

Appstore name	Mikandi	AndAppStore	Android Market	Androlib
Parent company	MiKandi	Funky Android Ltd.	Google	Androlib
Launched	2009-12-09	2008-10-10	2009-10-22	2010-01-11
Regional availability	worldwide	world wide	Europe, US, Hong Kong, Japan and Taiwan	All
Potential device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)
Actual device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	360	20,000 (Dec '09)	18000 (Jan 10)
Apps categories	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social,	Comics, Communications, Development, Education, Games & Entertainment, Graphic apps, Internet, Multimedia ,Personal, Productivity, Professional tools, Security, Tools, Travel, Utilities	Communication, Entertainment, Finance, Lifestyle, Multimedia, News & Weather, Reference, Shiopping, Social, Tools, Travel, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games - Casual	Communication Entertainment Finance Lifestyle, Multimedia, News & Weather, Productivity, Reference, Shopping, Social, tools, travels, demo, software libraries, comics, health sport, themes
Apps pricing	Free, \$0.99-Up	price per app, in-app pricing	free, \$0.99 - \$200	free or paid for
On device portal	Yes, on device discovery	device tailored website, on device application	Yes, and web portal	Web only
End user payment method	Undisclosed	Paypal	Google Checkout with credit, debit, or gift card. T-Mobile US for bill payment	As per Android Market
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Dalvik, native
OS supported	Android	Android	Android	Android
Devices supported	All Android devices	all android devices	All Android devices	All Android devices
Revenue share	TBA	100%	70%	As per Android Market, 70%
Joining fee	Free for a limited time,	0	\$25	\$25
App signing fee	no	0	No	No
Submission fee	no	0	No	No
Promised time to market	Immediate	Immediate	Immediate	Immediate
Regional submission process	One time	One time	One time	One time

Appstore name	AppCentral	AppStoreHQ.com	AppUp Center	AT&T AppCenter
Parent company	Ondeego	Mobilmemo	Intel	AT&T
Launched	2009-09-11	2009-12-18	2010-01-07	2010-01-07
Regional availability	N. America/Europe, expanding soon	North America	US, Canada	USA
Potential device base	80 Million	~67M iPhone + iPod Touch (Jan 2010)	Undisclosed	90 percent of its Quick Messaging Devices by 2011
Actual device base	Enterprise by Enterprise	~67M iPhone + iPod Touch (Jan 2010)	Undisclosed	Undisclosed
Downloads	Enterprise by Enterprise	undisclosed	Just launched	Not launched yet
Apps in store	Depends on Enterprise's Settings	Web mirror of iTunes App Store	~100	Not launched yet
Apps categories	Business, Productivity, Enterprise Apps	same as iTunes App Store	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	TBD
Apps pricing	All pricing options are available	same as iTunes App Store	Free to undisclosed	TBD
On device portal	Undisclosed	No	Yes through downloadable client	Yes
End user payment method	Depends on enterprise	Same as iPhone appstore	Credit card	TBD
Runtimes supported	All	Objective- C	Atom SDK C / C++	BREW
OS supported	BlackBerry & J2ME, iPhone, Android, and WinMo coming soon	Mac OS X	Windows with Moblin soon to come	All supported by BREW
Devices supported	All manufacturers	All iPhone / iPod Touch	All Atom based netbooks	All manufacturers supporting BREW
Revenue share	70%	Same as iPhone appstore	Up to 70%	70
Joining fee	None!	0	Free for limited time then \$99 a year	Free or \$795 a year
App signing fee	None!	0	Free	TBD
Submission fee	None!	0	Free	TBD
Promised time to market	~3 days Ondeego Approval	Same as iPhone appstore	Dashboard to see status of application	TBD
Regional submission process	one time	Automatic for apps published in iTunes	TBD	TBD

