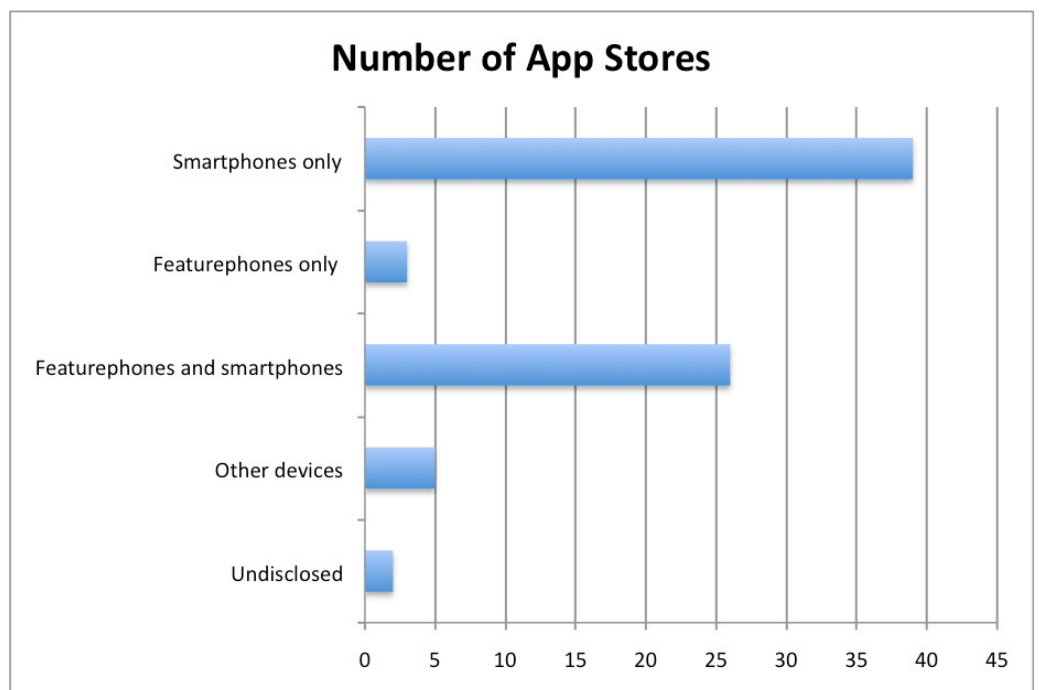


App Store Report - May 2010

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 75 app stores! That's up from 68 in April, showing that the appetite for providers to launch new distribution points for apps isn't slowing. One interesting area of growth we're seeing is in app stores for devices that aren't smartphones -- and sometimes aren't even phones at all.

For instance, one entrant this month was from TomTom, the maker of personal navigation devices. The company announced that it would open an app store by the end of the year, giving developers a chance to create and distribute applications for its next generation of PNDs, which run on a platform based on WebKit. WebKit is the open-source web browser engine that's used in browsers on a number of mobile platforms, including the iPhone, Android and Symbian, and it's also the basis of Palm's WebOS platform.



In addition, the WIP App Store Wiki already features app stores geared at netbooks, an app store

for SMS-based services, and even one for cars that will run Android. In addition, other companies are looking to mobile developers for apps: for instance, Ford is opening its Sync in-car software platform up to closer integration with phones, and has launched a developer program.

So while smartphones are traditionally seen as the sweet spot for app development, it's important to remember that there's still a large market for apps for featurephones, and the market for apps for non-phone devices, like netbooks -- or cars -- is beginning to take off. Mobile developers are well positioned to take advantage of this growth, because of their experience with developing for on-the-go users, and also because they're often familiar with the operating systems and platforms being used.

Smartphone-only app stores still dominate the Wiki, accounting for 39 out of the 75 listed stores. But there are 26 stores that serve both smartphones and featurephones, while another 3 serve only featurephones, illustrating the opportunity that still exists for developers to target people without smartphones. Five stores target other types of devices, such as netbooks, tablets and autos, and we expect this number to grow significantly over the coming months.

