

App Store Report - April 2010

This monthly report is provided courtesy of WIP, and is based on the entries from the WIP App Store Wiki (<http://www.wipconnector.com/appstores>), the leading resource listing app stores for mobile developers.

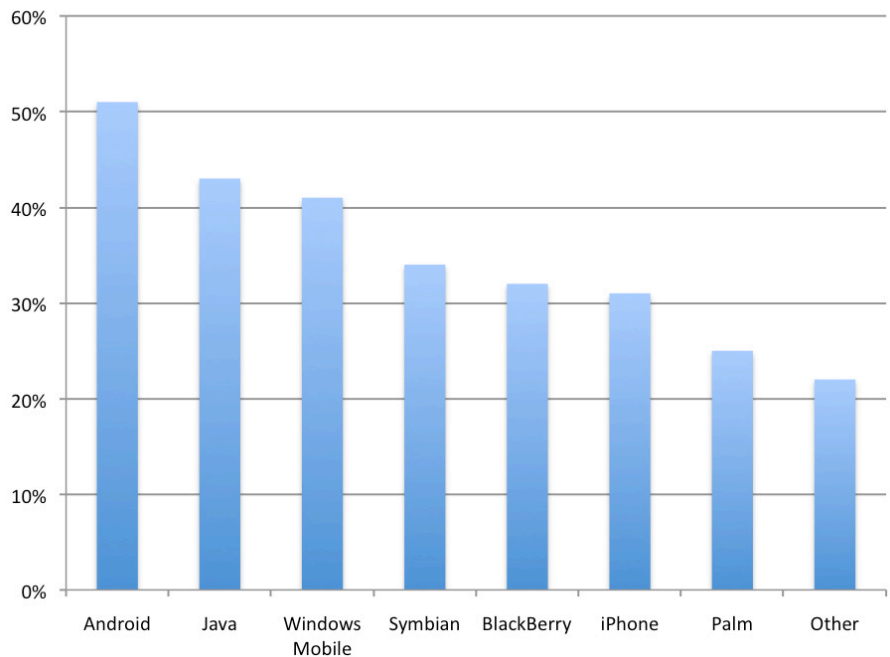
The WIP APP STORE WIKI now counts 68 app stores! While there weren't many app store announcements at the CTIA show, the overall figure continued to grow during March, with 11 new additions. We continue to see more stores built around reviews and recommendations, with app store providers seeing an opportunity to overtake incumbents in this area. But operators and platform providers are catching on: for example, Apple in late March launched a version of the iTunes App Store on Facebook, allowing users to search for and rate apps and read reviews from within the site.

We've seen torrid growth in the number of app stores since we launched the App Store Wiki last year, reflecting that there is no shortage of possible outlets for developers to distribute their work, regardless of the platform they choose. But how does the availability of app stores vary from platform to platform? Does the relative degree of openness of a platform have an effect on the number of app stores serving it?

This month, we took a look at the percentage of the app stores listed in the wiki that support various smartphone OS and other platforms. Android led the way with 51%, followed by Java with 43%, Windows Mobile with 41%, Symbian with 34%, BlackBerry with 32%, iPhone with 31% and Palm with 25%. Other platforms, such as BREW and Flash Lite, were supported by 22% of listed stores.

App Store Support for OS/Platform

source: www.wipconnector.com



Two of those figures really leap out. First, the popularity of Android among app store providers, reflecting a high level of competition in that space (and a resulting need for differentiation). Second, the iPhone is supported by nearly a third of the app stores listed in the Wiki, which is surprising given that iPhones must be jailbroken in order to support stores other than the iTunes App Store. This figure can partly be explained by several stores that are essentially discovery tools that link back to the official store, but it also shows that iPhone users aren't completely satisfied with the official channel, perhaps because of content restrictions or other factors.

Appstore name	Airtel App Central	AndAppStore	Android Market	Androlib
Parent company	Bharti Airtel	Funky Android Ltd.	Google	Androlib
Launched	2/10/2010	10/10/2008	10/22/2009	1/11/2010
Regional availability	India	Worldwide	Europe, US, Hong Kong, Japan and Taiwan	All
Potential device base	121.7 million subscribers (March 2010)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)
Actual device base	Undisclosed	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)
Downloads	2.5 million (March 2010)	Undisclosed	Unknown	Undisclosed
Apps in store	1500 (March 2010)	360	20,000 (Dec '09)	18000 (Jan 10)
Apps categories	25 categories, including business, games, books, social networking, religious	Comics, Communications, Development, Education, Games & Entertainment, Graphic apps, Internet, Multimedia, Personal, Productivity, Professional tools, Security, Tools, Travel, Utilities	Communication, Entertainment, Finance, Lifestyle, Multimedia, News & Weather, Reference, Shiopping, Social, Tools, Travel, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games - Casual	Communication Entertainment Finance Lifestyle, Multimedia, News & Weather, Productivity, Reference, Shopping, Social, tools, travels, demo, software libraries, comics, health sport, themes
Apps pricing	Free and paid for from 5 Rs	price per app, in-app pricing	free, \$0.99 - \$200	free or paid for
On device portal	Yes only on device portal	device tailored website, on device application	Yes, and web portal	Web only
End user payment method	Deducted from Bill or from airtime	Paypal	Google Checkout using a credit, debit, or gift card, some operator bills	As per Android Market
Runtimes supported	Java (tbc)	Dalvik, native	Dalvik, native	Dalvik, native
OS supported	All	Android	Android	Android
Devices supported	550 devices	all android devices	All Android devices	All Android devices
Revenue share	Undisclosed	100%	70%	As per Android Market
Joining fee	Undisclosed	0%	\$25	As per Android Market
App signing fee	Undisclosed	0	No	As per Android Market
Submission fee	Undisclosed	0	No	As per Android Market
Promised time to market	Undisclosed	Immediate	Immediate	As per Android Market
Regional submission process	Undisclosed	One time	One time	As per Android Market

