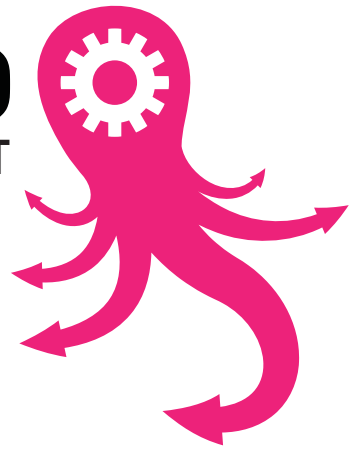


DISTIMO REPORT



June 2010

Apple App Store, BlackBerry App World, Google Android Market,
Nokia Ovi Store, Palm App Catalog and Windows Marketplace

New and noteworthy

This report covers the Apple App Store for iPad, the Apple App Store for iPhone, BlackBerry App World (Worldwide), Google Android Market, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile for May 2010 in the United States. The major findings are:

- » More than 50% of applications are priced below or equal to \$2.00 in all stores, with the exception of BlackBerry App World and Windows Marketplace for Mobile.
- » The average price of all paid applications and the 100 most popular paid applications in the Apple App Store for iPad (\$4.65) is higher than in the Apple App Store for iPhone (\$4.01). However, the average price of the 100 top grossing applications is higher on the Apple App Store for iPhone.
- » Google Android Market has the largest share of free applications (57%) and Windows Marketplace for Mobile has the smallest (22%).
- » Twitter, Inc. published their native application in the Apple App Store and Google Android Market, becoming the monthly number 10 free application in the Apple App Store for iPhone, and the number 6 free application in Google Android Market.
- » Nine out of the ten most popular free applications and eight out of ten most popular paid applications in the Apple App Store for iPhone are games.
- » In the competitive e-reader market, both the iBooks application by Apple, Inc., and the Kindle application by Amazon.com are ranked among the 10 most popular free applications in the Apple App Store for iPad. Apple's application is ranked number one however, and Amazon's application is ranked number ten.
- » Five out of the ten most popular free applications in Windows Marketplace for Mobile are published by Microsoft Corporation.

About Distimo

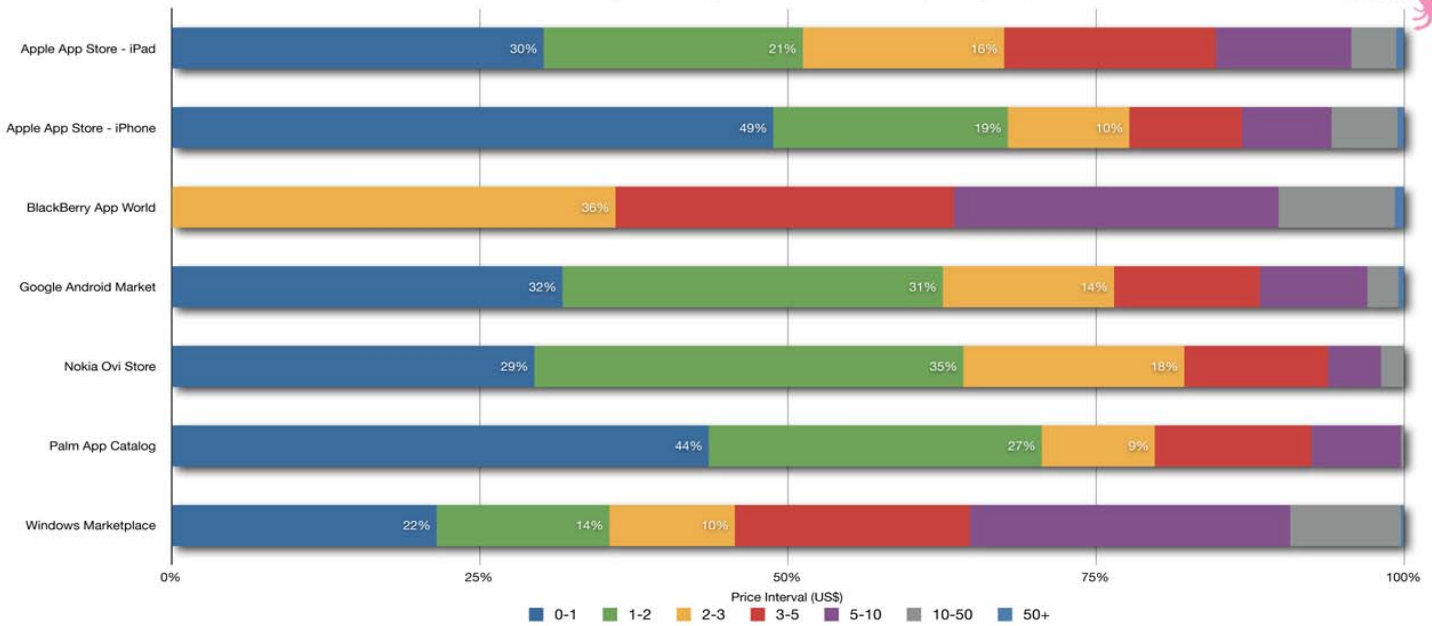
Distimo is an innovative app store analytics company built to solve the challenges created by a widely fragmented app store marketplace filled with equally fragmented information and statistics. Distimo Report provides in-depth reports for companies interested in the mobile application ecosystem providing valuable insight into important trends happening within application stores. Distimo Monitor offers mobile developers a free analytics tool to monitor their own and competitive applications across all app stores, without any adjustments needed to their application's code.

