

DISTIMO REPORT



Full Year 2010

Apple App Store - iPad

Apple App Store - iPhone

BlackBerry App World

Google Android Market

Nokia Ovi Store

Palm App Catalog

Windows Marketplace for Mobile

Windows Phone 7 Marketplace

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 is a privately held company based in The Netherlands. Learn more: www.distimo.com

NEW AND NOTEWORTHY

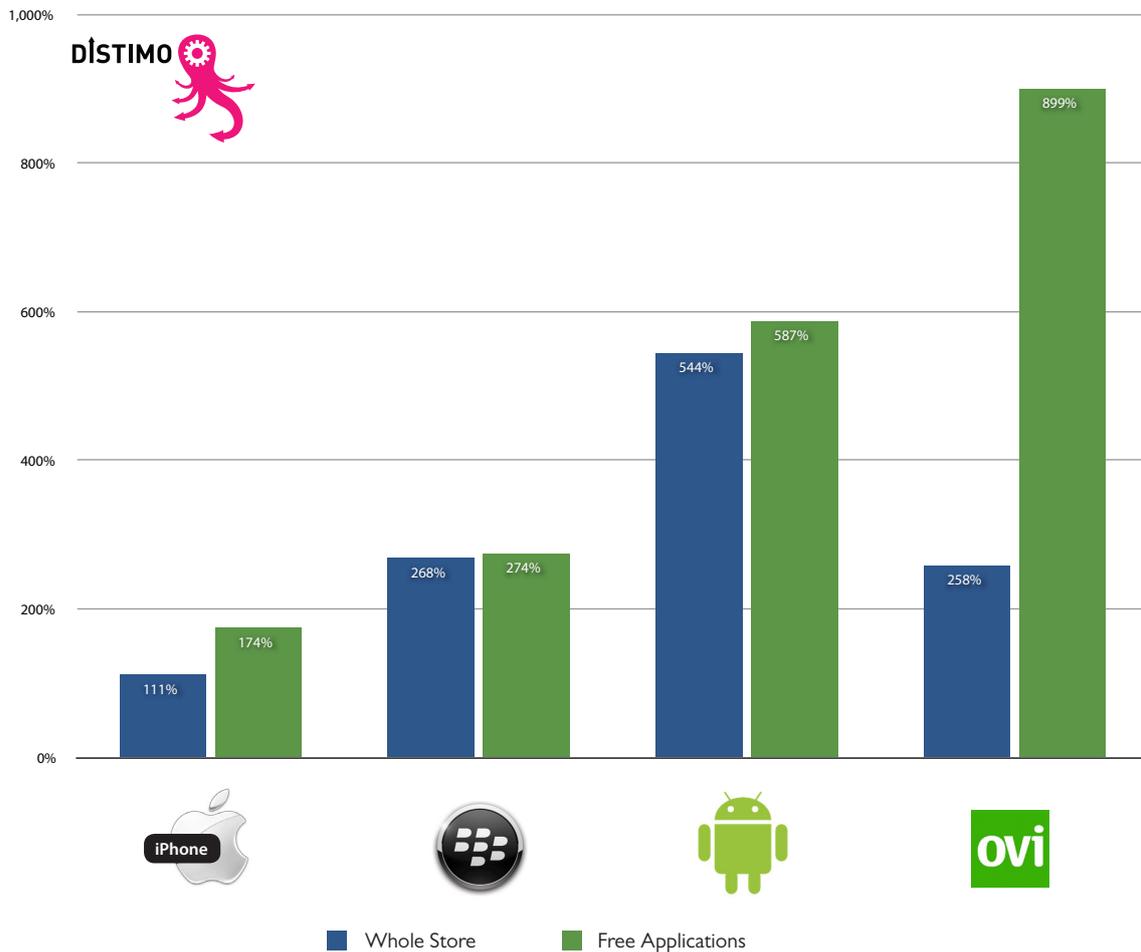
This report covers the Apple App Store for iPad, the Apple App Store for iPhone, BlackBerry App World, Google Android Market, Nokia Ovi Store, Palm App Catalog, Windows Marketplace for Mobile (6.x), and Windows Phone 7 Marketplace for the year 2010, while identifying trends and providing insight into the most popular content of 2010. The major findings are:

- Apple grew the most in 2010 in terms of the absolute number of applications in the United States, however the runner-up's show more growth in terms of percentages. The Apple App Store for iPhone doubled its total during the past year to almost 300,000 applications, while the total number of applications available for Google Android Market today, almost 130,000, is 6 times the number of applications available one year ago. BlackBerry App World and Nokia Ovi Store showed triple digit growth in the last year as well, to nearly 18,000 applications and 25,000 applications, respectively.
- The high download volumes of free applications appear to attract developers to switch to monetization methods other than paid.
- The top 300 free applications in the United States generated, on average, over 3 million downloads each day during December 2010, while only 350,000 paid applications are downloaded daily. However, paid downloads increased almost 30% more than free downloads in the top 300 when comparing the download figures of December 2010 to those of June 2010.
- Comparing June data to that of December in the United States, we see that the share of revenue generated by in-app purchases from the most grossing free applications more than doubled for both the iPhone and iPad. At the same time, it becomes clear that the share of revenue generated by in-app purchases from free applications is much smaller on iPad (15%) compared to iPhone (34%).
- It is important to note that while the proportion of free applications grew, the average price of the applications also declined. A decline in price can be observed in the 100 most popular applications in the Apple App Store for iPhone, BlackBerry App World, Google Android Market and Nokia Ovi Store.

NEW AND NOTEWORTHY

- There seems to be a trend in the Apple App Store for iPhone towards more business oriented applications, reflecting the switch and indicating that increasingly more consumers see the iPhone as a productivity tool. Despite their business reputation, BlackBerry App World attracts more entertainment focused applications. Google Android Market and Nokia Ovi Store show a more balanced category growth.
- The Angry Birds series is the most popular game with a total of six appearances in the top lists of all stores. Facebook is the most popular non-game application with six appearances as well.