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	Applicious	AppShup	Appsfire
Parent company	AppComments	Applicious	SMS GupShup	Appsfire
Launched	3/2/2010	3/29/2010	2010-03-09	3/2/2010
Regional availability	All	all	India	All
Potential device base	as per Apple App Store	~58,000,000 iPhone + iPod Touch (January 2010)	26 million SMS GupShup users	~58,000,000 iPhone + iPod Touch (Jan 2010)
Actual device base	as per Apple App Store	~58,000,000 iPhone + iPod Touch (January 2010)	undisclosed	~58,000,000 iPhone + iPod Touch (Jan 2010)
Downloads	as per Apple App Store	as per Apple App Store	undisclosed	Undisclosed
Apps in store	as per Apple App Store	as per Apple App Store	24	as per Apple App Store
Apps categories	as per Apple App Store	as per Apple App Store	n/a	as per Apple App Store
Apps pricing	as per Apple App Store	as per Apple App Store	free	as per Apple App Store
On device portal	Web site only	iPhone app, Web site, Facebook	no	PC-based, also through iPhone App
End user payment method	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store
Runtimes supported	Objective- C	Objective-C	JSON/XML	Objective- C
OS supported	Mac OS X iPhone & iPad	iPhone OS	n/a on device - SMS only	Mac OS X iPhone & iPad
Devices supported	iPhone	iPhone, iPod Touch	all	iPhone
Revenue share	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store
Joining fee	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store
App signing fee	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store
Submission fee	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store
Promised time to market	as per Apple App Store	as per Apple App Store	undisclosed	as per Apple App Store
Regional submission process	as per Apple App Store	as per Apple App Store	undisclosed	as per iPhone App Store

Appstore name	AppStoreHQ.com	AppUp Center	AT&T AppCenter	AutoLinQ
Parent company	Mobilmeme	Intel	AT&T	Continental Automotive
Launched	12/18/2009	1/7/2010	1/7/2010	3/9/2010
Regional availability	North America	US, Canada	USA	undisclosed
Potential device base	All iPhone / iPod Touch (~60MM)	Undisclosed	90 percent of its Quick Messaging Devices by 2011	undisclosed
Actual device base	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed	undisclosed
Downloads	undisclosed	Just launched	Not launched yet	0
Apps in store	Web mirror of iTunes App Store	~100	Not launched yet	0
Apps categories	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	TBD	TBD
Apps pricing	same as iTunes App Store	Free to undisclosed	TBD	TBD
On device portal	No	Yes through downloadable client	Yes	undisclosed
End user payment method	Same as iPhone appstore	Credit card	TBD	undisclosed
Runtimes supported	Objective- C	Atom SDK C / C++	BREW	native (Android)
OS supported	Mac OS X	Windows with Moblin soon to come	All supported by BREW	Android
Devices supported	All iPhone / iPod Touch	All Atom based netbooks	All manufacturers supporting BREW	TBD - compatible cars/devices
Revenue share	Same as iPhone appstore	Up to 70%	70	undisclosed
Joining fee	0	Free for limited time then \$99 a year	Free or \$795 a year	undisclosed
App signing fee	0	Free	TBD	undisclosed
Submission fee	0	Free	TBD	undisclosed
Promised time to market	Same as iPhone appstore	Dashboard to see status of application	TBD	undisclosed
Regional submission process	Automatic for apps published in iTunes	TBD	TBD	undisclosed

