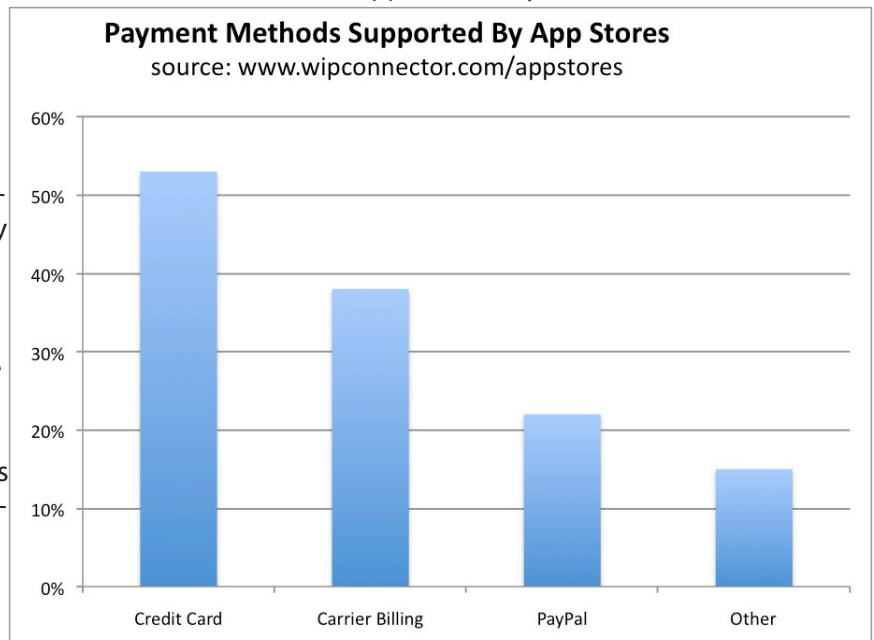


# App Store Report - August 2010

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 jumped to 85 app stores during July, continuing its strong growth trend, as highlighted in last month's report. In this month's report, we will examine the various end-user payment methods employed by different app stores. While selling apps to users sounds pretty straightforward, getting paid often isn't. App stores use a variety of methods to collect payments from users, and these payment methods can have a significant effect on buyer behavior -- making them another of the criteria developers should use to evaluate which app stores they work with.

The most commonly used method among stores in the WIP App Store Wiki is credit cards, supported by more than half of the applicable stores (that is, stores which support paid apps and have disclosed payment information). Credit cards are widely seen as a ubiquitous and easy payment method, and certainly offer one of the easiest implementation paths for app stores. However, there are a few points worth considering here for developers: first, does credit card usage match with their intended audience, either geographically or demographically? Second, entering credit card details on a mobile device is not particularly user-friendly, and each additional click that's required decreases the probability that a user will actually make the purchase. Of course many app stores try to get around this by letting users set up accounts and only enter their details one time; this is an incremental improvement, though, and not a complete solution. Finally, the fees that may be levied for processing credit-card payments on small purchases may not be favorable for developers.



The next most popular payment method, supported by about a third of applicable stores is carrier billing. Most operator app stores support this, and an increasing number of outside stores, such as Android Market, BlackBerry App World and the Ovi Store, do as well. But this coverage is quite uneven, and is only supported in certain countries or on certain operators. But where carrier billing is available, the effects can be dramatic: Nokia says that when it turns on carrier billing in a place previously served only by credit card billing, it sees a 70% jump in sales. But, of course, there are other caveats to carrier billing: the operator wants a cut for providing payment services, and payments can be slow to arrive, since operators often wait to be paid by their customers before paying out to developers.

There really is no perfect solution for payments yet, each strikes some sort of balance between financial, coverage and usability concerns. However, much of the market momentum is moving towards carrier billing, and operators are showing some evolution in their fee and payout schedules, as well as some reduction in the business development and administrative work required for developers to get on board. But without a doubt, offering improved payment methods that result in increased sales and more revenues for developers is a significant step that operators, platform vendors and other app store providers can take in attracting and maintaining developer interest.

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<b>Appstore name</b>	<a href="#">Adult App Store. MiKandi</a>	Airtel App Central	<a href="#">AndAppStore</a>	<a href="#">Android Market</a>
<b>Parent company</b>	MiKandi	Bharti Airtel	Funky Android Ltd.	Google
<b>Launched</b>	2009-12-09	2010-02-10	2008-10-10	2009-10-22
<b>Regional availability</b>	Worldwide	India	Worldwide	One time
<b>Potential device base</b>	~ 6 Million (Nov '09)	121.7 million subscribers (March 2010)	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
<b>Actual device base</b>	~ 6 Million (Nov '09)	Undisclosed	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
<b>Downloads</b>	Undisclosed	13 million (June 2010)	600 000 (June 2010)	N/A
<b>Apps in store</b>	Undisclosed	71 000 (June 2010)	851 (June 16, 2010)	100 000 (August 2010)
<b>Apps categories</b>	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social Networking,	All	All	1 Billion (July 2010)
<b>Apps pricing</b>	Free and Paid	Free and Paid	Free and Paid	Free and Paid
<b>On device portal</b>	Yes	Yes	Web Portal, Mobile Website, on device application	Yes, and web portal
<b>End user payment method</b>	Undisclosed	Deducted from bill or from airtime	Paypal	Google Checkout
<b>Runtimes supported</b>	Dalvik, native	Java (tbc)	Dalvik, native	Dalvik, native
<b>OS supported</b>	Android	All	Android	Android
<b>Devices supported</b>	All Android devices	780 Phones	All Android devices	All Android devices
<b>Revenue share</b>	TBA	Undisclosed	100%	70%
<b>Joining fee</b>	Free for a limited time,	Undisclosed	0	\$25
<b>App signing fee</b>	No	Undisclosed	0	No
<b>Submission fee</b>	no	Undisclosed	0	No
<b>Promised time to market</b>	Immediate	Undisclosed	Immediate	Immediate
<b>Regional submission process</b>	One time	Undisclosed	One time	One time

