

App(lication) Store Report - July 2011

Discovery and Merchandising: How Far Have We Come Since WAP Decks?

CURRENT COUNT

120

APP(LICATION)
STORES

Editor's Note: Just after last month's Report was published, we here at WIP received a letter from Apple's lawyers. Apple has trademarked, or has filed for trademarks for, the term "app store" in the US, Canada and several other countries. Based on its US trademark -- which is being challenged by Amazon, Microsoft and several other companies -- Apple has demanded that we cease and desist calling this report the "App Store Report" because it "improperly suggests to U.S. consumers that numerous companies offer an APP STORE mobile download service", not just Apple.

This is why you'll notice this edition of the report is titled the "App(lication) Store Report", and any other references to "app stores" have been changed to read "app(lication) stores" -- just to be sure we aren't confusing US consumers who might be reading this, while we're taking legal advice. Thanks for reading, and on with this month's report.

This monthly report is provided courtesy of WIP, and is based on the entries from the WIP App(lication) Store Catalog (<http://www.wip-connector.com/appstores>), the leading resource listing app(lication) stores for mobile developers.

A continual comment that's made about app(lication) stores is that they offer a much improved discovery experience for users when compared to earlier WAP content decks, and this, in turn, leads to better sales opportunities for developers. More sales means everybody's happy and everything's working. Right?

Looking through many of the major app(lication) stores reveals a few things that haven't changed all that much since the days when carrier WAP portals dominated the mobile content business. In particular, the dominance of larger app makers in the top-download charts and in the "featured app" slots harkens back to the days when the biggest winners in the mobile content space were the companies with the best biz dev teams, not the best apps and content.

Some app(lication) stores, such as the iTunes App Store, do a decent job of highlighting content from lesser-known developers alongside the big names, but the reality in most stores is that it's truly a long tail game. Like in so many things, the 80/20 rule provides a good rough estimate: in this case, 80 percent of the apps are sold by 20 percent of the providers -- leaving the other 80 percent of developers fighting over the rest of the market.

The attention around this is intensifying as a larger number of app(lication) stores, such as many operator stores and the Amazon Appstore for Android, try to differentiate with developers by

emphasizing their strength in merchandising, recommendations, or other buzzwords around consumer app discovery. But seeing the most prominent promotional slots filled by the same class of big players as before could cause many smaller developers to doubt these claims.

It's logical that store providers fall back on big names and established brands. They want to drive as many downloads as possible, and in a time- and resource-constrained environment, choosing to highlight well-known brands based on their ability to deliver results are a much easier path to take than sifting through thousands of apps to find a better casual game from a small developer. Should a hit emerge from the long tail, they can rely on sales trend data to catch it later.

This may be a frustrating reality for many small and independent developers, but it emphasizes the area where things really have changed since the days of content decks: these stores have truly enabled the long tail of app discovery and distribution.

The benefits of this long tail take on several forms:

- the ability for users to search app(lication) stores from their PC, rather than just from their mobile device
- the ability for web content to link to apps inside of stores
- app(lication) stores that aren't limited to a specific operator's users make advertising a more viable proposition
- multiple distribution channels exist, with many of them very easy to utilize, compared to relatively closed operator decks
- diversity of business models beyond sale or subscription
- utility of social media to drive personal recommendations, particularly across operators and platforms

Note that while these benefits all have to do with discovery and merchandising in a broad sense, none of them rely on the discovery and merchandising mechanisms of the app(lication) stores themselves. Here, the song remains the same for small and independent developers: **app(lication) stores are distribution channels, not marketing machines.**

For all but a small group of app makers, the stores can't, and shouldn't, be counted on to market their work. The stores enable discovery from outside means, then support distribution in a (relatively) easy way, and developers must take advantage of these capabilities to drive downloads of their apps.

The difference from the days of WAP decks is that the system is much more wide open, and that developers have the ability to effectively market their apps. The system isn't closed to small developers, but it's not going to market their apps for them.

App Store Report - June 2011

Return Policies: Do They Help or Hurt?

CURRENT COUNT
120
APP STORES

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Since the beginning of 2011, more than 150,000 apps have been added to the 5 major platform app stores. Each of these stores has different policies regarding consumer returns and refunds, generally due to technical difficulties or because an app did not live up to the consumer's expectations.

These return policies can be both good and bad for developers. On one hand, they do give consumers some ability to try out apps risk-free; on the other hand, they are rife for abuse.

Not all apps have trial periods or trial versions, and many consumers like to be able to test an app before purchase. Trial versions can also offer a developer more exposure, by reducing barriers to trial. However, the logistics of creating trial versions of an app can create lots of issues for developers:

- Trials that only last a specific time can easily be modified by hackers
- If a trial is a slimmed down version of the "full" version, it can mean the developer has 2 code bases to manage, which can create issues with bugs and testing.
- Trials with "keys" for unlocking the full app can prohibit sales, as it is cumbersome for the consumer to pay for the "unlock key"; then type a bunch of jumbled characters into their phone. Other "unlock keys" are applications themselves, but are confusing to the end user and can cause many support overhead for developers.
- Previously with the Android Market, the return period was 24 hours, which had consumers buying games, playing

them and returning them before the end of the day.

Windows Phone 7 does offer a unique approach to trials. It has a trial API which allows the developer to create one application, with a particular "IsTrial" flag set to true. This means all the hard work is handled by Microsoft and when the consumer chooses to buy the application, the IsTrial flag will be reset to false.

It is also important to look at the value of trials for consumers. In the sea of millions of apps, user comments are one way to see if an application is worth a purchase, but the comment process itself is problematic. The 5-star rating process has the same downfall, with users voting an irrational 1-star or an overzealous 5-star rating, skewing overall ratings to the extremes. The best way to see if any product is right for the end consumer is for that consumer to test it out.

The Amazon Appstore has taken an even bigger step in the right direction, allowing users to "test drive" Android applications via a web emulator before purchasing. It can be difficult, though to view returning an app in the same way as a trial because of the effort that can often be required to return an app, which is often not worth the small price paid by the consumer.

One way to improve this process – and mollify many developer complaints – would be to allow developers to establish their own return times. For instance, developers of a game could allow users an hour after purchase to return it; if they had a GPS or mapping application, a day, and so on. By giving developers this type of control, it allows them to craft the type of experience they believe is best, while also creating the potential for more interactivity and feedback with consumers, which would lead to better applications overall.



