

App Store Report - June 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 77 app stores, up just 2 from last month. As the number of app stores continues to grow, a growing challenge for their providers is how to differentiate their stores from those of competitors. The most obvious means is by focusing on a particular platform or type of device -- topics which we have covered in previous App Store Reports. But another useful means for differentiation, and one that isn't widely used, could be to differentiate on geographic focus. In turn, this could become an important metric for developers to consider when choosing the best channels through which to distribute and promote their devices, particularly if they're developing apps or content with a particular regional or local focus.

Currently, the vast majority (50 out of 77) of app stores in the WIP Wiki serve a global audience or one in multiple regions. For stores with a limited geographic focus, Asia Pacific is the most popular region, with stores aimed at India and China accounting for most of them. North America follows next, then Europe. A little bit surprising is that we are not currently tracking any stores with an exclusive focus on the Middle East and Africa or South America -- perhaps indicating an opportunity for locally focused providers in those regions.



Obviously one upside of global stores is that developers can access a worldwide audience through a single outlet, whereas securing distribution through multiple local stores can be time-consuming or difficult. In addition, many of the local stores are controlled by a single operator, and getting into them may require some biz dev work. The flipside, though, may be more local promotion and marketing support, or exposure to a more targeted audience, which can pay dividends to developers and content providers.

Appstore name	Airtel App Central	AndAppStore	Android App Shop	Android Market
Parent company	Bharti Airtel	Funky Android Ltd.	Vodafone	Google
Launched	2/10/2010	10/10/2008	4/27/2010	10/22/2009
Regional availability	India	Worldwide	The Netherlands, Germany, Greece, Italy, Ireland, Portugal, Spain, UK	Europe, US, Hong Kong, Japan and Taiwan
Potential device base	121.7 million subscribers (March 2010)	~ 6 Million (Nov '09)	Undisclosed	~ 6 Million (Nov '09)
Actual device base	Undisclosed	~ 6 Million (Nov '09)	Undisclosed	~ 6 Million (Nov '09)
Downloads	2.5 million (March 2010)	Undisclosed	store not yet launched	Unknown
Apps in store	1500 (March 2010)	360	Undisclosed	50,000 (April '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	Undisclosed	Communication, Entertainment, Finance, Lifestyle, Multimedia, News & Weather, Reference, Shopping, Social, Tools, Travel, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games - Casual
Apps pricing	Free and paid for from 5 Rs	price per app, in-app pricing	Undisclosed	free, \$0.99 - \$200
On device portal	Yes only on device portal	device tailored website, on device application	Yes	Yes, and web portal
End user payment method	Deducted from Bill or from airtime	Paypal	Undisclosed	Google Checkout using a credit, debit, or gift card, some operator bills
Runtimes supported	Java (tbc)	Dalvik, native	Dalvik	Dalvik, native
OS supported	All	Android	Android	Android
Devices supported	550 devices	all android devices	Undisclosed	All Android devices
Revenue share	Undisclosed	100%	Undisclosed	70%
Joining fee	Undisclosed	0%	Undisclosed	\$25
App signing fee	Undisclosed	0	Undisclosed	No
Submission fee	Undisclosed	0	Undisclosed	No
Promised time to market	Undisclosed	Immediate	Undisclosed	Immediate
Regional submission process	Undisclosed	One time	Undisclosed	One time

