

Handango Yardstick

The mobile downloads market data source

Symbian OS™ Year End Special Edition
January - December 2008

Market Metrics

- Avg. number of applications purchased per order: 1.20
- Avg. selling price of mobile content: \$23.23
- Number of new mobile content providers: 283
- Number of new mobile content titles: 2,198

Top Smartphones Adding Software

By Revenue:

1. Nokia N95 (S60 3rd Edition)
2. Nokia E90 Communicator
3. Nokia E71
4. Nokia E51
5. Nokia N73 (S60 3rd Edition)
6. Nokia E61i
7. Sony Ericsson P1
8. Nokia N82
9. Nokia E65
10. Nokia E61(S60 3rd Edition)

By Units Sold:

1. Nokia N95 (S60 3rd Edition)
2. Nokia E90 Communicator
3. Nokia E71
4. Nokia E51
5. Nokia N73 (S60 3rd Edition)
6. Nokia N82
7. Nokia E61i
8. Sony Ericsson P1
9. Nokia E65
10. Nokia E61(S60 3rd Edition)

Best Sellers List

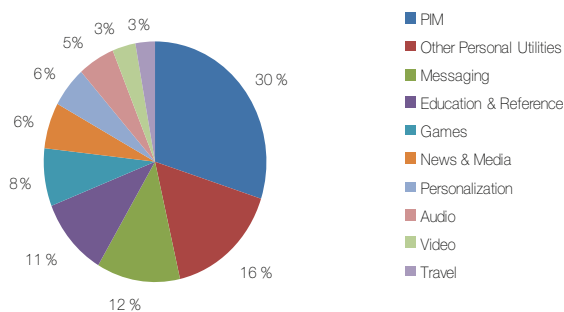
All Categories

1. ProfilMail (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
6. Handy Safe Pro (personal ID manager) - \$44.95
7. IM+ All-in-One Messenger (IM consolidator) - \$29.95
8. WorldMate Professional (travel assistant) - \$49.95
9. Ultimate Voice Recorder (voice recorder) - \$14.95
10. LCG Jukebox (music player) - \$27.99
11. Advanced Device Locks (phone security) - \$15.50
12. IM+ for Skype (IM consolidator) - \$19.95
13. Handy Weather 1-Year Subscription (weather monitor) - \$19.95
14. SBSH Calendar (calendar manager) - \$19.95
15. Handy Calendar (calendar manager) - \$29.95
16. Handy Tools Pack (tools suite) - \$129.95
17. SMS Spam Manager (SMS manager) - \$12.95
18. Resco Photo Viewer (photo manager) - \$14.95
19. Adobe Reader LE v2.5 (attachment viewer) - \$15.00
20. SmartMovie (movie player) - \$27.99
21. Handy Taskman (task manager) - \$19.95
22. Handy Blacklist (call manager) - \$24.95
23. Handy Shell (today screen plug-in) - \$44.95
24. Handy Clock (time manager) - \$19.95
25. Marble Maze (puzzle game) - \$5.99

Games

1. Marble Maze (puzzle game) - \$5.99
2. Top Hits Solitaire Collection (card game) - \$15.95
3. ChessGenius (chess) - \$19.95
4. Sensible Sudoku (puzzle game) - \$14.95
5. SKY FORCE Reloaded (action-adventure game) - \$9.95
6. Chess Professional (chess) - \$14.99
7. Sol Mania (card game) - \$7.99
8. Advanced Brain Trainer, Edition 1 (strategy game) - \$11.95
9. Backgammon Professional (backgammon) - \$14.99
10. MicroPool 2007 (billiards game) - \$9.95

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)