Appstore name	AppBrain	AppCentral	AppComments.com	Applicious
Parent company	AppTornado GmbH	Ondeego	AppComments	Applicious
Launched	3/2/2010	9/11/2009	3/2/2010	3/29/2010
Regional availability	All	N. America/Europe, expanding soon	All	all
Potential device base	~ 6 Million (Nov '09)	80 Million	as per Apple App Store	~58,000,000 iPhone + iPod Touch (January 2010)
Actual device base	~ 6 Million (Nov '09)	Enterprise by Enterprise	as per Apple App Store	~58,000,000 iPhone + iPod Touch (January 2010)
Downloads	Undisclosed	Undisclosed	as per Apple App Store	as per Apple App Store
Apps in store	as per Android Market	Depends on Enterprise's Settings	as per Apple App Store	as per Apple App Store
Apps categories	as per Android Market	Business, Productivity, Enterprise Apps	as per Apple App Store	as per Apple App Store
Apps pricing	as per Android Market	All pricing options are available	as per Apple App Store	as per Apple App Store
On device portal	Browse/discover via Web, install through handset app/Android Market	Undisclosed	Web site only	iPhone app, Web site, Facebook
End user payment method	as per Android Market	Depends on enterprise	as per Apple App Store	as per Apple App Store
Runtimes supported	Dalvik, native	All	Objective- C	Objective-C
OS supported	Android 1.6 or newer	BlackBerry & J2ME, iPhone, Android, and WinMo coming soon	Mac OS X iPhone & iPad	iPhone OS
Devices supported	All Android devices	All manufacturers except iPhone	iPhone	iPhone, iPod Touch
Revenue share	as per Android Market	70%	as per Apple App Store	as per Apple App Store
Joining fee	as per Android Market	None!	as per Apple App Store	as per Apple App Store
App signing fee	as per Android Market	None!	as per Apple App Store	as per Apple App Store
Submission fee	as per Android Market	None!	as per Apple App Store	as per Apple App Store
Promised time to market	as per Android Market	~3 days Ondeego Approval	as per Apple App Store	as per Apple App Store
Regional submission process	as per Android Market	one time	as per Apple App Store	as per Apple App Store

Appstore name	AppShup	Appsfire	AppStoreHQ.com	AppUp Center
Parent company	SMS GupShup	Appsfire	Mobilmime	Intel
Launched	2010-03-09	3/2/2010	12/18/2009	1/7/2010
Regional availability	India	All	North America	US, Canada
Potential device base	26 million SMS GupShup users	~58,000,000 iPhone + iPod Touch (Jan 2010)	All iPhone / iPod Touch (~60MM)	Undisclosed
Actual device base	undisclosed	~58,000,000 iPhone + iPod Touch (Jan 2010)	All iPhone / iPod Touch (~60MM)	Undisclosed
Downloads	undisclosed	Undisclosed	undisclosed	Just launched
Apps in store	24	as per Apple App Store	Web mirror of iTunes App Store	~100
Apps categories	n/a	as per Apple App Store	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities
Apps pricing	free	as per Apple App Store	same as iTunes App Store	Free to undisclosed
On device portal	no	PC-based, also through iPhone App	No	Yes through cdownloadable client
End user payment method	undisclosed	as per iPhone App Store	Same as iPhone appstore	Credit card
Runtimes supported	JSON/XML	Objective- C	Objective- C	Atom SDK C / C++
OS supported	n/a on device - SMS only	Mac OS X iPhone & iPad	Mac OS X	Windows with Moblin soon to come
Devices supported	all	iPhone	All iPhone / iPod Touch	All Atom based netbooks
Revenue share	undisclosed	as per iPhone App Store	Same as iPhone appstore	Up to 70%
Joining fee	undisclosed	as per iPhone App Store	0	Free for limited time then \$99 a year
App signing fee	undisclosed	as per iPhone App Store	0	Free
Submission fee	undisclosed	as per iPhone App Store	0	Free
Promised time to market	undisclosed	as per Apple App Store	Same as iPhone appstore	Dashboard to see status of application
Regional submission process	undisclosed	as per iPhone App Store	Automatic for apps published in iTunes	TBD