Appstore name	android.pdassi.de	Androlib	AppBrain	AppCentral
Parent company	pdassi	Androlib	AppTornado GmbH	Ondeego
Launched	2010-04-26	1/11/2010	3/2/2010	9/11/2009
Regional availability	Germany	All	All	N. America/Europe, expanding soon
Potential device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	80 Million
Actual device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	Enterprise by Enterprise
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	18000 (Jan 10)	as per Android Market	Depends on Enterprise's Settings
Apps categories	all	Communication Entertainment Finance Lifestyle, Multimedia, News & Weather, Productivity, Reference, Shopping, Social, tools, travels, demo, software libraries, comics, health sport, themes	as per Android Market	Business, Productivity, Enterprise Apps
Apps pricing	Free and paid	free or paid for	as per Android Market	All pricing options are available
On device portal	mobile website	Web only	Browse/discover via Web, install through handset app/Android Market	Undisclosed
End user payment method	Credit card, bank card, PayPal	As per Android Market	as per Android Market	Depends on enterprise
Runtimes supported	Dalvik, Native	Dalvik, native	Dalvik, native	All
OS supported	Android	Android	Android 1.6 or newer	BlackBerry & J2ME, iPhone, Android, and WinMo coming soon
Devices supported	All Android devices	All Android devices	All Android devices	All manufacturers except iPhone
Revenue share	30	As per Android Market	as per Android Market	70%
Joining fee	Undisclosed	As per Android Market	as per Android Market	None!
App signing fee	Undisclosed	As per Android Market	as per Android Market	None!
Submission fee	Undisclosed	As per Android Market	as per Android Market	None!
Promised time to market	Undisclosed	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	AppComments.com	Appoke	Appolicious	AppShup
Parent company	AppComments	Appoke	Appolicious	SMS GupShup
Launched	3/2/2010	5/25/2010	3/29/2010	2010-03-09
Regional availability	All	Worldwide	all	India
Potential device base	as per Apple App Store	~ 6 Million (Nov '09)	~58,000,000 iPhone + iPod Touch (January 2010)	26 million SMS GupShup users
Actual device base	as per Apple App Store	undisclosed	~58,000,000 iPhone + iPod Touch (January 2010)	undisclosed
Downloads	as per Apple App Store	store not yet launched	as per Apple App Store	undisclosed
Apps in store	as per Apple App Store	undisclosed	as per Apple App Store	24
Apps categories	as per Apple App Store	Communication Entertainment Finance Lifestyle, Multimedia, News & Weather, Reference, Shopping, Social, tools, travels, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games – Casual	as per Apple App Store	n/a
Apps pricing	as per Apple App Store	as per Android Market	as per Apple App Store	free
On device portal	Web site only	Yes, Android application	iPhone app, Web site, Facebook	no
End user payment method	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
Runtimes supported	Objective- C	Dalvik, native	Objective-C	JSON/XML
OS supported	Mac OS X iPhone & iPad	Android	iPhone OS	n/a on device - SMS only
Devices supported	iPhone	All Android devices	iPhone, iPod Touch	all
Revenue share	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
Joining fee	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
App signing fee	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
Submission fee	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
Promised time to market	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed
Regional submission process	as per Apple App Store	as per Android Market	as per Apple App Store	undisclosed

Appstore name	Appsfire	AppStoreHQ.com	AppUp Center	AT&T AppCenter
Parent company	Appsfire	Mobilmemo	Intel	AT&T
Launched	3/2/2010	12/18/2009	1/7/2010	1/7/2010
Regional availability	All	North America	US, Canada	USA
Potential device base	~58,000,000 iPhone + iPod Touch (Jan 2010)	All iPhone / iPod Touch (~60MM)	Undisclosed	90 percent of its Quick Messaging Devices by 2011
Actual device base	~58,000,000 iPhone + iPod Touch (Jan 2010)	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed
Downloads	Undisclosed	undisclosed	Just launched	Not launched yet
Apps in store	as per Apple App Store	Web mirror of iTunes App Store	~100	Not launched yet
Apps categories	as per Apple App Store	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	TBD
Apps pricing	as per Apple App Store	same as iTunes App Store	Free to undisclosed	TBD
On device portal	PC-based, also through iPhone App	No	Yes through cdownloadable client	Yes
End user payment method	as per iPhone App Store	Same as iPhone appstore	Credit card	TBD
Runtimes supported	Objective- C	Objective- C	Atom SDK C / C++	BREW
OS supported	Mac OS X iPhone & iPad	Mac OS X	Windows with Moblin soon to come	All supported by BREW
Devices supported	iPhone	All iPhone / iPod Touch	All Atom based netbooks	All manufacturers supporting BREW
Revenue share	as per iPhone App Store	Same as iPhone appstore	Up to 70%	70
Joining fee	as per iPhone App Store	0	Free for limited time then \$99 a year	Free or \$795 a year
App signing fee	as per iPhone App Store	0	Free	TBD
Submission fee	as per iPhone App Store	0	Free	TBD
Promised time to market	as per Apple App Store	Same as iPhone appstore	Dashboard to see status of application	TBD
Regional submission process	as per iPhone App Store	Automatic for apps published in iTunes	TBD	TBD