Application Store Growth (January - December 2010, United States)

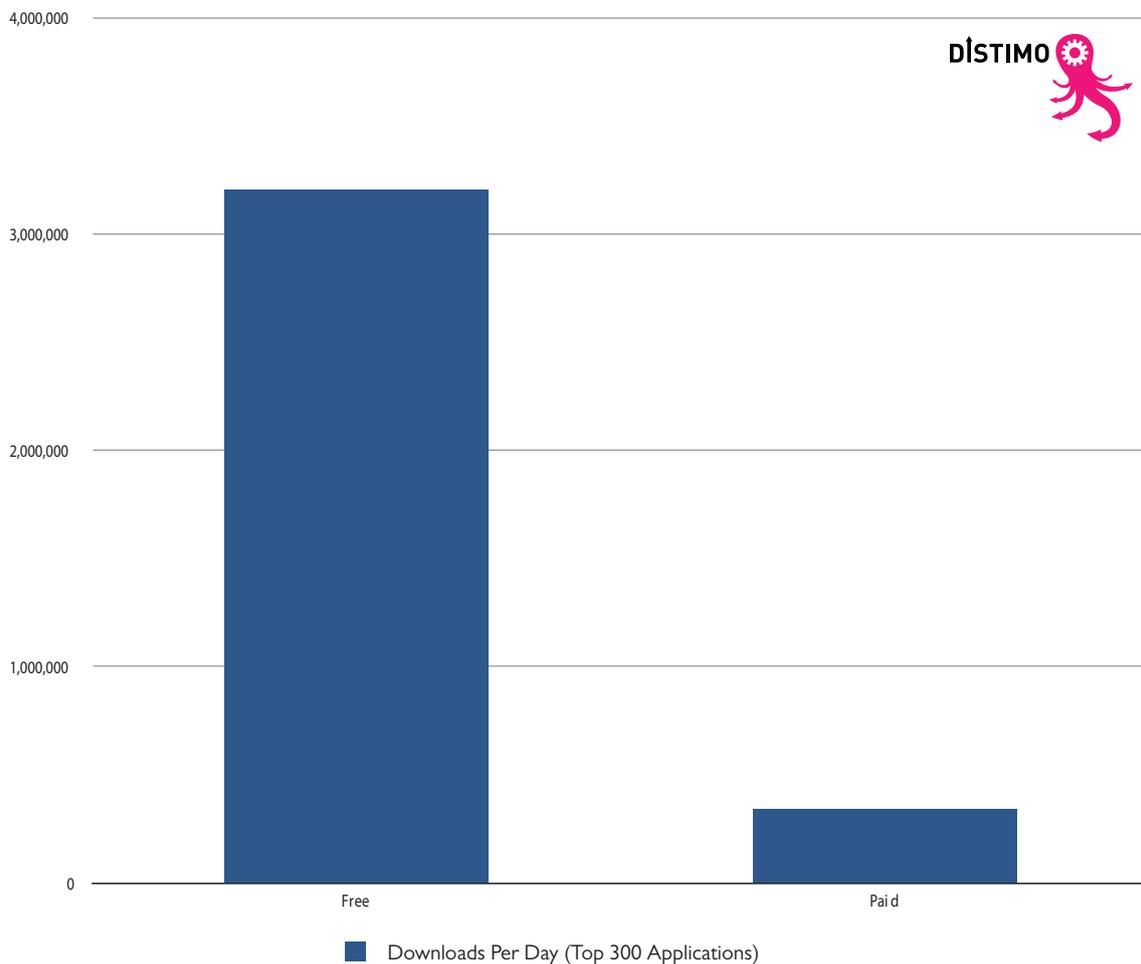


Apple grew the most in 2010 in terms of the absolute number of applications in the United States, however the runner-up's show more growth in terms of percentages. The Apple App Store for iPhone doubled it's total during the past year to almost 300,000 applications (excluding the iPad store), while the total number of applications available for Google Android Market today, almost 130,000, is 6 times the number of applications available one year ago. BlackBerry App World and Nokia Ovi Store showed triple digit growth in the last year as well, to nearly 18,000 applications and 25,000 applications, respectively.

The high download volumes of free applications appear to attract developers to switch to other monetization methods. The number of free applications in the Apple App Store for iPhone and Nokia Ovi Store both showed remarkable growth during 2010 when compared to their overall growth. This remains true even when looking only at free applications that do not employ an in-app monetization model; the number of free applications still grew 44% faster than the overall store.

The extreme difference in growth between free and paid applications in Nokia Ovi Store may be caused by the unavailability of operator billing for a number of those using Nokia Ovi Store.