Nokia Ovi Store	WP7 Marketplace	Android Market	iTunes Store	BlackBerry App World
48 Hours	24 Hours	15 Minutes	Unspecified	30 Days
Faulty or did not meet consumer expectations	1 Per Month/Any reason	Any reason	Discretion of Apple employee	Technical or Billing Refund. Otherwise up to the developers discretion

Appstore name	Acer Alive	Adult App Store, MiKandi	Airtel App Central	AllBinary Application Store
Parent company	Acer	MiKandi	Bharti Airtel	AllBinary
Launched	2010-11-25	2009-12-09	2010-02-10	2010-07-01
Regional availability	UK, Italy at launch (Dec 2010)	Worldwide	India	All
Potential device base	Undisclosed	~ 6 Million (Nov '09)	121.7 million subscribers (March 2010)	100+/3 billion
Actual device base	Undisclosed	~ 6 Million (Nov '09)	Undisclosed	50+/200,000
Downloads	Undisclosed	Undisclosed	13 million (June 2010)	2 million
Apps in store	Undisclosed	Undisclosed	71 000 (June 2010)	9
Apps categories	Music, video, e-books and magazines, games, apps	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social Networking,	All	Games
Apps pricing	Free and paid	Free and paid apps.	Free and Paid	Free/Paid
On device portal	Undisclosed	Yes	Yes	Undisclosed
End user payment method	Undisclosed	Powered by Virtual Currency to support both paid apps and in-app purchases.	Deducted from bill or from airtime	NA
Runtimes supported	Undisclosed	Dalvik, native	Java (tbc)	J2ME/Android/J2SE/MeeGo
OS supported	Undisclosed	Android	All	Android/Windows/Linux/Solaris/Mac/MeeGo
Devices supported	Undisclosed	All Android devices	780 Phones	To Many To List
Revenue share	Undisclosed	TBA	Undisclosed	100 through developer payment processor
Joining fee	Undisclosed	Free for a limited time,	Undisclosed	0
App signing fee	Undisclosed	No	Undisclosed	NA
Submission fee	Undisclosed	no	Undisclosed	1 USD and 1 dollar per 20 GB
Promised time to market	Undisclosed	Immediate	Undisclosed	A few weeks. Will be shorter when out of Beta
Regional submission process	Undisclosed	One time	Undisclosed	NA

Appstore name	Amazon Appstore	AndAppStore	Android Market	AndroidPit
Parent company	Amazon	Funky Android Ltd.	Google	AndroidPit
Launched	2011-01-04	2008-10-10	2009-10-22	2010-07-08
Regional availability	US launch then worldwide	Worldwide	Worldwide	Worldwide
Potential device base	US launch then worldwide	~ 46 Million (August 2010)	~ 46 Million (August 2010)	~ 46 Million (August 2010)
Actual device base	Undisclosed	~ 46 Million (August 2010)	~ 46 Million (August 2010)	Undisclosed
Downloads	Not Yet Launched	600 000 (June 2010)	3 Billion (April 2011)	Undisclosed
Apps in store	Not Yet Launched	851 (June 16, 2010)	200,000+ (May 2011)	Undisclosed
Apps categories	All	All	All	All
Apps pricing	Free and Paid and Advertising	Free and Paid	Free and Paid	Free and Paid
On device portal	Where amazon exists	Web Portal, Mobile Website, on device application	Yes, and web portal	Web Portal, on device application
End user payment method	Credit Card, Paypal	Paypal	Google Checkout, In-app billing	Undisclosed
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Dalvik, native
OS supported	Android 1.6 and above	Android	Android	Android
Devices supported	All Android Devices	All Android devices	All Android devices	Android
Revenue share	70% of the sale price of the app or 20% of the list price	100%	70%	Undisclosed
Joining fee	\$99 free in the first year	0	\$25	Undisclosed
App signing fee	No	0	No	Undisclosed
Submission fee	No	0	No	Undisclosed
Promised time to market	Undisclosed	Immediate	Immediate	Undisclosed
Regional submission process	One time, English only	One time	One time	Undisclosed

Appstore name	android.pdassi.de	Androlib	AndSpot	Appbackr
Parent company	pdassi	Androlib	AndSpot Inc	Appbackr
Launched	2010-04-26	2010-01-11	2010-06-10	2010-10-20
Regional availability	Germany	As per Android Market	North America	Worldwide
Potential device base	Unknown	~ 46 Million (August 2010)	Undisclosed	~120,000,000 iPhone + iPod Touch + iPad(Sept 2010)
Actual device base	Unknown	~ 46 Million (August 2010)	Undisclosed	Undisclosed
Downloads	Undisclosed	1,058,504,359 (July 2010)	Undisclosed	Undisclosed
Apps in store	Undisclosed	18000 (Jan 2010)	Undisclosed	>100
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Paid
On device portal	Mobile website	Web Portal	Mobile app	Web Portal
End user payment method	Undisclosed	As per Android Market	Paypal	Undisclosed
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Objective C
OS supported	Android	Android	Android	iOS
Devices supported	All Android devices	All Android devices	Android	iPhone, iPod Touch, iPad
Revenue share	30	As per Android Market	80.00%	Dependant on wholesale price
Joining fee	Free	As per Android Market	Free	Free
App signing fee	Undisclosed	As per Android Market	Free	Free
Submission fee	Free	As per Android Market	Free	Free
Promised time to market	2-3 Business days	As per Android Market	Undisclosed	Undisclosed
Regional submission process	Undisclosed	As per Android Market	Undisclosed	Undisclosed

Appstore name	Appboy	AppBrain	AppCentral	Appcity
Parent company	Appboy	AppTornado GmbH	Ondeego	AppCity
Launched	2010-02-15	2010-03-02	2009-09-11	2010-05-01
Regional availability	Wherever apps are sold	Worldwide	N. America/Europe, expanding soon	All
Potential device base	Undisclosed	~ 46 Million (August 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	340 Million
Actual device base	Undisclosed	~ 46 Million (August 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	340 Million
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	150,000	Undisclosed	Undisclosed	199669 iphone apps, 8751 ovi apps, 28611 android apps, 6206 blackberry apps
Apps categories	Undisclosed	All	Business, Productivity, Enterprise Apps	All
Apps pricing	Undisclosed	Free and Paid	Free and Paid	Free and Paid
On device portal	iPhone app	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website
End user payment method	Undisclosed	as per Android Market	Undisclosed	
Runtimes supported	Undisclosed	Dalvik, native	Objective C	All
OS supported	Android, iOS, Palm, BlackBerry	Android 1.6 or newer	BlackBerry, iPhone, Android, and WinMo coming soon	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite
Devices supported	Undisclosed	Android	iPhone	7505 phones
Revenue share	Link through to other sites	as per Android Market	70%	Undisclosed
Joining fee	Undisclosed	as per Android Market	Free	Undisclosed
App signing fee	Undisclosed	as per Android Market	Free	Undisclosed
Submission fee	Undisclosed	as per Android Market	Free	Undisclosed
Promised time to market	Undisclosed	as per Android Market	~3 days Ondeego Approval	Undisclosed
Regional submission process	Undisclosed	as per Android Market	One time	Undisclosed