Appstore name	<a href="#">AndroidPit</a>	<a href="#">android.pdassi.de</a>	<a href="#">Androlib</a>	<a href="#">AppBrain</a>
Parent company	AndroidPit	pdassi	Androlib	AppTornado GmbH
Launched	2010-07-08	2010-04-26	2010-01-11	2010-03-02
Regional availability	Undisclosed	Germany	As per Android Market	Worldwide
Potential device base	~ 11.6 Million (April 2010)	Unknown	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
Actual device base	Undisclosed	Unknown	~ 11.6 Million (April 2010)	~ 11.6 Million (April 2010)
Downloads	Undisclosed	Undisclosed	1,058,504,359 (July 2010)	Undisclosed
Apps in store	Undisclosed	Undisclosed	18000 (Jan 2010)	Undisclosed
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free and Paid
On device portal	Web Portal, on device application	Mobile website	Web Portal	Web Portal, Mobile Website, on device application
End user payment method	Undisclosed	Undisclosed	As per Android Market	as per Android Market
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Dalvik, native
OS supported	Android	Android	Android	Android 1.6 or newer
Devices supported	Android	All Android devices	All Android devices	Android
Revenue share	Undisclosed	30	As per Android Market	as per Android Market
Joining fee	Undisclosed	Free	As per Android Market	as per Android Market
App signing fee	Undisclosed	Undisclosed	As per Android Market	as per Android Market
Submission fee	Undisclosed	Free	As per Android Market	as per Android Market
Promised time to market	Undisclosed	2-3 Business days	As per Android Market	as per Android Market
Regional submission process	Undisclosed	Undisclosed	As per Android Market	as per Android Market

Appstore name	<a href="#">AppCentral</a>	<a href="#">Appcity</a>	<a href="#">AppComments.com</a>	<a href="#">Appoke</a>
Parent company	Ondeego	AppCity	AppComments	Appoke
Launched	2009-09-11	2010-05-01	2010-03-02	2010-05-25
Regional availability	N. America/Europe, expanding soon	All	Worldwide	Worldwide
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	340 Million	as per Apple App Store	~ 11.6 Million (April 2010)
Actual device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	340 Million	as per Apple App Store	Not launched yet
Downloads	Undisclosed	Undisclosed	as per Apple App Store	Not launched yet
Apps in store	Undisclosed	199669 iphone apps, 8751 ovi apps, 28611 android apps, 6206 blackberry apps	as per Apple App Store	Not launched yet
Apps categories	Business, Productivity, Enterprise Apps	All	as per Apple App Store	All
Apps pricing	Free and Paid	Free and Paid	as per Apple App Store	Not launched yet
On device portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website	Web Portal, Mobile Website	On device application
End user payment method	Undisclosed		as per Apple App Store	Undisclosed
Runtimes supported	Objective C	All	Objective C	Dalvik, native
OS supported	BlackBerry, iPhone, Android, and WinMo coming soon	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	iPhone OS	Android OS
Devices supported	iPhone	7505 phones	iPhone	All Android devices
Revenue share	70%		as per Apple App Store	Undisclosed
Joining fee	Free		as per Apple App Store	Free
App signing fee	Free		as per Apple App Store	Free
Submission fee	Free		as per Apple App Store	Undisclosed
Promised time to market	~3 days Ondeego Approval		as per Apple App Store	Immediate
Regional submission process	One time		as per Apple App Store	Undisclosed

