

App Store Report - July 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.

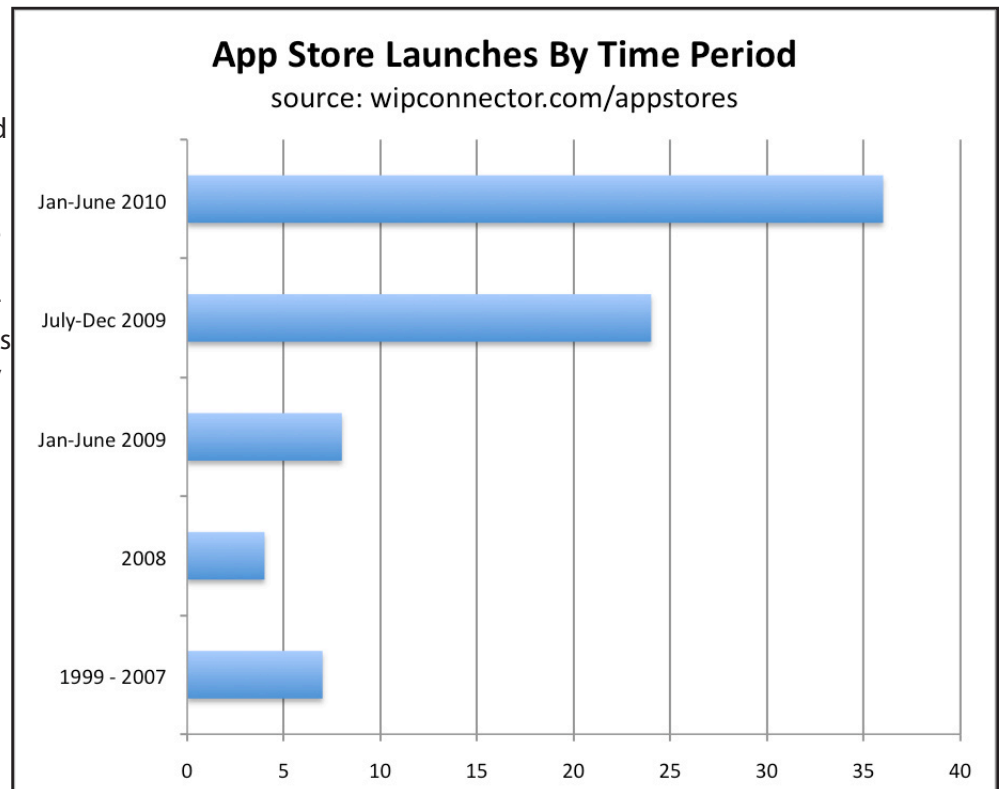
During June, the WIP App Store Wiki grew to 81 stores -- and then shrunk down to 79, thanks to some consolidation of previously announced and launched stores. So at the end of the month, the total figure was 2 higher than the previous month. This means that in the first half of 2010, 36 app stores launched. This is 50 percent more than in the second half of 2009, and four and a half times more than the first half of 2009. If a trend line is fitted to the growth since the start of 2009, it would predict that a whopping 51 stores will be launched in the second half of the year.

That is an overly optimistic prediction, though. Most major players have already announced their offerings, and those that haven't will tend to wait for major industry events to do so, such as CES, MWC and CTIA -- all of which are in the first half of the year. The marketplace has also become increasingly crowded. A major pain point for mobile app developers that WIP talks to is the difficulty they face in making their apps stand out in app stores that are packed with tens, or hundreds, of thousands of other apps. Looking at the app store market from a provider's perspective is somewhat similar. With about 80 stores already in the market, how does a provider differentiate?

Most major device makers, platform providers and operators already have an offering in the market, and

these generally feature prominent placement on a device, as well as other positional advantages, such as carrier billing and brand recognition, that make them a likely choice for consumers. A large customer base then makes them attractive to developers, in spite of their complaints or concerns about discoverability or marketing. So the question of how an app store provider can position themselves in this environment is a major one.

One area which is likely to see more action is vertically focused app stores, or stores that feature a narrow type of apps and content. Stores like this, if aimed at the right vertical, could attract loyal users, and depending on the vertical, users willing to support higher-priced applications. In addition, there are opportunities for app stores to highlight, or simply carry, apps that operators won't, such as adult content or other types of contentious material.