Appstore name	Blackberry App World	BoostApps	Camangi Market	Cellmania
Parent company	BlackBerry	BoostApps	Camangi Corporation	Cellmania
Launched	4/1/2009	9/30/2009	12/4/2009	7/22/1999
Regional availability	about 20 countries worldwide	US	US	Worldwide
Potential device base	~ 25 Million (Nov 09)	6 million	Undisclosed	2000 devices, 250m subscribers
Actual device base	~ 25 Million (Nov 09)	6 million	Undisclosed	2000 devices, 250m subscribers
Downloads	1 Million a day (April 2010 WSJ)	100,000	Undisclosed	500m mostly paid downloads.
Apps in store	6000 (April 2010)	200	50 (Dec-09)	20000
Apps categories	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	games, apps, music, graphics
Apps pricing	Free and paid	free	free only	varies by operator
On device portal	Yes, users can also browse catalogue on desktop web browser	mobile web portal	No, web only	on-device web portal, on-device application, USSD, Desktop Web
End user payment method	PayPal	Ad supported apps	Free applications only	Operator billing, credit card
Runtimes supported	BlackBerry MDS Runtime. Blackberry Widgets	Java ME	Dalvik, native	Java, Android, Symbian, RIM, Windows Mobile
OS supported	BlackBerry Device Software v4.2 or higher, with a trackball or SurePress touch screen	Motorola P2K2	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iphone
Devices supported	all BlackBerry devices: Bold, Curve, Storm etc.	All Motorola iDEN series	5 to 9-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone
Revenue share	80%	100	Free applications only	Generally 70% of what Cellmania gets
Joining fee	No	0	0	Zero
App signing fee	No	0	0	zero, except where operator charges
Submission fee	\$200 for 10 applications	0	0	Zero
Promised time to market	Undisclosed	1 week	Immediate	2 week target
Regional submission process	One time	multi	One time	Depends on region

Appstore name	Chomp	Cydia Store	FastApp Store	Flypp
Parent company	Chomp	Cydia	FastApp	Infosys
Launched	2010-03-29	3/6/2009	3/12/2009	12/14/2009
Regional availability	all	Worldwide	Worldwide	Worldwide
Potential device base	~58,000,000 iPhone + iPod Touch (January 2010)	50 Millions iPhone and iTouch	Unlimited	Undisclosed
Actual device base	~58,000,000 iPhone + iPod Touch (January 2010)	>2 Millions jailbroken iPhone and iTouch	Unlimited	Undisclosed
Downloads	as per Apple App Store	Unknown	Undisclosed	Undisclosed
Apps in store	as per Apple App Store	30+	172,000	Undisclosed
Apps categories	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	Depends on appstore provider
Apps pricing	as per Apple App Store	Not explicit in the facts from \$1 to \$12	Free to \$1,000	Free or paid for
On device portal	iPhone app, Web site	Web only	On Device Access coming soon	Undisclosed
End user payment method	n/a	Paypal / Amazon Payment	Depending on Application or Device	Undisclosed
Runtimes supported	Objective-C	Objective C	All	Undisclosed
OS supported	iPhone OS	OS X iPhone	All	Undisclosed
Devices supported	iPhone, iPod Touch	iPhone, iPod Touch	All	Undisclosed
Revenue share	n/a	Not communicated	100%	Depends on operator
Joining fee	n/a	Free	FREE!	Undisclosed
App signing fee	as per Apple App Store	None	FREE!	Undisclosed
Submission fee	as per Apple App Store	None	FREE!	Undisclosed
Promised time to market	as per Apple App Store	Not communicated, best effort	Undisclosed	Undisclosed
Regional submission process	n/a	One time	FREE!	Undisclosed

