

Handango Yardstick

The mobile downloads market data source

BlackBerry™ Year End Special Edition
January - December 2008

Market Metrics

- Avg. number of applications purchased per order: 1.08
- Avg. selling price of mobile content: \$16.79
- Number of new mobile content providers: 236
- Number of new mobile content titles: 3,365

Top Smartphones Adding Software

By Revenue:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. Verizon BlackBerry Pearl 8130
4. BlackBerry Pearl
5. Verizon BlackBerry Curve 8330
6. BlackBerry Curve 8330
7. BlackBerry Curve 8310
8. BlackBerry Curve 8800
9. BlackBerry Pearl 8130
10. BlackBerry Bold 9000

By Units Sold:

1. BlackBerry 8830 World Edition
2. BlackBerry Curve
3. Verizon BlackBerry Pearl 8130
4. BlackBerry Pearl
5. Verizon BlackBerry Curve 8330
6. BlackBerry Curve 8330
7. BlackBerry Pearl 8130
8. BlackBerry Curve 8310
9. BlackBerry Curve 8800
10. BlackBerry 8703e

Best Sellers List

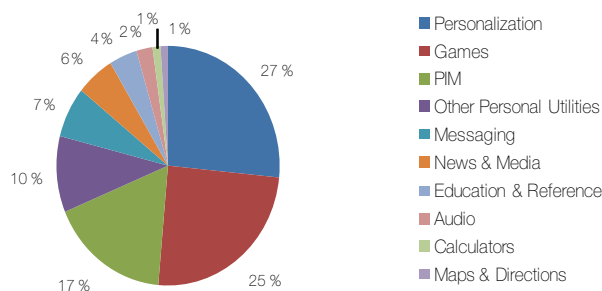
All Categories

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
6. SplashID (information security) - \$29.95
7. The Weather Channel 3 Month (weather monitor) - \$12.99
8. IM+ for Skype (IM consolidator) - \$29.95
9. Voice on the Go - Monthly (voice command) - \$5.99
10. Pimp My Pearl (trackball customizer) - \$4.95
11. Real iBerry Blocks - iBerry Theme (theme) - \$8.50
12. IM+ All-in-One Messenger (IM consolidator) - \$49.95
13. Alltel TV (streaming television) - \$9.99
14. Aces Texas Hold'em® - No Limit (card game) - \$14.99
15. RepliGo Professional (3 Months) (document manager) - \$24.95
16. TETRIS (puzzle game) - \$9.95
17. Ringphonic Lite (ringtone library) - \$6.99
18. Guitar Hero 3 Mobile (music game) - \$8.99
19. Bejeweled (puzzle game) - \$9.95
20. Ascendo Money (finance assistant) - \$29.95
21. Aces Solitaire Pack (card game) - \$14.95
22. MyClock 2.0 (time manager) - \$8.99
23. e-Mobile Today (PIM) - \$20.95
24. e-Mobile Today Professional Edition (PIM) - \$29.95
25. The Sims 2 (strategy game) - \$9.95

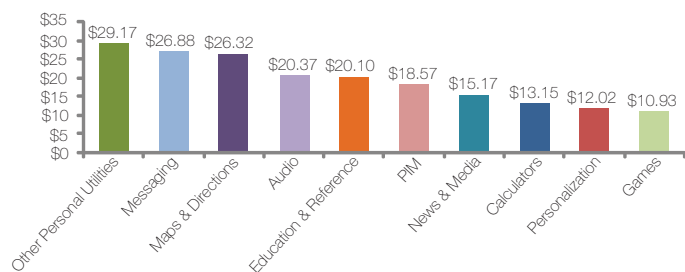
Games

1. Aces Texas Hold'em® - No Limit (card game) - \$14.99
2. TETRIS (puzzle game) - \$9.95
3. Guitar Hero 3 Mobile (music game) - \$8.99
4. Bejeweled (puzzle game) - \$9.95
5. Aces Solitaire Pack (card game) - \$14.95
6. The Sims 2 (strategy game) - \$9.95
7. Jewelrubble 2 (puzzle game) - \$12.95
8. Sudoku Puzzle Pack (puzzle game) - \$7.99
9. Solitaire Buddy Gold (card game) - \$9.95
10. UNO® (card game) - \$14.99

Sales by Category
(Top 10 Categories by Units Sold)



Average Selling Price by Category
(Top 10 Categories by Units Sold)



Top 10 Searches
(% of Top 100)

