

# *App Store Report*

## *March 2010*

This monthly App Store 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 online resource listing app stores for mobile developers.

The WIP APP STORE WIKI keeps on growing! It now counts nearly 60 App Stores, up from 46 last month. The big announcement from MWC was the Wholesale Applications Community, an effort from about 25 operators around the world (representing more than 3 billion mobile subscribers), three handset vendors and the GSMA. Also trending this month were recommendation-based stores. These often are built on top of an existing app store, and seek to make the store -- and the reviews of its apps in it -- more accessible to customers. Check out the WIP Connector blog at <http://www.wipconnector.com/blog> for more insight and analysis of the latest app stores and trends!

As of March 2010, the App Store Wiki lists 57 App Stores:

Airtel App Central	Handster	Orange App Shop
AndAppStore	HouseOfPalm	Palm App Catalog
Android Market	Idea Application Store	Play Now Arena
Androlib	iPhone App Store	Pocket Gear
AppBrain	iWikiPhone	PreCentral.net webOS App Gallery
AppCentral	Kero Mobile	Premier App Shop
AppComments.com	LG Application Store	Samsung Applications Store
Appsfire	Mikandi	SHOP4APPS
AppStoreHQ.com	Mobango	SlideMe
AppUp Center	MobiHand	Storeoid
AT&T AppCenter	Mobile Market	Symbian Horizon
Blackberry App World	MobileIron Enterprise App Store	VCAST Apps Storefront
Camangi Market	Mplayit	Vodafone 360
Cellmania	mstore	web2go
Cydia Store	My Hub	whiteapp
FastApp Store	Netfront Widgets	Wholesale Applications Community
Flypp	neXva	Windows Marketplace for Mobile
GetJar	Nokia Ovi Store	zanox Application Store
Handango	Optus Application Store	
Handmark.com		

Appstore name	Airtel App Central	<a href="#">AndAppStore</a>	<a href="#">Android Market</a>	<a href="#">Androlib</a>
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	119 M subscribers (end 2009)	~ 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	0 (Feb 2010)	Undisclosed	Unknown	Undisclosed
Apps in store	1250 (Feb 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	<a href="#">AppBrain</a>	<a href="#">AppCentral</a>	<a href="#">AppComments.com</a>	<a href="#">Appsfire</a>
Parent company	AppTornado GmbH	Ondeego	AppComments	Appsfire
Launched	3/2/2010	9/11/2009	3/2/2010	3/2/2010
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 (Jan 2010)
Actual device base	~ 6 Million (Nov '09)	Enterprise by Enterprise	as per Apple App Store	~58,000,000 iPhone + iPod Touch (Jan 2010)
Downloads	Undisclosed	Undisclosed	as per Apple App Store	Undisclosed
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	PC-based, also through iPhone App
End user payment method	as per Android Market	Depends on enterprise	as per Apple App Store	as per iPhone 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	Mac OS X iPhone & iPad
Devices supported	All Android devices	All manufacturers except iPhone	iPhone	iPhone
Revenue share	as per Android Market	70%	as per Apple App Store	as per iPhone App Store
Joining fee	as per Android Market	None!	as per Apple App Store	as per iPhone App Store
App signing fee	as per Android Market	None!	as per Apple App Store	as per iPhone App Store
Submission fee	as per Android Market	None!	as per Apple App Store	as per iPhone 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 iPhone App Store

