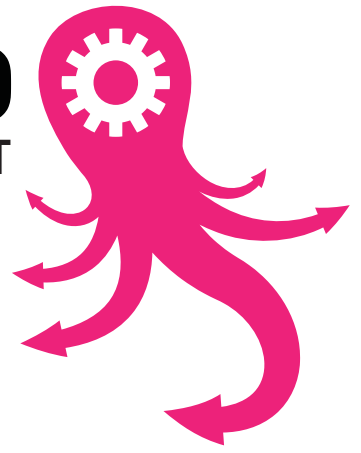


DISTIMO REPORT



February 2010

Apple App Store Worldwide

New and noteworthy

This monthly report focuses on the worldwide Apple App Store. The major findings are:

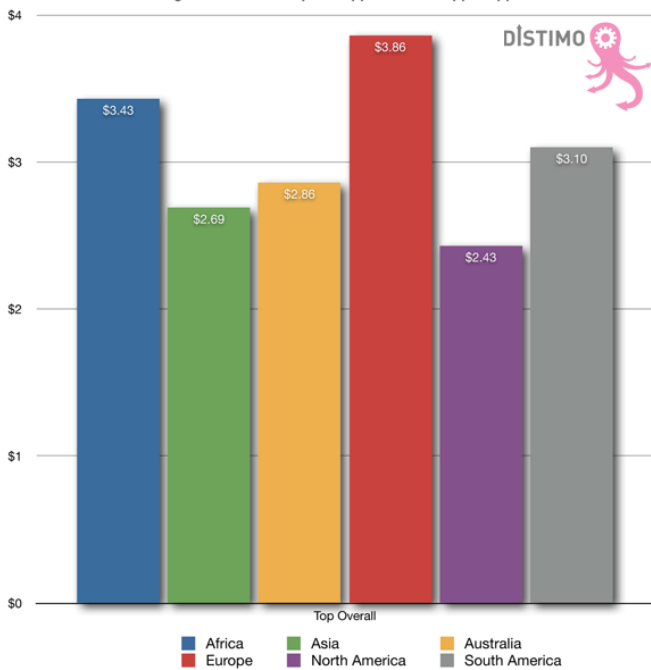
- » The most popular applications are the most expensive in Europe (\$3.86 average), and the least expensive applications are in North America (\$2.43) and Asia (\$2.69). Although this may reflect that less expensive applications are more popular in North America and Asia, this may also be caused by the fixed price tiers that Apple uses for converting application prices to other currencies.
- » Overall and worldwide, prices of the most popular applications have decreased 15% on average during the period, December 1, 2009 through February 28, 2010. The largest relative price decrease occurred in Australia where prices dropped 27% from \$3.77 to \$2.74.
- » The most popular applications in the Navigation category are the most expensive in Europe. This is due to the large number of turn-by-turn navigation applications covering different regions in Europe (e.g. TomTom Western Europe, Eastern Europe, UK and Ireland).
- » Games is the most popular category in Australia and North America (USA, Canada and Mexico), where 51% and 39% of the applications respectively, ranked in the top overall category are games.

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.

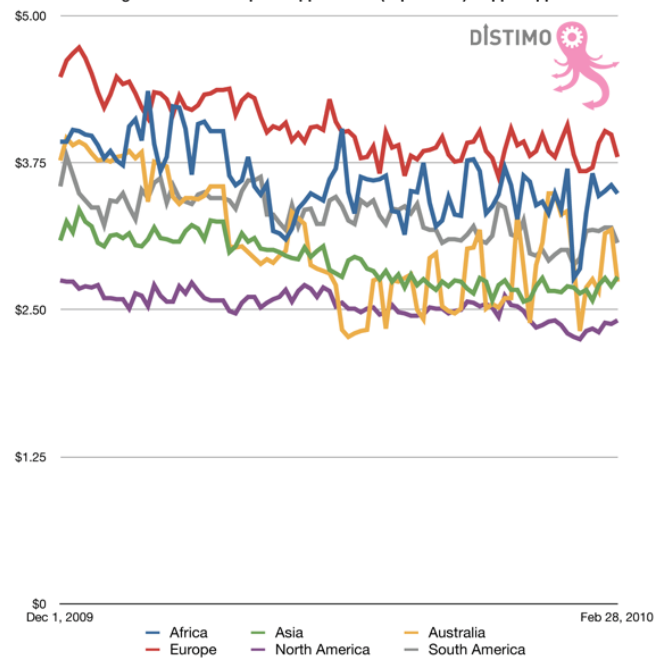
Distimo is a privately held company based in The Netherlands. Learn more: www.distimo.com