Appstore name	GetJar	Handango	Handmark.com	Handster
Parent company	GetJar	Handango	Handmark	Handster
Launched	12/31/2004	12/13/2000	11/3/1999	6/1/2009
Regional availability	Global	Global	Global	Worldwide
Potential device base	Over 1700 devices; over 2 billion mobile consumers	Undisclosed	Undisclosed	Undisclosed
Actual device base	1700 devices with over 15 million users a month	Undisclosed	Undisclosed	Undisclosed
Downloads	Over 600 million downloads to date	Over 100 million downloads to date	Undisclosed	10M
Apps in store	Over 50,000	40,000 applications from over 23,000 content partners	Undisclosed	6000
Apps categories	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	Business & Finance, Communication, eBooks, Entertainment, Games, Health, Languages & Translators, Multimedia, Organizers, Themes & Skins, Travels and Maps
Apps pricing	No pricing currently	Free or paid	Paid	\$1 to undisclosed
On device portal	Yes. Shortcut to m.getjar.com	Yes, or download from web store	on device, wap & web	on device client, mobile web, pc website
End user payment method	None currently	PayPal	Undisclosed	Credit Card, Paypal, premium sms as per Dec 09
Runtimes supported	All	Native, Java, Web	Native and Java	Native and Java
OS supported	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	Windows Mobile, Symbian, Android, Blackberry
Devices supported	1730 phones	All manufacturers	All manufacturers	All Manufacturers
Revenue share	None. Only free content supported at this time	80%	Undisclosed	90-50% depending on distribution channels
Joining fee	None	No	Undisclosed	0
App signing fee	None	Depends on platform	Undisclosed	0
Submission fee	None	No	Undisclosed	0
Promised time to market	48 hours (2 business days)	Undisclosed	Undisclosed	instant publications, after developer activated.
Regional submission process	One time / global access	One time	Undisclosed	0

Appstore name	HouseOfPalm	Idea Application Store	iPhone App Store	iPhoneApps360
Parent company	HouseOfPalm	Idea Cellular	Apple	iPhoneApps360
Launched	3/1/2010	1/25/2010	6/27/2008	1/1/2010
Regional availability	All	India	Global, with country specific stores for local variants	Global
Potential device base	Estimated 1 Million (November 2009)	57 Million customers	~58,000,000 iPhone + iPod Touch (Jan 2010)	~58,000,000 iPhone + iPod Touch (Jan 2010)
Actual device base	Estimated 1 Million (November 2009)		~58,000,000 iPhone + iPod touch (January 2010)	Undisclosed
Downloads	Undisclosed	0 (not launched yet)	4 billion (April 2010)	Undisclosed
Apps in store	Approx. 1900 (March 2010)	0 (not launched yet)	140,000 currently available (January 2010)	150K+
Apps categories	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, Games, Productivity, Utilities
Apps pricing	free/paid	free to undisclosed	Free and paid for	Free and Premium
On device portal	Web only	Yes	Yes, also through website	Web only
End user payment method	as per Palm App Catalog	Undisclosed	Credit Card on iTunes account	as per iTunes AppStore
Runtimes supported	Web	Java, Windows native	Objective- C	Objective C
OS supported	Palm webOS	All	Mac OS X iPhone & iPad	iPhone OS
Devices supported	Palm Pre, Pixi	All manufacturers GPRS phones	iPhone, iPod Touch, iPad	Phone, iPod Touch, iPad
Revenue share	as per Palm App Catalog	Undisclosed	70%	As per iTunes AppStore
Joining fee	as per Palm App Catalog	Undisclosed	\$99, \$299 for Enterprise	As per iTunes AppStore
App signing fee	as per Palm App Catalog	Undisclosed	No	As per iTunes AppStore
Submission fee	as per Palm App Catalog	Undisclosed	No	As per iTunes AppStore
Promised time to market	as per Palm App Catalog	Undisclosed	undisclosed	As per iTunes AppStore
Regional submission process	as per Palm App Catalog	Undisclosed	Multi submission	n/a