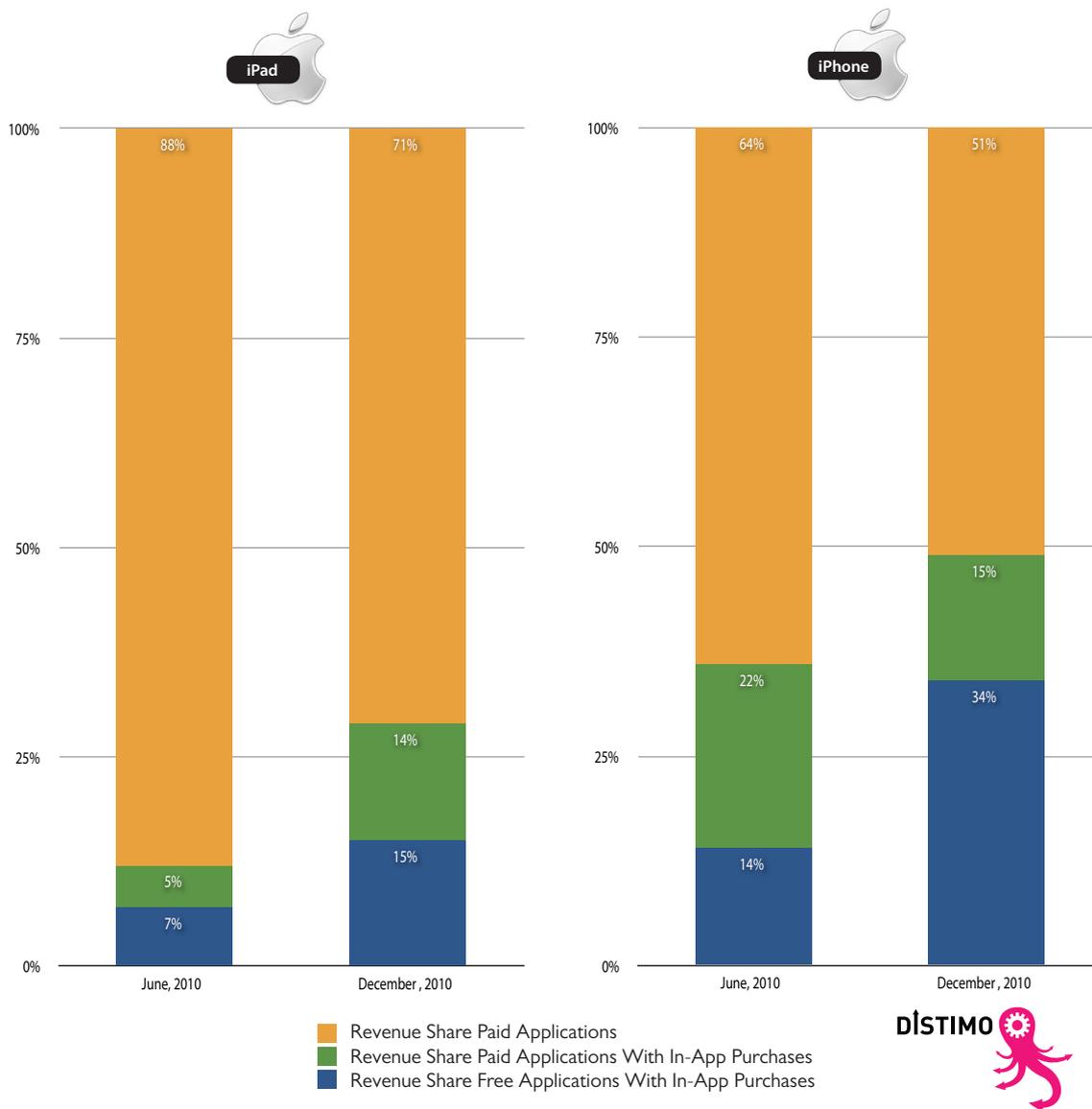
Download Volume - Apple App Store for iPhone (December 2010, United States)



The top 300 free applications generated, on average, over 3 million downloads each day during December 2010, while only 350,000 paid applications are downloaded daily. However, paid downloads increased almost 30% more than free downloads in the top 300 when comparing the download figures of December 2010 to those of June 2010. The increase in download volumes of free and paid applications in the top 300 reveals an interesting contrast in comparison to the increase in the number free and paid applications in the whole store, where the increase of free applications is larger than that of paid applications. Please note that these numbers exclude the downloads during the period after Christmas in order to obtain a view of the downloads on a 'normal' day in December.

*Data is only available starting from June 2010, whereas the rest of the report covers the whole year (jan-dec 2010).

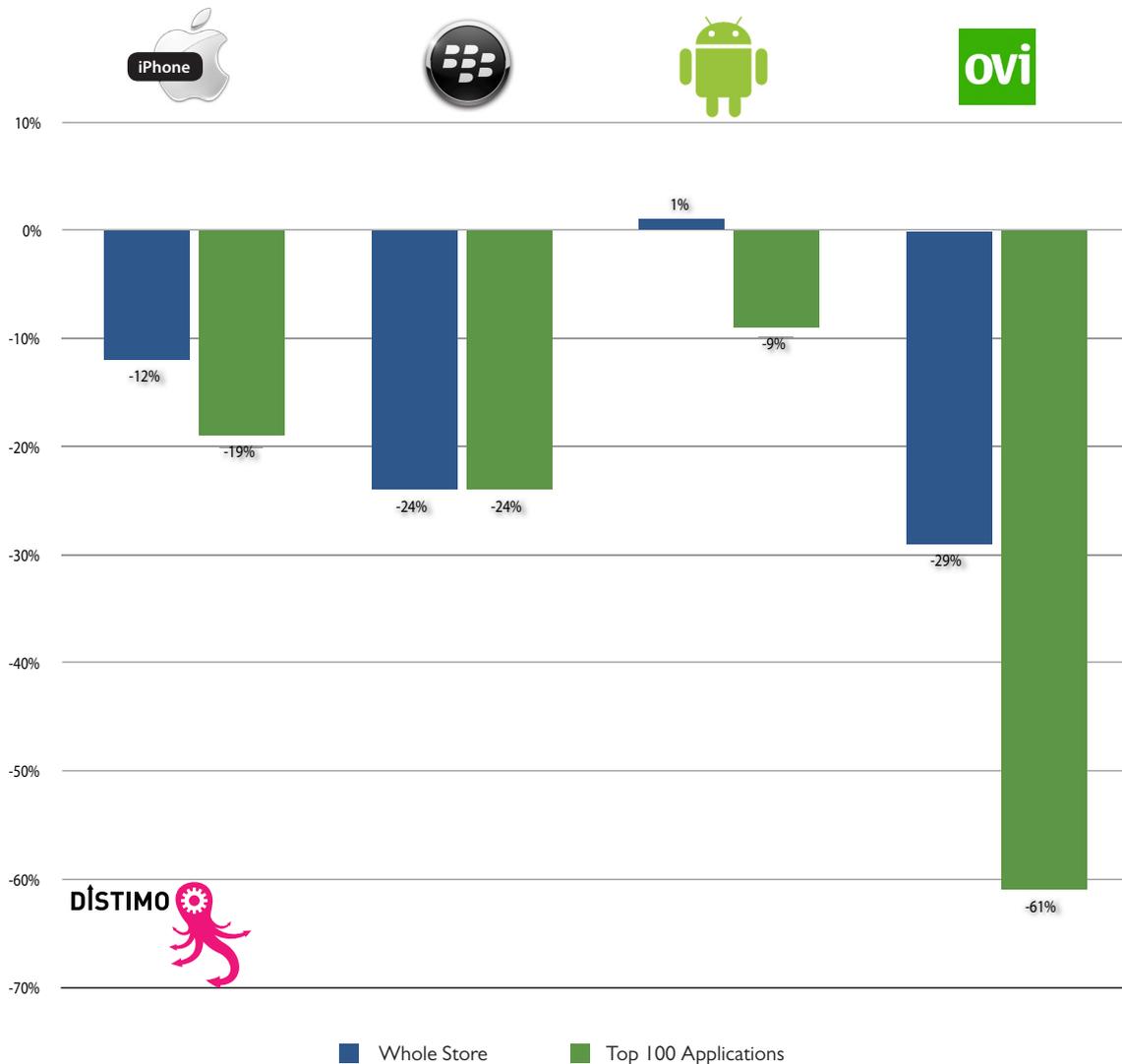
Revenue Share By Monetization Type (United States)



