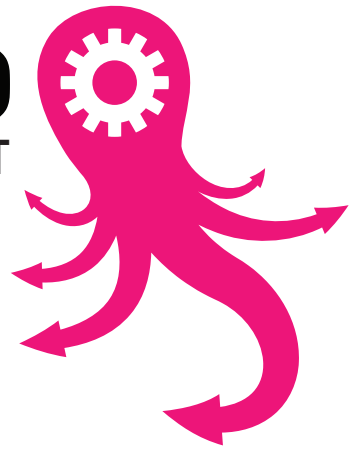


DISTIMO REPORT



January 2010

Apple App Store, BlackBerry App World, Google Android Market
Nokia Ovi Store & Windows Marketplace for Mobile

New and noteworthy

This monthly report focuses on games in Apple App Store, BlackBerry App World, Google Android Market, Nokia Ovi Store and Windows Marketplace for Mobile in the United States. The major findings are:

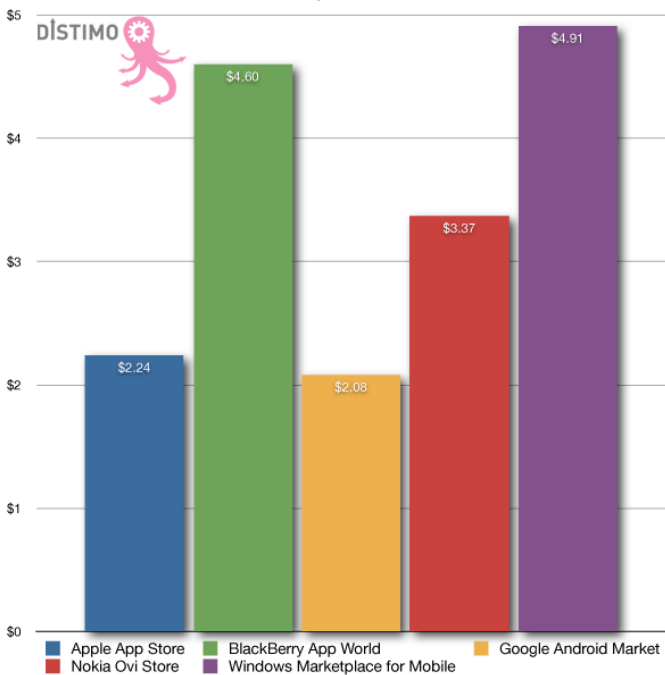
- » Games on Windows Marketplace for Mobile and BlackBerry App World are most expensive at \$4.91 and \$4.60 (on average) respectively.
- » The Games category on the Apple App Store with the most titles available is Puzzle.
- » Games published in the Role Playing category on the Apple App Store are most expensive, averaging \$7.96 per game. Most other game categories average between \$1.30 and \$2.60.
- » 22% of the most grossing game titles in the Apple App Store were published in the Action category. The Arcade and Adventure categories were second and third with 12% and 9%, respectively. Interestingly enough, although the Puzzle category is the largest games category in the Apple App Store, relatively few of these games generate enough revenue to be ranked among the top grossing game titles.

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

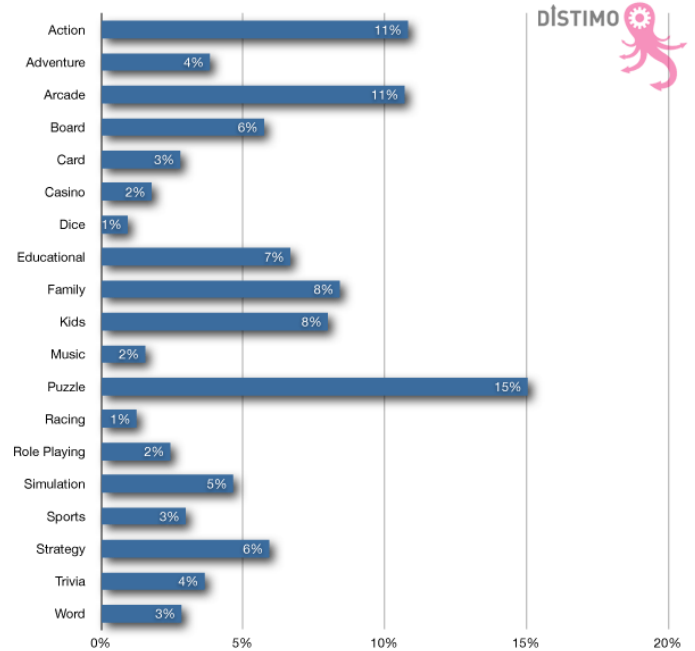
Average Game Prices



The average price of all paid applications published in any Games category in each store is displayed above. Games in Apple App Store and Google Android Market are priced at around \$2.10 - \$2.20. Games in Nokia Ovi Store and BlackBerry App World are much more expensive, averaging \$3.37 and \$4.60 respectively. Games on Windows Marketplace for Mobile are most expensive at \$4.91.