Appstore name	AppComments.com	Appia	Appitalism	Appoke
Parent company	AppComments	Appia	Mobile Streams	Appoke
Launched	2010-03-02	2008-06-27	2010-09-16	2010-05-25
Regional availability	Worldwide	Worldwide	USA, Canada, Europe, Latin America, Asia Pacific, Middle East and Africa	Worldwide
Potential device base	as per Apple App Store	Undisclosed	15000 plus devices supported	~ 11.6 Million (April 2010)
Actual device base	as per Apple App Store	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed	Not launched yet
Downloads	as per Apple App Store	100,000,000+	Undisclosed	Undisclosed
Apps in store	as per Apple App Store	140 000+	10m plus content items	820
Apps categories	as per Apple App Store	Games, Themes, Software and Entertainment	eBooks Business Education Entertainment Games Health Lifestyle Music/Ringtones Multimedia Navigation News Photos & Video Productivity Reference	All
Apps pricing	as per Apple App Store	Free and Paid	Monthly subscription or Per Download or Free using App Rewards	Undisclosed
On device portal	Web Portal, Mobile Website	Web Portal, on device application	Undisclosed	On device application
End user payment method	as per Apple App Store	Credit Card, Paypal	Credit or debit cards	Undisclosed
Runtimes supported	Objective C	Java and native	Web Portal	Dalvik, native
OS supported	iPhone OS	Windows Mobile, Blackberry and Palm OS	iOS, Android, webOS, BlackBerry, Windows Mobile, Symbian, J2ME, Google Apps, Facebook Apps, Twitter Apps	Android OS
Devices supported	iPhone	2000+	5083 Devices	All Android devices
Revenue share	as per Apple App Store	60% less transaction fees	Negotiable percentage of gross revenues	Undisclosed
Joining fee	as per Apple App Store	Free	Undisclosed	Free
App signing fee	as per Apple App Store	Varies dependant on OS, fee not charged by Pocket Gear	Undisclosed	Free
Submission fee	as per Apple App Store	Free	Undisclosed	Free
Promised time to market	as per Apple App Store	Undisclosed	Less then 1-month	Immediate
Regional submission process	as per Apple App Store	Undisclosed	One-time	Undisclosed

Appstore name	Applicious	Appsfire	AppsLib	AppShup
Parent company	Applicious	Appsfire	AppsLib	SMS GupShup
Launched	2010-03-29	2010-03-02	2010-08-02	2010-03-09
Regional availability	Worldwide	Worldwide	All	India
Potential device base	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	Undisclosed	26 million SMS GupShup users
Actual device base	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod touch + iPad(Aug 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	All	n/a
Apps pricing	as per Apple App Store	Free and Paid	Free and Paid	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	Paypal	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 Tablets	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 (all apps are tested)	Undisclosed
Regional submission process	as per Apple App Store	as per iPhone App Store	Undisclosed	Undisclosed

Appstore name	AppStoreHQ.com	AppUp.Center	Appvisor	App Warehouse
Parent company	Mobilmemo	Intel	Swisscom	Navteq
Launched	2009-12-18	2010-01-07	2010-06-21	2010-10-14
Regional availability	North America	US, Canada	Worldwide	Worldwide
Potential device base	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed	N/A
Actual device base	All iPhone / iPod Touch (~60MM)	Undisclosed	Undisclosed	N/A
Downloads	undisclosed	Just launched	Undisclosed	N/A
Apps in store	Web mirror of iTunes App Store	~100	Undisclosed	Less then 50
Apps categories	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	All	LBS applications
Apps pricing	same as iTunes App Store	Free to undisclosed	Free	N/A
On device portal	No	Yes through downloadable client	On device portal, Web portal	Web Portal
End user payment method	Same as iPhone appstore	Credit card	N/A	N/A
Runtimes supported	Objective- C	Atom SDK C / C++	Objective C	
OS supported	Mac OS X	Windows with Moblin soon to come	iOs	Android &; iPhone
Devices supported	All iPhone / iPod Touch	All Atom based netbooks	iPhone, iPod Touch, iPad	Android &; iPhone
Revenue share	Same as iPhone appstore	a mechanism to compensate component developers whose components are	N/A	60/40
Joining fee	Free	Free for limited time then \$99 a year	Undisclosed	Free, must include Navteq data as part of the app
App signing fee	Free	Free	Undisclosed	Free
Submission fee	Free	Free	Undisclosed	N/A
Promised time to market	Same as iPhone appstore	Dashboard to see status of application	Undisclosed	N/A
Regional submission process	Automatic for apps published in iTunes	TBD	Undisclosed	N/A

Appstore name	AT&T AppCenter	AutoLinQ	bbNATION	Blackberry App World
Parent company	AT&T	Continental Automotive	Motek Mobile	BlackBerry
Launched	2010-01-07	2010-03-09	2010-07-07	2009-04-01
Regional availability	USA	Undisclosed	Worldwide	http://bit.ly/4yv5YB for more details.
Potential device base	90 percent of its Quick Messaging Devices by 2011	Undisclosed	20,000,000	~ 35 Million (Sept 2010)
Actual device base	Undisclosed	Undisclosed	1,600,000	~ 35 Million (Sept 2010)
Downloads	Not launched yet	0	4,000,000	1.5 Million a day (Sept 2010)
Apps in store	Not launched yet	0	500	35 000 (May 2010)
Apps categories	TBD	TBD	Various	Business, Entertainment, Finance, Games, Health & Wellness, IM & Social Networking, Maps & Navigation, Music & Audio, News, Photo & Video, Productivity,
Apps pricing	TBD	TBD	Free & Paid	Free , paid
On device portal	Yes	Undisclosed	web and on device	Web Portal, Mobile Website, on device application
End user payment method	TBD	Undisclosed	Undisclosed	PayPal, Credit Card, Carrier Billing, In-app billing
Runtimes supported	BREW	Dalvik, native	Undisclosed	Java, Blackberry Widgets
OS supported	All supported by BREW	Android	BlackBerry	BlackBerry devices running software v4.2 or higher, with a trackball or touch screen
Devices supported	All manufacturers supporting BREW	TBD - compatible cars/devices	Undisclosed	All BlackBerry devices: Bold, Curve, Storm etc.
Revenue share	70	Undisclosed	Undisclosed	70%
Joining fee	Free or \$795 a year	Undisclosed	Undisclosed	No
App signing fee	TBD	Undisclosed	Undisclosed	No
Submission fee	TBD	Undisclosed	Undisclosed	\$200 for 10 applications
Promised time to market	TBD	Undisclosed	Undisclosed	Undisclosed
Regional submission process	TBD	Undisclosed	Undisclosed	One time