From October 15 2009 onwards Apple enabled in-app purchases, effective as of October 15, 2009 for free applications and of June 17, 2009 for paid applications. The graph above shows the distribution of revenue amongst the highest grossing applications by monetization type. The share of revenue generated by in-app purchases steadily increased over the course of 2010. Comparing June data to that of December, we see that the share of revenue generated by in-app purchases from the highest grossing free applications more than doubled for both the iPhone and iPad. At the same time, it becomes clear that the share of revenue generated by in-app purchases from free applications is much smaller on iPad (15%) compared to iPhone (34%).

*Data is only available starting from June 2010, whereas the rest of the report covers the whole year (jan-dec 2010).

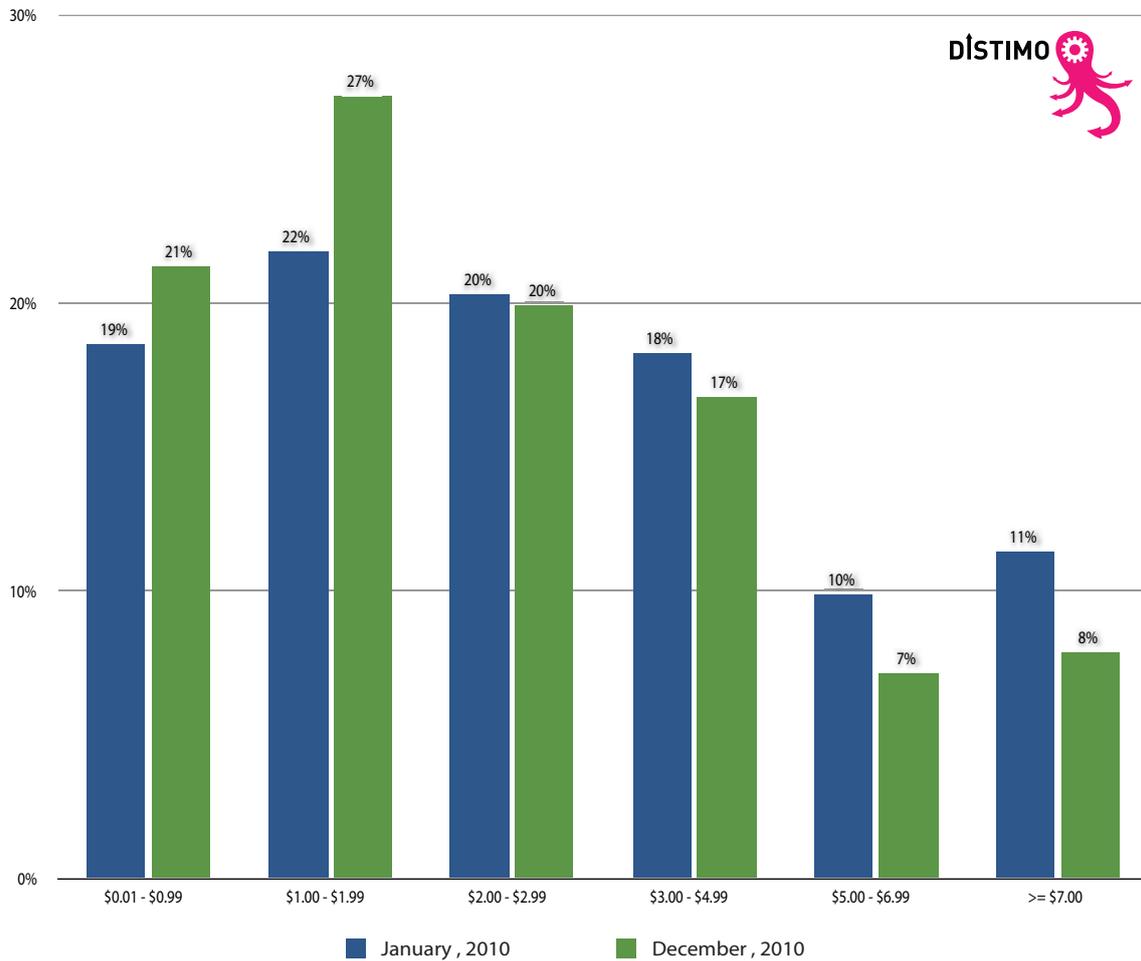
Change In Average Price (January - December 2010, All Countries)



It is important to note that while the proportion of free applications grew, the average price of the applications also declined which may be due to the increase in competition. A decline in price on all four platforms can be observed in the 100 most popular applications, even though the percentages greatly differ. When comparing all applications, the average listing price is lower than it was in January 2010, with the exception of Google Android Market.