Appstore name	<a href="#">Applicious</a>	<a href="#">Appsfire</a>	<a href="#">AppsLib</a>	<a href="#">AppShup</a>
Parent company	Applicious	Appsfire	AppsLib	SMS GupShup
Launched	2010-03-29	2010-03-02	2010-08-02	2010-03-09
Regional availability	Worldwide	Worldwide	Worldwide	India
Potential device base	~100,000,000 iPhone + iPod touch + iPad(June 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	26 million SMS GupShup users
Actual device base	~100,000,000 iPhone + iPod touch + iPad(June 2010)	~100,000,000 iPhone + iPod touch + iPad(June 2010)	Undisclosed	Undisclosed
Downloads	as per Apple App Store	Undisclosed	Undisclosed	Undisclosed
Apps in store	as per Apple App Store	Undisclosed	2000	24
Apps categories	as per Apple App Store	All	Undisclosed	n/a
Apps pricing	as per Apple App Store	Free and Paid	Undisclosed	Free
On device portal	Web, on device application	Web Portal, PC application	Web Portal	No
End user payment method	as per Apple App Store	as per iPhone App Store	Free	Undisclosed
Runtimes supported	Objective C	Objective C	Dalvik, Native	JSON/XML
OS supported	iPhone OS	iPhone OS	Android	n/a on device - SMS only
Devices supported	iPhone, iPod Touch	iPhone	Android Tablet	All
Revenue share	as per Apple App Store	as per iPhone App Store	70%	Undisclosed
Joining fee	as per Apple App Store	as per iPhone App Store	Free	Undisclosed
App signing fee	as per Apple App Store	as per iPhone App Store	Free	Undisclosed
Submission fee	as per Apple App Store	as per iPhone App Store	Free	Undisclosed
Promised time to market	as per Apple App Store	as per Apple App Store	Undisclosed	Undisclosed
Regional submission process	as per Apple App Store	as per iPhone App Store	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="http://AppStoreHQ.com">AppStoreHQ.com</a>	<a href="http://AppUp.Center">AppUp.Center</a>	AT&T AppCenter	<a href="http://AutoLinQ">AutoLinQ</a>
<b>Parent company</b>	Mobilmeme	Intel	AT&T	Continental Automotive
<b>Launched</b>	2009-12-18	2010-01-07	2010-01-07	2010-03-09
<b>Regional availability</b>	North America	US, Canada	USA	Undisclosed
<b>Potential device base</b>	All iPhone / iPod Touch (~60MM)	Undisclosed	90 percent of its Quick Messaging Devices by 2011	Undisclosed
<b>Actual device base</b>	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed	Undisclosed
<b>Downloads</b>	undisclosed	Just launched	Not launched yet	0
<b>Apps in store</b>	Web mirror of iTunes App Store	~100	Not launched yet	0
<b>Apps categories</b>	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	TBD	TBD
<b>Apps pricing</b>	same as iTunes App Store	Free to undisclosed	TBD	TBD
<b>On device portal</b>	No	Yes through cdownloadable client	Yes	Undisclosed
<b>End user payment method</b>	Same as iPhone appstore	Credit card	TBD	Undisclosed
<b>Runtimes supported</b>	Objective- C	Atom SDK C / C++	BREW	Dalvik, native
<b>OS supported</b>	Mac OS X	Windows with Moblin soon to come	All supported by BREW	Android
<b>Devices supported</b>	All iPhone / iPod Touch	All Atom based netbooks	All manufacturers supporting BREW	TBD - compatible cars/devices
<b>Revenue share</b>	Same as iPhone appstore	a mechanism to compensate component developers whose components are	70	Undisclosed
<b>Joining fee</b>	0	Free for limited time then \$99 a year	Free or \$795 a year	Undisclosed
<b>App signing fee</b>	0	Free	TBD	Undisclosed
<b>Submission fee</b>	0	Free	TBD	Undisclosed
<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	Undisclosed

Appstore name	<a href="#">bbNATION</a>	<a href="#">BlackBerry App World</a>	<a href="#">BoostApps</a>	<a href="#">Camangi Market</a>
Parent company	Motek Mobile	BlackBerry	BoostApps	Camangi Corporation
Launched	2010-07-07	2009-04-01	2009-09-30	2009-12-04
Regional availability	Undisclosed	Channel Islands, US, Canada, UK, Argentina, Brazil, Chile, Mexico and	USA	US
Potential device base	20,000,000	~ 34.1 Million (April 2010)	6 million	Undisclosed
Actual device base	1,600,000	~ 34.1 Million (April 2010)	6 million	Undisclosed
Downloads	4,000,000	1 Million a day (April 2010 WSJ)	100,000	Undisclosed
Apps in store	500	7000 (May 2010)	200	100 (June 2010)
Apps categories	Various	Finance, Games, Health & Wellness, IM & Social Networking, Maps & Navigation, Music & Audio, News, Photo & Video, Productivity, Reference & eBook, Shopping, Sports & Recreation, Travel, Utilities,	All	All
Apps pricing	Free & Paid	Free , paid	Free	Free
On device portal	web and on device	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website	Web Portal
End user payment method	Undisclosed	PayPal, Credit Card, Carrier Billing	Ad supported apps	Free applications only
Runtimes supported	Undisclosed	Java, BlackBerry Widgets	Java ME	Dalvik, native
OS supported	BlackBerry	BlackBerry devices running software v4.2 or higher, with a trackball or touch screen	Motorola P2K2	Android
Devices supported	Undisclosed	All BlackBerry devices: Bold, Curve, Storm etc.	All Motorola iDEN series	5 to 9-inches Android device
Revenue share	Undisclosed	70%	100	Free applications only
Joining fee	Undisclosed	No	Free	Free
App signing fee	Undisclosed	No	Free	Free
Submission fee	Undisclosed	\$200 for 10 applications	0	Free
Promised time to market	Undisclosed	Undisclosed	1 week	Immediate
Regional submission process	Undisclosed	One time	Multi	One time

Appstore name	<a href="#">Cellmania</a>	<a href="#">Chomp</a>	<a href="#">Clickgamer</a>	<a href="#">Crackberry</a>
Parent company	Cellmania	Chomp	Chilingo	Smartphone Experts
Launched	1999-07-22	2010-03-29	2010-07-16	2007-02-01
Regional availability	Worldwide	Worldwide	Undisclosed	Worldwide
Potential device base	250 million	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	~25 million (Nov 09)
Actual device base	250 million	~100,000,000 iPhone + iPod touch + iPad(June 2010)	Undisclosed	~25 million (Nov 09)
Downloads	500 million mostly paid downloads.	as per Apple App Store	Undisclosed	Undisclosed
Apps in store	20000	as per Apple App Store	Undisclosed	Undisclosed
Apps categories	All	as per Apple App Store	Undisclosed	All
Apps pricing	Free and Paid	as per Apple App Store	Undisclosed	Free and Paid
On device portal	Web Portal, Mobile Website, on device application, PC application	Web Portal, Mobile Website, on device application	Web Portal	Mobile/Web Portal, Blackberry application
End user payment method	Carrier billing, credit card	as per Apple App Store	Paypal, Credit Card	Undisclosed
Runtimes supported	javaME, android, RIM, Symbian, Windows Mobile	Objective C	Undisclosed	Undisclosed
OS supported	Android, RIM, Symbian, JavaME, Windows Mobile, iphone	iPhone OS	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	Undisclosed
Devices supported	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch, iPad	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	All Blackberry Devices
Revenue share	Generally 70% of what Cellmania gets	as per Apple App Store	65% (55% for J2ME titles)	Undisclosed
Joining fee	Free	as per Apple App Store	Undisclosed	Undisclosed
App signing fee	Free, except where operator charges	as per Apple App Store	Undisclosed	Undisclosed
Submission fee	Free	as per Apple App Store	Undisclosed	Undisclosed
Promised time to market	2 week target	as per Apple App Store	Undisclosed	Undisclosed
Regional submission process	Depends on region	as per Apple App Store	Undisclosed	Undisclosed

