

# Handango Yardstick

The mobile downloads market data source

Windows Mobile® Professional  
Year End Special Edition  
January - December 2008

## Market Metrics

- Avg. number of applications purchased per order: 1.18
- Avg. selling price of mobile content: \$19.55
- Number of new mobile content providers: 382
- Number of new mobile content titles: 2,501

## Top Smartphones Adding Software

By Revenue:

1. AT&T Tilt
2. HTC TyTN II
3. Verizon XV6800
4. HTC Touch
5. Verizon Samsung i760
6. Samsung i760
7. HTC Mogul
8. HTC Touch Cruise
9. Samsung Omnia i900
10. HTC Touch Diamond

By Units Sold:

1. AT&T Tilt
2. HTC TyTN II
3. Verizon XV6800
4. HTC Touch
5. Verizon Samsung i760
6. HTC Mogul
7. Samsung i760
8. Samsung Omnia i900
9. HTC Touch Cruise
10. Palm Treo 700wx

## Best Sellers List

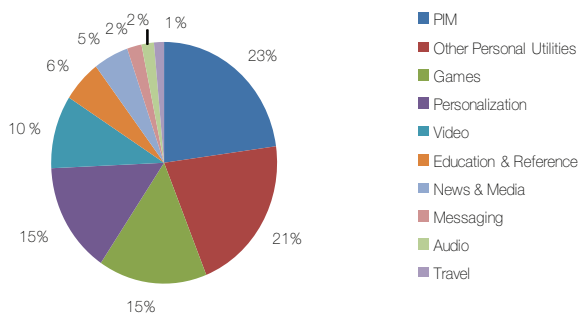
### All Categories

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
6. Spb Phone Suite 1.3 (phone features) - \$19.95
7. eWallet (Professional Edition) (PIM manager) - \$29.95
8. Spb Keyboard 4.1 (keyboard) - \$14.95
9. Spb Wireless Monitor 3 (data usage monitor) - \$19.95
10. SOTI Pocket Controller-Pro V6 (remote control) - \$35.95
11. Spb Time (clock) - \$14.95
12. Ringo Mobile (ringtone manager) - \$24.95
13. PocketCopy (information copier) - \$24.95
14. Spb Diary 2.5 (today screen plug-in) - \$19.95
15. Spb Insight 1.5.1 (news reader) - \$19.95
16. Spb Brain Evolution 1.2 (puzzle game) - \$19.95
17. Microsoft Voice Command 1.6 (voice command) - \$39.99
18. MemMaid 2.3 (memory saver) - \$24.99
19. VoiceControl (voice command) - \$6.00
20. HandiTV (streaming television) - \$21.95
21. Ringtone Megaplex (ringtones) - \$19.95
22. Resco Explorer 2008 (file manager) - \$29.95
23. IM+ All-in-One Messenger (IM consolidator) - \$39.95
24. SplashID (personal ID manager) - \$29.95
25. SBSH PocketWeather (weather monitor) - \$14.95

### Games

1. Spb Brain Evolution 1.2 (puzzle game) - \$19.95
2. Guitar Hero 3 Mobile (music game) - \$6.99
3. Aces Texas Hold'em® - No Limit (card game) - \$14.99
4. Bejeweled 2 (puzzle game) - \$14.99
5. Brain School Brain Trainer (strategy game) - \$19.95
6. All Mobile Casino 3 (casino game) - \$17.95
7. Resco Sudoku (puzzle game) - \$19.95
8. Resco Brain Games (puzzle game) - \$19.95
9. Rampart Chess (chess) - \$12.95
10. Multiplayer Championship Poker Texas Hold'em (card game) - \$19.95

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)