Appstore name	Blackberry App World	Camangi Market	Cellmania	Cydia Store
Parent company	BlackBerry	Camangi Corporation	Cellmania	Cydia
Launched	2009-04-01	2009-12-04	1999-07-22	2009-03-06
Regional availability	About 20 countries worldwide	US	Worldwide	Worldwide
Potential device base	~ 25 Million (Nov 09)	Undisclosed	2000 devices, 250m subscribers	~67M iPhone + iPod Touch ((Jan 2010)
Actual device base	~ 25 Million (Nov 09)	Undisclosed	2000 devices, 250m subscribers	>2 Millions jailbroken iPhone and iTouch
Downloads	Unknown	Undisclosed	500m mostly paid downloads.	Unknown
Apps in store	2300	50 (Dec-09)	20000	30+
Apps categories	Business, Entertainment, Finance, Games, Health & Wellness, IM & Social Networking, Maps & Navigation, Music & Audio, News, Photo & Video, Productivity, Reference & eBook, Shopping, Sports & Recreation, Travel, Utilities, Weath	Communication, Entertainment, Finance, Life, Game, Multimedia, Reference, Shopping, Social, Tools	games, apps, music, graphics	None
Apps pricing	Free to \$600	free only	varies by operator	Not explicit in the facts from \$1 to \$12
On device portal	Yes, users can also browse catalogue on desktop web browser	No, web only	on-device web portal, on-device application, Web	Web only
End user payment method	PayPal	Free applications only	Operator billing, credit card	Paypal / Amazon Payment
Runtimes supported	Java and , Blackberry Widgets	Dalvik, native	javaME, android, RIM, Symbian, Windows Mobile	Objective C
OS supported	BlackBerry® Device Software v4.2 or higher	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iphone	OS X iPhone
Devices supported	all BlackBerry devices: Bold, Curve, Storm etc.	5 to 9-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch
Revenue share	80%	Free applications only	Generally 70%	Not communicated
Joining fee	No	0	Zero	Free
App signing fee	No	0	zero, except where operator charges	None
Submission fee	\$200 for 10 applications	0	Zero	None
Promised time to market	Undisclosed	Immediate	2 week target	Not communicated, best effort
Regional submission process	One time	One time	Depends on region	One time

Appstore name	Flypp	GetJar	Handango	Handmark.com
Parent company	Infosys	GetJar	Handango	Handmark
Launched	2009-12-14	2004-12-31	2000-12-13	1999-11-03
Regional availability	Worldwide	Global	Global	Global
Potential device base	Undisclosed	Over 1700 devices over 2 billion mobile consumers	Undisclosed	Undisclosed
Actual device base	Undisclosed	1700 devices with over 15 million users a month	Undisclosed	Undisclosed
Downloads	Undisclosed	Over 600 million downloads to date	Over 100 million downloads to date	Undisclosed
Apps in store	Undisclosed	Over 50,000	40,000 applications over 23,000 content partners	Undisclosed
Apps categories	Depends on appstore provider	Education, Email & Messaging, Entertainment, Finance, Food, Health, Information, Lifestyle, Maps, Music, News & Weather, Photos, Productivity, Religion, Shopping, Social & Community, Sports, Travel, Games	Games, Travel & Entertainment, Tools, Organization & Wellness, Work & School, New & Updated	Games, Entertainment, Productivity, Themes, Reference
Apps pricing	Free or paid for	No pricing currently	Free or paid, average > \$20 per app	Paid
On device portal	Undisclosed	Yes. Shortcut to m.getjar.com	Handango InHand or download from web store	on device, wap & web
End user payment method	Undisclosed	None currently	PayPal	Undisclosed
Runtimes supported	Undisclosed	All	Native, Java, Web	Native and Java
OS supported	Undisclosed	iPhone, Android, Blackberry, Symbian, Windows Mobile, Palm	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian, Android, BlackBerry, Palm OS & Web OS, Windows Mobile
Devices supported	Undisclosed	1730 phones	All manufacturers	All manufacturers
Revenue share	Depends on operator	None. Only free content supported at this time	80% - \$250 threshold before royalty payment	Undisclosed
Joining fee	Undisclosed	None	No	Undisclosed
App signing fee	Undisclosed	None	Depends on platform	Undisclosed
Submission fee	Undisclosed	None	No	Undisclosed
Promised time to market	Undisclosed	48 hours (2 business days)	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time / global access	One time	Undisclosed