Appstore name	<a href="#">Cydia Store</a>	<a href="#">djuzz</a>	<a href="#">FastApp Store</a>	<a href="#">Flypp</a>
Parent company	Cydia	djuzz	FastApp	Infosys
Launched	2009-03-06	2010-02-03	2009-03-12	2009-12-14
Regional availability	Worldwide	multi-submissions	Worldwide	Worldwide
Potential device base	80 Millions iPhone and iPod	320 000 users per day	350 million	Undisclosed
Actual device base	>2 Millions jailbroken iPhone and iPod	1800 devices	350 million	Undisclosed
Downloads	Unknown	9 million	Undisclosed	Undisclosed
Apps in store	30+	5230	173,051 (June 2010)	Undisclosed
Apps categories	None	All	All	All
Apps pricing	Not explicit in the facts from \$1 to \$12	Try and Buy, Ad-Funded, Virtual Items, Freemium	Free and Paid	Free and Paid
On device portal	Web Portal	web portal, mobile portal	Web Portal	Undisclosed
End user payment method	Paypal / Amazon Payment	Depends on the developer. All revenues generated by the app goes to the developer.	Free and Paid	Undisclosed
Runtimes supported	Objective C	J2ME MIDP, Blackberry	All	Undisclosed
OS supported	OS X iPhone	Android, Windows Mobile, Symbian	Nokia, Android, Apple, Blackberry	Undisclosed
Devices supported	iPhone, iPod Touch	2ME, Symbian, Blackberry, Android and Windows Mobile	Nokia, Android, Apple, Blackberry	Undisclosed
Revenue share	Undisclosed	generated by the app (through in-app pricing)	100%	Depends on operator
Joining fee	Free	Free	Free	Undisclosed
App signing fee	Free	N/A	Free	Undisclosed
Submission fee	Free	Free	Free	Undisclosed
Promised time to market	Undisclosed	2-3 days	Undisclosed	Undisclosed
Regional submission process	One time	multi-submissions	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">GetJar</a>	<a href="#">Handango</a>	<a href="#">Handmark.com</a>	<a href="#">Handster</a>
<b>Parent company</b>	GetJar	Handango	Handmark	Handster
<b>Launched</b>	2004-12-31	2000-12-13	1999-11-03	2009-06-01
<b>Regional availability</b>	Worldwide	Worldwide	Worldwide	Worldwide
<b>Potential device base</b>	2 Billion	2 billion	Undisclosed	Undisclosed
<b>Actual device base</b>	2 Billion	2 billion	Undisclosed	Undisclosed
<b>Downloads</b>	1 Billion (June 2010)	Over 100 million downloads to date	Undisclosed	10M
<b>Apps in store</b>	50,000+	40,000	Undisclosed	6000
<b>Apps categories</b>	All	All	Games, Entertainment, Productivity, Themes, Reference	All
<b>Apps pricing</b>	Free	Free and Paid	Paid	Paid
<b>On device portal</b>	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application, PC application
<b>End user payment method</b>	n/a	PayPal	Undisclosed	Credit Card, Paypal, premium sms as per Dec 09
<b>Runtimes supported</b>	All	Native, Java, Web	Native and Java	Native and Java
<b>OS supported</b>	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian, Android, BlackBerry, Palm, WebOS, Windows Mobile	Windows Mobile, Symbian, Android, Blackberry
<b>Devices supported</b>	1730 phones	1700+ phones	All manufacturers	All Manufacturers
<b>Revenue share</b>	n/a	80.00%	Undisclosed	90-50% depending on distribution channels
<b>Joining fee</b>	Free	Free	Undisclosed	Free
<b>App signing fee</b>	Free	Depends on platform	Undisclosed	Free
<b>Submission fee</b>	Free	Free	Undisclosed	Free
<b>Promised time to market</b>	48 hours (2 business days)	Undisclosed	Undisclosed	Instant
<b>Regional submission process</b>	One time / global access	One time	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">HouseOfPalm</a>	<a href="#">Idea Application Store</a>	<a href="#">iPhone App Store</a>	<a href="#">iPhoneApps360</a>
<b>Parent company</b>	HouseOfPalm	Idea Cellular	Apple	iPhoneApps360
<b>Launched</b>	2010-03-01	2010-01-25	2008-06-27	2009-01-01
<b>Regional availability</b>	Worldwide	India	Worldwide, with country specific stores for local variants	Worldwide
<b>Potential device base</b>	Undisclosed	57 Million customers	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	~100,000,000 iPhone + iPod Touch + iPad (June 2010)
<b>Actual device base</b>	Undisclosed	Not Launched yet	~100,000,000 iPhone + iPod touch + iPad (June 2010)	~100,000,000 iPhone + iPod touch + iPad (June 2010)
<b>Downloads</b>	Undisclosed	0 (not launched yet)	5 billion (April 2010)	Undisclosed
<b>Apps in store</b>	1900 (March 2010)	0 (not launched yet)	225,000 currently available (June 2010)	150 000+
<b>Apps categories</b>	Books, Education, Entertainment, Food, Health & Fitness, Navigation, Productivity & Utilities	Not Launched Yet	All	All
<b>Apps pricing</b>	Free and Paid	Free to undisclosed	Free and Paid	Free and Premium
<b>On device portal</b>	Web Portal	Yes	Web, on device application, PC application	Web Portal
<b>End user payment method</b>	as per Palm App Catalog	Undisclosed	Credit Card on iTunes account	as per Apple App Store
<b>Runtimes supported</b>	WebOs	Java, Windows native	Objective C	Objective C
<b>OS supported</b>	Palm webOS	All	Mac OS X, iPhone, iPad, iPod touch	iPhone OS
<b>Devices supported</b>	Palm Pre, Pixi	All manufacturers GPRS phones	iPhone, iPod Touch, iPad	Phone, iPod Touch, iPad
<b>Revenue share</b>	as per Palm App Catalog	Undisclosed	70%	as per Apple App Store
<b>Joining fee</b>	as per Palm App Catalog	Undisclosed	\$99, \$299 for Enterprise	as per Apple App Store
<b>App signing fee</b>	as per Palm App Catalog	Undisclosed	Free	as per Apple App Store
<b>Submission fee</b>	as per Palm App Catalog	Undisclosed	Free	as per Apple App Store
<b>Promised time to market</b>	as per Palm App Catalog	Undisclosed	Undisclosed	as per Apple App Store
<b>Regional submission process</b>	as per Palm App Catalog	Undisclosed	Multi submission	as per Apple App Store