Appstore name	Adult App Store. MiKandi	Airtel App Central	AndAppStore	Android Market
Parent company	MiKandi	Bharti Airtel	Funky Android Ltd.	Google
Launched	2009-12-09	2010-02-10	2008-10-10	2009-10-22
Regional availability	Worldwide	India	Worldwide	Worldwide
Potential device base	~ 6 Million (Nov '09)	121.7 million subscribers (March 2010)	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
Actual device base	~ 6 Million (Nov '09)	Undisclosed	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
Downloads	Undisclosed	13 million (June 2010)	600 000 (June 2010)	N/A
Apps in store	Undisclosed	71 000 (June 2010)	851 (June 16, 2010)	70,000 (June 2010)
Apps categories	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social Networking,	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free and Paid
On device portal	Yes	Yes	Web Portal, Mobile Website, on device application	Yes, and web portal
End user payment method	Undisclosed	Deducted from bill or from airtime	Paypal	Google Checkout
Runtimes supported	Dalvik, native	Java (tbc)	Dalvik, native	Dalvik, native
OS supported	Android	All	Android	Android
Devices supported	All Android devices	780 Phones	All Android devices	All Android devices
Revenue share	TBA	Undisclosed	100%	70%
Joining fee	Free for a limited time,	Undisclosed	0	\$25
App signing fee	No	Undisclosed	0	No
Submission fee	no	Undisclosed	0	No
Promised time to market	Immediate	Undisclosed	Immediate	Immediate
Regional submission process	One time	Undisclosed	One time	One time

Appstore name	android.pdassi.de	Androlib	AppBrain	AppCentral
Parent company	pdassi	Androlib	AppTornado GmbH	Ondeego
Launched	2010-04-26	2010-01-11	2010-03-02	2009-09-11
Regional availability	Germany	Worldwide	Worldwide	N. America/Europe, expanding soon
Potential device base	Unknown	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)
Actual device base	Unknown	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)
Downloads	Undisclosed	Unknown	Undisclosed	Undisclosed
Apps in store	Undisclosed	18000 (Jan 2010)	Undisclosed	Undisclosed
Apps categories	All	All	All	Business, Productivity, Enterprise Apps
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free and Paid
On device portal	Mobile website	Web Portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application
End user payment method	Undisclosed	As per Android Market	as per Android Market	Undisclosed
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Objective C
OS supported	Android	Android	Android 1.6 or newer	BlackBerry, iPhone, Android, and WinMo coming soon
Devices supported	All Android devices	All Android devices	Android	iPhone
Revenue share	30	As per Android Market	as per Android Market	70%
Joining fee	Free	As per Android Market	as per Android Market	Free
App signing fee	Undisclosed	As per Android Market	as per Android Market	Free
Submission fee	Free	As per Android Market	as per Android Market	Free
Promised time to market	2-3 Business days	As per Android Market	as per Android Market	~3 days Ondeego Approval
Regional submission process	Undisclosed	As per Android Market	as per Android Market	One time

Appstore name	Appcity	AppComments.com	Appoke	Appolicious
Parent company	AppCity	AppComments	Appoke	Appolicious
Launched	2010-05-01	2010-03-02	2010-05-25	2010-03-29
Regional availability	All	Worldwide	Worldwide	Worldwide
Potential device base	340 Million	as per Apple App Store	~ 11.6 Million (April 2010)	~100,000,000 iPhone + iPod touch + iPad(June 2010)
Actual device base	340 Million	as per Apple App Store	Not launched yet	~100,000,000 iPhone + iPod touch + iPad(June 2010)
Downloads	Undisclosed	as per Apple App Store	Not launched yet	as per Apple App Store
Apps in store	199669 iphone apps, 8751 ovi apps, 28611 android apps, 6206 blackberry apps	as per Apple App Store	Not launched yet	as per Apple App Store
Apps categories	All	as per Apple App Store	All	as per Apple App Store
Apps pricing	Free and Paid	as per Apple App Store	Not launched yet	as per Apple App Store
On device portal	Web Portal, Mobile Website	Web Portal, Mobile Website	On device application	Web, on device application
End user payment method		as per Apple App Store	Undisclosed	as per Apple App Store
Runtimes supported	All	Objective C	Dalvik, native	Objective C
OS supported	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	iPhone OS	Android OS	iPhone OS
Devices supported	7505 phones	iPhone	All Android devices	iPhone, iPod Touch
Revenue share		as per Apple App Store	Undisclosed	as per Apple App Store
Joining fee		as per Apple App Store	Free	as per Apple App Store
App signing fee		as per Apple App Store	Free	as per Apple App Store
Submission fee		as per Apple App Store	Undisclosed	as per Apple App Store
Promised time to market		as per Apple App Store	Immediate	as per Apple App Store
Regional submission process		as per Apple App Store	Undisclosed	as per Apple App Store