Appstore name	AT&T AppCenter	AutoLinQ	Blackberry App World	Camangi Market
Parent company	AT&T	Continental Automotive	BlackBerry	Camangi Corporation
Launched	1/7/2010	3/9/2010	4/1/2009	12/4/2009
Regional availability	USA	undisclosed	about 20 countries worldwide	US
Potential device base	90 percent of its Quick Messaging Devices by 2011	undisclosed	~ 25 Million (Nov 09)	Undisclosed
Actual device base	Undisclosed	undisclosed	~ 25 Million (Nov 09)	Undisclosed
Downloads	Not launched yet	0	Unknown	Undisclosed
Apps in store	Not launched yet	0	2300	50 (Dec-09)
Apps categories	TBD	TBD	Business, Entertainment, Finance, Games, Health & Wellness, IM & Social Networking, Maps & Navigation, Music & Audio, News, Photo & Video, Productivity, Reference & eBook, Shopping, Sports & Recreation, Travel, Utilities, Weath	Communication, Entertainment, Finance, Life, Game, Multimedia, Reference, Shopping, Social, Tools
Apps pricing	TBD	TBD	Free and paid	free only
On device portal	Yes	undisclosed	Yes, users can also browse catalogue on desktop web browser	No, web only
End user payment method	TBD	undisclosed	PayPal	Free applications only
Runtimes supported	BREW	native (Android)	BlackBerry MDS Runtime. Blackberry Widgets	Dalvik, native
OS supported	All supported by BREW	Android	BlackBerry Device Software v4.2 or higher, with a trackball or SurePress touch screen	Android
Devices supported	All manufacturers supporting BREW	TBD - compatible cars/devices	all BlackBerry devices: Bold, Curve, Storm etc.	5 to 9-inches Android device
Revenue share	70	undisclosed	80%	Free applications only
Joining fee	Free or \$795 a year	undisclosed	No	0
App signing fee	TBD	undisclosed	No	0
Submission fee	TBD	undisclosed	\$200 for 10 applications	0
Promised time to market	TBD	undisclosed	Undisclosed	Immediate
Regional submission process	TBD	undisclosed	One time	One time

Appstore name	Cellmania	Chomp	Cydia Store	FastApp Store
Parent company	Cellmania	Chomp	Cydia	FastApp
Launched	7/22/1999	2010-03-29	3/6/2009	3/12/2009
Regional availability	Worldwide	all	Worldwide	Worldwide
Potential device base	2000 devices, 250m subscribers	~58,000,000 iPhone + iPod Touch (January 2010)	50 Millions iPhone and iPod	Unlimited
Actual device base	2000 devices, 250m subscribers	~58,000,000 iPhone + iPod Touch (January 2010)	>2 Millions jailbroken iPhone and iPod	Unlimited
Downloads	500m mostly paid downloads.	as per Apple App Store	Unknown	Undisclosed
Apps in store	20000	as per Apple App Store	30+	172,000
Apps categories	games, apps, music, graphics	as per Apple App Store	None	All Apps, Arcade, Books, Business, Education, Entertainment, Finance, Games, Health & Fitness, Healthcare & Fitness, Lifestyle, Medical, Music, Navigation, News, Photography, Productivity, Puzzle, Reference, Social Networking, Sports, Travel, etc
Apps pricing	varies by operator	as per Apple App Store	Not explicit in the facts from \$1 to \$12	Free to \$1,000
On device portal	on-device web portal, on-device application, USSD, Desktop Web	iPhone app, Web site	Web only	On Device Access coming soon
End user payment method	Operator billing, credit card	n/a	Paypal / Amazon Payment	Depending on Application or Device
Runtimes supported	Java, Android, Symbian, RIM, Windows Mobile	Objective-C	Objective C	All
OS supported	Android, RIM, Symbian, JavaME, Windows Mobile, iPhone	iPhone OS	OS X iPhone	All
Devices supported	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch	iPhone, iPod Touch	All
Revenue share	Generally 70% of what Cellmania gets	n/a	Not communicated	100%
Joining fee	Zero	n/a	Free	FREE!
App signing fee	zero, except where operator charges	as per Apple App Store	None	FREE!
Submission fee	Zero	as per Apple App Store	None	FREE!
Promised time to market	2 week target	as per Apple App Store	Not communicated, best effort	Undisclosed
Regional submission process	Depends on region	n/a	One time	FREE!