Average Prices Most Popular Applications - Apple App Store



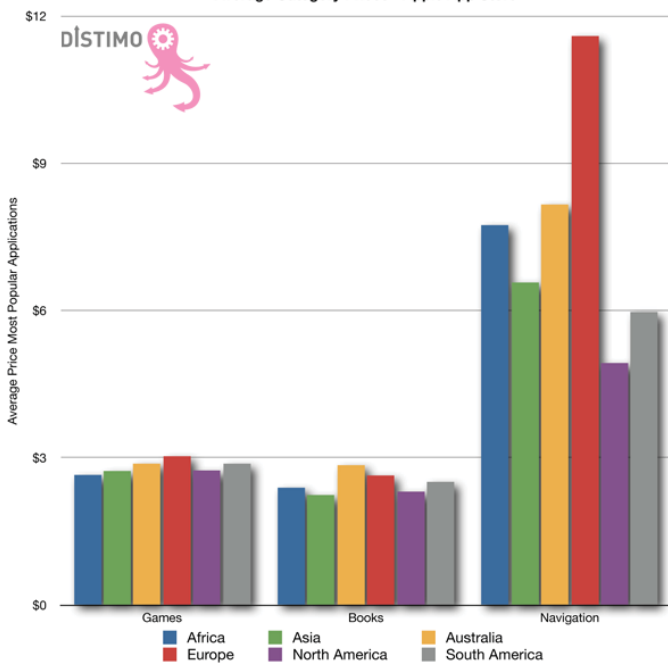
The average price of the most popular paid applications is displayed above and is broken down by continent. The most popular applications are most expensive in Europe (\$3.86). The most popular application prices are least expensive in North America and Asia where they cost \$2.43 and \$2.69 respectively, on average. Although this may reflect that less expensive applications are more popular in North America and Asia, this may also be caused by the fixed price tiers that Apple uses for converting application prices to other currencies than USD (EUR, GBP, etc).

Average Prices Most Popular Applications (Top Overall) - Apple App Store



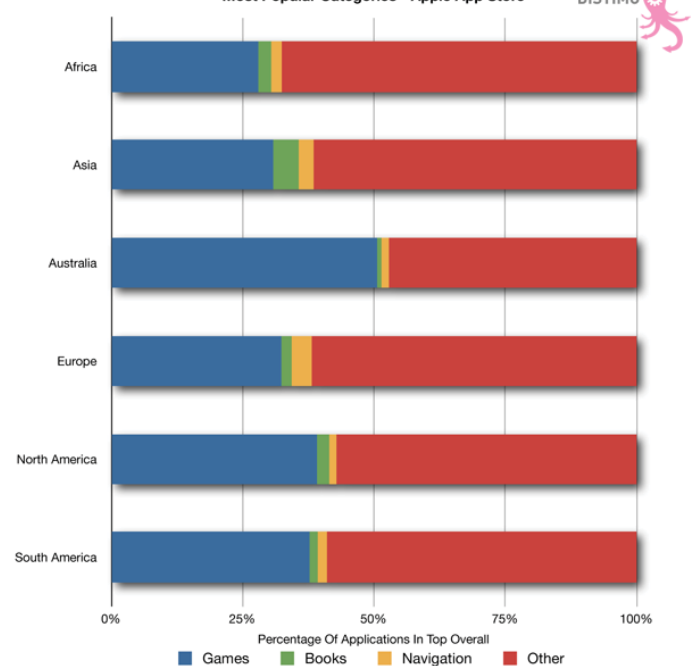
The average price of the most popular paid applications for each region is displayed above for the period December 1, 2009 through February 28, 2010. The largest relative price decrease occurred in Asia where prices dropped 27% from \$3.77 to \$2.74. Prices of the most popular applications in Asia decreased 10%, dropping to \$2.78 on average.

Average Category Prices - Apple App Store



The average price of applications broken down by category (Games, Books, Navigation) and continent is displayed above. The most popular Books and Games titles average at \$2.49 and \$2.82 respectively. Navigation applications are most expensive and prices differ most per continent as well. This is caused by the large number of turn-by-turn Navigation applications covering different regions in Europe (e.g. TomTom Western Europe, Eastern Europe, U.K. & Ireland).

