

Handango Yardstick

The mobile downloads market data source

Palm OS® Year End Special Edition
January - December 2008

Market Metrics

- Avg. number of applications purchased per order: 1.06
- Avg. selling price of mobile content: \$21.91
- Number of new mobile content providers: 105
- Number of new mobile content titles: 442

Top Smartphones Adding Software

By Revenue:

1. Palm Treo 700p
2. Palm Treo 755p
3. Palm Centro
4. Palm Treo 680
5. Palm Treo 650
6. Verizon Palm Centro
7. Verizon Palm Treo 700p
8. AT&T Palm Treo 680
9. Verizon Palm Treo 755p
10. Sprint Palm Treo 755p

By Units Sold:

1. Palm Treo 700p
2. Palm Treo 755p
3. Palm Centro
4. Palm Treo 650
5. Palm Treo 680
6. Verizon Palm Centro
7. Verizon Palm Treo 755p
8. Verizon Palm Treo 700p
9. AT&T Palm Treo 680
10. Sprint Palm Centro

Best Sellers List

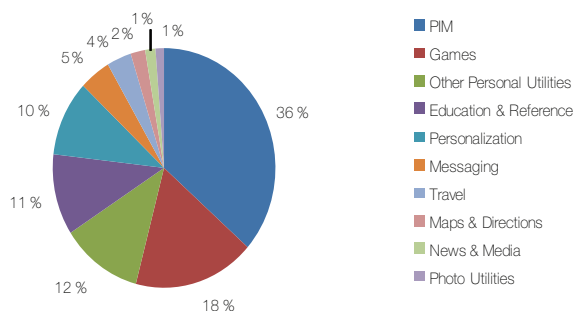
All Categories

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
6. Agendus Professional Edition (Outlook synchronization) - \$39.95
7. SplashID for Desktop (information security) - \$19.95
8. Traffic for Treo Smartphones - One City (traffic monitor) - \$4.99
9. TouchLauncher (app manager) - \$6.99
10. Ringo Pro (ringtone library) - \$29.95
11. PocketMirror Standard Upgrade (Outlook synchronization) - \$19.95
12. eWallet for Windows PCs (personal ID manager) - \$19.95
13. SplashWallet Suite (personal ID manager) - \$59.95
14. Diet & Exercise Assistant (fitness assistant) - \$24.95
15. IM+ All-in-One Messenger (IM consolidator) - \$29.95
16. Ringtone Megaplex (ringtone library) - \$19.95
17. eWallet (Professional Edition) (personal ID manager) - \$29.95
18. Bejeweled 2 (puzzle game) - \$14.99
19. WorldMate Professional Ed. Annual Sub. (travel assistant) - \$74.95
20. Diet & Exercise Assistant Desktop (fitness assistant) - \$14.95
21. Nursing Central (nursing information) - \$159.95
22. The Weather Channel 3 Month (weather monitor) - \$12.99
23. KeySuite (Outlook synchronization) - \$69.95
24. SplashShopper (list manager) - \$29.95
25. SplashMoney Desktop (finance assistant) - \$19.95

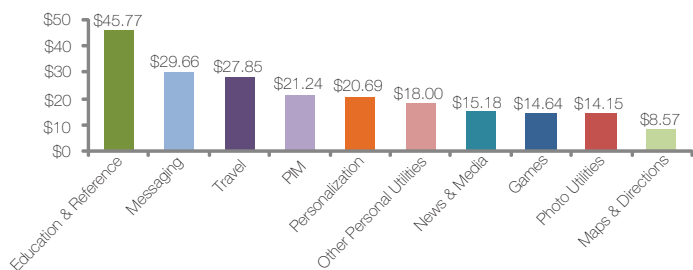
Games

1. Bejeweled 2 (puzzle game) - \$14.99
2. Classic Solitaire (card game) - \$9.95
3. Advanced Brain Trainer, Edition 1 (strategy game) - \$11.95
4. Aces Texas Hold'em® - No Limit (card game) - \$14.99
5. Bubble Pop (puzzle game) - \$14.95
6. Advanced Brain Trainer, Edition 2 (strategy game) - \$11.95
7. Frogger® (board game) - \$14.99
8. Deluxe Sudoku (puzzle game) - \$14.95
9. IntelliGolf Birdie Upgrade (golf game) - \$29.95
10. Par 72 Golf II (golf game) - \$9.99

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)