Appstore name	<a href="#">iWikiPhone</a>	<a href="#">Kero Mobile</a>	<a href="#">LePhone App Store</a>	<a href="#">LG Application Store</a>
Parent company	iWikiPhone	Biskero	Lenovo	LG
Launched	2010-01-14	2009-05-01	2010-04-29	2009-07-13
Regional availability	Worldwide	Worldwide	China	10 countries
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	All Flash Lite 2/3 based mobile phones (1.2 billion)	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	100 000+	260	Undisclosed	1400
Apps categories	All	games, media, music, social networking communities, news, sport news, blogs, city information, RSS feeds and more	All	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.
Apps pricing	Free and Paid	Undisclosed	Undisclosed	Free to undisclosed
On device portal	Web Portal	Web Portal	On device, Web	Web and on device portal on some devices
End user payment method	as per Apple App Store	Undisclosed	Undisclosed	Credit Card
Runtimes supported	Objective C	Flash Lite	Dalvik, native	.NET & native
OS supported	Mac OS X	Symbian	Android	Windows Mobile
Devices supported	iPhone, iPod Touch, iPad	<a href="http://www.biskero.com/blog/?page_id=45">http://www.biskero.com/blog/?page_id=45</a>	Lenovo LePhone	LG Windows Mobile Devices
Revenue share	as per Apple App Store	100	Undisclosed	Undisclosed
Joining fee	Free	Free	Undisclosed	Undisclosed
App signing fee	as per Apple App Store	Free	Undisclosed	Undisclosed
Submission fee	as per Apple App Store	Free	Undisclosed	Undisclosed
Promised time to market	as per Apple App Store	1 week	Undisclosed	Undisclosed
Regional submission process	One time	Undisclosed	Undisclosed	Undisclosed

Appstore name	<a href="#">M1 AppStore</a>	<a href="#">mCore Marketplace</a>	<a href="#">mjelly</a>	<a href="#">Mobango</a>
Parent company	M1	Motricity	mjelly	Mobango
Launched	2010-05-12	2010-03-23	2010-03-20	2004-12-01
Regional availability	Singapore	Undisclosed	Worldwide	30 countries including the US, UK, Germany, Spain, India and Italy
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	4 Million registered users
Downloads	Undisclosed	Undisclosed	1 million	700 Million (June 2010)
Apps in store	Undisclosed	Undisclosed	100	Undisclosed
Apps categories	All	undisclosed	All	Themes, Videos, Images, Tunes, Apps, Games
Apps pricing	Free and Paid	undisclosed	Free	Free
On device portal	Web Portal	On device application	Web Portal, Mobile Website	PC discovery, access to apps via mobile web
End user payment method	Carrier billing	Undisclosed	n/a	Free applications
Runtimes supported	Java and native	Undisclosed	Undisclosed	Native, Java/J2ME, Flash Lite
OS supported	Mac OS X, Blackberry OS, Android, Symbian, Windows Mobile, proprietary,	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS	Symbian, Android, iphone, Blackberry, Java	Android, Symbian, BlackBerry, Windows Mobile, and Palm
Devices supported	All devices	Undisclosed	All	All manufacturers
Revenue share	Undisclosed	Undisclosed	n/a	Free applications
Joining fee	Free	Undisclosed	Free	0
App signing fee	Free	Undisclosed	Free	0
Submission fee	Free	Undisclosed	Free	0
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Immediate
Regional submission process	One-time	Undisclosed	Undisclosed	One time