DISTIMO MONITOR



Powerful app store analytics tool for mobile developers.

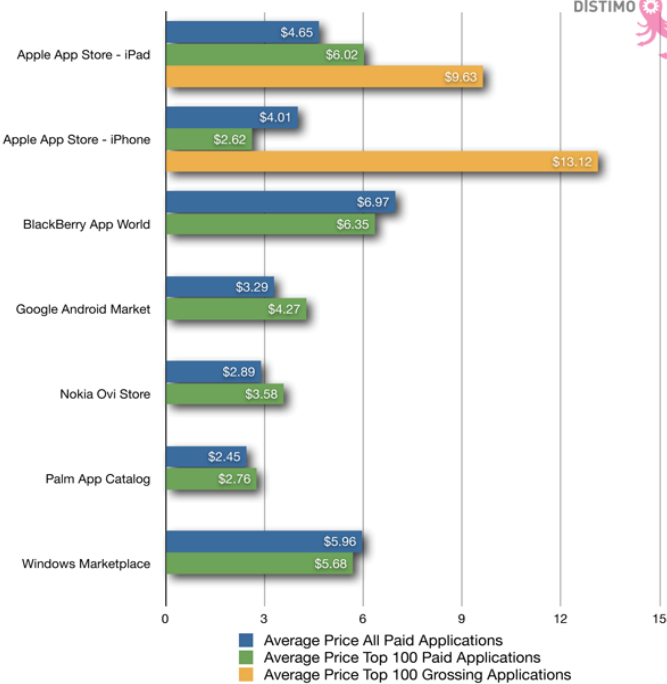
Percentage Of Paid Applications Per Price Interval (US, May 2010)



More than 50% of applications are priced below or equal to \$2.00 in all stores, with the exception of BlackBerry App World and Windows Marketplace for Mobile. Interestingly, the percentage of applications priced \$0.99 (\$0 - \$1) is much higher in the Apple App Store for iPhone than in the Apple App Store for iPad. The percentage of applications priced \$1.99 (\$1 - \$2) is similar between these two stores, while the percentage of applications priced higher than \$3.00 and below or equal to \$10.00 is higher in the Apple App Store for iPad than in the Apple App Store for iPhone. The percentage of applications priced higher than \$10.00 is again higher in the Apple App Store for iPhone than it is in the Apple App Store for iPad.