<b>Appstore name</b>	<a href="http://AppStoreHQ.com">AppStoreHQ.com</a>	<a href="http://AppUp.Center">AppUp.Center</a>	<a href="http://AT&amp;T.AppCenter">AT&amp;T.AppCenter</a>	<a href="http://BlackBerry.AppWorld">BlackBerry.AppWorld</a>
<b>Parent company</b>	MobilMeme	Intel	AT&T	BlackBerry
<b>Launched</b>	12/18/2009	1/7/2010	1/7/2010	4/1/2009
<b>Regional availability</b>	North America	US, Canada	USA	about 20 countries worldwide
<b>Potential device base</b>	All iPhone / iPod Touch (~60MM)	Undisclosed	90 percent of its Quick Messaging Devices by 2011	~ 25 Million (Nov 09)
<b>Actual device base</b>	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed	~ 25 Million (Nov 09)
<b>Downloads</b>	undisclosed	Just launched	Not launched yet	Unknown
<b>Apps in store</b>	Web mirror of iTunes App Store	~100	Not launched yet	2300
<b>Apps categories</b>	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	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
<b>Apps pricing</b>	same as iTunes App Store	Free to undisclosed	TBD	Free and paid
<b>On device portal</b>	No	Yes through cdownloadable client	Yes	Yes, users can also browse catalogue on desktop web browser
<b>End user payment method</b>	Same as iPhone appstore	Credit card	TBD	PayPal
<b>Runtimes supported</b>	Objective- C	Atom SDK C / C++	BREW	BlackBerry MDS Runtime. Blackberry Widgets
<b>OS supported</b>	Mac OS X	Windows with Moblin soon to come	All supported by BREW	BlackBerry Device Software v4.2 or higher, with a trackball or SurePress touch screen
<b>Devices supported</b>	All iPhone / iPod Touch	All Atom based netbooks	All manufacturers supporting BREW	all BlackBerry devices: Bold, Curve, Storm etc.
<b>Revenue share</b>	Same as iPhone appstore	Up to 70%	70	80%
<b>Joining fee</b>	0	Free for limited time then \$99 a year	Free or \$795 a year	No
<b>App signing fee</b>	0	Free	TBD	No
<b>Submission fee</b>	0	Free	TBD	\$200 for 10 applications
<b>Promised time to market</b>	Same as iPhone appstore	Dashboard to see status of application	TBD	Undisclosed
<b>Regional submission process</b>	Automatic for apps published in iTunes	TBD	TBD	One time

Appstore name	<a href="#">Camangi Market</a>	<a href="#">Cellmania</a>	<a href="#">Cydia Store</a>	<a href="#">FastApp Store</a>
Parent company	Camangi Corporation	Cellmania	Cydia	FastApp
Launched	12/4/2009	7/22/1999	3/6/2009	3/12/2009
Regional availability	US	Worldwide	Worldwide	Worldwide
Potential device base	Undisclosed	2000 devices, 250m subscribers	50 Millions iPhone and iTouch	Unlimited
Actual device base	Undisclosed	2000 devices, 250m subscribers	>2 Millions jailbroken iPhone and iTouch	Unlimited
Downloads	Undisclosed	500m mostly paid downloads.	Unknown	Undisclosed
Apps in store	50 (Dec-09)	20000	30+	172,000
Apps categories	Communication, Entertainment, Finance, Life, Game, Multimedia, Reference, Shopping, Social, Tools	games, apps, music, graphics	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	free only	varies by operator	Not explicit in the facts from \$1 to \$12	Free to \$1,000
On device portal	No, web only	on-device web portal, on-device application, USSD, Desktop Web	Web only	On Device Access coming soon
End user payment method	Free applications only	Operator billing, credit card	Paypal / Amazon Payment	Depending on Application or Device
Runtimes supported	Dalvik, native	Java, Android, Symbian, RIM, Windows Mobile	Objective C	All
OS supported	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iPhone	OS X iPhone	All
Devices supported	5 to 9-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch	All
Revenue share	Free applications only	Generally 70% of what Cellmania gets	Not communicated	100%
Joining fee	0	Zero	Free	FREE!
App signing fee	0	zero, except where operator charges	None	FREE!
Submission fee	0	Zero	None	FREE!
Promised time to market	Immediate	2 week target	Not communicated, best effort	Undisclosed
Regional submission process	One time	Depends on region	One time	FREE!

Appstore name	<a href="#">Flypp</a>	<a href="#">GetJar</a>	<a href="#">Handango</a>	<a href="#">Handmark.com</a>
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	<a href="#">Handster</a>	<a href="#">HouseOfPalm</a>	<a href="#">Idea Application Store</a>	<a href="#">iPhone App Store</a>
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	<a href="#">iWikiPhone</a>	<a href="#">Kero Mobile</a>	<a href="#">LG Application Store</a>	<a href="#">Mikandi</a>
Parent company	iWikiPhone.com	Biskero	LG	MiKandi
Launched	1/14/2010	5/1/2009	7/13/2009	12/9/2009
Regional availability	Worldwide	world	about 10 countries worldwide	worldwide
Potential device base	~58,000,000 iPhone + iPod Touch (Jan 2010)	All Flash Lite 2/3 based mobile phones	Undisclosed	~ 6 Million (Nov '09)
Actual device base	Undisclosed		Undisclosed	~ 6 Million (Nov '09)
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	?	260	1400	Undisclosed
Apps categories	Book, business, education, entertainment, finance, games, healthcare, lifestyle, medical, music, navigation, news, photography, productivity, reference, social network, sports, travel, utilities, weather	11	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social,
Apps pricing	Free or paid for		Free to undisclosed	Free, \$0.99-Up
On device portal	No, web only	<a href="http://www.biskero.mobi">http://www.biskero.mobi</a>	Web and on device portal on some devices	Yes, on device discovery
End user payment method	As per iphone Appstore		Credit Card	Undisclosed
Runtimes supported	Objective C	Flash Lite	.NET & native	Dalvik, native
OS supported	Mac OS X	Symbian	Windows Mobile	Android
Devices supported	iPhone, iPod Touch	<a href="http://www.biskero.com/blog/?page_id=45">http://www.biskero.com/blog/?page_id=45</a>	LG Windows Mobile Devices	All Android devices
Revenue share	As per iphone Appstore	100	Undisclosed	TBA
Joining fee	None	free	Undisclosed	Free for a limited time,
App signing fee	As per iphone Appstore	free	Undisclosed	no
Submission fee	As per iphone Appstore	free	Undisclosed	no
Promised time to market	As per iphone Appstore	1 week	Undisclosed	Immediate
Regional submission process	One time	all	Undisclosed	one time