Appstore name	Appfire	AppShup	AppStoreHQ.com	AppUp Center
Parent company	Appfire	SMS GupShup	Mobilmemo	Intel
Launched	2010-03-02	2010-03-09	2009-12-18	2010-01-07
Regional availability	Worldwide	India	North America	US, Canada
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	26 million SMS GupShup users	All iPhone / iPod Touch (~60MM)	Undisclosed
Actual device base	~100,000,000 iPhone + iPod touch + iPad(June 2010)	Undisclosed	All iPhone / iPod Touch (~60MM)	Undisclosed
Downloads	Undisclosed	Undisclosed	undisclosed	Just launched
Apps in store	Undisclosed	24	Web mirror of iTunes App Store	~100
Apps categories	All	n/a	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities
Apps pricing	Free and Paid	Free	same as iTunes App Store	Free to undisclosed
On device portal	Web Portal, PC application	No	No	Yes through cdownloadable client
End user payment method	as per iPhone App Store	Undisclosed	Same as iPhone appstore	Credit card
Runtimes supported	Objective C	JSON/XML	Objective- C	Atom SDK C / C++
OS supported	iPhone OS	n/a on device - SMS only	Mac OS X	Windows with Moblin soon to come
Devices supported	iPhone	All	All iPhone / iPod Touch	All Atom based netbooks
Revenue share	as per iPhone App Store	Undisclosed	Same as iPhone appstore	a mechanism to compensate component developers whose components are
Joining fee	as per iPhone App Store	Undisclosed	0	Free for limited time then \$99 a year
App signing fee	as per iPhone App Store	Undisclosed	0	Free
Submission fee	as per iPhone App Store	Undisclosed	0	Free
Promised time to market	as per Apple App Store	Undisclosed	Same as iPhone appstore	Dashboard to see status of application
Regional submission process	as per iPhone App Store	Undisclosed	Automatic for apps published in iTunes	TBD

Appstore name	AT&T AppCenter	AutoLinQ	Blackberry App World	BoostApps
Parent company	AT&T	Continental Automotive	BlackBerry	BoostApps
Launched	2010-01-07	2010-03-09	2009-04-01	2009-09-30
Regional availability	USA	Undisclosed	Channel Islands, US, Canada, UK, Argentina, Brazil, Chile, Mexico and	USA
Potential device base	90 percent of its Quick Messaging Devices by 2011	Undisclosed	~ 34.1 Million (April 2010)	6 million
Actual device base	Undisclosed	Undisclosed	~ 34.1 Million (April 2010)	6 million
Downloads	Not launched yet	0	1 Million a day (April 2010 WSJ)	100,000
Apps in store	Not launched yet	0	7000 (May 2010)	200
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	All
Apps pricing	TBD	TBD	Free , paid	Free
On device portal	Yes	Undisclosed	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website
End user payment method	TBD	Undisclosed	PayPal, Credit Card, Carrier Billing	Ad supported apps
Runtimes supported	BREW	Dalvik, native	Java, Blackberry Widgets	Java ME
OS supported	All supported by BREW	Android	BlackBerry devices running software v4.2 or higher, with a trackball or touch screen	Motorola P2K2
Devices supported	All manufacturers supporting BREW	TBD - compatible cars/devices	All BlackBerry devices: Bold, Curve, Storm etc.	All Motorola iDEN series
Revenue share	70	Undisclosed	70%	100
Joining fee	Free or \$795 a year	Undisclosed	No	Free
App signing fee	TBD	Undisclosed	No	Free
Submission fee	TBD	Undisclosed	\$200 for 10 applications	0
Promised time to market	TBD	Undisclosed	Undisclosed	1 week
Regional submission process	TBD	Undisclosed	One time	Multi

Appstore name	Camangi Market	Cellmania	Chomp	Crackberry
Parent company	Camangi Corporation	Cellmania	Chomp	Smartphone Experts
Launched	2009-12-04	1999-07-22	2010-03-29	2007-02-01
Regional availability	US	Worldwide	Worldwide	Worldwide
Potential device base	Undisclosed	250 million	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	~25 million (Nov 09)
Actual device base	Undisclosed	250 million	~100,000,000 iPhone + iPod touch + iPad(June 2010)	~25 million (Nov 09)
Downloads	Undisclosed	500 million mostly paid downloads.	as per Apple App Store	Undisclosed
Apps in store	100 (June 2010)	20000	as per Apple App Store	Undisclosed
Apps categories	All	All	as per Apple App Store	All
Apps pricing	Free	Free and Paid	as per Apple App Store	Free and Paid
On device portal	Web Portal	Web Portal, Mobile Website, on device application, PC application	Web Portal, Mobile Website, on device application	Mobile/Web Portal, Blackberry application
End user payment method	Free applications only	Carrier billing, credit card	as per Apple App Store	Undisclosed
Runtimes supported	Dalvik, native	javaME, android, RIM, Symbian, Windows Mobile	Objective C	Undisclosed
OS supported	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iphone	iPhone OS	Undisclosed
Devices supported	5 to 9-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch, iPad	All Blackberry Devices
Revenue share	Free applications only	Generally 70% of what Cellmania gets	as per Apple App Store	Undisclosed
Joining fee	Free	Free	as per Apple App Store	Undisclosed
App signing fee	Free	Free, except where operator charges	as per Apple App Store	Undisclosed
Submission fee	Free	Free	as per Apple App Store	Undisclosed
Promised time to market	Immediate	2 week target	as per Apple App Store	Undisclosed
Regional submission process	One time	Depends on region	as per Apple App Store	Undisclosed