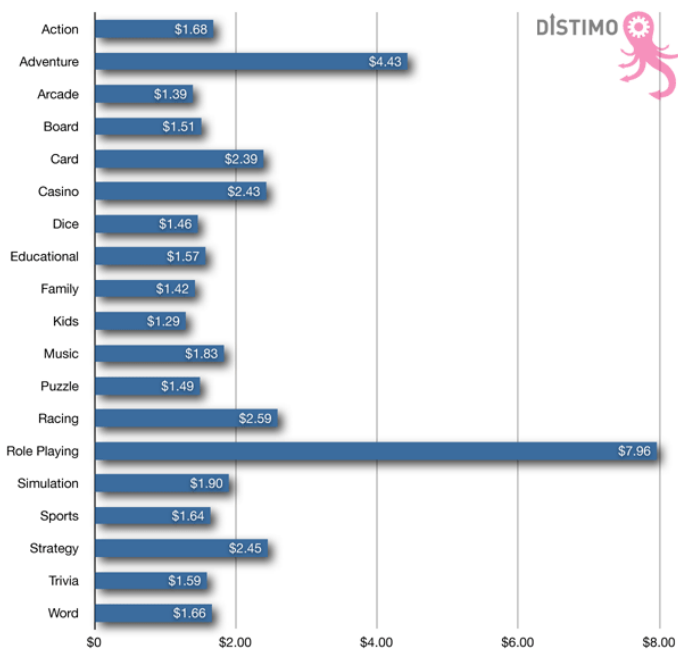
Please note that prices may be influenced by the store's policies which may restrict publishers in choosing their price points, such as Research In Motion's policy to charge at least \$2.99 for applications.

Percentage Of Games Per Category (Apple App Store)



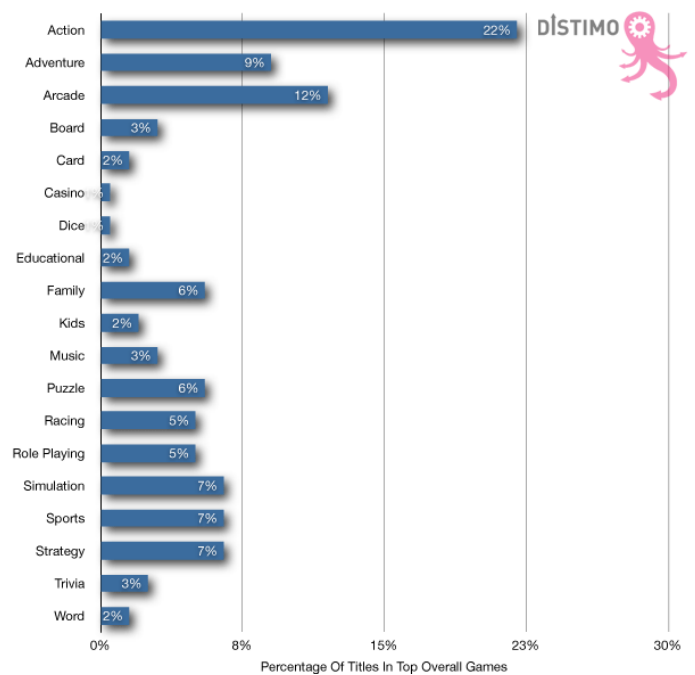
To get a more in-depth view on what types of game titles are popular among publishers we broke down all available games in the categories they are published in. As can be seen above the category that has most game titles is Puzzle, followed by Action and Arcade. Fewest titles are available in the Casino, Dice, Music, Racing and Role Playing categories (<= 2% for each category).

Average Game Category Prices (Apple App Store)



The average price of games broken down by category is displayed above. Titles published in the Role Playing category are most expensive, averaging \$7.96. Adventure titles come second at \$4.43 on average. Most other game categories average between \$1.30 and \$2.60.

Most Grossing Game Categories (Apple App Store)



The average game category prices (on the left) give insight in which type of games are most expensive. To give insight in which types of games generate most revenue, we have broken down the most grossing games to the category they were published in: 22% of the most grossing game titles were published in the Action category, with Arcade and Adventure coming second and third with 12% and 9% respectively. Interestingly enough, although the Puzzle category is the largest games category in the Apple App Store, relatively few of these games generate enough revenue to be ranked among the top grossing game titles.

