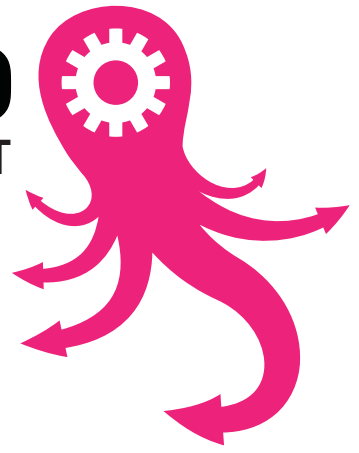


DISTIMO REPORT



Special iPad Report

Apple App Store - iPad And iPhone

New and noteworthy

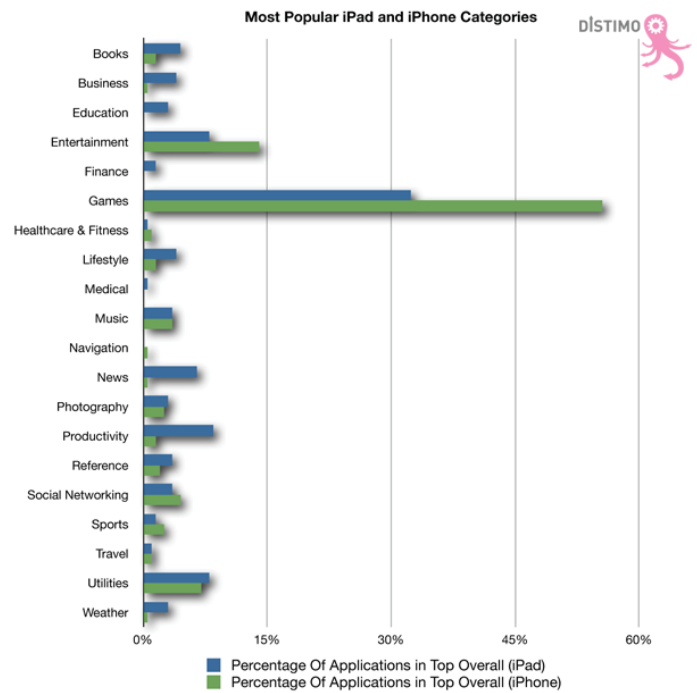
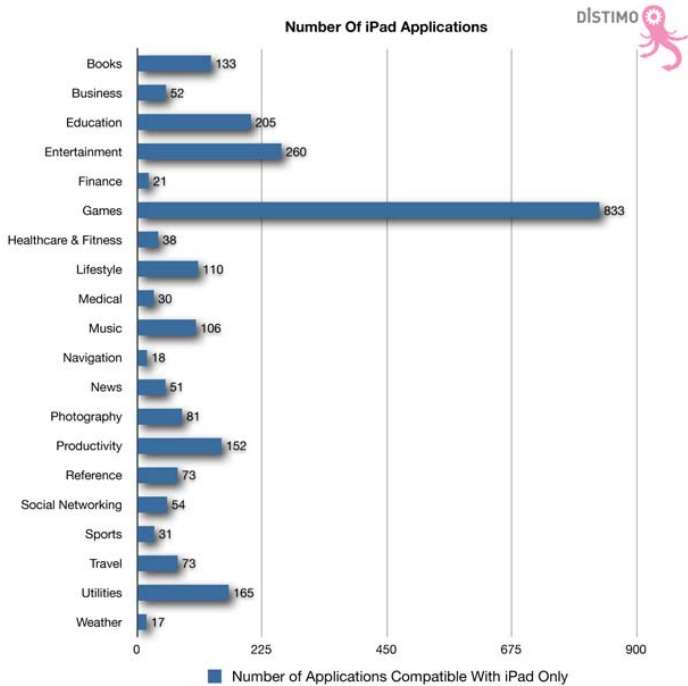
The Apple App Store for iPad was officially launched along with the iPad on April 3, 2010. This report covers the Apple App Store for iPad and iPhone in the United States as of April 6, 2010. The major findings are:

