

# Handango Yardstick

The mobile downloads market data source

First Half 2009

## Market Metrics

- Avg. Order Value: \$17.63
- Number of new mobile content providers: 495
- Number of new mobile content titles: 6,879

## Top Smartphones Adding Software

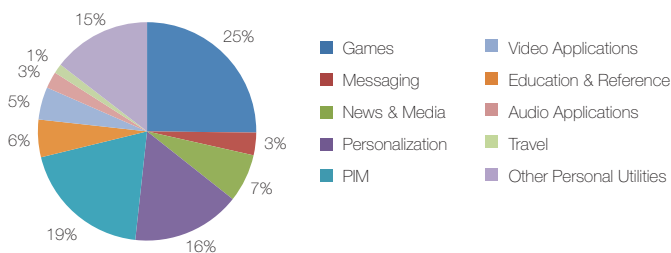
By Revenue:

1. Samsung Omnia i900
2. HTC Touch Pro
3. HTC Touch HD
4. Sony Ericsson XPERIA X1
5. HTC Touch
6. BlackBerry Curve 8330
7. BlackBerry Bold 9000
8. BlackBerry Storm 9500
9. BlackBerry 8830
10. Palm Centro

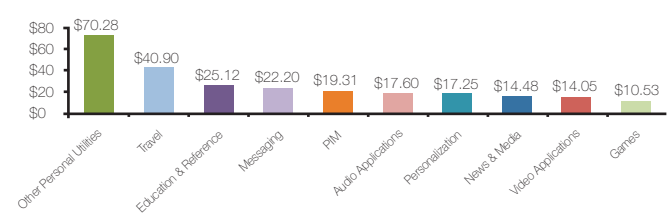
By Units Sold:

1. Samsung Omnia i900
2. BlackBerry Curve 8330
3. BlackBerry Storm 9500
4. HTC Touch Pro
5. HTC Touch
6. BlackBerry Bold 9000
7. HTC Touch HD
8. BlackBerry 8830
9. Sony Ericsson XPERIA X1
10. Palm Centro

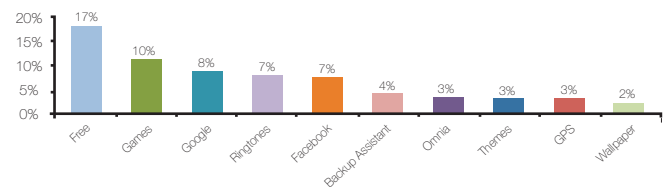
Sales by Category (Top 10 categories by units sold)



Average Selling Price by Category (Top 10 categories by units sold)



Top 10 Searches (% of Top 100)



## Best Sellers List

- Blackberry**
1. Ringtone Megaplex
  2. Alltel TV
  3. Aces Texas Hold'em® - No Limit
  4. Aces Solitaire Pack
  5. The Weather Channel
  6. e-Mobile Today Professional Edition
  7. Pimp My Pearl
  8. Vlingo Plus
  9. Fart Machine!
  10. MONOPOLY Here & Now

- Palm OS**
1. Ringtone Megaplex
  2. PocketMirror Standard
  3. Agendus
  4. Diet & Exercise Assistant
  5. SplashID
  6. VoiceControl
  7. Diet & Exercise Assistant Desktop
  8. TouchLauncher
  9. Agendus Premier Edition
  10. Bejeweled

- Symbian OS**
1. ProfilMail
  2. X-plore
  3. Handy Weather
  4. Handy Safe Pro
  5. Spb Wallet 2
  6. Advanced Call Manager
  7. LCG Jukebox
  8. WorldMate
  9. SmartMovie
  10. Handy Calendar

- Windows Mobile Professional (formerly Pocket PC)**
1. Spb Mobile Shell 3
  2. MobiTV
  3. Spb Weather 2
  4. Spb Backup 2
  5. Spb Wireless Monitor 3
  6. Spb Keyboard 4
  7. Spb Phone Suite 1.3
  8. Spb Wallet 2
  9. Spb Insight 1.5.1
  10. Ringtone Megaplex

- Windows Mobile Standard (formerly Smartphone)**
1. MobiTV
  2. Ringtone Megaplex
  3. Guitar Hero 3 Mobile
  4. HandiTV
  5. Aces Texas Hold'em® - No Limit
  6. The Weather Channel
  7. Ringo Mobile MP3 Ringtones and Text Tones
  8. TETRIS
  9. SBSH Facade 1.4
  10. PocketStreamer DELUXE

- Android**
1. Texas Hold'Em
  2. SimCity Metropolis
  3. MONOPOLY Here & Now
  4. SplashID
  5. Bejeweled
  6. MultiReader
  7. aTAKePhONE
  8. SMobile VirusGuard
  9. TETRIS
  10. IM+ All-in-One Messenger

- Top Developers**
- Overall Top Seller - Spb Software  
 Hottest Newcomer - Vlingo  
 Top Gaming Developer - EA Mobile  
 Top Blackberry Developer - eMobile Software Inc.