Highest ranked paid games - Apple App Store (US)

Rank	Application	Publisher	Price
1	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	\$0.99
2	Skee-Ball	Freeverse, Inc.	\$0.99
3	Bejeweled 2	PopCap Games, Inc.	\$2.99
4	Trenches	Thunder Game Works	\$0.99
5	TETRIS®	Electronic Arts	\$2.99
6	THE GAME OF LIFE Classic Edition	Electronic Arts	\$2.99
7	Cartoon Wars-Gunner	BLUE GNC	\$0.99
8	Frogger	Konami Digital Entertainment	\$0.99
9	Paper Toss: World Tour	Backflip Studios	\$0.99
10	Glow Hockey	Natenai Ariyatrakool	\$0.99

Highest ranked free games - Apple App Store (US)

Rank	Application	Publisher
1	Glow Hockey FREE	Natenai Ariyatrakool
2	iDragPaper FREE	Coconut Island
3	Tap Tap Revenge 3	Tapulous
4	Falling Balls	BIT-101
5	Bungee Stickmen - 2010: Space Edition (FREE)	Poulet Maison Ptd Ltd
6	ROCK BAND FREE	Electronic Arts
7	Jungle Crash Land	Donut Games
8	Paper Toss	Backflip Studios
9	Traffic Rush	Donut Games
10	FallDown!	Hannes Jensen

Highest ranked paid games - BlackBerry App World (US)

Rank	App	Publisher	Price
1	Bubble Army	Second Gear Games	\$4.99
2	Air Traffic Control	Mobigloo LLC	\$4.99
3	Druglord Wars	Epic Applications	\$2.99
4	Next Dual Pack	Mobigloo LLC	\$4.99
5	Bubble Breaker	Wheeler Partners Corp.	\$2.99
6	Parking Lot	Tafasa	\$2.99
7	Bejeweled	Electronic Arts Inc	\$4.99
8	Fierce Towers	Nickel Buddy LLC	\$4.99
9	Bubble Defense	Second Gear Games	\$2.99
10	The Oregon Trail	Gameloft inc.	\$4.99

Highest ranked free games - BlackBerry App World (US)

Rank	Application	Publisher
1	Ka-Glom - Free	Magmic
2	GT Blackjack Online	Golden Thumb Inc.
3	GT LinkFour Online	Golden Thumb Inc.
4	Blocked Traffic Free	Igor Shitarev
5	Flight Path	Tafasa
6	Beach Party	Cellufun Inc
7	Pixelated	Ebscer
8	MobilePets Online	Cellufun Inc
9	GT Warship Online	Golden Thumb Inc.
10	Bubble Defense Demo	Second Gear Games

Highest ranked paid games - Google Android Market (US)

Rank	Application	Publisher	Price
1	Robo Defense	Lupis Labs Software	\$2.99
2	Gang Wars - 40 Respect Points	The Game Boss	\$3.50
3	Armored Strike	Requiem Software Labs, Inc	\$3.99
4	Gang Wars - 10 Respect Points	The Game Boss	\$1.00
5	Jewellust	Smartpix Games	\$2.95
6	Fishin' 2 Go (FULL)	CyxB	\$1.99
7	SNesoid (SNES Emulator)	yongzh	\$3.49
8	Radiant	Hexage.net	\$2.42
9	Nesoid (NES emulator)	yongzh	\$2.99
10	GameBoid (GBA Emulator)	yongzh	\$3.99

Highest ranked free games - Google Android Market (US)

Rank	Application	Publisher
1	Solitaire	Ken Magic
2	PAC-MAN by Namco (FREE!)	Namco Networks
3	Jewels	MHGames
4	Sudoku Free	genina.com
5	Labyrinth Lite	Illusion Labs
6	Tic Tac Toe (Old)	PosiMotion LLC.
7	Chess for Android	Aart Bik
8	Robo Defense FREE	Lupis Labs Software
9	Poke A Mole	SOFTWARE INDUSTRIAL CO., LTD
10	BreakTheBlocks Lite	snctnSoftware

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 - Nokia Ovi Store

Rank	Application	Publisher	Price
1	Tic-Tac-Toe Touch	Offscreen	\$1.99
2	Disks Touch	Offscreen	\$1.99
3	BlockGO	FrienzPlay	\$0.99
4	Fifteen Touch	Offscreen	\$1.99
5	Solo Noble Touch	Offscreen	\$1.99
6	The Sims 3	Electronic Arts	\$1.99
7	MicroPool S60	Botond FM	\$4.99
8	Speed Tester Touch	Offscreen	\$1.99
9	Farm Frenzy	HeroCraft	\$2.99
10	Million Dollar Poker	Gameloft SA	\$2.99

Highest ranked free games - Nokia Ovi Store (US)

Rank	Application	Publisher
1	Froga	innerActive
2	Fruity Raccoon	innerActive
3	Backcountry Ski Lite	RESETgame
4	ZumZum	innerActive
5	Labyrinth Lite	Offscreen
6	Lost Ball	innerActive
7	Spin The Bottle Touch	Offscreen
8	Wamwam	innerActive
9	Brain Tester 24-Pack Demo	DigitalChocolate
10	BlockGO Lite	FrienzPlay



Distimo custom reports

Next to this free monthly report, Distimo delivers custom reports aimed at providing the specific mobile application store analytics that are relevant to your company. Currently, custom reports are available for the Apple App Store, Google Android Market, BlackBerry App World, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile, for any country worldwide. Other application stores will be available in the next months. To get an idea of what kind of metrics we can provide, please visit our Report product page at www.distimo.com/report.

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