<b>Appstore name</b>	<a href="#">MobiHand</a>	<a href="#">Mobile Market</a>	<a href="#">MobileIron Enterprise App Store</a>	<a href="#">MobileRated</a>
<b>Parent company</b>	MobiHand	China Mobile	MobileIron	MobileRated
<b>Launched</b>	2010-03-02	2009-08-17	2009-12-09	2006-10-02
<b>Regional availability</b>	Worldwide	China	North America, Europe	Worldwide
<b>Potential device base</b>	Undisclosed	493 Million Subscribers	Smartphones in the enterprise - roughly 100M globally and growing rapidly	4,500 devices supported
<b>Actual device base</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	Each enterprise manages their own app store	100 Million+
<b>Apps in store</b>	Undisclosed	4000 at launch	separate app store with varying number of applications depending on	Undisclosed
<b>Apps categories</b>	All	All	Dependent on specific enterprise	All
<b>Apps pricing</b>	Free and Paid	Free and Paid	Dependent on specific enterprise	Free
<b>On device portal</b>	Yes (for BlackBerry and Windows Mobile), via Web for other platforms	Web Portal	Web Portal, Mobile Website, on device application, PC application	Web Portal, Mobile Website, on device application, PC application
<b>End user payment method</b>	Credit Card	Undisclosed	Dependent on specific enterprise	n/a
<b>Runtimes supported</b>		JIL, Java, native	Java or native depending on platform	Java, Flash
<b>OS supported</b>	BlackBerry, Windows Mobile, Palm, Symbian, Android	Windows Mobile, Symbian, iPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)	Android, Symbian, Windows, and proprietary function phones
<b>Devices supported</b>	BlackBerry, Windows Mobile, Palm, Symbian, Android	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All for smartphone OS listed above	Almost all
<b>Revenue share</b>	60%-80%, depending on point of sale	70%	Dependent on specific enterprise	n/a
<b>Joining fee</b>	Undisclosed	Free	Dependent on specific enterprise	Free
<b>App signing fee</b>	Undisclosed	Undisclosed	Dependent on specific enterprise	Free
<b>Submission fee</b>	Undisclosed	Undisclosed	Dependent on specific enterprise	Free
<b>Promised time to market</b>	Undisclosed	undisclosed	Dependent on specific enterprise	1 business day
<b>Regional submission process</b>	Undisclosed	One time	Dependent on specific enterprise	one time

Appstore name	<a href="#">MobileWorxs App Store</a>	<a href="#">Mobspot</a>	<a href="#">Mplayit</a>	<a href="#">mstore</a>
Parent company	MobileWorxs	Mobspot	Mplayit	Telefonica / Movistar
Launched	2010-02-24	2010-03-15	2009-11-19	2009-09-11
Regional availability	EMEA	Worldwide	Worldwide	Spain, later all countries where Telefonica operates
Potential device base	Undisclosed	Undisclosed	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	15MM+	Undisclosed
Apps in store	29	Undisclosed	175 000+	1000 (11/09/2009)
Apps categories	Consumer, Government, Logistics, Utilities, Field Service, New	All	All	All
Apps pricing	Capital purchase, lease	Undisclosed	Free and Paid	Free and Paid
On device portal	Over air or device docking station	Web Portal	Web Portal, Mobile Website	Web Portal, future on device application
End user payment method	Undisclosed	Undisclosed	Undisclosed	Credit Card, carrier billing
Runtimes supported	.net	Undisclosed	Java, Objective C, Dalvik	Undisclosed
OS supported	Windows Mobile, CE, XP, Vista, 7	Undisclosed	Mac OS X, Blackberry OS, Android	All
Devices supported	Any with Microsoft OS	Undisclosed	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers
Revenue share	Undisclosed	Undisclosed	100%	Undisclosed
Joining fee	Undisclosed	Free	Free	Undisclosed
App signing fee	Undisclosed	Undisclosed	Free	Undisclosed
Submission fee	Undisclosed	Free	Free	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	One time	Undisclosed

Appstore name	<a href="#">My Hub</a>	<a href="#">Netfront Widgets</a>	<a href="#">neXva</a>	<a href="#">Nokia Ovi Store</a>
Parent company	Carphone Warehouse	Access	neXva inc	Nokia
Launched	2010-02-03	2009-10-05	2010-03-01	2009-05-26
Regional availability	UK	Worldwide	Worldwide	Worldwide
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	1.6 Million downloads a day
Apps in store	Undisclosed (subset of Getjar catalogue)	450	5000	9500 (April 2010)
Apps categories	All	All	All	Applications, Games, Audio & Video, Personalisation
Apps pricing	Free and Paid (contrary to Getjar)	Free	Free and Paid	Free to undisclosed
On device portal	Web Portal, on device application to come in the future.	On selected devices	OTA from mobile site or via web site	Ships embedded on most Nokia devices from Q4 2009
End user payment method	Undisclosed	Free applications	Paypal	SIM Card, Credit Card, Operator billing
Runtimes supported	Java or native depending on platform	NetFront Widgets	Undisclosed	Symbian, Maemo, Java, Flash, Widget, Mobile Web
OS supported	All	Windows Mobile 5.0 / 6.0 and S60	Undisclosed	S60 , S40, Maemo
Devices supported	All manufacturers	Samsung, Japanese handsets	Undisclosed	Most Nokia devices
Revenue share	Undisclosed	Free applications	70	70%
Joining fee	Undisclosed	Free	Undisclosed	€50 fee to register as a publisher
App signing fee	Undisclosed	Free	Undisclosed	Fees vary
Submission fee	Undisclosed	Free	Undisclosed	No
Promised time to market	Undisclosed	Immediate	3 days	Undisclosed
Regional submission process	Undisclosed	One time	One time	Multi-submission