Appstore name	AutoLinQ	Blackberry App World	BoostApps	Camangi Market
Parent company	Continental Automotive	BlackBerry	BoostApps	Camangi Corporation
Launched	3/9/2010	4/1/2009	9/30/2009	12/4/2009
Regional availability	undisclosed	about 20 countries worldwide	US	US
Potential device base	undisclosed	~ 25 Million (Nov 09)	6 million	Undisclosed
Actual device base	undisclosed	~ 25 Million (Nov 09)	6 million	Undisclosed
Downloads	0	1 Million a day (April 2010 WSJ)	100,000	Undisclosed
Apps in store	0	6000 (April 2010)	200	50 (Dec-09)
Apps categories	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	Apps, Games	Communication, Entertainment, Finance, Life, Game, Multimedia, Reference, Shopping, Social, Tools
Apps pricing	TBD	Free and paid	free	free only
On device portal	undisclosed	Yes, users can also browse catalogue on desktop web browser	mobile web portal	No, web only
End user payment method	undisclosed	PayPal	Ad supported apps	Free applications only
Runtimes supported	native (Android)	BlackBerry MDS Runtime. Blackberry Widgets	Java ME	Dalvik, native
OS supported	Android	BlackBerry Device Software v4.2 or higher, with a trackball or SurePress touch screen	Motorola P2K2	Android
Devices supported	TBD - compatible cars/devices	all BlackBerry devices: Bold, Curve, Storm etc.	All Motorola iDEN series	5 to 9-inches Android device
Revenue share	undisclosed	80%	100	Free applications only
Joining fee	undisclosed	No	0	0
App signing fee	undisclosed	No	0	0
Submission fee	undisclosed	\$200 for 10 applications	0	0
Promised time to market	undisclosed	Undisclosed	1 week	Immediate
Regional submission process	undisclosed	One time	multi	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	Worldwide	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)	4 billion (April 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	LePhone App Store	LG Application Store	M1	mCore Marketplace
Parent company	Lenovo	LG	M1	Motricity
Launched	2010-04-29	7/13/2009	5/12/2010	3/23/2010
Regional availability	China	about 10 countries worldwide	Singapore	undisclosed
Potential device base	Undisclosed	Undisclosed	Undisclosed	undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	undisclosed
Apps in store	Undisclosed	1400	Undisclosed	undisclosed
Apps categories	Undisclosed	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	Free, Educational, Games, Entertainment, News & Finance, Themes, Utilities, Social Networking, Sports	undisclosed
Apps pricing	Undisclosed	Free to undisclosed	free or paid for	undisclosed
On device portal	On device, Web	Web and on device portal on some devices	Web only	yes
End user payment method	Undisclosed	Credit Card	Mobile phone bill	undisclosed
Runtimes supported	Dalvik	.NET & native	Native and Java	undisclosed
OS supported	Android	Windows Mobile	Mac OS X, Blackberry OS, Android, Symbian, Windows Mobile, proprietary,	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS
Devices supported	Lenovo LePhone	LG Windows Mobile Devices	All devices	undisclosed
Revenue share	Undisclosed	Undisclosed	Undisclosed	undisclosed
Joining fee	Undisclosed	Undisclosed	Free	undisclosed
App signing fee	Undisclosed	Undisclosed	Free	undisclosed
Submission fee	Undisclosed	Undisclosed	Free	undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	undisclosed
Regional submission process	Undisclosed	Undisclosed	One time	undisclosed