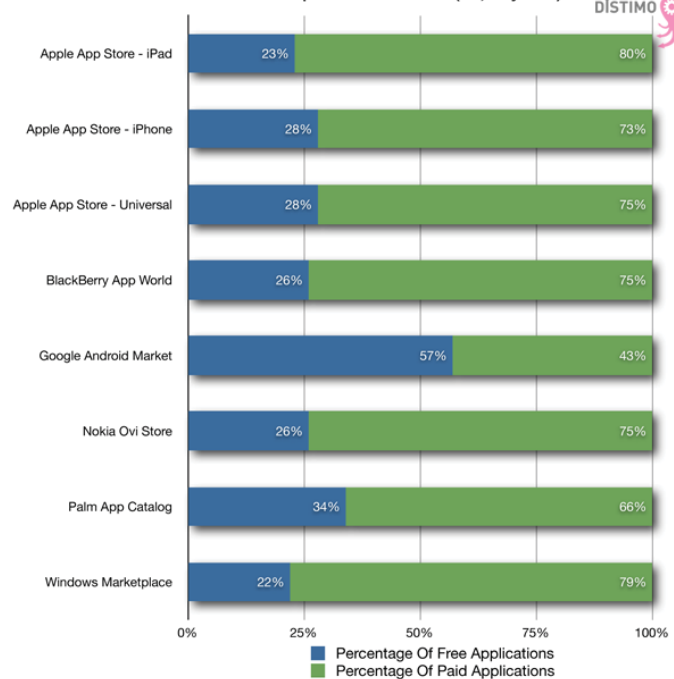
Please note that none of the applications are priced lower than or equal to \$2.00 in BlackBerry App World, because the lowest price point allowed is \$2.99.

Average Prices (US, May 2010)



The average price of all paid applications and the 100 most popular paid applications in the Apple App Store for iPad (\$4.65) is higher than in the Apple App Store for iPhone (\$4.01). However, the average price of the 100 top grossing applications is higher on the Apple App Store for iPhone. This is significantly influenced by several applications that reached the top 100 grossing listings in the Apple App Store for iPhone only. These include iVIP Black (Lifestyle, \$999.99), iRa Pro (Business, \$899.99) and DDS GP (Medical, \$299.99).

Proportion Free vs. Paid (US, May 2010)



Aside from the differences in the percentage of paid applications per price interval between the different stores, there are significant differences between the proportions of free versus paid applications as well. Per the chart above, Google Android Market has the largest share of free applications (57%) and Windows Marketplace for Mobile has the smallest (22%). The large share of free applications in Google Android Market may be influenced by developers from only 9 countries being able to distribute paid applications in Google Android Market, and users from only 13 countries being able to download paid applications (out of the 46 countries where Google Android Market is available). Additionally, users need to register for a Google Checkout account in order to download paid applications in Google Android Market (except for the locations where operator billing is available).

Please note that the sum of the proportion between free versus paid may exceed 100%, due to applications switching from free to paid or vice-versa during the reporting period.

Highest ranked paid applications - Apple App Store for iPad (US, May 2010)

Rank	Application	Publisher	Category	Price
1	Pages	Apple Inc.	Productivity	\$9.99
2	GoodReader for iPad	Good.iWare Ltd.	Productivity	\$0.99
3	Pinball HD	OOO Gameprom	Games	\$2.99
4	Numbers	Apple Inc.	Productivity	\$9.99
5	Todo for iPad	Appigo	Productivity	\$4.99
6	Keynote	Apple Inc.	Productivity	\$9.99
7	Real Racing HD	Firemint	Games	\$9.99
8	MotionX GPS HD	MotionX™	Navigation	\$2.99
9	SCRABBLE for iPad	Electronic Arts	Games	\$9.99
10	WIRED Magazine	Condé Nast Digital	News	\$4.99

Highest ranked free applications - Apple App Store for iPad (US, May 2010)

Rank	Application	Publisher	Category
1	iBooks	Apple Inc.	Books
2	The Weather Channel Max for iPad	The Weather Channel Interactive	Weather
3	Jumbo Calculator	Christopher Weems	Productivity, Utilities
4	Pocket Pond HD	JOHN MOFFETT	Entertainment, Games
5	ABC Player	ABC Digital	Entertainment
6	Netflix	Netflix, Inc.	Entertainment
7	USA TODAY for iPad	USA TODAY	News
8	Virtuoso Piano Free 2 HD	Peterb	Games, Music
9	Racecar	Tribeflame	Games
10	Kindle	Amazon.com	Books