Appstore name	BloomWorlds	BoostApps	Camangi Market	Cellmania
Parent company	BloomWorlds	BoostApps	Camangi Corporation	Cellmania
Launched	12/19/10	2009-09-30	2009-12-04	1999-07-22
Regional availability	USA	USA	USA	Worldwide
Potential device base	~ 46 Million (August 2010)	6 million	Undisclosed	250 million
Actual device base	Undisclosed	6 million	Undisclosed	250 million
Downloads	Undisclosed	100,000	Undisclosed	500 million mostly paid downloads.
Apps in store	Undisclosed	200	100 (June 2010)	20000
Apps categories	Family-friendly	All	All	All
Apps pricing	Free, Paid	Free	Free	Free and Paid
On device portal	Yes	Web Portal, Mobile Website	Web Portal	Web Portal, Mobile Website, on device application, PC application
End user payment method	Undisclosed	Ad supported apps	Free applications only	Carrier billing, credit card
Runtimes supported	Dalvik, native	Java ME	Dalvik, native	javaME, android, RIM, Symbian, Windows Mobile
OS supported	Android	Motorola P2K2	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iphone
Devices supported	All Android Devices	All Motorola iDEN series	6 to 10-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone
Revenue share	Undisclosed	100	Free applications only	Generally 70% of what Cellmania gets
Joining fee	Undisclosed	Free	Free	Free
App signing fee	Undisclosed	Free	Free	Free, except where operator charges
Submission fee	Undisclosed	Free	Free	Free
Promised time to market	Undisclosed	1 week	Immediate	2 week target
Regional submission process	Undisclosed	Multi	One time	Depends on region

Appstore name	Chomp	Clickgamer	Crackberry	Cydia Store
Parent company	Chomp	Chillingo	Smartphone Experts	Cydia
Launched	2010-03-29	2010-07-16	2007-02-01	2009-03-06
Regional availability	Worldwide	Worldwide	Worldwide	Worldwide
Potential device base	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	Undisclosed	~25 million (Nov 09)	80 Millions iPhone and iTouch
Actual device base	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	Undisclosed	~25 million (Nov 09)	>2 Millions jailbroken iPhone and iTouch
Downloads	as per Apple App Store	Undisclosed	Undisclosed	Unknown
Apps in store	as per Apple App Store	Undisclosed	Undisclosed	30+
Apps categories	as per Apple App Store	Undisclosed	All	None
Apps pricing	as per Apple App Store	Undisclosed	Free and Paid	Not explicit in the facts from \$1 to \$12
On device portal	Web Portal, Mobile Website, on device application	Web Portal	Mobile/Web Portal, Blackberry application	Web Portal
End user payment method	as per Apple App Store	Paypal, Credit Card	Undisclosed	Paypal / Amazon Payment
Runtimes supported	Objective C	Undisclosed	Undisclosed	Objective C
OS supported	iPhone OS	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	Undisclosed	OS X iPhone
Devices supported	iPhone, iPod Touch, iPad	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	All Blackberry Devices	iPhone, iPod Touch
Revenue share	as per Apple App Store	65% (55% for J2ME titles)	Undisclosed	Undisclosed
Joining fee	as per Apple App Store	Undisclosed	Undisclosed	Free
App signing fee	as per Apple App Store	Undisclosed	Undisclosed	Free
Submission fee	as per Apple App Store	Undisclosed	Undisclosed	Free
Promised time to market	as per Apple App Store	Undisclosed	Undisclosed	Undisclosed
Regional submission process	as per Apple App Store	Undisclosed	Undisclosed	One time

Appstore name	djuzz	Docomo	Estore	FastApp Store
Parent company	djuzz	Docomo	Ericsson	FastApp
Launched	2010-02-03	2011-02-02	2010-02-15	2009-03-12
Regional availability	multi-submissions	Japan	Undisclosed	Worldwide
Potential device base	320 000 users per day	Millions of Docomo subscribers	1 billion	350 million
Actual device base	1800 devices	Undisclosed	Undisclosed	350 million
Downloads	9 million	Undisclosed	Undisclosed	Undisclosed
Apps in store	5230	Undisclosed	30 000	173,051 (June 2010)
Apps categories	All	All	All	All
Apps pricing	Try and Buy, Ad-Funded, Virtual Items, Freemium	Free and Paid	Undisclosed	Free and Paid
On device portal	web portal, mobile portal	Undisclosed	Web Portal	Web Portal
End user payment method	Depends on the developer. All revenues generated by the app goes to the developer.	Undisclosed	Credit Card, Operator Billing	Free and Paid
Runtimes supported	J2ME MIDP, Blackberry	Dalvik, Native	Java	All
OS supported	Android, Windows Mobile, Symbian	Android	Undisclosed	Nokia, Android, Apple, Blackberry
Devices supported	2ME, Symbian, Blackberry, Android and Windows Mobile	Android	Undisclosed	Nokia, Android, Apple, Blackberry
Revenue share	generated by the app (through in-app pricing)	Undisclosed	70%	100%
Joining fee	Free	Undisclosed	Undisclosed	Free
App signing fee	N/A	Undisclosed	Undisclosed	Free
Submission fee	Free	Undisclosed	Undisclosed	Free
Promised time to market	2-3 days	Undisclosed	Undisclosed	Undisclosed
Regional submission process	multi-submissions	Undisclosed	One time	Undisclosed

Appstore name	Flypp	GetApp.com	GetJar	Handango
Parent company	Infosys	GetApp.com	GetJar	Pocketgear
Launched	2009-12-14	2010-01-01	2004-12-31	2000-12-13
Regional availability	Worldwide	Worldwide	Worldwide	One time
Potential device base	Undisclosed	Undisclosed	2 Billion	2 billion
Actual device base	Undisclosed	Undisclosed	2 Billion	2 billion
Downloads	Undisclosed	Undisclosed	1 Billion+ (Sept 2010)	Over 100 million downloads to date
Apps in store	Undisclosed	Less than 100	73,866 (Sept 2010)	40,000
Apps categories	All	Business Apps	All	All
Apps pricing	Free and Paid	Free and Paid	Free	Free and Paid
On device portal	Undisclosed	Web Portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application
End user payment method	Undisclosed	Undisclosed	n/a	PayPal
Runtimes supported	Undisclosed	Web-based, iOS, Dalvik, Blackberry	All	Native, Java, Web
OS supported	Undisclosed	Web-based, iOS, Dalvik, Blackberry	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone
Devices supported	Undisclosed	Blackberry, iPhone, Android	2147 Devices (Sept 2010)	1700+ phones
Revenue share	Depends on operator	Undisclosed	n/a	80.00%
Joining fee	Undisclosed	\$99-\$249	Free	Free
App signing fee	Undisclosed	Undisclosed	Free	Depends on platform
Submission fee	Undisclosed	Undisclosed	Free	Free
Promised time to market	Undisclosed	Undisclosed	48 hours (2 business days)	Undisclosed
Regional submission process	Undisclosed	Undisclosed	One time / global access	One time