Appstore name	Handster	Idea Application Store	iPhone App Store	iWikiPhone
Parent company	Handster	Idea Cellular	Apple	iWikiPhone.com
Launched	2009-06-01	2010-01-25 Announcement	2008-06-27	2010-01-14
Regional availability	Worldwide	India	Global, with country specific stores for local variants	Worldwide
Potential device base	Undisclosed	57 Million customers	~67M iPhone + iPod Touch ((Jan 2010)	~67M iPhone + iPod Touch ((Jan 2010)
Actual device base	Undisclosed	57 Million customers	~67M iPhone + iPod Touch (Jan 2010)	Undisclosed
Downloads	10M	0 (not launched yet)	3 billion (as of 06 Jan 2010)	Undisclosed
Apps in store	6000	0 (not launched yet)	140,000 currently available (Jan 2010)	?
Apps categories	Business & Finance, Communication, eBooks, Entertainment, Games , Health, Languages & Translators, Multimedia, Organizers, Themes & Skins, Travels and Maps	Undisclosed	Games, Entertainment, Books, Travel, Utilities , Education, Lifestyle, Reference, Music, Navigation, Productivity, Sports, Business, Healthcare & Fitness, News, Social Networking, Photography, Finance, Medical, Weather and Strategy	Book, business, education, entertainment, finance, games, healthcare, lifestyle, medical, music, navigation , news, photography, productivity, reference, social network, sports, travel, utilities, weather
Apps pricing	\$1 to undisclosed	free to undisclosed	Free and paid for	Free or paid for
On device portal	on device client, mobile web, pc website	Yes	Yes, also through website	No, web only
End user payment method	Credit Card, Paypal, premium sms as per Dec 09	Undisclosed	Credit Card on iTunes account	As per iphone Appstore
Runtimes supported	Native and Java	Java, Windows native	Objective- C	Objective C
OS supported	Windows Mobile, Symbian, Android, BlackBerry	All	Mac OS X iPhone & iPad	Mac OS X
Devices supported	All Manufacturers	All manufacturers GPRS phones	iPhone, iPod Touch, iPad	iPhone, iPod Touch
Revenue share	90-50% depending on distribution channels	Undisclosed	70%	As per iphone Appstore
Joining fee	0	Undisclosed	\$99, \$299 for Enterprise	None
App signing fee	0	Undisclosed	No	As per iphone Appstore
Submission fee	0	Undisclosed	No	As per iphone Appstore
Promised time to market	instant publications, after developer activated.	Undisclosed	undisclosed	As per iphone Appstore
Regional submission process	0	Undisclosed	Multi submission	One time

Appstore name	Kero Mobile	LG Application Store	Mobango	Mobile Market
Parent company	Biskero	LG	Mobango	China Mobile
Launched	2009-05-01	2009-07-13	2009-09-28	2009-08-17
Regional availability	world	Australia, Brazil, CIS, China, India, Indonesia, Malaysia, Singapore, South Africa, Thailand	30 countries including the US, UK, Germany, Spain, India and Italy	China
Potential device base	All Flash Lite 2/3 based devices	Undisclosed	Undisclosed	493 Million Subscribers
Actual device base		Undisclosed	4 Millions registered users	undisclosed
Downloads		Undisclosed	552 Millions (01/10/2009)	undisclosed
Apps in store	260	1400	Undisclosed	4000 at launch
Apps categories	applications, games, media, music, social networking communities, news, sport news, blogs, city information, RSS feeds	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	Themes, Videos, Images, Tunes, Apps, Games	Games, wallpapers, music, video, and e-books
Apps pricing	free only	Free to undisclosed	Free	Free to RMB 15
On device portal	http://www.biskero.mobi	Web and on device portal on some devices	PC discovery, access to apps via mobile web	No
End user payment method	Free applications	Credit Card	Free applications	Unknown
Runtimes supported	Flash Lite	.NET & native	Native, Java/J2ME, Flash Lite	JIL, Java, native
OS supported	Symbian	Windows Mobile	Android, Symbian, BlackBerry, Windows Mobile, and Palm	Windows Mobile, Symbian, oPhone and Android
Devices supported	http://www.biskero.com/blog/?page_id=45	LG Windows Mobile Devices	All manufacturers	Devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.
Revenue share	100	Undisclosed	Free applications	70%
Joining fee	free	Undisclosed	0	Free
App signing fee	free	Undisclosed	0	Undisclosed
Submission fee	free	Undisclosed	0	Undisclosed
Promised time to market	1 week	Undisclosed	Immediate	undisclosed
Regional submission process	all	Undisclosed	One time	One time