- » In total, there are 2,385 applications that are available exclusively for the iPad. The largest category on the iPad is Games with 833 titles (35%), followed by Entertainment and Education with 260 and 205 titles, respectively.
- » Games and Entertainment applications are more popular on the iPhone than on the iPad: 70% of the most popular applications on the iPhone are published in either one of those categories, compared to 40% on the iPad.
- » 83% of applications on the iPad are paid, while only 73% of all applications are paid on the iPhone. The average price of all paid applications that are solely compatible with iPad is \$3.61 compared to \$3.55 for applications compatible with iPhone.
- » Medical applications are most expensive on both the iPad (\$9.39) and iPhone (\$10.73). On the contrary, Education (\$9.10), Healthcare & Fitness (\$4.41), Music (\$6.86) and Sports (\$4.95) applications are significantly more expensive on the iPad. Books are currently cheaper on the iPad than on the iPhone which may be influenced by the iBookstore availability on the iPad.

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.

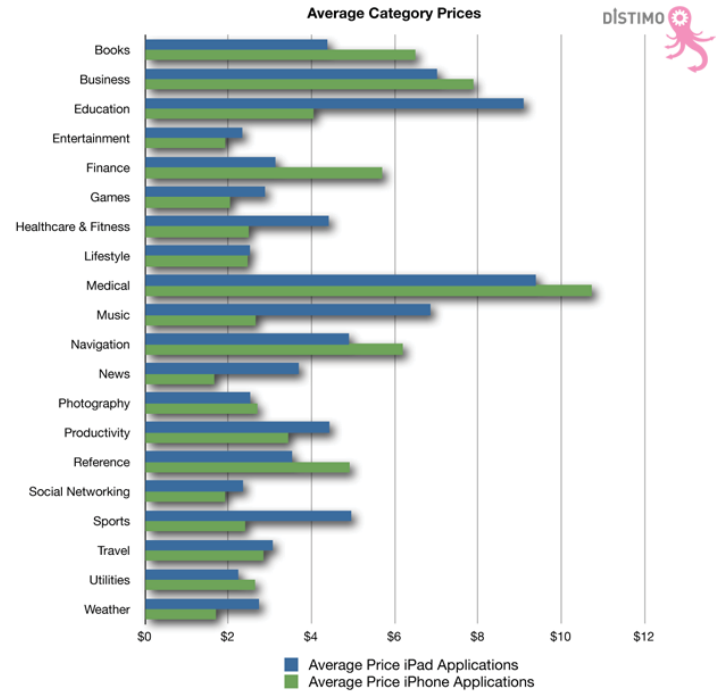
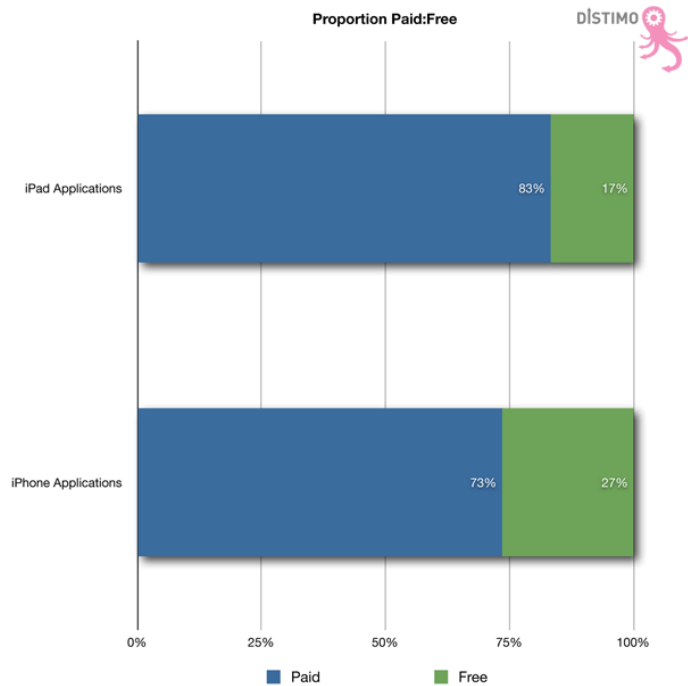
Distimo is a privately held company based in The Netherlands. Learn more: www.distimo.com



The total number of iPad applications is displayed above. In total, there are 2,385 applications that are available exclusively for the iPad. The largest category on the iPad is Games with 833 titles (35%), followed by Entertainment and Education with 260 and 205 titles, respectively.

