Best TaskMan S60 3rd Ed. (task manager) - \$6.95
47. Remote P910/P900/P800 (remote phone access) - \$24.95
48. MobiSystems OfficeSuite S60 3rd Ed. (office suite) - \$49.99
49. Can't Stop Solitaires UIQ 3.0 (game library) - \$19.95
50. SplashID S60 (information security) - \$29.95

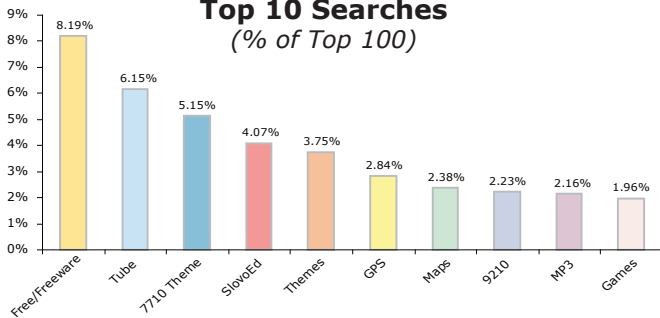
Average Selling Price by Category (Top 10)



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_Symbian2006

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