Appstore name	Handmark.com	Handster	HouseOfPalm	Idea Application Store
Parent company	Handmark	Handster	HouseOfPalm	Idea Cellular
Launched	1999-11-03	2009-06-01	2010-03-01	2010-01-25
Regional availability	Worldwide	Worldwide	Worldwide	India
Potential device base	Undisclosed	Undisclosed	Undisclosed	57 Million customers
Actual device base	Undisclosed	Undisclosed	Undisclosed	Not Launched yet
Downloads	Undisclosed	10M	Undisclosed	0 (not launched yet)
Apps in store	Undisclosed	6000	1900 (March 2010)	0 (not launched yet)
Apps categories	Games, Entertainment, Productivity, Themes, Reference	All	Books, Education, Entertainment, Food, Health & Fitness, Navigation, Productivity & Utilities	Not Launched Yet
Apps pricing	Paid	Paid	Free and Paid	Free to undisclosed
On device portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application, PC application	Web Portal	Yes
End user payment method	Undisclosed	Credit Card, Paypal, premium sms as per Dec 09	as per Palm App Catalog	Undisclosed
Runtimes supported	Native and Java	Native and Java	WebOs	Java, Windows native
OS supported	Mac OS X, Symbian, Android, BlackBerry, Palm, WebOS, Windows Mobile	Windows Mobile, Symbian, Android, Blackberry	Palm webOS	All
Devices supported	All manufacturers	All Manufacturers	Palm Pre, Pixi	All manufacturers GPRS phones
Revenue share	Undisclosed	90-50% depending on distribution channels	as per Palm App Catalog	Undisclosed
Joining fee	Undisclosed	Free	as per Palm App Catalog	Undisclosed
App signing fee	Undisclosed	Free	as per Palm App Catalog	Undisclosed
Submission fee	Undisclosed	Free	as per Palm App Catalog	Undisclosed
Promised time to market	Undisclosed	Instant	as per Palm App Catalog	Undisclosed
Regional submission process	Undisclosed	Undisclosed	as per Palm App Catalog	Undisclosed

Appstore name	Idea Widget	InMarket	iPhone App Store	iPhoneApps360
Parent company	America Movil	Adobe	Apple	iPhoneApps360
Launched	2009-08-01	2010-11-30	2008-06-27	2009-01-01
Regional availability	Mexico and Telcel for now more later	Worldwide	Worldwide, with country specific stores for local variants	Worldwide
Potential device base	210 Million subscribers	Undisclosed	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)
Actual device base	Only Telcel and QVGA QVGA for now	Undisclosed	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)
Downloads	N/A	Undisclosed	6.5 billion (Sept 2010)	Undisclosed
Apps in store	N/A	NA	350 000 currently available (May 2011)	150 000+
Apps categories	Undisclosed	All	All	All
Apps pricing	Free & Paid & advertising	Free and Paid	Free and Paid	Free and Premium
On device portal	Yes	Web Portal	Web, on device application, PC application	Web Portal
End user payment method	Operator billing	Undisclosed	Credit Card on iTunes account	as per Apple App Store
Runtimes supported	Widget	Undisclosed	Objective C	Objective C
OS supported	Undisclosed	Adobe AIR	iOS	iPhone OS
Devices supported	Undisclosed	Undisclosed	iPhone, iPod Touch, iPad	Phone, iPod Touch, iPad
Revenue share	Under NDA! Need to click thru on website	70%	70%	as per Apple App Store
Joining fee	Free	Currently Free	\$99, \$299 for Enterprise	as per Apple App Store
App signing fee	Free	Undisclosed	Free	as per Apple App Store
Submission fee	Free	Undisclosed	Free	as per Apple App Store
Promised time to market	Undisclosed	10 days	Undisclosed	as per Apple App Store
Regional submission process	Undisclosed	Undisclosed	Multi submission	as per Apple App Store

Appstore name	iWikiPhone	Kero Mobile	Kindle Appstore	LePhone App Store
Parent company	iWikiPhone	Biskero	Amazon	Lenovo
Launched	2010-01-14	2009-05-01	2010-08-06	2010-04-29
Regional availability	Worldwide	Worldwide	Worldwide	China
Potential device base	~120,000,000 iPhone + iPod Touch + iPad (Aug 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	2	Undisclosed
Apps categories	All	games, media, music, social networking communities, news, sport news, blogs, city information, RSS feeds and more	Word games	All
Apps pricing	Free and Paid	Undisclosed	Undisclosed	Undisclosed
On device portal	Web Portal	Web Portal	On device portal	On device, Web
End user payment method	as per Apple App Store	Undisclosed	Undisclosed	Undisclosed
Runtimes supported	Objective C	Flash Lite	Java	Dalvik, native
OS supported	Mac OS X	Symbian	Undisclosed	Android
Devices supported	iPhone, iPod Touch, iPad	http://www.biskero.com/blog/?page_id=45	Kindle	Lenovo LePhone
Revenue share	as per Apple App Store	100	70%	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	LG Application Store	M1 AppStore	Maopao	mCore Marketplace
Parent company	LG	M1	Sky-mobi	Motricity
Launched	2009-07-13	2010-05-12	2010-11-30	2010-03-23
Regional availability	10 countries	Singapore	China	Undisclosed
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	479 Million users	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	1400	Undisclosed	Undisclosed	Undisclosed
Apps categories	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	All	All	undisclosed
Apps pricing	Free to undisclosed	Free and Paid	Free and Paid	undisclosed
On device portal	Web and on device portal on some devices	Web Portal	Web Portal	On device application
End user payment method	Credit Card	Carrier billing	Undisclosed	Undisclosed
Runtimes supported	.NET & native	Java and native	Undisclosed	Undisclosed
OS supported	Windows Mobile	Mac OS X, Blackberry OS, Android, Symbian, Windows Mobile, proprietary,	Android, Symbian	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS
Devices supported	LG Windows Mobile Devices	All devices	Undisclosed	Undisclosed
Revenue share	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Joining fee	Undisclosed	Free	Undisclosed	Undisclosed
App signing fee	Undisclosed	Free	Undisclosed	Undisclosed
Submission fee	Undisclosed	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One-time	Undisclosed	Undisclosed

Appstore name	mjelly	Mobango	MobiHand	Mobileapps.com
Parent company	mjelly	Mauj Mobile	MobiHand	Mobileapps.com
Launched	2010-03-20	2004-12-01	2010-03-02	2011-02-01
Regional availability	Worldwide	One time	Worldwide	Worldwide
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	4 Millions registered users	Undisclosed	Undisclosed
Downloads	1 million	700 Millions (June 2010)	Undisclosed	Yet to be launched
Apps in store	100	Undisclosed	Undisclosed	Currently accepting submissions
Apps categories	All	Themes, Videos, Images, Tunes, Apps, Games	All	All
Apps pricing	Free	Free	Free and Paid	Free and Paid and Advertising
On device portal	Web Portal, Mobile Website	PC discovery, access to apps via mobile web	Yes (for BlackBerry and Windows Mobile), via Web for other platforms	No
End user payment method	n/a	Free applications	Credit Card	Credit Card
Runtimes supported	Undisclosed	Native, Java/J2ME, Flash Lite		All
OS supported	Symbian, Android, iphone, Blackberry, Java	Android, Symbian, BlackBerry, Windows Mobile, and Palm	BlackBerry, Windows Mobile, Palm, Symbian, Android	Android, Blackberry, Palm, Windows, Symbian, Apple
Devices supported	All	All manufacturers	BlackBerry, Windows Mobile, Palm, Symbian, Android	All
Revenue share	n/a	Free applications	60%-80%, depending on point of sale	95% to Developers
Joining fee	Free	Free	Undisclosed	Free
App signing fee	Free	Free	Undisclosed	Undisclosed
Submission fee	Free	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Immediate	Undisclosed	30 Seconds
Regional submission process	Undisclosed	One time	Undisclosed	Undisclosed

