

Handango Yardstick

The mobile downloads market data source

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

Market Metrics

- Avg. number of applications purchased per order: 1.02
- Avg. selling price of mobile content: \$17.02
- Number of new mobile content providers: 233
- Number of new mobile content titles: 1,345

Top Smartphones Adding Software

By Revenue:

1. Motorola Q (5.0)
2. Samsung BlackJack II
3. Verizon Motorola Q music 9m
4. T-Mobile Dash
5. Motorola Q 9h
6. Samsung BlackJack
7. Verizon Moto Q 9c
8. Motorola Moto Q 9c
9. Verizon SMT5800
10. HTC S620/621

By Units Sold:

1. Motorola Q (5.0)
2. Samsung BlackJack II
3. T-Mobile Dash
4. Verizon Motorola Q music 9m
5. Motorola Q 9h
6. Samsung BlackJack
7. Verizon Moto Q 9c
8. Verizon SMT5800
9. Motorola Moto Q 9c
10. HTC S620/621

Best Sellers List

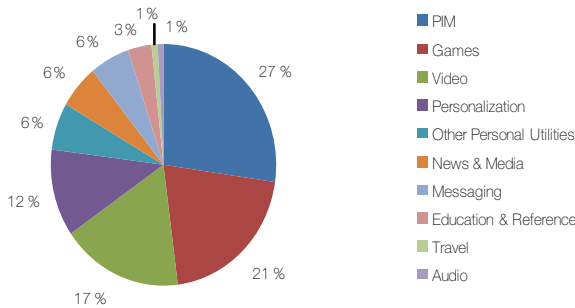
All Categories

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
6. Jeyo Mobile Extender for Outlook (SMS manager) - \$19.95
7. HandiTV (streaming television) - \$21.95
8. Documents To Go Premium Edition (document manager) - \$29.99
9. SmartphoneNotes (note manager) - \$17.95
10. Ringo Mobile (ringtone library) - \$24.95
11. Agenda One (calendar manager) - \$29.95
12. IM+ All-in-One Messenger (IM consolidator) - \$29.95
13. Photo Contacts PRO 5 (call manager) - \$24.95
14. Guitar Hero 3 Mobile (music game) - \$6.99
15. Voice Control (voice command) - \$6.00
16. SplashID (personal ID manager) - \$29.95
17. Resco Smart Radio (radio) - \$19.95
18. Aces Texas Hold'em® - No Limit (card game) - \$14.99
19. PhatNotes 5.3 (notes manager) - \$39.95
20. PocketTV Enterprise Edition (movie player) - \$19.95
21. Jeyo Mobile Companion 2.1 (SMS manager) - \$19.95
22. SBSH Calendar (calendar manager) - \$24.95
23. Pocket Informant 8 (today screen plug-in) - \$29.95
24. SBSH PocketWeather (weather monitor) - \$12.95
25. The Weather Channel 3 Month (weather monitor) - \$12.99

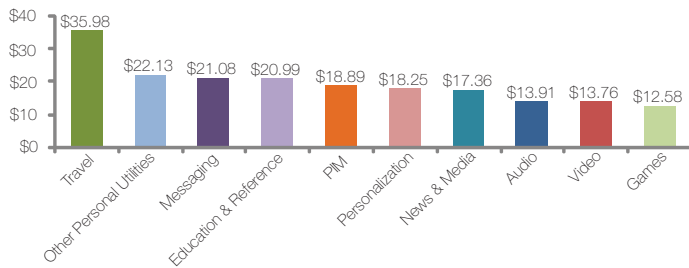
Games

1. Guitar Hero 3 Mobile (music game) - \$6.99
2. Aces Texas Hold'em® - No Limit (card game) - \$14.99
3. Spb Brain Evolution (puzzle game) - \$19.95
4. Par 72 Golf II (golf game) - \$9.99
5. Who Wants to Be a Millionaire (trivia game) - \$9.99
6. Mahjong Solitaire (card game) - \$4.99
7. GuessWord (Hangman) (word game) - \$4.99
8. Brain Freeze Trivia (trivia game) - \$7.95
9. Multiplayer Championship Poker Texas Hold'em (card game) - \$19.95
10. Rampart Chess (chess) - \$12.95

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)

