

Handango Yardstick

January 2006

The mobile downloads market data source

Market Metrics

- Avg. number of titles purchased per order: 1.82 (-.03)
- Avg. selling price of mobile applications: \$19.24 (+.57)
- Avg. selling price of digital media: \$2.02 (-.06)
- Number of new mobile software vendors: 132
- Number of new mobile applications: 1,094

Top Devices Adding Software

By Revenue (PDA):

1. Dell Axim X51v
2. Palm Tungsten E Series
3. Palm Tungsten T Series
4. Palm TX
5. HP iPAQ hx2000 Series

By Revenue (Phone):

1. Palm Treo 600/650
2. Sony Ericsson P900/P910
3. BlackBerry 7100 Series
4. BlackBerry 7250/7290
5. Palm Treo 700w

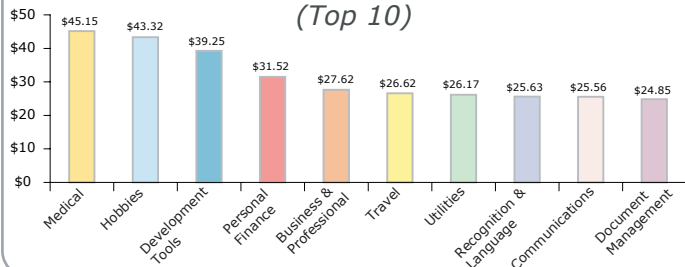
By Units Sold (PDA):

1. Dell Axim X51v
2. Palm Tungsten T Series
3. HP iPAQ hx4700 Series
4. HP iPAQ hx2000 Series
5. Dell Axim X50 Series

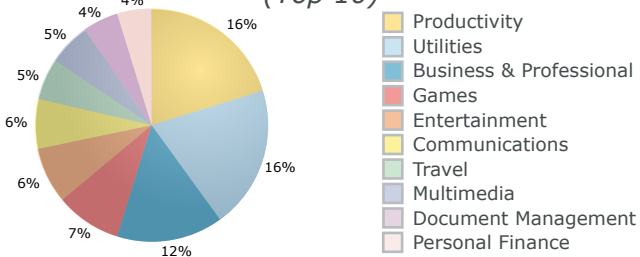
By Units Sold (Phone):

1. Palm Treo 600/650
2. Motorola RAZR V3
3. BlackBerry 7100 Series
4. Sony Ericsson P900/P910
5. Palm Treo 700w

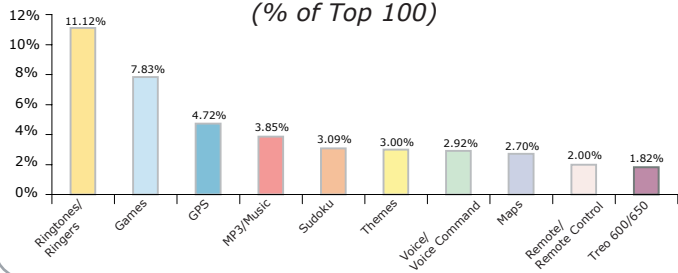
Average Selling Price by Category (Top 10)



Sales by Category (Top 10)



Top 10 Searches (% of Top 100)



Best Sellers Lists

BlackBerry®

1. Ring Tone Megaplex (ringtone library) - \$19.95 =
2. Ascendo Photos (photo manager) - \$29.95 =
3. IM+ (instant messenger) - \$44.95 =
4. Aces Texas Hold'em - No Limit (poker game) - \$14.99 =
5. eSpell (spellchecker) - \$29.95 =
6. MobileVoice Control (voice controller) - \$5.99 **NEW**
7. PocketDay (information manager) - \$19.95 ▲
8. WorldMate (travel assistant) - \$69.95 ▲
9. RepliGo Pro. (attachment viewer) - \$29.95 **NEW**
10. CryptMagic + PC Desktop (information security) - \$34.95 ▼

Palm OS®

1. Treo Voice Dialing (voice activated dialer) - \$19.99 =
2. Agendus Pro. Edition (PIM enhancement) - \$39.95 =
3. AOL (account access) - \$19.95 =
4. SplashID (information security) - \$19.95 ▲
5. PocketCopy (Palm Desktop to Outlook) - \$19.95 **NEW**
6. PocketMirror Std. (Outlook synchronization) - \$29.95 ▼
7. Agendus Std. Edition (PIM enhancement) - \$29.95 ▼
8. SplashMoney (finance manager) - \$29.95 =
9. PocketMirror Std. XT (Outlook synchronization) - \$29.95 =
10. PocketMirror Pro. XT (Outlook synchronization) - \$49.95 ▼

Windows Mobile-based Pocket PC

1. Spb Pocket Plus (customization tool) - \$24.95 =
2. Pocket Informant (PIM enhancement) - \$24.95 **NEW**
3. Microsoft Voice Command (app controller) - \$39.99 =
4. PhatPad (handwriting tool) - \$29.95 **NEW**
5. SBSH PocketBreeze 5 (Today screen plug-in) - \$14.95 ▼
6. CalliGrapher (handwriting tool) - \$39.95 **NEW**
7. Pocket-DVD Studio (DVD/video converter) - \$39.95 ▼
8. eWallet (information security) - \$29.95 **NEW**
9. Battery Pack Pro (systems monitor) - \$29.99 =
10. Resco Explorer (file explorer) - \$24.95 ▼

Windows Mobile-based Smartphone

1. Photo Contacts (contact manager) - \$19.95 =
2. SmartphoneNotes (Outlook synchronization) - \$12.95 ▲
3. SBSH Papyrus (time manager) - \$17.95 ▲
4. Battery Pack Pro (systems monitor) - \$19.99 ▲
5. Jeyo Mobile Extender (Outlook SMS add-on) - \$14.95 ▼
6. ClearVue Suite (office suite) - \$29.95 ▼
7. PocketMusic Player (media player) - \$19.95 ▲
8. eWallet (information security) - \$29.95 **NEW**
9. Interstellar Flames (action game) - \$6.99 ▼
10. Smartpong 2 (breakout style game) - \$3.95 ▼

Symbian OS™

1. SmartMovie (video player) - \$26.99 ▲
2. Weather (weather monitor) - \$14.95 ▲
3. ProfiMail (email client) - \$24.99 ▲
4. Remote Series 60 Pro. (remote phone access) - \$19.95 ▲
5. Alarm Manager (multi-alarm tool) - \$5.00 **NEW**
6. Handy Day Professional (productivity tool) - \$38.40 =
7. WorldMate Pro. Edition (travel assistant) - \$74.95 ▲
8. KeyLocker (key lock tool) - \$5.00 **NEW**
9. Full Screen Caller (enhanced caller ID) - \$11.95 **NEW**
10. Advanced Call Manager (phone book organizer) - \$19.99 ▼

Background and source information for the Handango Yardstick is available at http://www.handango.com/YardStick.jsp?CKey=YardStick_January2006

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