Appstore name	Flypp	GetJar	Handango	Handmark.com
Parent company	Infosys	GetJar	Handango	Handmark
Launched	12/14/2009	12/31/2004	12/13/2000	11/3/1999
Regional availability	Worldwide	Global	Global	Global
Potential device base	Undisclosed	Over 1700 devices; over 2 billion mobile consumers	Undisclosed	Undisclosed
Actual device base	Undisclosed	1700 devices with over 15 million users a month	Undisclosed	Undisclosed
Downloads	Undisclosed	Over 600 million downloads to date	Over 100 million downloads to date	Undisclosed
Apps in store	Undisclosed	Over 50,000	40,000 applications from over 23,000 content partners	Undisclosed
Apps categories	Depends on appstore provider	Education, Email & Messaging, Entertainment, Finance, Food, Health, Information, Lifestyle, Maps, Music, News & Weather, Photos, Productivity, Religion, Shopping, Social & Community, Sports, Travel, Games	Games, Travel & Entertainment, Tools, Organization & Wellness, Work & School, New & Updated	Games, Entertainment, Productivity, Themes, Reference
Apps pricing	Free or paid for	No pricing currently	Free or paid	Paid
On device portal	Undisclosed	Yes. Shortcut to m.getjar.com	Yes, or download from web store	on device, wap & web
End user payment method	Undisclosed	None currently	PayPal	Undisclosed
Runtimes supported	Undisclosed	All	Native, Java, Web	Native and Java
OS supported	Undisclosed	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Symbian Android, BlackBerry, Palm, Palm Web OS, Windows Mobile
Devices supported	Undisclosed	1730 phones	All manufacturers	All manufacturers
Revenue share	Depends on operator	None. Only free content supported at this time	80%	Undisclosed
Joining fee	Undisclosed	None	No	Undisclosed
App signing fee	Undisclosed	None	Depends on platform	Undisclosed
Submission fee	Undisclosed	None	No	Undisclosed
Promised time to market	Undisclosed	48 hours (2 business days)	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time / global access	One time	Undisclosed

Appstore name	Handster	HouseOfPalm	Idea Application Store	iPhone App Store
Parent company	Handster	HouseOfPalm	Idea Cellular	Apple
Launched	6/1/2009	3/1/2010	1/25/2010	6/27/2008
Regional availability	Worldwide	All	India	Global, with country specific stores for local variants
Potential device base	Undisclosed	Estimated 1 Million (November 2009)	57 Million customers	~58,000,000 iPhone + iPod Touch (Jan 2010)
Actual device base	Undisclosed	Estimated 1 Million (November 2009)		~58,000,000 iPhone + iPod touch (January 2010)
Downloads	10M	Undisclosed	0 (not launched yet)	3 billion (as of 06 Jan 2010)
Apps in store	6000	Approx. 1900 (March 2010)	0 (not launched yet)	140,000 currently available (January 2010)
Apps categories	Business & Finance, Communication, eBooks, Entertainment, Games , Health, Languages & Translators, Multimedia, Organizers, Themes & Skins, Travels and Maps	Books, Education, Entertainment, Food, Health & Fitness, Navigation, Productivity & Utilities	Undisclosed	Games, Entertainment, Books, Travel, Utilities , Education, Lifestyle, Reference, Music, Navigation, Productivity, Sports, Business, Healthcare & Fitness, News, Social Networking, Photography, Finance, Medical, Weather and Strategy
Apps pricing	\$1 to undisclosed	free/paid	free to undisclosed	Free and paid for
On device portal	on device client, mobile web, pc website	Web only	Yes	Yes, also through website
End user payment method	Credit Card, Paypal, premium sms as per Dec 09	as per Palm App Catalog	Undisclosed	Credit Card on iTunes account
Runtimes supported	Native and Java	Web	Java, Windows native	Objective- C
OS supported	Windows Mobile, Symbian, Android, Blackberry	Palm webOS	All	Mac OS X iPhone & iPad
Devices supported	All Manufacturers	Palm Pre, Pixi	All manufacturers GPRS phones	iPhone, iPod Touch, iPad
Revenue share	90-50% depending on distribution channels	as per Palm App Catalog	Undisclosed	70%
Joining fee	0	as per Palm App Catalog	Undisclosed	\$99, \$299 for Enterprise
App signing fee	0	as per Palm App Catalog	Undisclosed	No
Submission fee	0	as per Palm App Catalog	Undisclosed	No
Promised time to market	instant publications, after developer activated.	as per Palm App Catalog	Undisclosed	undisclosed
Regional submission process	0	as per Palm App Catalog	Undisclosed	Multi submission