Appstore name	Cydia Store	FastApp Store	Flypp	GetJar
Parent company	Cydia	FastApp	Infosys	GetJar
Launched	2009-03-06	2009-03-12	2009-12-14	2004-12-31
Regional availability	Worldwide	Worldwide	Worldwide	Worldwide
Potential device base	80 Millions iPhone and iTouch	350 million	Undisclosed	2 Billion
Actual device base	>2 Millions jailbroken iPhone and iTouch	350 million	Undisclosed	2 Billion
Downloads	Unknown	Undisclosed	Undisclosed	1 Billion (June 2010)
Apps in store	30+	173,051 (June 2010)	Undisclosed	50,000+
Apps categories	None	All	All	All
Apps pricing	Not explicit in the facts from \$1 to \$12	Free and Paid	Free and Paid	Free
On device portal	Web Portal	Web Portal	Undisclosed	Web Portal, Mobile Website, on device application
End user payment method	Paypal / Amazon Payment	Free and Paid	Undisclosed	n/a
Runtimes supported	Objective C	All	Undisclosed	All
OS supported	OS X iPhone	Nokia, Android, Apple, Blackberry	Undisclosed	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite
Devices supported	iPhone, iPod Touch	Nokia, Android, Apple, Blackberry	Undisclosed	1730 phones
Revenue share	Undisclosed	100%	Depends on operator	n/a
Joining fee	Free	Free	Undisclosed	Free
App signing fee	Free	Free	Undisclosed	Free
Submission fee	Free	Free	Undisclosed	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	48 hours (2 business days)
Regional submission process	One time	Undisclosed	Undisclosed	One time / global access

Appstore name	Handango	Handmark.com	Handster	HouseOfPalm
Parent company	Handango	Handmark	Handster	HouseOfPalm
Launched	2000-12-13	1999-11-03	2009-06-01	2010-03-01
Regional availability	Worldwide	Worldwide	Worldwide	Worldwide
Potential device base	2 billion	Undisclosed	Undisclosed	Undisclosed
Actual device base	2 billion	Undisclosed	Undisclosed	Undisclosed
Downloads	Over 100 million downloads to date	Undisclosed	10M	Undisclosed
Apps in store	40,000	Undisclosed	6000	1900 (March 2010)
Apps categories	All	Games, Entertainment, Productivity, Themes, Reference	All	Books, Education, Entertainment, Food, Health & Fitness, Navigation, Productivity & Utilities
Apps pricing	Free and Paid	Paid	Paid	Free and Paid
On device portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application, PC application	Web Portal
End user payment method	PayPal	Undisclosed	Credit Card, Paypal, premium sms as per Dec 09	as per Palm App Catalog
Runtimes supported	Native, Java, Web	Native and Java	Native and Java	WebOS
OS supported	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian, Android, BlackBerry, Palm, WebOS, Windows Mobile	Windows Mobile, Symbian, Android, Blackberry	Palm webOS
Devices supported	1700+ phones	All manufacturers	All Manufacturers	Palm Pre, Pixi
Revenue share	80.00%	Undisclosed	90-50% depending on distribution channels	as per Palm App Catalog
Joining fee	Free	Undisclosed	Free	as per Palm App Catalog
App signing fee	Depends on platform	Undisclosed	Free	as per Palm App Catalog
Submission fee	Free	Undisclosed	Free	as per Palm App Catalog
Promised time to market	Undisclosed	Undisclosed	Instant	as per Palm App Catalog
Regional submission process	One time	Undisclosed	Undisclosed	as per Palm App Catalog