Appstore name	<a href="#">OpenAppMkt</a>	<a href="#">Optus Application Store</a>	<a href="#">Orange App Shop</a>	<a href="#">Palm App Catalog</a>
Parent company	OpenAppMkt	Optus	Orange	Palm
Launched	2010-07-30	2009-11-17	2009-12-09	2009-09-24
Regional availability	Worldwide	Australia	Europe	US to start with announced in Europe for 2010
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)
Actual device base	Undisclosed	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)
Downloads	Undisclosed	Launch (17/11/2009)	Undisclosed	> 8 Million (November 2009)
Apps in store	<100	1000 (17/11/2009)	5,000 (Dec 2009)	1000 (January 2009)
Apps categories	All	Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News, and	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
Apps pricing	Free and Paid	free to undisclosed	<£10	free to undisclosed
On device portal	On device portal	Web Portal, Mobile Website, on device application	On some devices	Yes , also web portal discovery
End user payment method	Undisclosed	Carrier billing	Credit Card or Orange Monthly Bill (SIM Card)	Credit Card
Runtimes supported	HTML, JavaScript	Java, Native, .NET	Native, Java	Web
OS supported	iPhone + iTouch	Symbian, Android, Blackberry, Windows	Android, BlackBerry, Windows Mobile, Symbian	Palm Web OS
Devices supported	iPhone + iTouch	Any device but iPhone	All (only Sony Ericsson and Nokia with App Shop on device client)	Pre and Pixi
Revenue share	80.00%	Undisclosed	Undisclosed	70% developer 30% Palm
Joining fee	Free	Undisclosed	Free	\$99 fee for open source developers
App signing fee	Free	Undisclosed	Free	Free for now
Submission fee	Free	Undisclosed	Free	Free for now but \$50 fee for being on the device portal
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">Play Now Arena</a>	<a href="#">Plaza Retail</a>	<a href="#">Pocket Gear</a>	<a href="#">PreCentral.net webOS App Gallery</a>
<b>Parent company</b>	Sony Ericsson	Qualcomm	Pocket Gear	PreCentral.net
<b>Launched</b>	2009-08-03	2010-06-21	2008-06-27	2010-03-01
<b>Regional availability</b>	69 markets (Dec 2009)	Worldwide	Worldwide	Worldwide
<b>Potential device base</b>	25 million	Undisclosed	Undisclosed	Undisclosed
<b>Actual device base</b>	Undisclosed	Undisclosed	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	100,000,000+	5.7 million
<b>Apps in store</b>	Undisclosed	Undisclosed	70,000+ smartphone applications	445 (homebrew apps)
<b>Apps categories</b>	All	Undisclosed	Games, Themes, Software and Entertainment	All
<b>Apps pricing</b>	Free and Paid	Undisclosed	Free and Paid	Free and Paid
<b>On device portal</b>	Web Portal, on device application	Web Portal	Web Portal, on device application	On device application, PC application
<b>End user payment method</b>	premium SMS and credit card	Undisclosed	Credit Card	Undisclosed
<b>Runtimes supported</b>	Java™ ME, Flash,, native, XPERIA panels, Dalvik	Undisclosed	Java and native	Undisclosed
<b>OS supported</b>	Symbian, Windows Mobile, proprietary, Android	Java, Brew and Flash; Android, Windows Mobile, Palm, Symbian and LiMo coming	Windows Mobile, Blackberry and Palm OS	Palm webOS
<b>Devices supported</b>	Most Sony Ericsson devices	Undisclosed	All manufacturers	Pre, Pixi
<b>Revenue share</b>	70% developer	Undisclosed	60% less transaction fees	Undisclosed
<b>Joining fee</b>	Free	Undisclosed	Free	Undisclosed
<b>App signing fee</b>	Depends on the certification program	Undisclosed	Varies dependant on OS	Undisclosed
<b>Submission fee</b>	Depends on platform	Undisclosed	Free	Undisclosed
<b>Promised time to market</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Regional submission process</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	<a href="#">Premier App Shop</a>	<a href="#">R-World</a>	<a href="#">Samsung Applications Store</a>	<a href="#">SHOP4APPS</a>
Parent company	Premier App Shop™	Reliance Communication	Samsung	Motorola
Launched	2010-01-07	2010-02-10	2009-09-14	2010-01-21
Regional availability	Worldwide	India	7 countries, 30 more to follow.	China (launching soon in Brazil, Argentina and Mexico)
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	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	Undisclosed	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	Free and Paid	Free and Paid
On device portal	On device application	Undisclosed	Samsung Omnia and Samsung Omnia HD I8910	Yes
End user payment method	Credit Card	Undisclosed	PayPal, Credit Card	Undisclosed
Runtimes supported	Objective C	Undisclosed	Java and native	Ophone SDK
OS supported	Mac OS X	Undisclosed	Symbian, Windows Mobile, Bada	Open Mobile
Devices supported	iPhone, iPod Touch	Undisclosed	Most Samsung devices	Motorola Ophones and potentially all Ophones
Revenue share	Undisclosed	Undisclosed	70%	Undisclosed
Joining fee	Undisclosed	Undisclosed	\$1 registration fee	Free
App signing fee	Undisclosed	Undisclosed	Fees vary	Free
Submission fee	Undisclosed	Undisclosed	Free	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	China only for now