Appstore name	iPhoneApps360	iPhoneGames360	iWikiPhone	Kero Mobile
Parent company	iPhoneApps360	iPhoneGames360	iWikiPhone.com	Biskero
Launched	1/1/2010	1/11/2009	1/14/2010	5/1/2009
Regional availability	Global	Global	Worldwide	world
Potential device base	~58,000,000 iPhone + iPod Touch (Jan 2010)	~58,000,000 iPhone + iPod Touch (Jan 2010)	~58,000,000 iPhone + iPod Touch (Jan 2010)	All Flash Lite 2/3 based mobile phones
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	150K+	30K+	?	260
Apps categories	Apps, Games, Productivity, Utilities	Games	Book, business, education, entertainment, finance, games, healthcare, lifestyle, medical, music, navigation, news, photography, productivity, reference, social network, sports, travel, utilities, weather	11
Apps pricing	Free and Premium	Free and Premium	Free or paid for	
On device portal	Web only	Web only	No, web only	http://www.biskero.mobi
End user payment method	as per iTunes AppStore	as per iTunes AppStore	As per iphone Appstore	
Runtimes supported	Objective C	Objective C	Objective C	Flash Lite
OS supported	iPhone OS	iPhone OS	Mac OS X	Symbian
Devices supported	Phone, iPod Touch, iPad	iPhone, iPod Touch, iPad	iPhone, iPod Touch	http://www.biskero.com/blog/?page_id=45
Revenue share	As per iTunes AppStore	As per iTunes AppStore	As per iphone Appstore	100
Joining fee	As per iTunes AppStore	As per iTunes AppStore	None	free
App signing fee	As per iTunes AppStore	As per iTunes AppStore	As per iphone Appstore	free
Submission fee	As per iTunes AppStore	As per iTunes AppStore	As per iphone Appstore	free
Promised time to market	As per iTunes AppStore	As per iTunes AppStore	As per iphone Appstore	1 week
Regional submission process	n/a	n/a	One time	all

Appstore name	LG Application Store	mCore Marketplace	mjelly.com	Mikandi
Parent company	LG	Motricity	mjelly.com	MiKandi
Launched	7/13/2009	3/23/2010	3/20/2010	12/9/2009
Regional availability	about 10 countries worldwide	undisclosed	Worldwide	worldwide
Potential device base	Undisclosed	undisclosed	Undisclosed	~ 6 Million (Nov '09)
Actual device base	Undisclosed	undisclosed	Undisclosed	~ 6 Million (Nov '09)
Downloads	Undisclosed	undisclosed	1m+	Undisclosed
Apps in store	1400	undisclosed	100	Undisclosed
Apps categories	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	undisclosed	Undisclosed	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social,
Apps pricing	Free to undisclosed	undisclosed	No limits	Free, \$0.99-Up
On device portal	Web and on device portal on some devices	yes	Web and mobile Web	Yes, on device discovery
End user payment method	Credit Card	undisclosed	Free applications	Undisclosed
Runtimes supported	.NET & native	undisclosed	Depends on platform	Dalvik, native
OS supported	Windows Mobile	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS	Symbian, Android, iphone, Blackberry, Java	Android
Devices supported	LG Windows Mobile Devices	undisclosed	multiple	All Android devices
Revenue share	Undisclosed	undisclosed	n/a	TBA
Joining fee	Undisclosed	undisclosed	Free	Free for a limited time,
App signing fee	Undisclosed	undisclosed	n/a	no
Submission fee	Undisclosed	undisclosed	Free	no
Promised time to market	Undisclosed	undisclosed	n/a	Immediate
Regional submission process	Undisclosed	undisclosed	n/a	one time

Appstore name	Mobango	MobiHand	Mobile Market	MobileIron Enterprise App Store
Parent company	Mobango	MobiHand	China Mobile	MobileIron
Launched		3/2/2010	8/17/2009	12/9/2009
Regional availability	30 countries including the US, UK, Germany, Spain, India and Italy	All	China	North America, Europe
Potential device base	Undisclosed	Undisclosed	493 Million Subscribers	Smartphones in the enterprise - roughly 100M
Actual device base	4 Millions registered users	Undisclosed	undisclosed	Just launched (Dec 2009)
Downloads	552 Millions (01/10/2009)	Undisclosed	undisclosed	Each enterprise manages their own app store
Apps in store	Undisclosed	Undisclosed	4000 at launch	Dependent on specific enterprise
Apps categories	Themes, Videos, Images, Tunes, Apps, Games	Business & Finance, Communication & Internet, E-Books, Education & Reference, Entertainment, Games, Medical, Personal Productivity, Professional, Ringtones, Themes, Travel	Games, wallpapers, music, video, and e-books	Dependent on specific enterprise
Apps pricing	Free	free, or \$3.95 or greater	Free to RMB 15	Dependent on specific enterprise
On device portal	PC discovery, access to apps via mobile web	For certain devices	No	On device application, and desktop web portal
End user payment method	Free applications	Credit card, PayPal	?	Dependent on specific enterprise
Runtimes supported	Native, Java/J2ME, Flash Lite	Depends on platform	JIL, Java, native	Java or native depending on platform
OS supported	Android, Symbian, BlackBerry, Windows Mobile, and Palm	BlackBerry, Windows Mobile, Android, Symbian, Palm OS, iPhone	Windows Mobile, Symbian, oPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android
Devices supported	All manufacturers	BlackBerry, Windows Mobile, Android, Symbian, Palm OS, iPhone	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All for smartphone OS listed above
Revenue share	Free applications	60%-80%, depending on point of sale	70%	Dependent on specific enterprise
Joining fee	0	Undisclosed	Free	Dependent on specific enterprise
App signing fee	0	Undisclosed	?	Dependent on specific enterprise
Submission fee	0	Undisclosed	?	Dependent on specific enterprise
Promised time to market	Immediate	Undisclosed	undisclosed	Dependent on specific enterprise
Regional submission process	One time	Undisclosed	One time	Dependent on specific enterprise