Appstore name	mjelly.com	Mikandi	Mobango	MobiHand
Parent company	mjelly.com	MiKandi	Mobango	MobiHand
Launched	3/20/2010	12/9/2009		3/2/2010
Regional availability	Worldwide	worldwide	30 countries including the US, UK, Germany, Spain, India and Italy	All
Potential device base	Undisclosed	~ 6 Million (Nov '09)	Undisclosed	Undisclosed
Actual device base	Undisclosed	~ 6 Million (Nov '09)	4 Millions registered users	Undisclosed
Downloads	1m+	Undisclosed	552 Millions (01/10/2009)	Undisclosed
Apps in store	100	Undisclosed	Undisclosed	Undisclosed
Apps categories	Undisclosed	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social,	Themes, Videos, Images, Tunes, Apps, Games	Business & Finance, Communication & Internet, E-Books, Education & Reference, Entertainment, Games, Medical, Personal Productivity, Professional, Ringtones, Themes, Travel
Apps pricing	No limits	Free, \$0.99-Up	Free	free, or \$3.95 or greater
On device portal	Web and mobile Web	Yes, on device discovery	PC discovery, access to apps via mobile web	For certain devices
End user payment method	Free applications	Undisclosed	Free applications	Credit card, PayPal
Runtimes supported	Depends on platform	Dalvik, native	Native, Java/J2ME, Flash Lite	Depends on platform
OS supported	Symbian, Android, iphone, Blackberry, Java	Android	Android, Symbian, BlackBerry, Windows Mobile, and Palm	BlackBerry, Windows Mobile, Android, Symbian, Palm OS, iPhone
Devices supported	multiple	All Android devices	All manufacturers	BlackBerry, Windows Mobile, Android, Symbian, Palm OS, iPhone
Revenue share	n/a	TBA	Free applications	60%-80%, depending on point of sale
Joining fee	Free	Free for a limited time,	0	Undisclosed
App signing fee	n/a	no	0	Undisclosed
Submission fee	Free	no	0	Undisclosed
Promised time to market	n/a	Immediate	Immediate	Undisclosed
Regional submission process	n/a	one time	One time	Undisclosed

Appstore name	Mobile Market	MobileIron Enterprise App Store	MobileRated	Mobspot
Parent company	China Mobile	MobileIron	MobileRated	Mobspot
Launched	8/17/2009	12/9/2009	2/10/2006	3/15/2010
Regional availability	China	North America, Europe	worldwide, with English, German, French, Italian, Portuguese, and Spanish sites	All
Potential device base	493 Million Subscribers	Smartphones in the enterprise - roughly 100M	> 4,500 devices supported	Undisclosed
Actual device base	undisclosed	Just launched (Dec 2009)	Undisclosed	Undisclosed
Downloads	undisclosed	Each enterprise manages their own app store	Hundreds of millions	Undisclosed
Apps in store	4000 at launch	Dependent on specific enterprise	Undisclosed	Undisclosed
Apps categories	Games, wallpapers, music, video, and e-books	Dependent on specific enterprise	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 pricing	Free to RMB 15	Dependent on specific enterprise	Always free to download	Dependent on platform
On device portal	No	On device application, and desktop web portal	Web and WAP sites, install directly to phone or from PC.	Web portal, works on all devices
End user payment method	?	Dependent on specific enterprise	Free applications	Dependent on platform
Runtimes supported	JIL, Java, native	Java or native depending on platform	Java, Flash	Dependent on platform
OS supported	Windows Mobile, Symbian, oPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android	Android, Symbian, Windows, and proprietary function phones	Symbian, Windows Mobile, BlackBerry, iPhone, Android, Palm WebOS
Devices supported	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All for smartphone OS listed above	Almost all	Multiple
Revenue share	70%	Dependent on specific enterprise	n/a	Dependent on platform
Joining fee	Free	Dependent on specific enterprise	0	\$0
App signing fee	?	Dependent on specific enterprise	0	Dependent on platform
Submission fee	?	Dependent on specific enterprise	0	\$0
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	Mplayit	mstore	My Hub	Netfront Widgets
Parent company	Mplayit	Telefonica / Movistar	Carphone Warehouse	Access
Launched	11/19/2009	9/11/2009	2/3/2010	10/5/2009
Regional availability	Global	Spain, later all country where Telefonica operates	UK	Global
Potential device base	~ 75 Millions devices	Undisclosed	~75 Million UK mobile phones (2009)	1 Million devices
Actual device base	Undisclosed	Undisclosed	Unknown Carphone Warehouse base	1 Million devices
Downloads	15MM+	Undisclosed	Just launched	Undisclosed
Apps in store	100K+ , 15,000 Android applications	1000 (11/09/2009)	Unknown (subset of Getjar catalogue)	450
Apps categories	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	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
Apps pricing	Free and Premium	Free to €20	free or paid for (contrary to Getjar)	Free
On device portal	Limited device web portal.	PC or mobile web access	No, web only, on device to come in the future.	On certain devices
End user payment method	Varies	Credit Card and phone bill	Unknown	Free applications
Runtimes supported	Java, Objective C, Dalvik	Undisclosed	Java or native depending on platform	NetFront Widgets
OS supported	Mac OS X, Blackberry OS, Android	All	All	Windows Mobile 5.0 / 6.0 and S60
Devices supported	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers	All manufacturers	Samsung, Japanese handsets
Revenue share	100%	Undisclosed	Unknown	Free applications
Joining fee	Free	Undisclosed	Unknown	Free
App signing fee	n/a	Undisclosed	Unknown	Free
Submission fee	Free	Undisclosed	Unknown	Free
Promised time to market	Days	Undisclosed	Unknown	Immediate
Regional submission process	One time	Undisclosed	Unknown	One time