Appstore name	Idea Application Store	iPhone App Store	iPhoneApps360	iWikiPhone
Parent company	Idea Cellular	Apple	iPhoneApps360	iWikiPhone
Launched	2010-01-25	2008-06-27	2009-01-01	2010-01-14
Regional availability	India	Worldwide, with country specific stores for local variants	Worldwide	Worldwide
Potential device base	57 Million customers	~100,000,000 iPhone + iPod Touch + iPad(June 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)
Actual device base	Not Launched yet	~100,000,000 iPhone + iPod touch + iPad(June 2010)	~100,000,000 iPhone + iPod touch + iPad(June 2010)	Undisclosed
Downloads	0 (not launched yet)	5 billion (April 2010)	Undisclosed	Undisclosed
Apps in store	0 (not launched yet)	225,000 currently available (June 2010)	150 000+	100 000+
Apps categories	Not Launched Yet	All	All	All
Apps pricing	Free to undisclosed	Free and Paid	Free and Premium	Free and Paid
On device portal	Yes	Web, on device application, PC application	Web Portal	Web Portal
End user payment method	Undisclosed	Credit Card on iTunes account	as per Apple App Store	as per Apple App Store
Runtimes supported	Java, Windows native	Objective C	Objective C	Objective C
OS supported	All	Mac OS X, iPhone, iPad, iPod touch	iPhone OS	Mac OS X
Devices supported	All manufacturers GPRS phones	iPhone, iPod Touch, iPad	Phone, iPod Touch, iPad	iPhone, iPod Touch, iPad
Revenue share	Undisclosed	70%	as per Apple App Store	as per Apple App Store
Joining fee	Undisclosed	\$99, \$299 for Enterprise	as per Apple App Store	Free
App signing fee	Undisclosed	Free	as per Apple App Store	as per Apple App Store
Submission fee	Undisclosed	Free	as per Apple App Store	as per Apple App Store
Promised time to market	Undisclosed	Undisclosed	as per Apple App Store	as per Apple App Store
Regional submission process	Undisclosed	Multi submission	as per Apple App Store	One time

Appstore name	Kero Mobile	LePhone App Store	LG Application Store	M1 AppStore
Parent company	Biskero	Lenovo	LG	M1
Launched	2009-05-01	2010-04-29	2009-07-13	2010-05-12
Regional availability	Worldwide	China	10 countries	Singapore
Potential device base	All Flash Lite 2/3 based mobile phones (1.2 billion)	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	260	Undisclosed	1400	Undisclosed
Apps categories	games, media, music, social networking communities, news, sport news, blogs, city information, RSS feeds and more	All	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	All
Apps pricing	Undisclosed	Undisclosed	Free to undisclosed	Free and Paid
On device portal	Web Portal	On device, Web	Web and on device portal on some devices	Web Portal
End user payment method	Undisclosed	Undisclosed	Credit Card	Carrier billing
Runtimes supported	Flash Lite	Dalvik, native	.NET & native	Java and native
OS supported	Symbian	Android	Windows Mobile	Mac OS X, Blackberry OS, Android, Symbian, Windows Mobile, proprietary,
Devices supported	http://www.biskero.com/blog/?page_id=45	Lenovo LePhone	LG Windows Mobile Devices	All devices
Revenue share	100	Undisclosed	Undisclosed	Undisclosed
Joining fee	Free	Undisclosed	Undisclosed	Free
App signing fee	Free	Undisclosed	Undisclosed	Free
Submission fee	Free	Undisclosed	Undisclosed	Free
Promised time to market	1 week	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	One-time

Appstore name	mCore Marketplace	mjelly	Mobango	MobiHand
Parent company	Motricity	mjelly	Mobango	MobiHand
Launched	2010-03-23	2010-03-20	2004-12-01	2010-03-02
Regional availability	Undisclosed	Worldwide	30 countries including the US, UK, Germany, Spain, India and Italy	Worldwide
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	4 Million registered users	Undisclosed
Downloads	Undisclosed	1 million	700 Million (June 2010)	Undisclosed
Apps in store	Undisclosed	100	Undisclosed	Undisclosed
Apps categories	undisclosed	All	Themes, Videos, Images, Tunes, Apps, Games	All
Apps pricing	undisclosed	Free	Free	Free and Paid
On device portal	On device application	Web Portal, Mobile Website	PC discovery, access to apps via mobile web	Yes (for BlackBerry and Windows Mobile), via Web for other platforms
End user payment method	Undisclosed	n/a	Free applications	Credit Card
Runtimes supported	Undisclosed	Undisclosed	Native, Java/J2ME, Flash Lite	
OS supported	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS	Symbian, Android, iphone, Blackberry, Java	Android, Symbian, BlackBerry, Windows Mobile, and Palm	BlackBerry, Windows Mobile, Palm, Symbian, Android
Devices supported	Undisclosed	All	All manufacturers	BlackBerry, Windows Mobile, Palm, Symbian, Android
Revenue share	Undisclosed	n/a	Free applications	60%-80%, depending on point of sale
Joining fee	Undisclosed	Free	0	Undisclosed
App signing fee	Undisclosed	Free	0	Undisclosed
Submission fee	Undisclosed	Free	0	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Immediate	Undisclosed
Regional submission process	Undisclosed	Undisclosed	One time	Undisclosed