Appstore name	Mobile Market	MobileIron Enterprise App Store	Mobile2Day	MobileRated
Parent company	China Mobile	MobileIron	Pocket Gear	MobileRated
Launched	2009-08-17	2009-12-09	2008-06-27	2006-10-02
Regional availability	China	North America, Europe	Germany (Available worldwide)	Worldwide
Potential device base	493 Million Subscribers	Smartphones in the enterprise - roughly 100M globally and growing rapidly	Undisclosed	4,500 devices supported
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Each enterprise manages their own app store	Undisclosed	100 Million+
Apps in store	4000 at launch	separate app store with varying number of applications depending on	Undisclosed	Undisclosed
Apps categories	All	Dependent on specific enterprise	Undisclosed	All
Apps pricing	Free and Paid	Dependent on specific enterprise	Undisclosed	Free
On device portal	Web Portal	Web Portal, Mobile Website, on device application, PC application	Web Portal	Web Portal, Mobile Website, on device application, PC application
End user payment method	Undisclosed	Dependent on specific enterprise	Credit Card, Paypal	n/a
Runtimes supported	JIL, Java, native	Java or native depending on platform	Java and native	Java, Flash
OS supported	Windows Mobile, Symbian, iPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)	Windows Mobile, Blackberry, Palm OS, Symbian OS	Android, Symbian, Windows, and proprietary function phones
Devices supported	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All for smartphone OS listed above	Windows Mobile, Blackberry, Palm OS, Symbian OS	Almost all
Revenue share	70%	Dependent on specific enterprise	60% less transaction fees	n/a
Joining fee	Free	Dependent on specific enterprise	Free	Free
App signing fee	Undisclosed	Dependent on specific enterprise	Free	Free
Submission fee	Undisclosed	Dependent on specific enterprise	Free	Free
Promised time to market	undisclosed	Dependent on specific enterprise	Undisclosed	1 business day
Regional submission process	One time	Dependent on specific enterprise	Undisclosed	one time

Appstore name	MobileWorxs App Store	Mobspot	Mplayit	mstore
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	~120,000,000 iPhone + iPod Touch + iPad (Aug 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	My Hub	Netfront Widgets	neXva	NokiaTouch.me
Parent company	Carphone Warehouse	Access	neXva inc	NokiaTouch.me
Launched	2010-02-03	2009-10-05	2010-03-01	2009-08-16
Regional availability	UK	Worldwide	Worldwide	All
Potential device base	~ 75 Million UK mobile phones (2009)	1 Million devices	3500 devices in database	200 Million
Actual device base	Unknown Carphone warehouse base	1 Million devices	Undisclosed	50 000 (Sept 2010)
Downloads	Just launched	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed (subset of Getjar catalogue)	450	5000	232
Apps categories	All	All	All	All
Apps pricing	Free and Paid (contrary to Getjar)	Free	Free and Paid	Free
On device portal	Web Portal, on device application to come in the future.	On selected devices	OTA from mobile site or via web site	Web Portal
End user payment method	Undisclosed	Free applications	Paypal	n/a
Runtimes supported	Java or native depending on platform	NetFront Widgets	Undisclosed	Native 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	Undisclosed
Revenue share	Undisclosed	Free applications	70	n/a
Joining fee	Undisclosed	Free	Undisclosed	Free
App signing fee	Undisclosed	Free	Undisclosed	Free
Submission fee	Undisclosed	Free	Undisclosed	Free
Promised time to market	Undisclosed	Immediate	3 days	Undisclosed
Regional submission process	Undisclosed	One time	One time	Undisclosed

Appstore name	Nokia Ovi Store	Nook Appstore	OpenAppMkt	Opera Mobile Store
Parent company	Nokia	Barnes and Noble	OpenAppMkt	Opera/Appia
Launched	2009-05-26	2011-04-26	2010-07-30	03/03/11
Regional availability	Worldwide	US	Worldwide	Worldwide
Potential device base	200 Million	Unknown	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed
Actual device base	Undisclosed	Unknown	Undisclosed	Undisclosed
Downloads	5 Million downloads a day (April 2011)	Unknown	Undisclosed	Undisclosed
Apps in store	40000 (May 2011)	5000 devs currently developing	<100	Undisclosed
Apps categories	Applications, Games, Audio & Video, Personalisation	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free and Paid
On device portal	Ships embedded on most Nokia devices from Q4 2009	On device portal	On device portal	Web Portal and Mobile Portal
End user payment method	SIM Card, Credit Card, Operator billing, 99 operators	Unknown	Undisclosed	Undisclosed
Runtimes supported	Symbian, Maemo, Java, Flash, Widget, Mobile Web, Qt	Dalvik	HTML, JavaScript	Dalvik, Native
OS supported	S60 , S40, Maemo	Android	iOS4	Android
Devices supported	120 devices are supported, 70+ are Symbian devices	Nook	IPhone + iPod Touch	Android
Revenue share	60% (Oct 1 st 2010)	Unknown	80.00%	Undisclosed
Joining fee	€50 fee to register as a publisher	Unknown	Free	Undisclosed
App signing fee	Fees vary	Unknown	Free	Undisclosed
Submission fee	No	Unknown	Free	Undisclosed
Promised time to market	Undisclosed	Unknown	Undisclosed	Undisclosed
Regional submission process	Multi-submission	Unknown	Undisclosed	Undisclosed

Appstore name	Optus Application Store	Orange App Shop	Palm Gear	Palm App Catalog
Parent company	Optus	Orange	Pocket Gear	Palm
Launched	2009-11-17	2009-12-09	2010-09-02	2009-09-24
Regional availability	Australia	Europe	Worldwide	US to start with announced in Europe for 2010
Potential device base	Undisclosed	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)
Actual device base	Undisclosed	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)
Downloads	Launch (17/11/2009)	Undisclosed	Undisclosed	> 8 Million (November 2009)
Apps in store	1000 (17/11/2009)	10,000 (Feb 2010)	Undisclosed	1000 (January 2009)
Apps categories	All	All	All	Entertainment, Music, Social Networking, News, Weather, Sports, Finance, Productivity, Games, Food, Business, Books, Reference, Lifestyle, Trave,Navigation
Apps pricing	free to undisclosed	<£10	Undisclosed	free to undisclosed
On device portal	Web Portal, Mobile Website, on device application	On some devices	Web Portal	Yes , also web portal discovery
End user payment method	Carrier billing	Credit Card or Orange Monthly Bill (SIM Card)	Credit Card, Paypal	Credit Card
Runtimes supported	Java, Native, .NET	Native, Java	Undisclosed	Web
OS supported	Symbian, Android, Blackberry, Windows	Android / Java / Symbian / soon Blackberry	Palm WebOS	Palm Web OS
Devices supported	Any device but iPhone	Varies from Samsung, HTC, Sony Ericsson, LG, Nokia	Palm	Pre and Pixi
Revenue share	Undisclosed	70.00%	60% less transaction fees	70% developer 30% Palm
Joining fee	Undisclosed	Free	Free	\$99 fee for open source developers
App signing fee	Undisclosed	Free	Free	Free for now
Submission fee	Undisclosed	Free	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