Note that there is a difference between the average price of all applications and of the top applications. In BlackBerry App World the price of top applications is significantly lower than all paid applications, with this also happening, to a lesser extent, in the Apple App Store for iPhone. The top applications are more expensive than the average price of all paid applications in the Google Android Market and Nokia Ovi Store. The four application stores became more in line, thus more comparable with each other over the course of the past year.

Price Distribution All Stores (All Countries)



The effect described on the previous page can also be observed in the price distribution. Aggregated data across all four application stores (Apple App Store for iPhone, BlackBerry App World, Google Android Market and Nokia Ovi Store) indicate a shift to the lower price tiers, where the \$1.00 to \$1.99 pricing tier gained popularity over the last year among developers. Although the effect is repeated in each store, individually the pricing policy change of BlackBerry App World (Adding the \$0.01 to \$0.99 and \$1.00 to \$1.99 pricing tier) plays an important role as well.

Please note that each of the stores was equally weighted.

Top 5 growth Categories per Store

United States

Apple App Store for iPhone	111% (average)	BlackBerry App World	268% (average)
Business	186%	Reference & eBooks	733%
Medical	156%	Themes	653%
Lifestyle	145%	Music & Audio	402%
Finance	144%	News	353%
Music	143%	Health & Wellness	243%

Google Android Market	544% (average)	Nokia Ovi Store	258% (average)
Application - Comics	802%	News & Info	1281%
Application - Sports	748%	Sports	1073%
Games - Card & Casino	664%	Business	909%
Application - Entertainment	589%	Music	861%
Application - Health	488%	City guides & Maps	743%

There seems to be a trend in the Apple App Store for iPhone towards more business oriented applications, reflecting the switch and indicating that increasingly more consumers see the iPhone as a productivity tool. Despite their business reputation, BlackBerry App World attracts more entertainment focused applications. Google Android Market and Nokia Ovi Store show a more balanced category growth.

Please note; Google Android Market introduced many new categories, which explains why the growth in Application - Health is lower than the store average. In BlackBerry App World this is the case because of the dominance of the "Reference & eBooks" category; 29% of the total growth was caused purely by this category.



Highest ranked free applications Apple App Store for iPhone

Aggregated over all countries

Rank	Application	Category	Price
1	 Facebook by Facebook	Social Networking	free
2	 Skype by Skype Software S.a.r.l	Social Networking	free
3	 Talking Tom Cat by Outfit7	Entertainment, Games-Kids	+
4	 iBooks by Apple Inc.	Books	free
5	 Windows Live Messenger by Microsoft Corporation	Social Networking	free
6	 Angry Birds Lite by Clickgamer.com	Games-Family, Games-Puzzle	free
7	 Google Mobile App by Google	Reference	free
8	 Twitter by Twitter, Inc.	Social Networking	\$0.00 - \$4.38
9	 Paper Toss by Backflip Studios	Games-Action, Games-Simulation	+
10	 Solitaire by MobilityWare	Games-Card, Games-Casino, Games-Strategy	free

For the iPhone four out of ten applications are in the Social Networking category. Twitter is the only application in the list that has been a paid application in the past. However, it was only popular enough to obtain a 2010 top 10 spot after it became a free application.

⊕ - this application features in-app purchases



Highest ranked paid applications Apple App Store for iPhone

Aggregated over all countries

Rank	Application	Category	Price
1	 Angry Birds by Clickgamer.com	Games-Action, Games-Arcade, Games-Family	\$0.79 - \$2.62
2	 WhatsApp Messenger by WhatsApp Inc.	Social Networking	\$0.79 - \$1.46
3	 Doodle Jump by Lima Sky	Games-Action, Games-Adventure	\$0.79 - \$1.46
4	 Fruit Ninja by Halfbrick Studios	Games-Action, Games-Arcade	\$0.79 - \$1.46
5	 Sleep Cycle alarm clock by Maciek Drejak Labs	Healthcare & Fitness	\$0.79 - \$2.62
6	 Cut the Rope by Chillingo Ltd	Games-Family, Games-Puzzle	\$0.79 - \$1.31
7	 Plants vs. Zombies by PopCap Games, Inc.	Games-Puzzle, Games-Strategy	\$0.79 - \$4.38
8	 AppBox Pro by AllAboutApps	Utilities	 \$0.79 - \$1.46
9	 Bejeweled 2 + Blitz by PopCap Games, Inc.	Books, Games-Family, Games-Puzzle	 \$0.79 - \$4.38
10	 Flight Control by Firemint Pty Ltd	Games-Action, Games-Strategy	\$0.79 - \$1.46

In the 2010 top 10 paid applications the majority of applications are games.

Please note that the exact prices in the table cannot be found in any specific store as these are the averages taken over all currencies, which have then been converted to USD.

 - this application features in-app purchases



Highest ranked free applications Apple App Store for iPad

Aggregated over all countries

Rank	Application	Category	Price
1	 iBooks by Apple Inc.	Books	free
2	 Talking Tom Cat for iPad by Outfit7	Entertainment, Games-Kids	+
3	 VLC Media Player by Applidium	Entertainment	free
4	 Labyrinth 2 HD Lite by Illusion Labs	Games-Arcade, Games-Puzzle	free
5	 Google Earth by Google	Travel	free
6	 Kindle by Amazon.com	Books	free
7	 Real Solitaire Free for iPad by EdgeRift, Inc.	Games-Card	free
8	 Touch Hockey Extreme: FS5 (FREE) by FlipSide5, Inc.	Games-Arcade, Games-Sports	+
9	 Shazam for iPad by Shazam Entertainment Ltd.	Music	free
10	 Calculator for iPad Free by International Travel Weather Calculator	Utilities	+

In contrast to the Apple App Store for iPhone, none of the most popular free applications on the iPad are Social Networking applications.