Highest ranked paid applications - Apple App Store for iPhone (US, May '10)

Rank	App	Publisher	Category	Price
1	Angry Birds	Clickgamer.com	Games	\$0.99
2	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	Games	\$0.99
3	Stick Skater	Traction Games	Games	\$0.99
4	Fruit Ninja	Halfbrick Studios	Games	\$0.99
5	Skee-Ball	Freeverse, Inc.	Games	\$0.99
6	Battery Doctor Pro - Max Your Battery Life	Game Lingo	Utilities	\$0.99
7	Gun Builder	Win Sheng Loh	Entertainment, Games	\$0.99
8	RedLaser	Occipital	Utilities	\$0.99
9	The Impossible Game	FlukeDude	Games	\$0.99
10	Talking Carl	Awyse	Entertainment, Games	\$0.99

Highest ranked free applications - Apple App Store for iPhone (US, May 2010)

Rank	Application	Publisher	Category
1	Angry Birds Lite	Clickgamer.com	Games
2	Glass Tower 2	iDevUA	Games
3	Stick Skater LITE	Traction Games	Games
4	Tap Tap Revenge 3 Boost	Tapulous	Games
5	Ow My Balls!	Jetson Creative LLC	Entertainment, Games
6	Mr. Cond Free	TimeBom, LLC	Games
7	Froggy Jump	Invictus	Games
8	Pocket Pond	JOHN MOFFETT	Entertainment, Games
9	Creamy Ice	ThumbFire	Games
10	Twitter	Twitter, Inc.	Social Networking

Highest ranked paid applications - BlackBerry App World (Worldwide, May '10)

Rank	Application	Publisher	Category	Price
1	Upgrade your homescreen to Sky2 LiveScreen	DreamTheme	Themes	\$3.99
2	MemoryBooster - RAM Optimizer	S4BB Limited	Utilities	\$5.99
3	BeBuzz - LED Colors and Audible Reminders	Bellshare GmbH	Entertainment	\$5.99
4	Carbon Fiber Theme	Motek Americas Inc.	Themes	\$3.99
5	Tranquil Garden	Magmic	Themes	\$5.99
6	Tru Luv Theme	Motek Americas Inc.	Themes	\$3.99
7	Widescreen HD Hidden Dock Theme	Motek Americas Inc.	Themes	\$3.99
8	Personal Assistant Premium	Pageonce	Finance	\$6.99
9	ANIMATED LIGHTNING THEME HALF PRICE	Mobstar Media Ltd	Themes	\$2.99
10	Mobile Checkbook	Mobatech	Finance	\$7.99

Highest ranked free applications - BlackBerry App World (Worldwide, May '10)

Rank	Application	Publisher	Category
1	Pandora	Pandora Media, Inc.	Music & Audio
2	Poynt	Multiplied Media Corporation	Maps & Navigation
3	BlackBerry Messenger	Research In Motion Limited	IM & Social Networking
4	FREE Sea Storm Animated Theme	Mobstar Media Ltd	Themes
5	ScoreMobile for BlackBerry	Score Media Ventures	Sports & Recreation
6	Call Control Blacklist Lite	Kedlin Company LLC	Utilities
7	Facebook	Research In Motion Limited	IM & Social Networking
8	QuickPull Free	Steelthorn Software	Utilities
9	WeatherEye	The Weather Network	Weather
10	Imagining Theme	MMMOO	Themes

Highest ranked paid applications - Google Android Market (US, May 2010)

Rank	Application	Publisher	Category	Price
1	Beautiful Widgets	LevelUp Studio	News & Weather	\$1.88
2	MyBackup Pro	rerware.com	Tools	\$4.99
3	ServiceTIME	TPC Solutions, LLC	Productivity	\$1.49
4	Weather & Toggle Widget	Android Apps	News & Weather	\$1.99
5	NewsRob Pro	Mariano Kamp	News & Weather	\$6.30
6	Gentle Alarm	mobitobi	Lifestyle	\$2.13
7	DocumentsToGo Full Version Key	DataViz, Inc	Productivity	\$14.99
8	App Protector Pro	Carrot App Plus	Tools	\$1.99
9	Advanced Task Manager	Arron La	Tools	\$0.99
10	iSyncr for PC	JRTStudio	Multimedia	\$2.99

Please note that application prices in Google Android Market are denoted in the seller's home currency and are converted using the monthly average exchange rate.