Appstore name	MobileRated	Mobspot	Mplayit	mstore
Parent company	MobileRated	Mobspot	Mplayit	Telefonica / Movistar
Launched	2/10/2006	3/15/2010	11/19/2009	9/11/2009
Regional availability	worldwide, with English, German, French, Italian, Portuguese, and Spanish sites	All	Global	Spain, later all country where Telefonica operates
Potential device base	> 4,500 devices supported	Undisclosed	~ 75 Millions devices	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Hundreds of millions	Undisclosed	15MM+	Undisclosed
Apps in store	Undisclosed	Undisclosed	100K+ , 15,000 Android applications	1000 (11/09/2009)
Apps categories	Games and Applications	Books, business, education, entertainment, finance, food, games, health & fitness, lifestyle, music, navigation, news, other, photography, productivity & utilities, reference, social networking, sports, travel, weather	Apps, Games, Utilities	games, dictionaries, entertainment, finance, health, GPS-maps, information, photos and videos, social networking, travel and books, sports, shopping, tools, and education/children
Apps pricing	Always free to download	Dependent on platform	Free and Premium	Free to €20
On device portal	Web and WAP sites, install directly to phone or from PC.	Web portal, works on all devices	Limited device web portal.	PC or mobile web access
End user payment method	Free applications	Dependent on platform	Varies	Credit Card and phone bill
Runtimes supported	Java, Flash	Dependent on platform	Java, Objective C, Dalvik	Undisclosed
OS supported	Android, Symbian, Windows, and proprietary function phones	Symbian, Windows Mobile, BlackBerry, iPhone, Android, Palm WebOS	Mac OS X, Blackberry OS, Android	All
Devices supported	Almost all	Multiple	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers
Revenue share	n/a	Dependent on platform	100%	Undisclosed
Joining fee	0	\$0	Free	Undisclosed
App signing fee	0	Dependent on platform	n/a	Undisclosed
Submission fee	0	\$0	Free	Undisclosed
Promised time to market	1 business day	Undisclosed	Days	Undisclosed
Regional submission process	one time	Undisclosed	One time	Undisclosed

Appstore name	My Hub	Netfront Widgets	neXva	Nokia Ovi Store
Parent company	Carphone Warehouse	Access	neXva inc	Nokia
Launched	2/3/2010	10/5/2009	3/1/2010	5/26/2009
Regional availability	UK	Global	all	Global
Potential device base	~75 Million UK mobile phones (2009)	1 Million devices	3500 devices in database	200 Million as of Sept 18, 2009, 100+ devices
Actual device base	Unknown Carphone warehouse base	1 Million devices	Undisclosed	Undisclosed
Downloads	Just launched	Undisclosed	Undisclosed	Undisclosed
Apps in store	Unknown (subset of Getjar catalogue)	450	5000	5500 (Dec 2009)
Apps categories	Games, entertainment, multimedia, productivity, travel, utilities, reference, themes, religino, education, search maps shopping	News, Search, Games, Utilities, Weather, Transportation, SNS (Social), Watch, Calendar, Photos, Mail and Messaging, Miscellaneous	13	Applications, Games, Audio & Video, Personalisation
Apps pricing	free or paid for (contrary to Getjar)	Free	free or premium	Free to undisclosed
On device portal	No, web only, on device to come in the future.	On certain devices	OTA from mobile site or via web site	Yes
End user payment method	Unknown	Free applications	PayPal	SIM Card, Credit Card, Operator billing
Runtimes supported	Java or native depending on platform	NetFront Widgets	Depends on platform	Native, Java, Flash, Widget, Mobile Web
OS supported	All	Windows Mobile 5.0 / 6.0 and S60	Android, BlackBerry, Java, Windows Mobile, Palm, Linux	S60 , S40, Maemo
Devices supported	All manufacturers	Samsung, Japanese handsets	All manufacturers	Most Nokia devices
Revenue share	Unknown	Free applications	70	70%
Joining fee	Unknown	Free	N/A	€50 fee to register as a publisher
App signing fee	Unknown	Free	N/A	Vary based on Symbian Signed or Java Verified
Submission fee	Unknown	Free	N/A	No
Promised time to market	Unknown	Immediate	3 days	Undisclosed
Regional submission process	Unknown	One time	Unknown	Multi-submission