As depicted above, Games are more popular on the iPhone than on the iPad: 56% of applications in the Top Overall category on the iPhone are Games, compared to 32% on the iPad. The same is true for Entertainment: this category accounts for 14% and 8% of the most popular applications on the iPhone and iPad, respectively. News (6%) and Productivity (8%) applications however are significantly more popular on the iPad in these two categories. Interestingly, the four most popular paid applications are Productivity applications: Pages, Numbers and Keynote by Apple, Inc. and GoodReader for iPad by GoodiWare Ltd.

Please note that applications that are compatible with both iPhone and iPad are excluded from this analysis.



Aside from differences between the iPad and the iPhone in terms of the most popular content, pricing differs as well. As shown above, 83% of applications on the iPad are paid, while only 73% of all applications are paid on the iPhone. The average price of all paid applications that are solely compatible with iPad is \$3.61 compared to \$3.55 for applications compatible with iPhone.

Along with differences in the proportion of free versus paid applications between iPad and iPhone, the average category prices differ as well. Medical applications are most expensive on both the iPad (\$9.39) and iPhone (\$10.73). Opposed to this, Education (\$9.10), Healthcare & Fitness (\$4.41), Music (\$6.86) and Sports (\$4.95) applications are significantly more expensive on the iPad than on the iPhone which may be influenced by the iBookstore availability on the iPad.

Highest ranked paid iPad applications

Rank	Application	Publisher	Category	Price
1	Pages	Apple Inc.	Productivity	\$9.99
2	GoodReader for iPad	Good.iWare Ltd.	Productivity	\$0.99
3	Numbers	Apple Inc.	Productivity	\$9.99
4	Keynote	Apple Inc.	Productivity	\$9.99
5	Real Racing HD	Firemint	Games	\$9.99
6	SketchBook Pro	Autodesk Inc.	Entertainment	\$7.99
7	SCRABBLE for iPad	Electronic Arts	Games	\$9.99
8	Star Walk for iPad - interactive astronomy guide	Vito Technology Inc.	Education	\$4.99
9	World Atlas HD	National Geographic Society	Reference	\$1.99
10	Flight Control HD	Firemint	Games	\$4.99
11	The Elements: A Visual Exploration	Element Collection, Inc	Books	\$13.99
12	Plants vs. Zombies HD	PopCap Games, Inc.	Games	\$9.99
13	At Bat 2010 for iPad	MLB.com	Sports	\$14.99
14	Calculator for iPad	CrowdCafé	Utilities	\$0.99
15	Magic Piano	Smule	Music	\$2.99
16	TIME April 12, 2010	Time Inc.	News	\$4.99
17	SketchPad HD	Raizlabs Corporation	Utilities	\$0.99
18	ScoreCenter XL	ESPN	Sports	\$4.99
19	Things for iPad	Cultured Code	Productivity	\$19.99
20	Popular Science +	Bonnier Corporation	Entertainment	\$4.99

Highest ranked free iPad applications

Rank	Application	Publisher	Category
1	iBooks	Apple Inc.	Books
2	ABC Player	ABC Digital	Entertainment
3	Netflix	Netflix, Inc.	Entertainment
4	USA TODAY for iPad	USA TODAY	News
5	The Weather Channel Max for iPad	The Weather Channel Interactive	Weather
6	WeatherBug Elite for iPad	WeatherBug	Weather
7	Adobe® Ideas 1.0 for iPad	Adobe Systems Incorporated	Entertainment
8	NPR for iPad	NPR	News
9	NYT Editors' Choice	The New York Times Company	News
10	The Wall Street Journal.	Dow Jones & Company, Inc.	News
11	Shazam for iPad	Shazam Entertainment Ltd.	Music
12	BBC News	BBC Worldwide	News
13	eBay for iPad	eBay Inc.	Lifestyle
14	Wikipanion for iPad	Robert Chin	Reference
15	Dictionary.com - Dictionary & Thesaurus - For iPad	Dictionary.com	Reference
16	Yahoo! Entertainment	Yahoo!	Entertainment
17	Bloomberg for iPad	Bloomberg LP	Finance
18	KAYAK Flights	kayak.com	Travel
19	Marvel Comics	Marvel Entertainment	Books
20	Labyrinth 2 HD Lite	Illusion Labs	Games



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, 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.

Contact

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