Appstore name	Mobile Market	MobileIron Enterprise App Store	MobileRated	MobileWorxs App Store
Parent company	China Mobile	MobileIron	MobileRated	MobileWorxs
Launched	2009-08-17	2009-12-09	2006-10-02	2010-02-24
Regional availability	China	North America, Europe	Worldwide	EMEA
Potential device base	493 Million Subscribers	Smartphones in the enterprise - roughly 100M globally and growing rapidly	4,500 devices supported	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Each enterprise manages their own app store	100 Million+	Undisclosed
Apps in store	4000 at launch	separate app store with varying number of applications depending on	Undisclosed	29
Apps categories	All	Dependent on specific enterprise	All	Consumer, Government, Logistics, Utilities, Field Service, New
Apps pricing	Free and Paid	Dependent on specific enterprise	Free	Capital purchase, lease
On device portal	Web Portal	Web Portal, Mobile Website, on device application, PC application	Web Portal, Mobile Website, on device application, PC application	Over air or device docking station
End user payment method	Undisclosed	Dependent on specific enterprise	n/a	Undisclosed
Runtimes supported	JIL, Java, native	Java or native depending on platform	Java, Flash	.net
OS supported	Windows Mobile, Symbian, oPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)	Android, Symbian, Windows, and proprietary function phones	Windows Mobile, CE, XP, Vista, 7
Devices supported	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All for smartphone OS listed above	Almost all	Any with Microsoft OS
Revenue share	70%	Dependent on specific enterprise	n/a	Undisclosed
Joining fee	Free	Dependent on specific enterprise	Free	Undisclosed
App signing fee	Undisclosed	Dependent on specific enterprise	Free	Undisclosed
Submission fee	Undisclosed	Dependent on specific enterprise	Free	Undisclosed
Promised time to market	undisclosed	Dependent on specific enterprise	1 business day	Undisclosed
Regional submission process	One time	Dependent on specific enterprise	one time	Undisclosed

Appstore name	Mobspot	Mplayit	mstore	My Hub
Parent company	Mobspot	Mplayit	Telefonica / Movistar	Carphone Warehouse
Launched	2010-03-15	2009-11-19	2009-09-11	2010-02-03
Regional availability	Worldwide	Worldwide	Spain, later all countries where Telefonica operates	UK
Potential device base	Undisclosed	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	~ 75 Million UK mobile phones (2009)
Actual device base	Undisclosed	Undisclosed	Undisclosed	Unknown Carphone warehouse base
Downloads	Undisclosed	15MM+	Undisclosed	Just launched
Apps in store	Undisclosed	175 000+	1000 (11/09/2009)	Undisclosed (subset of Getjar catalogue)
Apps categories	All	All	All	All
Apps pricing	Undisclosed	Free and Paid	Free and Paid	Free and Paid (contrary to Getjar)
On device portal	Web Portal	Web Portal, Mobile Website	Web Portal, future on device application	Web Portal, on device application to come in the future.
End user payment method	Undisclosed	Undisclosed	Credit Card, carrier billing	Undisclosed
Runtimes supported	Undisclosed	Java, Objective C, Dalvik	Undisclosed	Java or native depending on platform
OS supported	Undisclosed	Mac OS X, Blackberry OS, Android	All	All
Devices supported	Undisclosed	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers	All manufacturers
Revenue share	Undisclosed	100%	Undisclosed	Undisclosed
Joining fee	Free	Free	Undisclosed	Undisclosed
App signing fee	Undisclosed	Free	Undisclosed	Undisclosed
Submission fee	Free	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time	Undisclosed	Undisclosed

Appstore name	Netfront Widgets	neXva	Nokia Ovi Store	Optus Application Store
Parent company	Access	neXva inc	Nokia	Optus
Launched	2009-10-05	2010-03-01	2009-05-26	2009-11-17
Regional availability	Worldwide	Worldwide	Worldwide	Australia
Potential device base	1 Million devices	3500 devices in database	200 Million as of Sept 18, 2009, 100+ devices	Undisclosed
Actual device base	1 Million devices	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	1.6 Million downloads a day	Launch (17/11/2009)
Apps in store	450	5000	9500 (April 2010)	1000 (17/11/2009)
Apps categories	All	All	Applications, Games, Audio & Video, Personalisation	Games, Utilities, Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News, and Reference
Apps pricing	Free	Free and Paid	Free to undisclosed	free to undisclosed
On device portal	On selected devices	OTA from mobile site or via web site	Ships embedded on most Nokia devices from Q4 2009	Web Portal, Mobile Website, on device application
End user payment method	Free applications	Paypal	SIM Card, Credit Card, Operator billing	Carrier billing
Runtimes supported	NetFront Widgets	Undisclosed	Symbian, Maemo, Java, Flash, Widget, Mobile Web	Java, Native, .NET
OS supported	Windows Mobile 5.0 / 6.0 and S60	Undisclosed	S60 , S40, Maemo	Symbian, Android, Blackberry, Windows
Devices supported	Samsung, Japanese handsets	Undisclosed	Most Nokia devices	Any device but iPhone
Revenue share	Free applications	70	70%	Undisclosed
Joining fee	Free	Undisclosed	€50 fee to register as a publisher	Undisclosed
App signing fee	Free	Undisclosed	Fees vary	Undisclosed
Submission fee	Free	Undisclosed	No	Undisclosed
Promised time to market	Immediate	3 days	Undisclosed	Undisclosed
Regional submission process	One time	One time	Multi-submission	Undisclosed