Appstore name	iPhoneGames360	iWikiPhone	Kero Mobile	LePhone App Store
Parent company	iPhoneGames360	iWikiPhone.com	Biskero	Lenovo
Launched	1/11/2009	1/14/2010	5/1/2009	2010-04-29
Regional availability	Global	Worldwide	world	China
Potential device base	~58,000,000 iPhone + iPod Touch (Jan 2010)	~58,000,000 iPhone + iPod Touch (Jan 2010)	All Flash Lite 2/3 based mobile phones	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	30K+	?	260	Undisclosed
Apps categories	Games	Book, business, education, entertainment, finance, games, healthcare, lifestyle, medical, music, navigation, news, photography, productivity, reference, social network, sports, travel, utilities, weather	11	Undisclosed
Apps pricing	Free and Premium	Free or paid for		Undisclosed
On device portal	Web only	No, web only	http://www.biskero.mobi	On device, Web
End user payment method	as per iTunes AppStore	As per iPhone Appstore		Undisclosed
Runtimes supported	Objective C	Objective C	Flash Lite	Dalvik
OS supported	iPhone OS	Mac OS X	Symbian	Android
Devices supported	iPhone, iPod Touch, iPad	iPhone, iPod Touch	http://www.biskero.com/blog/?page_id=45	Lenovo LePhone
Revenue share	As per iTunes AppStore	As per iPhone Appstore	100	Undisclosed
Joining fee	As per iTunes AppStore	None	free	Undisclosed
App signing fee	As per iTunes AppStore	As per iPhone Appstore	free	Undisclosed
Submission fee	As per iTunes AppStore	As per iPhone Appstore	free	Undisclosed
Promised time to market	As per iTunes AppStore	As per iPhone Appstore	1 week	Undisclosed
Regional submission process	n/a	One time	all	Undisclosed

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

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

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

Appstore name	My Hub	Netfront Widgets	neXva	Nokia Ovi Store
Parent company	Carphone Warehouse	Access	neXva inc	Nokia
Launched	2/3/2010	10/5/2009	3/1/2010	5/26/2009
Regional availability	UK	Global	all	Global
Potential device base	~75 Million UK mobile phones (2009)	1 Million devices	3500 devices in database	200 Million as of Sept 18, 2009, 100+ devices
Actual device base	Unknown Carphone warehouse base	1 Million devices	Undisclosed	Undisclosed
Downloads	Just launched	Undisclosed	Undisclosed	Undisclosed, 1.6 million per day
Apps in store	Unknown (subset of Getjar catalogue)	450	5000	9500 (April 2010)
Apps categories	Games, entertainment, multimedia, productivity, travel, utilities, reference, themes, religino, education, search maps shopping	News, Search, Games, Utilities, Weather, Transportation, SNS (Social), Watch, Calendar, Photos, Mail and Messaging, Miscellaneous	13	Applications, Games, Audio & Video, Personalisation
Apps pricing	free or paid for (contrary to Getjar)	Free	free or premium	Free to undisclosed
On device portal	No, web only, on device to come in the future.	On certain devices	OTA from mobile site or via web site	Yes
End user payment method	Unknown	Free applications	PayPal	SIM Card, Credit Card, Operator billing
Runtimes supported	Java or native depending on platform	NetFront Widgets	Depends on platform	Native, Java, Flash, Widget, Mobile Web
OS supported	All	Windows Mobile 5.0 / 6.0 and S60	Android, BlackBerry, Java, Windows Mobile, Palm, Linux	S60 , S40, Maemo
Devices supported	All manufacturers	Samsung, Japanese handsets	All manufacturers	Most Nokia devices
Revenue share	Unknown	Free applications	70	70%
Joining fee	Unknown	Free	N/A	€50 fee to register as a publisher
App signing fee	Unknown	Free	N/A	Vary based on Symbian Signed or Java Verified
Submission fee	Unknown	Free	N/A	No
Promised time to market	Unknown	Immediate	3 days	Undisclosed
Regional submission process	Unknown	One time	Unknown	Multi-submission