Appstore name	neXva	Nokia Ovi Store	Optus Application Store	Orange App Shop
Parent company	neXva inc	Nokia	Optus	Orange
Launched	3/1/2010	5/26/2009	11/17/2009	4/24/2009
Regional availability	all	Global	Australia	several countries in Europe
Potential device base	3500 devices in database	200 Million as of Sept 18, 2009, 100+ devices	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	1.3 Million customers
Downloads	Undisclosed	Undisclosed, 1.6 million per day	Launch (17/11/2009)	Undisclosed
Apps in store	5000	9500 (April 2010)	1000 (17/11/2009)	5000 (Dec 2009)
Apps categories	13	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	Just for Fun, Phone Magic, Astrology Zone, Orange services, Men's Zone, Books & recipes, Themes & Personalisation, Messaging services, Health & Fitness, Quizzes/Trivia, Travel guides
Apps pricing	free or premium	Free to undisclosed	free to undisclosed	< £10
On device portal	OTA from mobile site or via web site	Yes	On device portal only or via SMS	On certain devices
End user payment method	PayPal	SIM Card, Credit Card, Operator billing	customers pay through mobile bills	Credit Card or Orange Monthly Bill (SIM Card)
Runtimes supported	Depends on platform	Native, Java, Flash, Widget, Mobile Web	Java, Native, .NET	Native, Java
OS supported	Android, BlackBerry, Java, Windows Mobile, Palm, Linux	S60 , S40, Maemo	Symbian, Android, Blackberry, Windows	Android / RIM BlackBerry / Windows Mobile / Symbian
Devices supported	All manufacturers	Most Nokia devices	Any device but iPhone	All (only Sony Ericsson and Nokia with app shop on device portal)
Revenue share	70	70%	undisclosed	Undisclosed
Joining fee	N/A	€50 fee to register as a publisher	Undisclosed	No
App signing fee	N/A	Vary based on Symbian Signed or Java Verified	Undisclosed	Free
Submission fee	N/A	No	Undisclosed	No
Promised time to market	3 days	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Unknown	Multi-submission	Undisclosed	Undisclosed

Appstore name	Palm App Catalog	Play Now Arena	Pocket Gear	PreCentral.net webOS App Gallery
Parent company	Palm	Sony Ericsson	Pocket Gear	PreCentral.net
Launched	9/24/2009	8/3/2009	6/27/2008	3/1/2010
Regional availability	US to start with announced in Europe for 2010	69 markets (Dec 2009)	Global	all
Potential device base	Estimated 1 Million (November 2009)	78 devices, 25 Million units	Undisclosed	Estimated 1 Million (November 2009)
Actual device base	Estimated 1 Million (November 2009)	Undisclosed	620,000+ newsletter subscribers, Customers from 200+ countries	Estimated 1 Million (November 2009)
Downloads	> 8 Million (November 2009)	Undisclosed	100,000,000+ downloads to date	5.7 million
Apps in store	1000 (January 2009)	Undisclosed	70,000+ smartphone applications	445 (homebrew apps)
Apps categories	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	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
Apps pricing	free to undisclosed	free or paid for	From \$0 to undisclosed	free, paid
On device portal	Yes, also web discovery	On device and web portal	Yes via downloaded client	Installation from PC or direct on device
End user payment method	Credit Card	premium SMS and credit card	Credit Card	as per Palm App Catalog
Runtimes supported	Web	Java, Flash, native, XPERIA panels, Dalvik	Java and native	Web
OS supported	Palm Web OS	Symbian, Windows Mobile, proprietary, Android	Windows Mobile, Blackberry and Palm OS	Palm webOS
Devices supported	Pre and Pixi	Most Sony Ericsson devices	All manufacturers	Pre, Pixi
Revenue share	70% developer 30% Palm	70% developer	60% less transaction fees	as per Palm App Catalog
Joining fee	\$99 free for open source developers	Free	No	as per Palm App Catalog
App signing fee	Free for now	Depends on the certification program	Varies dependant on OS	as per Palm App Catalog
Submission fee	Free, \$50 fee for being on the device portal	Depends on platform	No	as per Palm App Catalog
Promised time to market	Undisclosed	Undisclosed	Undisclosed	as per Palm App Catalog
Regional submission process	Undisclosed	Undisclosed	Undisclosed	as per Palm App Catalog