Appstore name	Orange App Shop	Palm App Catalog	Play Now Arena	Plaza Retail
Parent company	Orange	Palm	Sony Ericsson	Qualcomm
Launched	2009-12-09	2009-09-24	2009-08-03	2010-06-21
Regional availability	Europe	US to start with announced in Europe for 2010	69 markets (Dec 2009)	Worldwide
Potential device base	Undisclosed	Estimated 1 Million (November 2009)	25 million	Undisclosed
Actual device base	Undisclosed	Estimated 1 Million (November 2009)	Undisclosed	Undisclosed
Downloads	Undisclosed	> 8 Million (November 2009)	Undisclosed	Undisclosed
Apps in store	5,000 (Dec 2009)	1000 (January 2009)	Undisclosed	Undisclosed
Apps categories	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	All	Undisclosed
Apps pricing	<£10	free to undisclosed	Free and Paid	Undisclosed
On device portal	On some devices	Yes , also web portal discovery	Web Portal, on device application	Web Portal
End user payment method	Credit Card or Orange Monthly Bill (SIM Card)	Credit Card	premium SMS and credit card	Undisclosed
Runtimes supported	Native, Java	Web	Java™ ME, Flash,, native, XPERIA panels, Dalvik	Undisclosed
OS supported	Android, BlackBerry, Windows Mobile, Symbian	Palm Web OS	Symbian, Windows Mobile, proprietary, Android	Java, Brew and Flash; Android, Windows Mobile, Palm, Symbian and LiMo coming
Devices supported	All (only Sony Ericsson and Nokia with App Shop on device client)	Pre and Pixi	Most Sony Ericsson devices	Undisclosed
Revenue share	Undisclosed	70% developer 30% Palm	70% developer	Undisclosed
Joining fee	Free	\$99 fee for open source developers	Free	Undisclosed
App signing fee	Free	Free for now	Depends on the certification program	Undisclosed
Submission fee	Free	Free for now but \$50 fee for being on the device portal	Depends on platform	Undisclosed
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	R-World
Parent company	Pocket Gear	PreCentral.net	Premier App Shop™	Reliance Communication
Launched	2008-06-27	2010-03-01	2010-01-07	2010-02-10
Regional availability	Worldwide	Worldwide	Worldwide	India
Potential device base	Undisclosed	Undisclosed	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed
Actual device base	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed	Undisclosed	Undisclosed
Downloads	100,000,000+	5.7 million	Undisclosed	Not launched yet
Apps in store	70,000+ smartphone applications	445 (homebrew apps)	6	Undisclosed
Apps categories	Games, Themes, Software and Entertainment	All	None	games, social networking, sports, entertainment and productivity
Apps pricing	Free and Paid	Free and Paid	Paid	Free
On device portal	Web Portal, on device application	On device application, PC application	On device application	Undisclosed
End user payment method	Credit Card	Undisclosed	Credit Card	Undisclosed
Runtimes supported	Java and native	Undisclosed	Objective C	Undisclosed
OS supported	Windows Mobile, Blackberry and Palm OS	Palm webOS	Mac OS X	Undisclosed
Devices supported	All manufacturers	Pre, Pixi	iPhone, iPod Touch	Undisclosed
Revenue share	60% less transaction fees	Undisclosed	Undisclosed	Undisclosed
Joining fee	Free	Undisclosed	Undisclosed	Undisclosed
App signing fee	Varies dependant on OS	Undisclosed	Undisclosed	Undisclosed
Submission fee	Free	Undisclosed	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	Samsung Applications Store	SHOP4APPS	SlideMe	Softwareload
Parent company	Samsung	Motorola	SlideMe	Deutsche Telekom
Launched	2009-09-14	2010-01-21	2008-04-11	2010-04-12
Regional availability	7 countries, 30 more to follow.	China (launching soon in Brazil, Argentina and Mexico)	Worldwide	UK, Germany, Switzerland, Austria
Potential device base	Undisclosed	Undisclosed Ophone base	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed Ophone base	Undisclosed	Undisclosed
Downloads	Undisclosed	0 (not launched yet)	Undisclosed	Undisclosed
Apps in store	300 native applications on launch, 2000 expected by the end of 2009.	0 (not launched yet)	1500	15,000
Apps categories	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	not launched yet	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free and Paid
On device portal	Samsung Omnia and Samsung Omnia HD I8910	Yes	Web Portal, on device application	Web Portal, on device application
End user payment method	PayPal, Credit Card	Undisclosed	Dependent on payment method used	Undisclosed
Runtimes supported	Java and native	Ophone SDK	Dalvik, native	Undisclosed
OS supported	Symbian, Windows Mobile, Bada	Open Mobile	Android	Java, BlackBerry, PalmOS, Symbian and Windows Mobile
Devices supported	Most Samsung devices	Motorola Ophones and potentially all Ophones	Most Android devices beyond mobile	Undisclosed
Revenue share	70%	Undisclosed	95%	Undisclosed
Joining fee	\$1 registration fee	Free	Free	Undisclosed
App signing fee	Fees vary	Free	Free	Undisclosed
Submission fee	Free	Free	Free	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Immediate	Undisclosed
Regional submission process	Undisclosed	China only for now	Undisclosed	Undisclosed