Appstore name	Phoload	Play Now Arena	Qualcomm BREW/Plaza Retail	PreCentral.net webOS App Gallery
Parent company	Phoload	Sony Ericsson	Qualcomm	PreCentral.net
Launched	2008-09-03	2009-08-03	2001-01-31	2010-03-01
Regional availability	Worldwide	69 markets (Dec 2009)	Worldwide	Worldwide
Potential device base	Undisclosed	25 million	>250 million Brew-enabled devices	Undisclosed
Actual device base	Undisclosed	Undisclosed	>250 million Brew-enabled devices	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	5.7 million
Apps in store	Undisclosed	Undisclosed	Varies by operator	445 (homebrew apps)
Apps categories	All	All	Varies by operator	All
Apps pricing	Undisclosed	Free and Paid	Varies by operator	Free and Paid
On device portal	Web Portal, mobile portal	Web Portal, on device application	On-device portal or application	On device application, PC application
End user payment method	Undisclosed	premium SMS and credit card	Varies by operator	Undisclosed
Runtimes supported	Undisclosed	Java™ ME, Flash,, native, XPERIA panels, Dalvik	Brew, Java, Flash	Undisclosed
OS supported	All	Symbian, Windows Mobile, proprietary, Android	Brew, Java, Android with planned support for Android™, Windows Mobile®, Palm®, Symbian, and LiMo™	Palm webOS
Devices supported	All	Most Sony Ericsson devices	Undisclosed	Pre, Pixi
Revenue share	Undisclosed	70% developer	Undisclosed	Undisclosed
Joining fee	Free	Free	Free, but charges for some required tools	Undisclosed
App signing fee	Free	Depends on the certification program	\$75 per device/PID	Undisclosed
Submission fee	Free	Depends on platform	0	Undisclosed
Promised time to market	Immediate	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	One-time	Undisclosed

Appstore name	Premier App Shop	R-World	RIM Gear	Samsung Applications Store
Parent company	Premier App Shop™	Reliance Communication	Pocket Gear	Samsung
Launched	2010-01-07	2010-02-10	2008-09-27	2009-09-14
Regional availability	Worldwide	India	Worldwide	7 countries, 30 more to follow.
Potential device base	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	~34.1 Million (April 2010)	Undisclosed
Downloads	Undisclosed	Not launched yet	Undisclosed	Undisclosed
Apps in store	6	Undisclosed	Undisclosed	300 native applications on launch, 2000 expected by the end of 2009.
Apps categories	None	games, social networking, sports, entertainment and productivity	All	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities
Apps pricing	Paid	Free	Free and Paid	Free and Paid
On device portal	On device application	Undisclosed	Web Portal	Samsung Omnia and Samsung Omnia HD I8910
End user payment method	Credit Card	Undisclosed	Credit Card, Paypal	PayPal, Credit Card
Runtimes supported	Objective C	Undisclosed	BlackBerry® MDS Runtime (Ending Dec 09 and integrated intoJava), Blackberry Widgets	Java and native
OS supported	Mac OS X	Undisclosed	Blackberry	Symbian, Windows Mobile, Bada
Devices supported	iPhone, iPod Touch	Undisclosed	All BlackBerry devices: Bold, Curve, Storm etc.	Most Samsung devices
Revenue share	Undisclosed	Undisclosed	60% less transaction fees	70%
Joining fee	Undisclosed	Undisclosed	Free	\$1 registration fee
App signing fee	Undisclosed	Undisclosed	Free	Fees vary
Submission fee	Undisclosed	Undisclosed	Free	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	SHOP4APPS	SlideMe	Softwareload	Storeoid
Parent company	Motorola	SlideMe	Deutsche Telekom	General Mobile
Launched	2010-01-21	2008-04-11	2010-04-12	2010-03-02
Regional availability	China (launching soon in Brazil, Argentina and Mexico)	Worldwide	UK, Germany, Switzerland, Austria	Worldwide
Potential device base	Undisclosed Ophone base	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed Ophone base	Undisclosed	Undisclosed	Undisclosed
Downloads	0 (not launched yet)	Undisclosed	Undisclosed	Undisclosed
Apps in store	0 (not launched yet)	1500	15,000	15 (June 2010)
Apps categories	not launched yet	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Free
On device portal	Yes	Web Portal, on device application	Web Portal, on device application	Web Portal
End user payment method	Undisclosed	Dependent on payment method used	Undisclosed	Undisclosed
Runtimes supported	Ophone SDK	Dalvik, native	Undisclosed	Dalvik, native
OS supported	Open Mobile	Android	Java, BlackBerry, PalmOS, Symbian and Windows Mobile	Android
Devices supported	Motorola Ophones and potentially all Ophones	Most Android devices beyond mobile	Undisclosed	Android
Revenue share	Undisclosed	95%	Undisclosed	Undisclosed
Joining fee	Free	Free	Undisclosed	Undisclosed
App signing fee	Free	Free	Undisclosed	Undisclosed
Submission fee	Free	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Immediate	Undisclosed	Undisclosed
Regional submission process	China only for now	Undisclosed	Undisclosed	Undisclosed

Appstore name	Symbian Gear	Symbian Horizon	T Store	Tegra Zone
Parent company	Pocket Gear	Symbian Foundation	SK Telecom	Nvidia
Launched	2008-06-27	2009-09-15	2009-09-09	03/03/11
Regional availability	Worldwide	Worldwide	South Korea	Worldwide
Potential device base	Undisclosed	Undisclosed	Undisclosed	Unknown
Actual device base	2	Undisclosed	Undisclosed	Unknown
Downloads	Undisclosed	Undisclosed	Undisclosed	Unknown
Apps in store	Undisclosed	61	6500+	>100
Apps categories	All	None	All	Games
Apps pricing	Free and Paid	Free and paid	Free and Paid	Paid
On device portal	Web Portal	Web Portal	Web Portal	On device App
End user payment method	Credit Card, Paypal	Varies for each App Store	Undisclosed	Unknown
Runtimes supported	Native	Native	Undisclosed	Dalvik
OS supported	Symbian OS	Symbian OS	Undisclosed	Android
Devices supported	Symbian devices	Nokia, Sony Ericsson, Samsung	Undisclosed	Tegra 2 Dual Core Devices
Revenue share	60% less transaction fees	Varies for each App Store	70%	Unknown
Joining fee	Free	Free	Undisclosed	Unknown
App signing fee	Free	Symbian Signed Charges	Undisclosed	Unknown
Submission fee	Free	Free	Undisclosed	Unknown
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Unknown
Regional submission process	Undisclosed	One time	Undisclosed	Unknown