Highest ranked free applications - Google Android Market (US, May 2010)

Rank	Application	Publisher	Category
1	Google Maps	Google Inc.	Travel
2	Pandora Radio	Pandora	Multimedia
3	T-Mobile My Account	T-Mobile USA	Tools
4	Movies	Flixster Inc.	Entertainment
5	The Weather Channel	The Weather Channel	News & Weather
6	Twitter	Twitter, Inc.	Social
7	Facebook for Android	Facebook	Social
8	MySpace Mobile	MySpace Mobile	Social
9	US Yellow Pages Search	Yellowbook	Shopping
10	Advanced Task Killer	ReChild	Productivity

Please note that application prices in Google Android Market are denoted in the seller's home currency and are converted using the monthly average exchange rate.

Highest ranked paid games - Google Android Market (US, May 2010)

Rank	App	Publisher	Category	Price
1	Robo Defense	Lupis Labs Software	Arcade & Action	\$2.99
2	Armored Strike Online	Requiem Software Labs, Inc	Arcade & Action	\$3.99
3	Jewellust	Smartpix Games	Brain & Puzzle	\$2.95
4	Radiant	Hexage.net	Arcade & Action	\$2.21
5	GameBoid (GBA Emulator)	yongzh	Arcade & Action	\$3.99
6	Math Workout	Workout Games	Brain & Puzzle	\$4.34
7	Abduction! World Attack	Psym Mobile	Casual	\$1.99
8	SNesoid (SNES Emulator)	yongzh	Arcade & Action	\$3.99
9	Fishin' 2 Go (FULL)	CyxB	Arcade & Action	\$2.25
10	Speedx 3D	HyperBees Ltd.	Arcade & Action	\$1.46

Please note that application prices in Google Android Market are denoted in the seller's home currency and are converted using the monthly average exchange rate.

Highest ranked free games - Google Android Market (US, May 2010)

Rank	Application	Publisher	Category
1	Solitaire	Ken Magic	Cards & Casino
2	Jewels	MHGAMES	Brain & Puzzle
3	Toss It	Boolba Labs LLC	Casual
4	Labyrinth Lite	Illusion Labs	Arcade & Action
5	Robo Defense FREE	Lupis Labs Software	Arcade & Action
6	Sudoku Free	genina.com	Brain & Puzzle
7	Paper Toss	Backflip Studios Inc.	Casual
8	Chess for Android	Aart Bik	Brain & Puzzle
9	WordSearch Unlimited Free	JiuzhangTech Ltd	Brain & Puzzle
10	Real BlackJack	genina.com	Cards & Casino

Please note that application prices in Google Android Market are denoted in the seller's home currency and are converted using the monthly average exchange rate.

Highest ranked paid applications - Nokia Ovi Store (US, May 2010)

Rank	Application	Publisher	Category	Price
1	ShoppingList 2.1	Kilut Oy	Utilities	\$0.99
2	Wave Blazer	Polarbit	Games	\$2.99
3	UNO™	Gameloft SA	Games	\$2.99
4	Sonic Unleashed™	Gameloft SA	Games	\$2.99
5	Quickoffice 6 Mobile Suite	Quickoffice	Business	\$9.99
6	Hip Hop All Star	I-play	Games	\$0.99
7	Astraware Casino	Handmark	Games	\$2.99
8	NBA Pro Basketball 2010	Gameloft SA	Games	\$2.99
9	Piano Touch	Yeni Mobile	Music	\$0.99
10	Farm Frenzy	HeroCraft	Games	\$2.99

Highest ranked free applications - Nokia Ovi Store (US, May 2010)