Appstore name	<a href="#">SlideMe</a>	<a href="#">Softwareload</a>	<a href="#">Storeoid</a>	<a href="#">Symbian Horizon</a>
Parent company	SlideMe	Deutsche Telekom	General Mobile	Symbian Foundation
Launched	2008-04-11	2010-04-12	2010-03-02	2009-09-15
Regional availability	Worldwide	UK, Germany, Switzerland, Austria	Worldwide	Worldwide
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	1500	15,000	15 (June 2010)	61
Apps categories	All	All	All	None
Apps pricing	Free and Paid	Free and Paid	Free	Free and paid
On device portal	Web Portal, on device application	Web Portal, on device application	Web Portal	Web Portal
End user payment method	Dependent on payment method used	Undisclosed	Undisclosed	Varies for each App Store
Runtimes supported	Dalvik, native	Undisclosed	Dalvik, native	Native
OS supported	Android	Java, BlackBerry, PalmOS, Symbian and Windows Mobile	Android	Symbian OS
Devices supported	Most Android devices beyond mobile	Undisclosed	Android	Nokia, Sony Ericsson, Samsung
Revenue share	95%	Undisclosed	Undisclosed	Varies for each App Store
Joining fee	Free	Undisclosed	Undisclosed	Free
App signing fee	Free	Undisclosed	Undisclosed	Symbian Signed Charges
Submission fee	Free	Undisclosed	Undisclosed	Free
Promised time to market	Immediate	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	One time

Appstore name	<a href="#">TIM App Store</a>	<a href="#">TomTom App Store (TBC)</a>	<a href="#">VCAST Apps Storefront</a>	<a href="#">Vodafone 360 Shop</a>
Parent company	Qualcomm	TomTom	Verizon Wireless	Vodafone
Launched	2010-06-21	2010-04-29	2009-09-15	2009-09-24
Regional availability	Brazil	Worldwide	US	Worldwide
Potential device base	40 million	Undisclosed	60 million registered users	Undisclosed
Actual device base	40 million	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	Undisclosed	250	8500
Apps categories	Undisclosed	Undisclosed	Entertainment, Personalization and Productivity	Address Book, Communication, Maps, Photos, Games
Apps pricing	Undisclosed	Undisclosed	Free to undisclosed	undisclosed
On device portal	Web Portal, on device application	Undisclosed	Yes with downloaded store application	Web Portal, on device application
End user payment method	Undisclosed	Undisclosed	Carrier billing, credit card	Carrier billing
Runtimes supported	Undisclosed	WebKit	Java and native	JIL, Dalvik, Native
OS supported	Java, Brew and Flash; Android, Windows Mobile, Palm, Symbian and LiMo coming	Undisclosed	Windows Mobile, Blackberry and BREW	Limo, Android
Devices supported	Undisclosed	TOMTOM	All manufacturers	100 phones
Revenue share	Undisclosed	Undisclosed	70%	Undisclosed
Joining fee	Undisclosed	Undisclosed	Free	Free
App signing fee	Undisclosed	Undisclosed	Yes, but plan to eliminate	Free
Submission fee	Undisclosed	Undisclosed	Yes, but plan to eliminate	Free
Promised time to market	Undisclosed	Undisclosed	2 weeks	Undisclosed
Regional submission process	Undisclosed	Undisclosed	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	Wholesale Applications Community	Microsoft
<b>Launched</b>	2009-11-02	2009-10-05	2010-03-02	2009-10-06
<b>Regional availability</b>	USA	Worldwide	Worldwide	Worldwide
<b>Potential device base</b>	30+ million customers	All devices	3 billion+	Undisclosed
<b>Actual device base</b>	Undisclosed	Undisclosed number of agencies / clients	3 billion+	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Apps in store</b>	Undisclosed	22	Undisclosed	20,000 (Nov '09)
<b>Apps categories</b>	Unknown	n/a	TBD	All
<b>Apps pricing</b>	Free to \$29.99, in app advertising	Free	TBD	Free and Paid
<b>On device portal</b>	Web Portal, on device application	Web Portal	TBD	On device application
<b>End user payment method</b>	OTC, MRC, ad revenue	Depends on platform	TBD	Credit Card, carrier billing
<b>Runtimes supported</b>	Native, .NET, J2ME, Dalvik, Sidekick	All	Undisclosed	.NET & native
<b>OS supported</b>	Windows Mobile, BlackBerry, Android	All	Undisclosed	Windows Mobile 7.0, 6.5, 6.1 and 6.0
<b>Devices supported</b>	Undisclosed	All, mainly iPhone	Undisclosed	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>	Free	Depends on platform as resigning needed	TBD	\$99 certification fee
<b>Submission fee</b>	Free	Depends on platform	TBD	Free
<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>	2009-06-03
<b>Regional availability</b>	Worldwide
<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>	15
<b>Apps categories</b>	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service
<b>Apps pricing</b>	Free
<b>On device portal</b>	Any device capable of calling zanox Web Services
<b>End user payment method</b>	n/a
<b>Runtimes supported</b>	Undisclosed
<b>OS supported</b>	Undisclosed
<b>Devices supported</b>	Undisclosed
<b>Revenue share</b>	Defined by developer
<b>Joining fee</b>	Free
<b>App signing fee</b>	Free
<b>Submission fee</b>	Free
<b>Promised time to market</b>	approval usually within 1-2 days of submission
<b>Regional submission process</b>	Undisclosed