⊕ - this application features in-app purchases



Highest ranked paid applications Apple App Store for iPad

Aggregated over all countries

Rank	Application	Category	Price
1	 Pages by Apple Inc.	Productivity	\$7.92 - \$13.69
2	 GoodReader for iPad by Good.iWare Ltd.	Productivity	\$0.79 - \$3.99
3	 Angry Birds HD by Chillingo Ltd	Games-Arcade, Games-Family	⊕ \$3.96 - \$6.85
4	 Numbers by Apple Inc.	Productivity	\$7.92 - \$13.69
5	 Keynote by Apple Inc.	Productivity	\$7.92 - \$13.69
6	 Pinball HD by OOO Gameprom	Games-Arcade, Games-Simulation	⊕ \$0.79 - \$3.99
7	 Cut the Rope HD by Chillingo Ltd	Games-Family, Games-Puzzle	\$1.58 - \$2.62
8	 Friendly Plus for Facebook by Oecoway Inc.	Social Networking	\$0.79 - \$6.85
9	 Angry Birds Seasons HD by Rovio Mobile Ltd.	Games-Action, Games-Arcade	\$1.58 - \$2.62
10	 Real Racing HD by Firemint Pty Ltd	Games-Action, Games-Racing	\$7.92 - \$13.69

Of the most popular paid applications on the iPad, the three iWork applications by Apple are all featured in the top 5. This could possibly be seen as an indication that some users are using their iPad as a laptop replacement.

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⊕ - this application features in-app purchases



Highest ranked free applications BlackBerry App World

Worldwide

Rank	Application	Category	Price
1	 BlackBerry Messenger by Research In Motion Limited	IM & Social Networking	free
2	 Pandora by Pandora Media, Inc.	Music & Audio	free
3	 Poynt by Poynt Corporation	Maps & Navigation	free
4	 BlackBerry App World by Research In Motion Limited	Shopping	free
5	 Facebook by Research In Motion Limited	IM & Social Networking	free
6	 ScoreMobile for BlackBerry by Score Media Ventures	Sports & Recreation	free
7	 crunchSMS by crunchSMS	IM & Social Networking	free
8	 WeatherEye by The Weather Network	Weather	free
9	 Sea Storm Animated Theme by Mobstar Media Ltd	Themes	\$0.00 - \$5.99
10	 QuickPull by Steelthorn Software	Utilities	free

Of the most popular free and paid applications for BlackBerry in 2010, there are only two games. The other platforms have more games amongst the most popular applications.



Highest ranked paid applications BlackBerry App World

Worldwide

Rank	Application	Category	Price
1	 BeBuzz - LED Color Customizer by Bellshare GmbH	Entertainment	\$2.99 - \$5.99
2	 MemoryBooster - RAM Optimizer by S4BB Limited	Utilities	\$0.99 - \$7.99
3	 One Touch Flashlight (Uses Camera Light) by The Jared Company	Utilities	\$0.99 - \$3.99
4	 PhotoClub by MMMOOO	Photo & Video	\$0.00 - \$6.99
5	 WhatsApp Messenger by WhatsApp Inc.	IM & Social Networking	\$0.00 - \$2.99
6	 MP3 Ringtone Creator by Javatek Media	Music & Audio	\$1.99 - \$6.99
7	 Shazam Encore by Shazam Entertainment Limited	Music & Audio	\$4.99
8	 Calorie Tracker by LIVESTRONG by LIVESTRONG.COM	Health & Wellness	\$2.99
9	 Bejeweled by Electronic Arts Inc	Games-Puzzles	\$0.99 - \$4.99
10	 Bubble Breaker by Nice Games	Games-Arcade	\$0.99 - \$2.99

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Highest ranked free applications (excluding games) Google Android Market

Aggregated over all countries

Rank	Application	Category	Price
1	 Google Maps by Google Inc.	Live Wallpaper, Travel, Travel & Local, Widgets	free
2	 Facebook for Android by Facebook	Social, Widgets	free
3	 The Weather Channel by The Weather Channel	News & Weather, Weather, Widgets	free
4	 Advanced Task Killer by ReChild	Productivity, Widgets	free
5	 Google Sky Map by Google Inc.	Books & Reference, Reference	free
6	 Barcode Scanner by ZXing Team	Shopping	free
7	 Gmail by Google Inc.	Communication	free
8	 Backgrounds by Stylem Media	Entertainment	free
9	 Twitter by Twitter, Inc.	Social, Widgets	free
10	 Compass by Catch.com	Lifestyle, Productivity, Tools	free



Highest ranked paid applications (excluding games) Google Android Market

Aggregated over all countries

Rank	Application	Category	Price
1	 Beautiful Widgets by LevelUp Studio	News & Magazines, News & Weather,	\$1.31 - \$1.98
2	 MyBackup Pro by Rerware, LLC	Tools	\$4.99
3	 WeatherBug Elite by WeatherBug Mobile	Live Wallpaper, News & Weather, Weather	\$1.99
4	 Weather & Toggle Widget by Android Apps	News & Magazines, News & Weather, Widgets	\$1.49 - \$1.99
5	 DocumentsToGo Full Version Key by DataViz, Inc.	Business, Productivity	\$5.55 - \$19.99
6	 PicSay Pro - Photo Editor by Shinycore	Multimedia, Photography	\$2.64 - \$3.97
7	 SwiftKey Keyboard by TouchType Ltd. US	Productivity	\$0.00 - \$3.99
8	 SetCPU for Root Users by MichaelHuang	Tools, Widgets	\$0.99 - \$1.99
9	 ROM Manager (Premium) by ClockworkMod	Tools	\$1.99 - \$4.99
10	 Advanced Task Manager by Arron La	Tools	\$0.99

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Highest ranked free games (excluding applications) Google Android Market