Appstore name	Storeoid	Symbian Horizon	TIM App Store	TomTom App Store (TBC)
Parent company	General Mobile	Symbian Foundation	Qualcomm	TomTom
Launched	2010-03-02	2009-09-15	2010-06-21	2010-04-29
Regional availability	Worldwide	Worldwide	Brazil	Worldwide
Potential device base	Undisclosed	Undisclosed	40 million	Undisclosed
Actual device base	Undisclosed	Undisclosed	40 million	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	15 (June 2010)	61	Undisclosed	Undisclosed
Apps categories	All	None	Undisclosed	Undisclosed
Apps pricing	Free	Free and paid	Undisclosed	Undisclosed
On device portal	Web Portal	Web Portal	Web Portal, on device application	Undisclosed
End user payment method	Undisclosed	Varies for each App Store	Undisclosed	Undisclosed
Runtimes supported	Dalvik, native	Native	Undisclosed	WebKit
OS supported	Android	Symbian OS	Java, Brew and Flash; Android, Windows Mobile, Palm, Symbian and LiMo coming	Undisclosed
Devices supported	Android	Nokia, Sony Ericsson, Samsung	Undisclosed	TOMTOM
Revenue share	Undisclosed	Varies for each App Store	Undisclosed	Undisclosed
Joining fee	Undisclosed	Free	Undisclosed	Undisclosed
App signing fee	Undisclosed	Symbian Signed Charges	Undisclosed	Undisclosed
Submission fee	Undisclosed	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time	Undisclosed	Undisclosed

Appstore name	VCAST Apps Storefront	Vodafone 360 Shop	web2go	whiteapp
Parent company	Verizon Wireless	Vodafone	T-Mobile USA	putITout
Launched	2009-09-15	2009-09-24	2009-11-02	2009-10-05
Regional availability	US	Worldwide	USA	Worldwide
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	8500	Undisclosed	22
Apps categories	Entertainment, Personalization and Productivity	Address Book, Communication, Maps, Photos, Games	Unknown	n/a
Apps pricing	Free to undisclosed	undisclosed	Free to \$29.99, in app advertising	Free
On device portal	Yes with downloaded store application	Web Portal, on device application	Web Portal, on device application	Web Portal
End user payment method	Carrier billing, credit card	Carrier billing	OTC, MRC, ad revenue	Depends on platform
Runtimes supported	Java and native	JIL, Dalvik, Native	Native, .NET, J2ME, Dalvik, Sidekick	All
OS supported	Windows Mobile, Blackberry and BREW	Limo, Android	Windows Mobile, BlackBerry, Android	All
Devices supported	All manufacturers	100 phones	Undisclosed	All, mainly iPhone
Revenue share	70%	Undisclosed	70% of app charge, 100% of ad revenue	Undisclosed
Joining fee	Free	Free	Free	Free
App signing fee	Yes, but plan to eliminate	Free	Free	Depends on platform as resigning needed
Submission fee	Yes, but plan to eliminate	Free	Free	Depends on platform
Promised time to market	2 weeks	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	Wholesale Applications Community	Microsoft	zanox
Launched	2010-03-02	2009-10-06	2009-06-03
Regional availability	Worldwide	Worldwide	Worldwide
Potential device base	3 billion+	Undisclosed	zanox client base includes approx. 1 million publishers and 2000 advertisers
Actual device base	3 billion+	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	20,000 (Nov '09)	15
Apps categories	TBD	All	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service
Apps pricing	TBD	Free and Paid	Free
On device portal	TBD	On device application	Any device capable of calling zanox Web Services
End user payment method	TBD	Credit Card, carrier billing	n/a
Runtimes supported	Undisclosed	.NET & native	Undisclosed
OS supported	Undisclosed	Windows Mobile 7.0, 6.5, 6.1 and 6.0	Undisclosed
Devices supported	Undisclosed	All Windows Mobile devices	Undisclosed
Revenue share	TBD	70%	Defined by developer
Joining fee	TBD	\$99 registration fee	Free
App signing fee	TBD	\$99 certification fee	Free
Submission fee	TBD	Free	Free
Promised time to market	TBD	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	TBD	Undisclosed	Undisclosed