Appstore name	<a href="#">Mobango</a>	<a href="#">MobiHand</a>	<a href="#">Mobile Market</a>	<a href="#">MobileIron Enterprise App Store</a>
Parent company	Mobango	MobiHand	China Mobile	MobileIron
Launched	0000-00-00	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	<a href="#">Mplayit</a>	<a href="#">mstore</a>	<a href="#">My Hub</a>	<a href="#">Netfront Widgets</a>
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	<a href="#">neXva</a>	<a href="#">Nokia Ovi Store</a>	<a href="#">Optus Application Store</a>	<a href="#">Orange App Shop</a>
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	Launch (17/11/2009)	Undisclosed
Apps in store	5000	5500 (Dec 2009)	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	50%
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	<a href="#">Palm App Catalog</a>	<a href="#">Play Now Arena</a>	<a href="#">Pocket Gear</a>	<a href="#">PreCentral.net webOS App Gallery</a>
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	<a href="#">Premier App Shop</a>	<a href="#">Samsung Applications Store</a>	<a href="#">SHOP4APPS</a>	<a href="#">SlideMe</a>
Parent company	Premier App Shop™ LLC	Samsung	Motorola	SlideMe
Launched	1/7/2010	9/14/2009	1/21/2010	4/11/2008
Regional availability	Worldwide	UK, Germany, Singapore, Brazil, China, France and Italy; 30 more to follow.	China	Worldwide
Potential device base	50 Millions iPhone and iPod	Undisclosed	Undisclosed Ophone base	~ 6 Million (Nov '09)
Actual device base	Undisclosed	Undisclosed	Undisclosed Ophone base	Undisclosed on device client base
Downloads	Undisclosed	Undisclosed	0 (not launched yet)	Undisclosed
Apps in store	6	300 native applications on launch, 2000 expected by the end of 2009.	0 (not launched yet)	700
Apps categories	None	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	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
Apps pricing	Paid	From \$0 to undisclosed	free or paid for	Price per app
On device portal	On device application downloaded through the web	Yes, on certain devices	Yes	device tailored website, on device application
End user payment method	Credit Card	PayPal, Credit Card	Undisclosed	Dependent on payment method used
Runtimes supported	Objective C	Java and native	Ophone SDK	Dalvik, native
OS supported	Mac OS X	Symbian, Windows Mobile, Bada	Open Mobile	Android
Devices supported	iPhone, iPod Touch	Most Samsung devices	Motorola Ophones and potentially all Ophones	All Android devices
Revenue share	Undisclosed	70%	Undisclosed	95%
Joining fee	Undisclosed	\$1 registration fee	Free	Free
App signing fee	Undisclosed	Varies based on Symbian Signed or Java Verified	Free	Free
Submission fee	Undisclosed	No	Free	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Immediate
Regional submission process	Undisclosed	Free	China only for now	Undisclosed