Aggregated over all countries

Rank	Application	Category	Price
1	 Solitaire by Ken Magic	Games-Cards & Casino	free
2	 Jewels by MHGames	Games-Brain & Puzzle, Games-Casual	free
3	 Sudoku Free by genina.com	Games-Brain & Puzzle	free
4	 Paper Toss by Backflip Studios Inc.	Games-Casual	free
5	 Labyrinth Lite by Illusion Labs	Games-Arcade & Action	free
6	 Toss It by myYearbook.com	Games-Casual	free
7	 Robo Defense FREE by Lupis Labs Software	Games-Arcade & Action	free
8	 Chess for Android by Aart Bik	Games-Brain & Puzzle	free
9	 Angry Birds by Rovio Mobile Ltd.	Games-Arcade & Action	free
10	 WordSearch Unlimited Free by JiuzhangTech Ltd	Games-Brain & Puzzle	free

“Paper Toss”, “Fruit Ninja” and “Angry birds” are among the most popular games on both Android and iPhone. However, on Android “Angry Birds” appears in the top free applications as Android users can download the game for free.



Highest ranked paid games (excluding applications) Google Android Market

Aggregated over all countries

Rank	Application	Category	Price
1	 Robo Defense by Lupis Labs Software	Games-Arcade & Action	\$2.99
2	 Jewellust by Smartpix Games	Games-Brain & Puzzle	\$2.95
3	 Armored Strike Online by Requiem Software Labs, Inc	Games-Arcade & Action	\$2.99 - \$3.99
4	 HOMERUN BATTLE 3D® by Com2uS	Games-Arcade & Action, Games-Sports	\$0.99 - \$4.99
5	 Fruit Ninja by Halfbrick	Games-Arcade & Action	\$0.00 - \$0.99
6	 Fishin' 2 Go (FULL) by CyxB	Games-Arcade & Action	\$1.99 - \$2.50
7	 GameBoid (GBA Emulator) by yongzh	Games-Arcade & Action	\$3.99 - \$4.99
8	 Abduction! World Attack by Psym Mobile	Games-Casual	\$2.09
9	 SNesoid (SNES Emulator) by yongzh	Games-Arcade & Action	\$3.49 - \$3.99
10	 Radiant by Hexage Ltd	Games-Arcade & Action	\$0.93 - \$2.32

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Highest ranked free applications Windows Marketplace for Mobile

Aggregated over all countries

Rank	Application	Category	Price
1	 Facebook for Windows Mobile by Microsoft Corporation	Social Networks	free
2	 Microsoft My Phone by Microsoft Corporation	Tools	free
3	 Meon Lite by Manbolo	Games - Word & Puzzle, Get Smart	free
4	 SPB Mobile Shell DEMO by SPB Software Inc.	Tools	free
5	 MSN Weather by Microsoft Corporation	News & Weather	free
6	 Shazam by Shazam Entertainment Ltd	Music & Video	free
7	 Home Screen Customizer by Chien-Wen Danny Su	Tools	free
8	 Microsoft® Office Mobile 2010 by Microsoft Corporation	Productivity	free
9	 MSN Money by Microsoft Corporation	Business Center, News & Weather	free
10	 Microsoft Tag by Microsoft Corporation	Tools	free

On Windows Marketplace for Mobile 6.x devices the most popular free and paid applications of 2010 are published by only 8 publishers. Microsoft itself is the most featured publisher in the list: six of its applications are amongst the most popular of 2010.



Highest ranked paid applications Windows Marketplace for Mobile

Aggregated over all countries

Rank	Application	Category	Price
1	 SPB Mobile Shell by SPB Software Inc.	Tools	\$28.71 - \$40.50
2	 Meon by Manbolo	Games - Word & Puzzle	\$2.19 - \$3.00
3	 moTweets - Premiere Twitter App by Panoramic Software Inc.	Social Networks	\$0.00 - \$4.16
4	 Asphalt 4: Elite Racing HD by GAMELOFT SA	Games - Driving	\$2.19 - \$7.78
5	 Texas HoldEm Poker by GAMELOFT SA	Games - Card & Casino	\$2.19 - \$7.78
6	 Shazam Encore by Shazam Entertainment Ltd	Music & Video	\$4.38 - \$7.25
7	 Prince of Persia HD by GAMELOFT SA	Games - Action	\$2.19 - \$7.78
8	 MyLight by WebApps, LLC.	Entertainment, Reference	\$0.99 - \$1.28
9	 Panoramic Launchpad by Panoramic Software Inc.	Productivity	\$3.12 - \$4.16
10	 Panoramic Converter Pro by Panoramic Software Inc.	Tools	\$2.19 - \$4.16

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**Highest ranked free applications
Nokia Ovi Store**

Aggregated over all countries

Rank	Application	Category	Price
1	 Skype by Skype	Social Networks, Utilities	free
2	 ZumZum by innerActive	Games-Puzzle	free
3	 High Speed 3D Free by HeroCraft	Games-Action	free
4	 The Flashlight + SOS by picoBrothers	Entertainment, Utilities	free
5	 Earth by Pizero by PiZero Design	Themes	\$0.00 - \$1.84
6	 Opera Mobile 10.1 by Opera Software	Utilities	free
7	 eBuddy Mobile Messenger by eBuddy	Social Networks, Utilities	free
8	 The Train Defender by Playbuff	Games-Action	\$0.00 - \$1.84
9	 Snaptu by Snaptu	Social Networks	free
10	 Dictionary & Translation Pro by Lunagames	Reference	free


**Highest ranked paid applications
Nokia Ovi Store**

Aggregated over all countries

Rank	Application	Category	Price
1	 Light - Pocketlamp by Vanixon GmbH	Utilities	\$0.00 - \$1.84
2	 Armageddon Squadron by Polarbit	Games-Action	\$0.00 - \$4.64
3	 Farm Frenzy by HeroCraft	Games-Arcade	\$0.54 - \$4.64
4	 Quickoffice Premier 6 by Quickoffice	Business, Utilities	\$1.61 - \$20.09
5	 ShoppingList 2.1 by Kilut Oy	Utilities	\$0.00 - \$1.84
6	 ToonWarz by Polarbit	Games-Action	\$0.00 - \$4.64
7	 FingerPrint-V2.8 by ThinkChange	Entertainment	\$0.54 - \$4.64
8	 Animated Theme, Street Fever by MMMOOO	Themes	\$0.00 - \$4.64
9	 nUnLock-V6.0 by ThinkChange	Utilities	\$0.54 - \$6.91
10	 Wave Blazer by Polarbit	Games-Action	\$0.00 - \$4.64

In the Nokia Ovi Store, many of the most popular applications have been free for a certain period. Only the days when an application was paid were used to determine the top paid applications. However, the period when these applications were free could have given these applications a popularity boost.