Rank	Application	Publisher	Category
1	ZumZum	innerActive	Games
2	TuneWiki - Lyrics with Music	TuneWiki	Music
3	The Flashlight + SOS	picoBrothers	Entertainment
4	Opera Mini Web browser	Opera browser	Utilities
5	Netflix 2.0 for Nokia Touch	Netflix	Entertainment
6	High Speed 3D Free	HeroCraft	Games
7	Dictionary & Translation Pro	Lunagames	Reference
8	Earth by Pizero	PiZero Design	Themes
9	Solitaire Touch	Offscreen	Games
10	YouTube	YouTube	Entertainment, Social Networks

Highest ranked paid applications - Palm App Catalog (US, May 2010)

Rank	Application	Publisher	Category	Price
1	mCraig - Mobile Craigslist Browser	SplashData Inc	Lifestyle	\$1.99
2	YouView Visual Voicemail Client	Syntactix LLC	Productivity & Utilities	\$3.99
3	TweetMe - A Fun New Twitter app	Catalyst Media Studios	Social Networking	\$2.50
4	MyQ For Netflix	nexapps.net	Entertainment	\$3.00
5	Tweed	Pivotal Labs, Inc.	Social Networking	\$2.99
6	Twee	Delicious Morsel LLC	Social Networking	\$2.99
7	Mini Golf Wacky Worlds	Glu Mobile	Games	\$2.99
8	LaunchPoint Speed Dial	worthwhileTech	Productivity & Utilities	\$0.99
9	IM+	SHAPE Services	Social Networking	\$2.99
10	Block Breaker	Invasive Bamboo	Games	\$1.99

Highest ranked free applications - Palm App Catalog (US, May 2010)

Rank	Application	Publisher	Category
1	Facebook	Palm, Inc.	Social Networking
2	Pandora Radio	Pandora	Music
3	Block Breaker Lite	Invasive Bamboo	Games
4	Party Sign	Mobigamedepot.com	Lifestyle
5	Kamasutra	Sergiu Dogaru	Entertainment
6	AccuWeather	AccuWeather, Inc.	Weather
7	Audio Blaster	Paschar LLC	Entertainment
8	The Helicopter Game	MojoJungle	Games
9	Translator	MojoJungle	Travel
10	Backgrounds	Stylen Media	Entertainment

Highest ranked paid applications - Windows Marketplace (US, May 2010)

Rank	App	Publisher	Category	Price
1	Scrub	Trinket Software	Communication	\$0.99
2	Meon	Manbolo	Games	\$2.99
3	SPB Mobile Shell	SPB Software Inc.	Tools	\$29.99
4	SPB TV	SPB Software Inc.	Entertainment, Music & Video	\$14.99
5	Reboot	Quantum Concepts	Tools	\$0.99
6	Ultimate Sudoku	Panoramic Software Inc.	Games	\$2.99
7	Asphalt 4: Elite Racing HD	GAMELOFT SA	Games	\$4.99
8	Silly SoundBoard	EdgeWay Software	Entertainment	\$0.99
9	TouchTwit	Philipp Zschoche	Social Networks	\$2.99
10	Scopone	OutSoft	Games	\$7.99

Highest ranked free applications - Windows Marketplace (US, May 2010)

Rank	Application	Publisher	Category
1	Microsoft My Phone	Microsoft Corporation	Tools
2	Windows Live para el Windows Phone	Microsoft Corporation	Communication
3	Facebook for Windows Mobile	Microsoft Corporation	Social Networks
4	Meon Lite	Manbolo	Games
5	SPB Time DEMO	SPB Software Inc.	Productivity
6	Mobile Manager for Netflix	Microsoft Corporation	Entertainment
7	SPB Mobile Shell DEMO	SPB Software Inc.	Tools
8	AP Mobile	The Associated Press	News & Weather
9	MSN Weather	Microsoft Corporation	News & Weather
10	WeatherBug	WeatherBug	News & Weather



Distimo custom reports

Aside from this free monthly report, Distimo produces custom reports capable of providing specific mobile application store analytics that are relevant to your company. Custom reports are currently available for any country worldwide for the Apple App Store for iPhone and iPad, BlackBerry App World, Google Android Market, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile. Additional application stores will be available in the coming months. To get a better idea of the type of data and metrics that Distimo can provide, please visit our Report product page at www.distimo.com/report.

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About Distimo

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