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

Appstore name	Pocket Gear	PreCentral.net webOS App Gallery	Premier App Shop	R-World
Parent company	Pocket Gear	PreCentral.net	Premier App Shop™ LLC	Reliance Communication
Launched	6/27/2008	3/1/2010	1/7/2010	2010-02-10
Regional availability	Global	all	Worldwide	India
Potential device base	Undisclosed	Estimated 1 Million (November 2009)	50 Millions iPhone and iPod Touch	Approx. 94 million (Dec. 2009)
Actual device base	620,000+ newsletter subscribers, Customers from 200+ countries	Estimated 1 Million (November 2009)	Undisclosed	Undisclosed
Downloads	100,000,000+ downloads to date	5.7 million	Undisclosed	Not launched yet
Apps in store	70,000+ smartphone applications	445 (homebrew apps)	6	65000 (currently powered by GetJar)
Apps categories	Games, Themes, Software and Entertainment	Books, Clocks and Timers, Entertainment, Finance, Games, Healthcare and Fitness, Location and Travel, Multimedia, News and Internet, Productivity, Reference, System Utilities, Weather	None	games, social networking, sports, entertainment and productivity
Apps pricing	From \$0 to undisclosed	free, paid	Paid	Free apps
On device portal	Yes via downloaded client	Installation from PC or direct on device	On device application downloaded through the web	Undisclosed
End user payment method	Credit Card	as per Palm App Catalog	Credit Card	n/a
Runtimes supported	Java and native	Web	Objective C	as per GetJar
OS supported	Windows Mobile, Blackberry and Palm OS	Palm webOS	Mac OS X	as per GetJar
Devices supported	All manufacturers	Pre, Pixi	iPhone, iPod Touch	as per GetJar
Revenue share	60% less transaction fees	as per Palm App Catalog	Undisclosed	as per GetJar
Joining fee	No	as per Palm App Catalog	Undisclosed	as per GetJar
App signing fee	Varies dependant on OS	as per Palm App Catalog	Undisclosed	as per GetJar
Submission fee	No	as per Palm App Catalog	Undisclosed	as per GetJar
Promised time to market	Undisclosed	as per Palm App Catalog	Undisclosed	as per GetJar
Regional submission process	Undisclosed	as per Palm App Catalog	Undisclosed	as per GetJar

Appstore name	Samsung Applications Store	SHOP4APPS	SlideMe	Softwareload
Parent company	Samsung	Motorola	SlideMe	Deutsche Telekom
Launched	9/14/2009	1/21/2010	4/11/2008	2010-04-12
Regional availability	UK, Germany, Singapore, Brazil, China, France and Italy; 30 more to follow.	China	Worldwide	UK, Germany, Switzerland, Austria
Potential device base	Undisclosed	Undisclosed Ophone base	~ 6 Million (Nov '09)	Undisclosed
Actual device base	Undisclosed	Undisclosed Ophone base	Undisclosed on device client base	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)	700	15,000
Apps categories	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 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,
Apps pricing	From \$0 to undisclosed	free or paid for	Price per app	Free and Paid
On device portal	Yes, on certain devices	Yes	device tailored website, on device application	On device, Web
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	All Android devices	Undisclosed
Revenue share	70%	Undisclosed	95%	Undisclosed
Joining fee	\$1 registration fee	Free	Free	Undisclosed
App signing fee	Varies based on Symbian Signed or Java Verified	Free	Free	Undisclosed
Submission fee	No	Free	Free	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Immediate	Undisclosed
Regional submission process	Free	China only for now	Undisclosed	Undisclosed