Appstore name	<a href="#">Storeoid</a>	<a href="#">Symbian Horizon</a>	<a href="#">VCAST Apps Storefront</a>	<a href="#">Vodafone 360</a>
Parent company	General Mobile	Symbian Foundation	Verizon Wireless	Vodafone
Launched	3/2/2010	9/15/2009	9/15/2009	9/24/2009
Regional availability	unknown	Global	US	Worldwide
Potential device base	unknown	Symbian accounted for >50% of the smartphone market in 2008.	60 million registered users	undisclosed
Actual device base	unknown	N/A	Undisclosed	undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	undisclosed
Apps in store	0 (March 2010)	61	250	2000
Apps categories	None	None	Entertainment, Personalization and Productivity.	undisclosed
Apps pricing	Undisclosed	Free, paid	Free to undisclosed	undisclosed
On device portal	Undisclosed	No, web only	Yes with downloaded store application	Yes , also web portal discovery
End user payment method	Undisclosed	Varies for each App Store	Operator billing, credit card	undisclosed
Runtimes supported	Undisclosed	Native	Java and native	JIL
OS supported	Android	Symbian OS	Windows Mobile, Blackberry and BREW	Limo
Devices supported	General Mobile Android devices	Nokia, Sony Ericsson, Samsung	All manufacturers	preloaded on Samsung H1, M1
Revenue share	Undisclosed	Varies for each App Store	70%	undisclosed
Joining fee	Undisclosed	No	Free	No
App signing fee	Undisclosed	Symbian Signed Charges	Becoming free	No
Submission fee	Undisclosed	No	Becoming free	No
Promised time to market	Undisclosed	Undisclosed	2 weeks after passing testing	undisclosed
Regional submission process	Undisclosed	One time	One time	undisclosed

<b>Appstore name</b>	<a href="#">web2go</a>	<a href="#">whiteapp</a>	<a href="#">Wholesale Applications Community</a>	<a href="#">Windows Marketplace for Mobile</a>
<b>Parent company</b>	T-Mobile USA	putITout	joint venture	Microsoft
<b>Launched</b>	11/2/2009	10/5/2009	3/2/2010	10/6/2009
<b>Regional availability</b>	USA	All	Global	Global
<b>Potential device base</b>	30+ million customers	All devices	3 billion+	50 device manufacturers and 160 mobile operators in 55 countries
<b>Actual device base</b>	Undisclosed	Undisclosed number of agencies / clients	3 billion+	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	not yet launched	Undisclosed
<b>Apps in store</b>	Undisclosed	22	not yet launched	20,000 (16/10/09)
<b>Apps categories</b>	Unknown	None	TBD	Full list of categories will be made available during the application submission process.
<b>Apps pricing</b>	From \$0 to \$29.99, in app advertising	Most likely to be free	TBD	\$0.99 to \$499
<b>On device portal</b>	On Device web portal	No, web only	TBD	Yes, Windows Mobile 6.5, 6.1, 6.0
<b>End user payment method</b>	OTC, MRC, ad revenue	Depends on platform	TBD	Credit card and mobile phone bill
<b>Runtimes supported</b>	Native, .NET, J2ME, Dalvik, Sidekick	All	TBD	.NET & native
<b>OS supported</b>	Windows Mobile, BlackBerry, Android	All	TBD	Windows Mobile 6.5, 6.1 and 6.0
<b>Devices supported</b>	All manufacturers	All mainly iPhone	TBD	All Windows Mobile devices
<b>Revenue share</b>	70% of app charge, 100% of ad revenue	Undisclosed	TBD	70%
<b>Joining fee</b>	Free	Free	TBD	\$99 registration fee
<b>App signing fee</b>	None	Depends on platform as resigning needed	TBD	\$99 certification fee
<b>Submission fee</b>	None	Depends on platform	TBD	No
<b>Promised time to market</b>	Once fully registered - 5-10 days	Depends on skinning + validation process	TBD	Undisclosed
<b>Regional submission process</b>	One time	Depends on platform	TBD	Undisclosed

<b>Appstore name</b>	<a href="#">zanox Application Store</a>
<b>Parent company</b>	zanox
<b>Launched</b>	6/3/2009
<b>Regional availability</b>	Europe, North America, Asia
<b>Potential device base</b>	zanox client base includes approx. 1 million publishers and 2000 advertisers
<b>Actual device base</b>	Undisclosed
<b>Downloads</b>	Undisclosed
<b>Apps in store</b>	=~ 30
<b>Apps categories</b>	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service
<b>Apps pricing</b>	Currently all applications are free
<b>On device portal</b>	Any device capable of calling zanox Web Services
<b>End user payment method</b>	Currently only free applications are supported
<b>Runtimes supported</b>	Web, Java, native
<b>OS supported</b>	Web and Android
<b>Devices supported</b>	All devices
<b>Revenue share</b>	Defined by developer
<b>Joining fee</b>	none
<b>App signing fee</b>	none
<b>Submission fee</b>	none
<b>Promised time to market</b>	approval usually within 1-2 days of submission
<b>Regional submission process</b>	