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Highest ranked free applications Palm App Catalog

Aggregated over all countries

Rank	Application	Category	Price
1	 Facebook by Palm, Inc.	Social Networking	free
2	 TuneIn by RadioTime by RadioTime Inc	Music	free
3	 pRingtones by Crystal Development	Music	free
4	 Bubbles! free by bytesequencing.com	Games	free
5	 The Weather Channel by The Weather Channel	Weather	free
6	 Mazer by Chofter.com	Games	free
7	 Fall-E by Karge Software	Games	free
8	 Convert by Frazer McLean	Productivity & Utilities	free
9	 The Helicopter Game by MojoJungle	Games	free
10	 Fantastic Wallpaper by Appwill Inc.	Entertainment	free



Highest ranked paid applications Palm App Catalog

Aggregated over all countries

Rank	Application	Category	Price
1	 mCraig - Mobile Craigslist Browser by SplashData Inc	Lifestyle	\$0.99 - \$2.55
2	 Tweed by Pivotal Labs	Social Networking	\$0.79 - \$3.97
3	 Angry Birds by Rovio Mobile Ltd	Games	\$1.58 - \$2.63
4	 Notes by Inglorious Apps	Productivity & Utilities	\$1.58 - \$6.41
5	 Sports Live! by More Solutions, LLC	Sports	\$5.82 - \$10.61
6	 SMS MMS Email Emoticons Pro by MyAppCatalog.com	Entertainment	\$1.58 - \$8.58
7	 Twee by Delicious Morsel LLC	Social Networking	\$2.38 - \$3.97
8	 Photo Effects Plus by Rusty Apps	Photography	\$0.79 - \$1.31
9	 Paratrooper by Kaboom Apps	Games	\$0.79 - \$3.96
10	 Shopping Manager by VivaLV Software	Productivity & Utilities	\$1.19 - \$2.24

With Angry Birds having a third position in the most popular application list, the Angry Birds series have a total of six appearances in the top lists of all stores; more than any other game.

Please note that the exact prices in the table cannot be found in any specific store as these are the averages taken over all currencies, which have then been converted to USD.



Highest ranked free applications Windows Phone 7 Marketplace

Aggregated over all countries

Rank	Application	Category	Price
1	 YouTube by Microsoft Corporation	Music & Video	free
2	 Adobe® Reader® by Adobe Systems Inc.	Productivity	free
3	 Facebook by Microsoft Corporation	Social	free
4	 Unite by Microsoft Corporation	Games - Board & Classic	free
5	 Shazam by Shazam Entertainment Ltd	Music & Video	free
6	 Xbox LIVE Extras by Microsoft Game Studios	Games - Xbox Companion	free
7	 Weather by Microsoft Corporation	News & Weather	free
8	 Tetris7 by Sigurd Snørteland	Games - Puzzle & Trivia	free
9	 Google Search by Google Inc.	Tools	free
10	 Flowerz by Microsoft Game Studios	Games - Puzzle & Trivia	free

Please note that all data for Windows Marketplace for Windows Phone 7 is available since November 2010 when Windows Phone 7 was released.



Highest ranked paid applications Windows Phone 7 Marketplace

Aggregated over all countries

Rank	Application	Category	Price
1	 Need for Speed™ Undercover by Electronic Arts	Games - Sports & Racing	\$4.99 - \$6.63
2	 Assassin's Creed™ - Altair's Chronicles HD by Gameloft	Games - Action & Adventure	\$6.99 - \$8.62
3	 Bejeweled™ LIVE by PopCap Games	Games - Board & Classic	\$4.99 - \$6.63
4	 The Harvest™ by Microsoft Game Studios	Games - Action & Adventure	\$6.99 - \$8.62
5	 Tetris® by Electronic Arts	Games - Puzzle & Trivia	\$4.99 - \$6.63
6	 Earthworm Jim HD by Gameloft	Games - Action & Adventure	\$4.99 - \$6.63
7	 Flight Control by Namco Bandai Games	Games - Strategy	\$2.99 - \$3.97
8	 Guitar Hero 5 by Glu	Games - Music	\$6.99 - \$13.25
9	 The Sims™ 3 by Electronic Arts	Games - Strategy	\$6.99 - \$8.62
10	 Monopoly® by Electronic Arts	Games - Board & Classic	\$4.99 - \$6.63

All of the most popular paid applications in Windows Marketplace for Windows Phone 7 devices are games. With four more games among the most popular free applications, Windows Phone 7 users seem to be very game oriented. Prices of these most popular applications are higher compared to those in other stores. For example, Flight Control is only \$0.79 - \$1.46 on iPhone, significantly lower than the price of \$2.99 - \$3.97 on Windows Phone 7.

Please note that all data for Windows Marketplace for Windows Phone 7 is available since November 2010 when Windows Phone 7 was released. The exact prices in the table cannot be found in any specific store as these are the averages taken over all currencies, which have then been converted to USD.

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, Windows Marketplace for Mobile and Windows Marketplace for Windows Phone 7. 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

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 adjustment needed to their application's code.

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