Appstore name	Premier App Shop	R-World	Samsung Applications Store	SHOP4APPS
Parent company	Premier App Shop™ LLC	Reliance Communication	Samsung	Motorola
Launched	1/7/2010	2010-02-10	9/14/2009	1/21/2010
Regional availability	Worldwide	India	UK, Germany, Singapore, Brazil, China, France and Italy; 30 more to follow.	China
Potential device base	50 Millions iPhone and iPod Touch	Approx. 94 million (Dec. 2009)	Undisclosed	Undisclosed Ophone base
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed Ophone base
Downloads	Undisclosed	Not launched yet	Undisclosed	0 (not launched yet)
Apps in store	6	65000 (currently powered by GetJar)	300 native applications on launch, 2000 expected by the end of 2009.	0 (not launched yet)
Apps categories	None	games, social networking, sports, entertainment and productivity	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	not launched yet
Apps pricing	Paid	Free apps	From \$0 to undisclosed	free or paid for
On device portal	On device application downloaded through the web	Undisclosed	Yes, on certain devices	Yes
End user payment method	Credit Card	n/a	PayPal, Credit Card	Undisclosed
Runtimes supported	Objective C	as per GetJar	Java and native	Ophone SDK
OS supported	Mac OS X	as per GetJar	Symbian, Windows Mobile, Bada	Open Mobile
Devices supported	iPhone, iPod Touch	as per GetJar	Most Samsung devices	Motorola Ophones and potentially all Ophones
Revenue share	Undisclosed	as per GetJar	70%	Undisclosed
Joining fee	Undisclosed	as per GetJar	\$1 registration fee	Free
App signing fee	Undisclosed	as per GetJar	Varies based on Symbian Signed or Java Verified	Free
Submission fee	Undisclosed	as per GetJar	No	Free
Promised time to market	Undisclosed	as per GetJar	Undisclosed	Undisclosed
Regional submission process	Undisclosed	as per GetJar	Free	China only for now

Appstore name	SlideMe	Softwareload	Storeoid	Symbian Horizon
Parent company	SlideMe	Deutsche Telekom	General Mobile	Symbian Foundation
Launched	4/11/2008	2010-04-12	3/2/2010	9/15/2009
Regional availability	Worldwide	UK, Germany, Switzerland, Austria	unknown	Global
Potential device base	~ 6 Million (Nov '09)	Undisclosed	unknown	Symbian accounted for >50% of the smartphone market in 2008.
Actual device base	Undisclosed on device client base	Undisclosed	unknown	N/A
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	700	15,000	0 (March 2010)	61
Apps categories	Fun & Games, Utilities, Productivity, Entertainment, Lifestyle, Communications, Music, Educational / Reference, Travel, Other, Health & Fitness, Location & Maps, Social Responsibilit, Developer / Programmer, Home & Hobby	Calculator, Communications, Database, Development, EText & EBooks, Finance & Accounting, Games, Graphics, Hobby & Freetime, Internet, Multimedia, Organization, Science, Sports, Technical, Text & Memos, Themes & Ringtones, Time, Tools,	None	None
Apps pricing	Price per app	Free and Paid	Undisclosed	Free, paid
On device portal	device tailored website, on device application	On device, Web	Undisclosed	No, web only
End user payment method	Dependent on payment method used	Undisclosed	Undisclosed	Varies for each App Store
Runtimes supported	Dalvik, native	Undisclosed	Undisclosed	Native
OS supported	Android	Java, BlackBerry, PalmOS, Symbian and Windows Mobile	Android	Symbian OS
Devices supported	All Android devices	Undisclosed	General Mobile Android devices	Nokia, Sony Ericsson, Samsung
Revenue share	95%	Undisclosed	Undisclosed	Varies for each App Store
Joining fee	Free	Undisclosed	Undisclosed	No
App signing fee	Free	Undisclosed	Undisclosed	Symbian Signed Charges
Submission fee	Free	Undisclosed	Undisclosed	No
Promised time to market	Immediate	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	One time