Most Popular Categories - Apple App Store



Besides differences in average prices between continents, the most popular content differs per continent as well. As can be seen above, Games are most popular in general. In Australia and North America however they are most popular compared to the other continents, where respectively 51% and 39% of the applications ranked in the top overall category are games. Books and Navigation applications comprise only a small percentage of the most popular applications in each continent.

Application prices in any currency other than USD were converted using the February 2010 monthly average exchange rates.

Highest ranked paid applications - Apple App Store (Africa)

Rank	Application	Publisher	Price
1	WhatsApp Messenger	WhatsApp Inc.	\$0.99
2	Sleep Cycle alarm clock	LexWare Labs AB	\$0.99
3	Pacman 2600	Baffasoft	\$0.99
4	PACMAN Reloaded	Babs2Go	\$0.99
5	iRugby - Super 14	Duchy Software	\$1.99
6	Live Messenger	App.mobiler	\$0.99
7	رصم و يدار - Radio Egypt	24/7 iPhone apps	\$1.99
8	X-ray scanner to see under clothes	Dworld Services	\$0.99
9	1,500 Ringtones - Ringtone Deluxe Factory PRO	MobGen	\$0.99
10	SoundHound	Melodis Corporation	\$4.99

Highest ranked free applications - Apple App Store (Africa)

Rank	Application	Publisher
1	Facebook	Facebook
2	Skype	Skype Software S.a.r.l
3	Google Earth	Google
4	Live Messenger Free(MSN Messenger,Windows Live ID)	Global Agent Inc
5	2010 World Map Free	Appventions
6	POWER A Universal Remote	Apptagious
7	Sex Positions Game - 18+ Free	MountainDev
8	Battery Boost	Appventions
9	Tabla Free	Fredo
10	Google Mobile App	Google

Highest ranked paid applications - Apple App Store (Asia)

Rank	App	Publisher	Price
1	WhatsApp Messenger	WhatsApp Inc.	\$0.99
2	Live Messenger	App.mobiler	\$0.99
3	ALL-IN-1 GAMEBOX	Trinit Interactive Limited	\$0.99
4	Plants vs. Zombies	PopCap Games, Inc.	\$2.99
5	Sleep Cycle alarm clock	LexWare Labs AB	\$0.99
6	Bejeweled® 2	PopCap Games, Inc.	\$2.99
7	Nude It	Presselite	\$0.99
8	Qik Video Camera for any iPhone - Top Quality	Qik, Inc	\$1.99
9	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	\$0.99
10	5.0 Megapixel Camera	CrowdCafé	\$0.99

Highest ranked free applications - Apple App Store (Asia)

Rank	Application	Publisher
1	Titanic Rescue	Donut Games
2	Live Messenger Free(MSN Messenger,Windows Live ID)	Global Agent Inc
3	Air Assault	SnakeHead Software, LLC
4	Facebook	Facebook
5	Battery Boost	Appventions
6	Sunday Lawn	Donut Games
7	Mario & Friends Lite	Isayonline Services
8	POWER A Universal Remote	Apptagious
9	Catch The Egg	Hudson
10	Skype	Skype Software S.a.r.l

Highest ranked paid applications - Apple App Store (Australia)

Rank	Application	Publisher	Price
1	Sleep Cycle alarm clock	LexWare Labs AB	\$1.06
2	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	\$1.06
3	ALL-IN-1 GAMEBOX	Trinit Interactive Limited	\$1.06
4	Plants vs. Zombies	PopCap Games, Inc.	\$3.54
5	Where's Wally? The Fantastic Journey	Ludia	\$3.54
6	Live Messenger	App.mobiler	\$1.06
7	Bejeweled® 2	PopCap Games, Inc.	\$3.54
8	TuneIn Radio	Synsion Radio Technologies	\$2.21
9	Flick Fishing	Freeverse, Inc.	\$1.06
10	Pocket God	Bolt Creative	\$1.06

Highest ranked free applications - Apple App Store (Australia)

Rank	Application	Publisher
1	You Vs Wall	Savy Soda
2	Kinetic Balls	Motion 9 Studios LLC
3	Sunday Lawn	Donut Games
4	Ski Jump Lite	Renderpaz
5	ROCK BAND FREE (International)	Electronic Arts Nederland BV
6	Facebook	Facebook
7	Titanic Rescue	Donut Games
8	Air Horn (Free!)	simpaddico llc
9	Battery Boost	Appventions
10	Touch Mouse	Logitech Inc.