Appstore name	Optus Application Store	Orange App Shop	Palm App Catalog	Play Now Arena
Parent company	Optus	Orange	Palm	Sony Ericsson
Launched	11/17/2009	4/24/2009	9/24/2009	8/3/2009
Regional availability	Australia	several countries in Europe	US to start with announced in Europe for 2010	69 markets (Dec 2009)
Potential device base	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)	78 devices, 25 Million units
Actual device base	Undisclosed	1.3 Million customers	Estimated 1 Million (November 2009)	Undisclosed
Downloads	Launch (17/11/2009)	Undisclosed	> 8 Million (November 2009)	Undisclosed
Apps in store	1000 (17/11/2009)	5000 (Dec 2009)	1000 (January 2009)	Undisclosed
Apps categories	Games, Utilities, Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News, and Reference	Just for Fun, Phone Magic, Astrology Zone, Orange services, Men's Zone, Books & recipes, Themes & Personalisation, Messaging services, Health & Fitness, Quizzes/Trivia, Travel guides	Entertainment, Music, Social Networking, News, Weather, Sports, Finance, Productivity, Games, Food, Business, Books, Reference, Lifestyle, Trave,Navigation	Applications, Communication Education Entertainment Games Health and Lifestyle Language Messaging Music Other Productivity Security Sport Travel Web Application
Apps pricing	free to undisclosed	< £10	free to undisclosed	free or paid for
On device portal	On device portal only or via SMS	On certain devices	Yes, also web discovery	On device and web portal
End user payment method	customers pay through mobile bills	Credit Card or Orange Monthly Bill (SIM Card)	Credit Card	premium SMS and credit card
Runtimes supported	Java, Native, .NET	Native, Java	Web	Java, Flash, native, XPERIA panels, Dalvik
OS supported	Symbian, Android, Blackberry, Windows	Android / RIM BlackBerry / Windows Mobile / Symbian	Palm Web OS	Symbian, Windows Mobile, proprietary, Android
Devices supported	Any device but iPhone	All (only Sony Ericsson and Nokia with app shop on device portal)	Pre and Pixi	Most Sony Ericsson devices
Revenue share	undisclosed	Undisclosed	70% developer 30% Palm	70% developer
Joining fee	Undisclosed	No	\$99 free for open source developers	Free
App signing fee	Undisclosed	Free	Free for now	Depends on the certification program
Submission fee	Undisclosed	No	Free, \$50 fee for being on the device portal	Depends on platform
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	Pocket Gear	PreCentral.net webOS App Gallery	Premier App Shop	Samsung Applications Store
Parent company	Pocket Gear	PreCentral.net	Premier App Shop™ LLC	Samsung
Launched	6/27/2008	3/1/2010	1/7/2010	9/14/2009
Regional availability	Global	all	Worldwide	UK, Germany, Singapore, Brazil, China, France and Italy; 30 more to follow.
Potential device base	Undisclosed	Estimated 1 Million (November 2009)	50 Millions iPhone and iPod Touch	Undisclosed
Actual device base	620,000+ newsletter subscribers, Customers from 200+ countries	Estimated 1 Million (November 2009)	Undisclosed	Undisclosed
Downloads	100,000,000+ downloads to date	5.7 million	Undisclosed	Undisclosed
Apps in store	70,000+ smartphone applications	445 (homebrew apps)	6	300 native applications on launch, 2000 expected by the end of 2009.
Apps categories	Games, Themes, Software and Entertainment	Books, Clocks and Timers, Entertainment, Finance, Games, Healthcare and Fitness, Location and Travel, Multimedia, News and Internet, Productivity, Reference, System Utilities, Weather	None	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities
Apps pricing	From \$0 to undisclosed	free, paid	Paid	From \$0 to undisclosed
On device portal	Yes via downloaded client	Installation from PC or direct on device	On device application downloaded through the web	Yes, on certain devices
End user payment method	Credit Card	as per Palm App Catalog	Credit Card	PayPal, Credit Card
Runtimes supported	Java and native	Web	Objective C	Java and native
OS supported	Windows Mobile, Blackberry and Palm OS	Palm webOS	Mac OS X	Symbian, Windows Mobile, Bada
Devices supported	All manufacturers	Pre, Pixi	iPhone, iPod Touch	Most Samsung devices
Revenue share	60% less transaction fees	as per Palm App Catalog	Undisclosed	70%
Joining fee	No	as per Palm App Catalog	Undisclosed	\$1 registration fee
App signing fee	Varies dependant on OS	as per Palm App Catalog	Undisclosed	Varies based on Symbian Signed or Java Verified
Submission fee	No	as per Palm App Catalog	Undisclosed	No
Promised time to market	Undisclosed	as per Palm App Catalog	Undisclosed	Undisclosed
Regional submission process	Undisclosed	as per Palm App Catalog	Undisclosed	Free

