

# Handango Yardstick

The mobile downloads market data source

Year End Special Edition  
January - December 2008

## Market Metrics

- Avg. number of applications purchased per order: 1.12
- Avg. selling price of mobile content: \$18.93
- Number of new mobile content providers: 1,291
- Number of new mobile content titles: 9,946

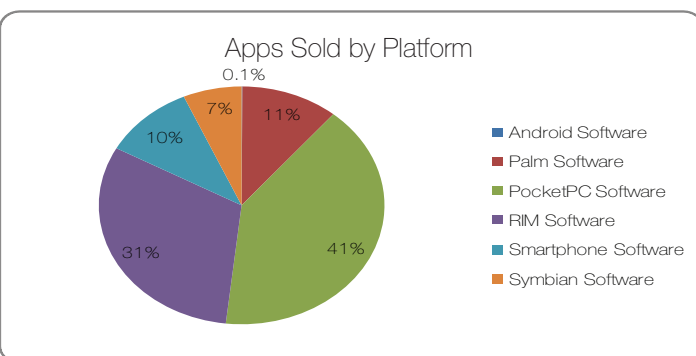
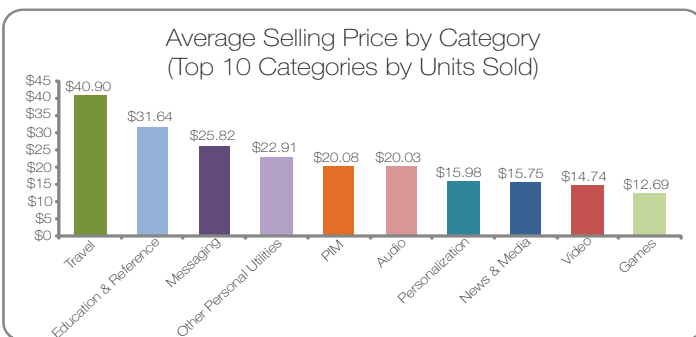
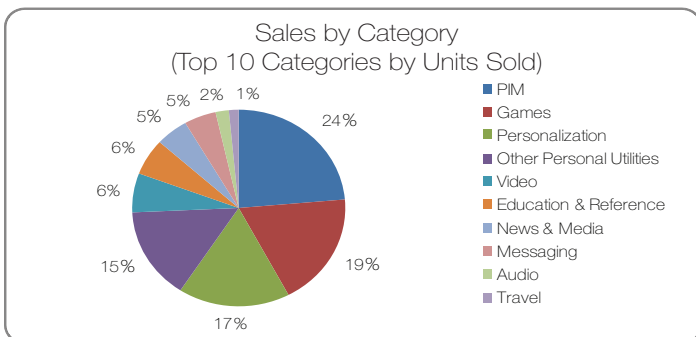
## Top Smartphones Adding Software

By Revenue:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. AT&T Tilt
4. HTC TyTN II
5. Verizon XV6800
6. Verizon BlackBerry Pearl 8130
7. BlackBerry Pearl
8. HTC Touch
9. Nokia N95 (S60 3rd Edition)
10. Verizon BlackBerry Curve 8330

By Units Sold:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. Verizon BlackBerry Pearl 8130
4. AT&T Tilt
5. BlackBerry Pearl
6. HTC TyTN II
7. Verizon BlackBerry Curve 8330
8. Verizon XV6800
9. HTC Touch
10. Nokia N95 (S60 3rd Edition)



## Best Sellers List

### Blackberry

1. Ringtone Megaplex (ringtones) - \$19.95
2. VoiceControl (voice command) - \$6.00
3. Colour Your Trackball (trackball customizer) - \$4.95
4. BBSmart Email Viewer (email viewer) - \$29.95
5. eOffice 4.5 (attachment viewer) - \$29.95

### Palm OS

1. SplashID Desktop (information security) - \$19.95
2. VoiceControl (voice command) - \$6.00
3. PocketMirror Standard (Outlook synchronization) - \$29.95
4. SplashID (information security) - \$29.95
5. Agendus Desktop Edition (Outlook synchronization) - \$39.95

### Symbian OS

1. ProfiMail (email viewer) - \$31.99
2. Handy Weather (weather monitor) - \$24.95
3. Advanced Call Manager (call manager) - \$25.50
4. Quickoffice Premier 5.0 (document manager) - \$49.00
5. X-plore (file manager) - \$11.00

### Windows Mobile Professional (formerly Pocket PC)

1. Spb Mobile Shell 2.1.4 (today screen plug-in) - \$29.95
2. MobiTV (streaming television) - \$9.99
3. Spb Backup 2.0.1 (file backup) - \$24.95
4. Spb Pocket Plus 4.0.2 (today screen plug-in) - \$29.95
5. Pocket Informant 8 (today screen plug-in) - \$29.95

### Windows Mobile Standard (formerly Smartphone)

1. MobiTV (streaming television) - \$9.99
2. Ringtone Megaplex (ringtones) - \$19.95
3. SBSH Facade 1.4 (home screen plug-in) - \$14.95
4. eWallet (Professional Edition) (PIM manager) - \$29.95
5. PocketStreamer DELUXE (streaming media) - \$21.95

### Android

1. IM+ All-in-One Messenger (IM consolidator) - \$19.95
2. TETRIS (puzzle game) - \$9.95
3. SMobile VirusGuard (virus protection) - \$19.99
4. Mobiola Video Studio (video manager) - \$24.95
5. MONOPOLY Here & Now (board game) - \$9.95