Appstore name	TomTom App Store	VCAST Apps Storefront	Vodafone 360	web2go
Parent company	TomTom	Verizon Wireless	Vodafone	T-Mobile USA
Launched	4/29/2010	9/15/2009	9/24/2009	11/2/2009
Regional availability	undisclosed	US	Worldwide	USA
Potential device base	undisclosed	60 million registered users	undisclosed	30+ million customers
Actual device base	undisclosed	Undisclosed	undisclosed	Undisclosed
Downloads	not yet launched	Undisclosed	undisclosed	Undisclosed
Apps in store	not yet launched	250	2000	Undisclosed
Apps categories	undisclosed	Entertainment, Personalization and Productivity.	undisclosed	Unknown
Apps pricing	undisclosed	Free to undisclosed	undisclosed	From \$0 to \$29.99, in app advertising
On device portal	undisclosed	Yes with downloaded store application	Yes , also web portal discovery	On Device web portal
End user payment method	undisclosed	Operator billing, credit card	undisclosed	OTC, MRC, ad revenue
Runtimes supported	WebKit	Java and native	JIL	Native, .NET, J2ME, Dalvik, Sidekick
OS supported	TomTom GPS devices	Windows Mobile, Blackberry and BREW	Limo	Windows Mobile, BlackBerry, Android
Devices supported	TomTom GPS devices	All manufacturers	preloaded on Samsung H1, M1	All manufacturers
Revenue share	undisclosed	70%	undisclosed	70% of app charge, 100% of ad revenue
Joining fee	undisclosed	Free	No	Free
App signing fee	undisclosed	Becoming free	No	None
Submission fee	undisclosed	Becoming free	No	None
Promised time to market	undisclosed	2 weeks after passing testing	undisclosed	Once fully registered - 5-10 days
Regional submission process	undisclosed	One time	undisclosed	One time

Appstore name	whiteapp	Wholesale Applications Community	Windows Marketplace for Mobile	zanox Application Store
Parent company	putlTout	joint venture	Microsoft	zanox
Launched	10/5/2009	3/2/2010	10/6/2009	6/3/2009
Regional availability	All	Global	Global	Europe, North America, Asia
Potential device base	All devices	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	Undisclosed number of agencies / clients	3 billion+	Undisclosed	Undisclosed
Downloads	Undisclosed	not yet launched	Undisclosed	Undisclosed
Apps in store	22	not yet launched	20,000 (16/10/09)	=~ 30
Apps categories	None	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	Most likely to be free	TBD	\$0.99 to \$499	Currently all applications are free
On device portal	No, web only	TBD	Yes, Windows Mobile 6.5, 6.1, 6.0	Any device capable of calling zanox Web Services
End user payment method	Depends on platform	TBD	Credit card and mobile phone bill	Currently only free applications are supported
Runtimes supported	All	TBD	.NET & native	Web, Java, native
OS supported	All	TBD	Windows Mobile 6.5, 6.1 and 6.0	Web and Android
Devices supported	All mainly iPhone	TBD	All Windows Mobile devices	All devices
Revenue share	Undisclosed	TBD	70%	Defined by developer
Joining fee	Free	TBD	\$99 registration fee	none
App signing fee	Depends on platform as resigning needed	TBD	\$99 certification fee	none
Submission fee	Depends on platform	TBD	No	none
Promised time to market	Depends on skinning + validation process	TBD	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	Depends on platform	TBD	Undisclosed	