Appstore name	TIM App Store	TIM Store	TomTom App Store (TBC)	Turkcell Uygulamala Pazarı
Parent company	Qualcomm	Telecom Italia	TomTom	Turkcell
Launched	2010-06-21	2010-11-02	2010-04-29	2008-10-07
Regional availability	Brazil	Italy	Worldwide	One-time
Potential device base	44 million	Undisclosed	Undisclosed	40+ Million subscribers
Actual device base	44 million	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	TBD
Apps in store	Undisclosed	1000+	Undisclosed	1200 (August 2010)
Apps categories	Undisclosed	All	Undisclosed	Professional, Finance, Hobbys, Sport, Music, Multimedia & Fun, Health, Travel, Dictionaries, Religion, Commnucation. Documents, Utilities, Security, DB development tools, Educational
Apps pricing	Undisclosed	Free and Paid	Undisclosed	3€ to 20€
On device portal	Web Portal, on device application	Web Portal	Undisclosed	Yes and web
End user payment method	Integrated billing	Carrier billing	Undisclosed	Carrier billing
Runtimes supported	Undisclosed	Objective C, Java	WebKit	Java, Native
OS supported	Java™	Java to Symbian, Android, Windows Mobile and Blackberry	Undisclosed	Android, Symbian, Blackberry
Devices supported	Undisclosed	Java to Symbian, Android, Windows Mobile and Blackberry	TOMTOM	All
Revenue share	Undisclosed	Undisclosed	Undisclosed	TBD
Joining fee	Email premierpublisher@qualcomm.com	Undisclosed	Undisclosed	TBD
App signing fee	Undisclosed	Undisclosed	Undisclosed	TBD
Submission fee	Undisclosed	Undisclosed	Undisclosed	As per platform
Promised time to market	Undisclosed	Undisclosed	Undisclosed	TBD
Regional submission process	Undisclosed	Undisclosed	Undisclosed	One-time

Appstore name	VCAST Apps Storefront	Vodafone 360 Shop	web2go	whiteapp
Parent company	Verizon Wireless	Vodafone	T-Mobile USA	putITout
Launched	2009-09-15	2009-09-24	2009-11-02	2009-10-05
Regional availability	US	Worldwide	USA	Worldwide
Potential device base	60 million registered users	Undisclosed	30+ million customers	All devices
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed number of agencies / clients
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	250	8500	Undisclosed	22
Apps categories	Entertainment, Personalization and Productivity	Address Book, Communication, Maps, Photos, Games	Unknown	n/a
Apps pricing	Free to undisclosed	undisclosed	Free to \$29.99, in app advertising	Free
On device portal	Yes with downloaded store application	Web Portal, on device application	Web Portal, on device application	Web Portal
End user payment method	Verizon Operator Billing, Use a credit card or Handango Account	Carrier billing	OTC, MRC, ad revenue	Depends on platform
Runtimes supported	Java and native	JIL, Dalvik, Native	Native, .NET, J2ME, Dalvik, Sidekick	All
OS supported	Windows Mobile, Blackberry and BREW, Android 2.2 (Froyo)	Limo, Android	Windows Mobile, BlackBerry, Android	All
Devices supported	All manufacturers	100 phones	Undisclosed	All, mainly iPhone
Revenue share	70%	Undisclosed	70% of app charge, 100% of ad revenue	Undisclosed
Joining fee	Free	Free	Free	Free
App signing fee	Yes, but plan to eliminate	Free	Free	Depends on platform as resigning needed
Submission fee	Yes, but plan to eliminate	Free	Free	Depends on platform
Promised time to market	2 weeks	Undisclosed	Once fully registered - 5-10 days	Depends on skinning + validation process
Regional submission process	One time	Undisclosed	One time	Depends on platform

Appstore name	Wholesale Applications Community	Windows Marketplace for Mobile	Wo Store	WP7 Market Place
Parent company	Wholesale Applications Community	Microsoft	China Unicorn	Microsoft
Launched	2010-03-02	2009-10-06	2010-11-17	2010-10-21
Regional availability	Worldwide	Worldwide	China	All
Potential device base	3 billion+	Undisclosed	170 million	Undisclosed
Actual device base	3 billion+	Undisclosed	170 million	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	20,000 (Nov '09)	Undisclosed	20,000 (May 2011)
Apps categories	TBD	All	All	All
Apps pricing	TBD	Free and Paid	Free and Paid	Free and Paid
On device portal	TBD	On device application	Web Portal, Mobile portal, Client	On device portal
End user payment method	TBD	Credit Card, carrier billing	Carrier Billing	Undisclosed
Runtimes supported	Undisclosed	.NET & native	Undisclosed	Silverlight, XNA, and the .NET Compact Framework
OS supported	Undisclosed	Windows Mobile 7.0, 6.5, 6.1 and 6.0	Undisclosed	WP7
Devices supported	Undisclosed	All Windows Mobile devices	Undisclosed	Windows Phone 7
Revenue share	TBD	70%	70%	70%
Joining fee	TBD	\$99 registration fee	Free	Free for first 5 apps
App signing fee	TBD	\$99 certification fee	Free	Undisclosed
Submission fee	TBD	Free	Free	Free for first 5 apps (additional are \$19.99USD)
Promised time to market	TBD	Undisclosed	Variable	Undisclosed
Regional submission process	TBD	Undisclosed	N/A	Undisclosed

Appstore name	zanox Application Store	Zeewe
Parent company	zanox	Mobile
Launched	2009-06-03	
Regional availability	Worldwide	United States
Potential device base	zanox client base includes approx. 1 million publishers and 2000 advertisers	450 Million
Actual device base	Undisclosed	Undisclosed
Downloads	Undisclosed	1 Million
Apps in store	15	1000
Apps categories	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service	All
Apps pricing	Free	Free and Paid
On device portal	Any device capable of calling zanox Web Services	Mobile Portal
End user payment method	n/a	Operator Billing, In-App, Subscription
Runtimes supported	Undisclosed	Objective C, Dalvik
OS supported	Undisclosed	iPhone, Android
Devices supported	Undisclosed	iPhone, Android
Revenue share	Defined by developer	Undisclosed
Joining fee	Free	Undisclosed
App signing fee	Free	Undisclosed
Submission fee	Free	Undisclosed
Promised time to market	approval usually within 1-2 days of submission	Undisclosed
Regional submission process	Undisclosed	Undisclosed