Appstore name	SHOP4APPS	SlideMe	Storeoid	Symbian Horizon
Parent company	Motorola	SlideMe	General Mobile	Symbian Foundation
Launched	1/21/2010	4/11/2008	3/2/2010	9/15/2009
Regional availability	China	Worldwide	unknown	Global
Potential device base	Undisclosed Ophone base	~ 6 Million (Nov '09)	unknown	Symbian accounted for >50% of the smartphone market in 2008.
Actual device base	Undisclosed Ophone base	Undisclosed on device client base	unknown	N/A
Downloads	0 (not launched yet)	Undisclosed	Undisclosed	Undisclosed
Apps in store	0 (not launched yet)	700	0 (March 2010)	61
Apps categories	not launched yet	Fun & Games, Utilities, Productivity, Entertainment, Lifestyle, Communications, Music, Educational / Reference, Travel, Other, Health & Fitness, Location & Maps, Social Responsibility, Developer / Programmer, Home & Hobby	None	None
Apps pricing	free or paid for	Price per app	Undisclosed	Free, paid
On device portal	Yes	device tailored website, on device application	Undisclosed	No, web only
End user payment method	Undisclosed	Dependent on payment method used	Undisclosed	Varies for each App Store
Runtimes supported	Ophone SDK	Dalvik, native	Undisclosed	Native
OS supported	Open Mobile	Android	Android	Symbian OS
Devices supported	Motorola Ophones and potentially all Ophones	All Android devices	General Mobile Android devices	Nokia, Sony Ericsson, Samsung
Revenue share	Undisclosed	95%	Undisclosed	Varies for each App Store
Joining fee	Free	Free	Undisclosed	No
App signing fee	Free	Free	Undisclosed	Symbian Signed Charges
Submission fee	Free	Free	Undisclosed	No
Promised time to market	Undisclosed	Immediate	Undisclosed	Undisclosed
Regional submission process	China only for now	Undisclosed	Undisclosed	One time

Appstore name	VCAST Apps Storefront	Vodafone 360	web2go	whiteapp
Parent company	Verizon Wireless	Vodafone	T-Mobile USA	putITout
Launched	9/15/2009	9/24/2009	11/2/2009	10/5/2009
Regional availability	US	Worldwide	USA	All
Potential device base	60 million registered users	undisclosed	30+ million customers	All devices
Actual device base	Undisclosed	undisclosed	Undisclosed	Undisclosed number of agencies / clients
Downloads	Undisclosed	undisclosed	Undisclosed	Undisclosed
Apps in store	250	2000	Undisclosed	22
Apps categories	Entertainment, Personalization and Productivity.	undisclosed	Unknown	None
Apps pricing	Free to undisclosed	undisclosed	From \$0 to \$29.99, in app advertising	Most likely to be free
On device portal	Yes with downloaded store application	Yes , also web portal discovery	On Device web portal	No, web only
End user payment method	Operator billing, credit card	undisclosed	OTC, MRC, ad revenue	Depends on platform
Runtimes supported	Java and native	JIL	Native, .NET, J2ME, Dalvik, Sidekick	All
OS supported	Windows Mobile, Blackberry and BREW	Limo	Windows Mobile, BlackBerry, Android	All
Devices supported	All manufacturers	preloaded on Samsung H1, M1	All manufacturers	All mainly iPhone
Revenue share	70%	undisclosed	70% of app charge, 100% of ad revenue	Undisclosed
Joining fee	Free	No	Free	Free
App signing fee	Becoming free	No	None	Depends on platform as resigning needed
Submission fee	Becoming free	No	None	Depends on platform
Promised time to market	2 weeks after passing testing	undisclosed	Once fully registered - 5-10 days	Depends on skinning + validation process
Regional submission process	One time	undisclosed	One time	Depends on platform

Appstore name	Wholesale Applications Community	Windows Marketplace for Mobile	zanox Application Store
Parent company	joint venture	Microsoft	zanox
Launched	3/2/2010	10/6/2009	6/3/2009
Regional availability	Global	Global	Europe, North America, Asia
Potential device base	3 billion+	50 device manufacturers and 160 mobile operators in 55 countries	zanox client base includes approx. 1 million publishers and 2000 advertisers
Actual device base	3 billion+	Undisclosed	Undisclosed
Downloads	not yet launched	Undisclosed	Undisclosed
Apps in store	not yet launched	20,000 (16/10/09)	=~ 30
Apps categories	TBD	Full list of categories will be made available during the application submission process.	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service
Apps pricing	TBD	\$0.99 to \$499	Currently all applications are free
On device portal	TBD	Yes, Windows Mobile 6.5, 6.1, 6.0	Any device capable of calling zanox Web Services
End user payment method	TBD	Credit card and mobile phone bill	Currently only free applications are supported
Runtimes supported	TBD	.NET & native	Web, Java, native
OS supported	TBD	Windows Mobile 6.5, 6.1 and 6.0	Web and Android
Devices supported	TBD	All Windows Mobile devices	All devices
Revenue share	TBD	70%	Defined by developer
Joining fee	TBD	\$99 registration fee	none
App signing fee	TBD	\$99 certification fee	none
Submission fee	TBD	No	none
Promised time to market	TBD	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	TBD	Undisclosed	