Highest ranked paid applications - Apple App Store (Europe)

Rank	Application	Publisher	Price
1	Sleep Cycle alarm clock	LexWare Labs AB	\$1.08
2	Qik Video Camera for any iPhone - Top Quality	Qik, Inc	\$2.18
3	Live Messenger	App.mobiler	\$1.08
4	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	\$1.08
5	Angry Birds	Clickgamer.com	\$1.08
6	WhatsApp Messenger	WhatsApp Inc.	\$1.08
7	Dark Nebula	1337 Game Design	\$1.08
8	Plants vs. Zombies	PopCap Games, Inc.	\$3.27
9	Where is my Phone?	Little Worlds Studio	\$1.08
10	5.0 Megapixel Camera	CrowdCafé	\$1.08

Highest ranked free applications - Apple App Store (Europe)

Rank	Application	Publisher
1	Red Ball	Mid Atlantic Engineering
2	IMDb Movies & TV	IMDb
3	Kinetic Balls	Motion 9 Studios LLC
4	Sunday Lawn	Donut Games
5	POWER A Universal Remote	Apptagious
6	2010Guide - Vancouver 2010 Olympic Winter Games: The Official Mobile Spectator G	Vancouver 2010 Olympic and Paralympic Games
7	Facebook	Facebook
8	iBomber	Cobra Mobile
9	Driver™ - FREE	Gameloft
10	Live Messenger Free(MSN Messenger,Windows Live ID)	Global Agent Inc

Highest ranked paid applications - Apple App Store (North America)

Rank	Application	Publisher	Price
1	Live Messenger	App.mobiler	\$0.94
2	Tap Tap Revenge 2.6	Tapulous	\$0.94
3	Live Messenger(MSN Messenger,Windows Live ID)	Global Agent Inc	\$0.94
4	Doodle Jump - BE WARNED: Insanely Addictive!	Lima Sky	\$0.94
5	Plants vs. Zombies	PopCap Games, Inc.	\$2.83
6	Qik Video Camera for any iPhone - Top Quality	Qik, Inc	\$1.88
7	ALL-IN-1 GAMEBOX	Triniti Interactive Limited	\$0.94
8	Bejeweled® 2	PopCap Games, Inc.	\$2.83
9	Pocket God	Bolt Creative	\$0.94
10	iBeer (5 drinks, more gags)	Hottrix	\$0.94

Highest ranked free applications - Apple App Store (North America)

Rank	Application	Publisher
1	Live Messenger Free(MSN Messenger,Windows Live ID)	Global Agent Inc
2	Facebook	Facebook
3	Call of Duty: World at War: Zombies Lite	Activision Publishing, Inc.
4	Sunday Lawn	Donut Games
5	Cinépolis	IA interactive
6	Titanic Rescue	Donut Games
7	Battery Boost	Appventions
8	Driver™ - FREE	Gameloft
9	Exotic Positions	IntroWizard LLC
10	Red Ball	Mid Atlantic Engineering

Highest ranked paid applications - Apple App Store (South America)

Rank	Application	Publisher	Price
1	Live Messenger	App.mobiler	\$0.99
2	Live Messenger(MSN Messenger,Windows Live ID)	Global Agent Inc	\$0.99
3	Qik Video Camera for any iPhone - Top Quality	Qik, Inc	\$1.99
4	SoundHound	Melodis Corporation	\$4.99
5	MotionX GPS	MotionX™	\$2.99
6	iVideoCamera - record video with effects on any phone (2G, 3G, 3GS)	Laan Labs	\$0.99
7	MSN Live Messenger - Easy MSN (Mobile IM)	9thQ	\$3.99
8	Tap Tap Revenge 2.6	Tapulous	\$0.99
9	PDF Word Excel File Viewer	Concrete Software, Inc.	\$0.99
10	Crash Bandicoot Nitro Kart 3D	Activision Publishing, Inc.	\$2.99

Highest ranked free applications - Apple App Store (South America)

Rank	Application	Publisher
1	Live Messenger Free(MSN Messenger,Windows Live ID)	Global Agent Inc
2	POWER A Universal Remote	Apptagious
3	Mario & Friends Lite	Isayonline Services
4	Titanic Rescue	Donut Games
5	Labyrinth 2 Lite	Illusion Labs
6	Facebook	Facebook
7	Guitar Hero World Tour Cheats - FREE	jChicken.com
8	Tap Tap Ants	rise uP! Labs
9	Air Horn (Free!)	simpaddico llc
10	Crazy Penguin Party FREE	Digital Chocolate, Inc.

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

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