Appstore name	Storeoid	Symbian Horizon	TomTom App Store	VCAST Apps Storefront
Parent company	General Mobile	Symbian Foundation	TomTom	Verizon Wireless
Launched	3/2/2010	9/15/2009	4/29/2010	9/15/2009
Regional availability	unknown	Global	undisclosed	US
Potential device base	unknown	Symbian accounted for >50% of the smartphone market in 2008.	undisclosed	60 million registered users
Actual device base	unknown	N/A	undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	not yet launched	Undisclosed
Apps in store	0 (March 2010)	61	not yet launched	250
Apps categories	None	None	undisclosed	Entertainment, Personalization and Productivity.
Apps pricing	Undisclosed	Free, paid	undisclosed	Free to undisclosed
On device portal	Undisclosed	No, web only	undisclosed	Yes with downloaded store application
End user payment method	Undisclosed	Varies for each App Store	undisclosed	Operator billing, credit card
Runtimes supported	Undisclosed	Native	WebKit	Java and native
OS supported	Android	Symbian OS	TomTom GPS devices	Windows Mobile, Blackberry and BREW
Devices supported	General Mobile Android devices	Nokia, Sony Ericsson, Samsung	TomTom GPS devices	All manufacturers
Revenue share	Undisclosed	Varies for each App Store	undisclosed	70%
Joining fee	Undisclosed	No	undisclosed	Free
App signing fee	Undisclosed	Symbian Signed Charges	undisclosed	Becoming free
Submission fee	Undisclosed	No	undisclosed	Becoming free
Promised time to market	Undisclosed	Undisclosed	undisclosed	2 weeks after passing testing
Regional submission process	Undisclosed	One time	undisclosed	One time

Appstore name	Vodafone 360	web2go	whiteapp	Wholesale Applications Community
Parent company	Vodafone	T-Mobile USA	putITout	joint venture
Launched	9/24/2009	11/2/2009	10/5/2009	3/2/2010
Regional availability	Worldwide	USA	All	Global
Potential device base	undisclosed	30+ million customers	All devices	3 billion+
Actual device base	undisclosed	Undisclosed	Undisclosed number of agencies / clients	3 billion+
Downloads	undisclosed	Undisclosed	Undisclosed	not yet launched
Apps in store	2000	Undisclosed	22	not yet launched
Apps categories	undisclosed	Unknown	None	TBD
Apps pricing	undisclosed	From \$0 to \$29.99, in app advertising	Most likely to be free	TBD
On device portal	Yes , also web portal discovery	On Device web portal	No, web only	TBD
End user payment method	undisclosed	OTC, MRC, ad revenue	Depends on platform	TBD
Runtimes supported	JIL	Native, .NET, J2ME, Dalvik, Sidekick	All	TBD
OS supported	Limo	Windows Mobile, BlackBerry, Android	All	TBD
Devices supported	preloaded on Samsung H1, M1	All manufacturers	All mainly iPhone	TBD
Revenue share	undisclosed	70% of app charge, 100% of ad revenue	Undisclosed	TBD
Joining fee	No	Free	Free	TBD
App signing fee	No	None	Depends on platform as resigning needed	TBD
Submission fee	No	None	Depends on platform	TBD
Promised time to market	undisclosed	Once fully registered - 5-10 days	Depends on skinning + validation process	TBD
Regional submission process	undisclosed	One time	Depends on platform	TBD

Appstore name	Windows Marketplace for Mobile	zanox Application Store
Parent company	Microsoft	zanox
Launched	10/6/2009	6/3/2009
Regional availability	Global	Europe, North America, Asia
Potential device base	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	Undisclosed
Downloads	Undisclosed	Undisclosed
Apps in store	20,000 (16/10/09)	=~ 30
Apps categories	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	\$0.99 to \$499	Currently all applications are free
On device portal	Yes, Windows Mobile 6.5, 6.1, 6.0	Any device capable of calling zanox Web Services
End user payment method	Credit card and mobile phone bill	Currently only free applications are supported
Runtimes supported	.NET & native	Web, Java, native
OS supported	Windows Mobile 6.5, 6.1 and 6.0	Web and Android
Devices supported	All Windows Mobile devices	All devices
Revenue share	70%	Defined by developer
Joining fee	\$99 registration fee	none
App signing fee	\$99 certification fee	none
Submission fee	No	none
Promised time to market	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	Undisclosed	