Appstore name	MobileIron Enterprise App	Mplayit	mstore	My Hub
Parent company	MobileIron	Mplayit	Telefonica / Movistar	Carphone Warehouse
Launched	2009-12-09	2009-11-19	2009-09-11	2010-02-03
Regional availability	North America, Europe	Global	Spain, later all country where Telefonica operates	UK
Potential device base	100M smartphones in enterprise	~ 75 Millions devices	Undisclosed	~75 Million UK mobiles (2009)
Actual device base	Just launched (Dec 2009)	Undisclosed	Undisclosed	Unknown Carphone warehouse base
Downloads	Each enterprise manages their own app store	15MM+	Undisclosed	Just launched
Apps in store	Depends on enterprise	100K+ , 15,000 Android applications	1000 (11/09/2009)	Unknown (subset of Getjar catalogue)
Apps categories	Dependent on specific enterprise	Apps, Games, Utilities	games, dictionaries, entertainment, finance, health, GPS-maps, information, photos and videos, social networking, travel and books, sports, shopping, tools, and education/children	Games, entertainment, multimedia, productivity, travel, utilities, reference, themes, religino, education, search maps shopping
Apps pricing	Dependent on specific enterprise	Free and Premium	Free to €20	free or paid for (contrary to Getjar)
On device portal	On device application, and desktop web portal	PC Web, Facebook site, limited device web portal.	PC or mobile web access to portal (through icon later)	No, web only, on device to come in the future.
End user payment method	Dependent on specific enterprise	Varies	Credit Card and phone bill	Unknown
Runtimes supported	Java or native depending on platform	Java, Objective C, Dalvik	Undisclosed	Java or native depending on platform
OS supported	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)	Mac OS X, Blackberry OS, Android	All	All
Devices supported	All for smartphone OS listed above	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers	All manufacturers
Revenue share	Dependent on specific enterprise	100%	Undisclosed	Unknown
Joining fee	Dependent on specific enterprise	Free	Undisclosed	Unknown
App signing fee	Dependent on specific enterprise	n/a	Undisclosed	Unknown
Submission fee	Dependent on specific enterprise	Free	Undisclosed	Unknown
Promised time to market	Dependent on specific enterprise	Days	Undisclosed	Unknown
Regional submission process	Dependent on specific enterprise	One time	Undisclosed	Unknown

Appstore name	Netfront Widgets	Nokia Ovi Store	Optus Application Store	Orange App Shop
Parent company	Access	Nokia	Optus	Orange
Launched	2009-10-05	2009-05-26	2009-11-17	2009-04-24
Regional availability	Global	Global (20 localized markets Q1 2010)	Australia	UK, France, Spain, Belgium.
Potential device base	1 Million devices	200 Million as of Sept 18, 2009, 100+ devices	Undisclosed	Undisclosed
Actual device base	1 Million devices	Undisclosed	Undisclosed	1.3 Million customers
Downloads	Undisclosed	Each registered user has downloaded at least 9.5 items since launch of service	Launch (17/11/2009)	Undisclosed
Apps in store	450	5500 (Dec 2009)	1000 (17/11/2009)	5000 (Dec 2009)
Apps categories	News, Search, Games, Utilities, Weather, Transportation, SNS (Social), Watch, Calendar, Photos, Mail and Messaging, Miscellaneous	Applications, Games, Audio & Video, Personalisation	Games, Utilities, Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News, and Reference	Just for Fun, Phone Magic, Astrology Zone, Orange services, Men's Zone, Books & recipes, Themes & Personalisation, Messaging services, Health & Fitness, Quizzes/Trivia, Travel guides
Apps pricing	Free	Free to undisclosed	free to undisclosed	Free to up to £10 in UK
On device portal	on device portal on selected devices	Yes, will embed on most Nokia devices from Q4 2009	On device portal only or via SMS	Few devices preloaded in the UK and France.
End user payment method	Free applications	SIM Card, Credit Card, Operator billing with AT&T	customers pay through mobile bills	Credit Card or Orange Monthly Bill (SIM Card)
Runtimes supported	NetFront Widgets	Native Java, Flash, Widget, Mobile Web	Java, Native, .NET	Native, Java
OS supported	Windows Mobile 5.0 / 6.0 and S60	S60 , S40, Maemo	Symbian, Android, Blackberry, Windows	Android / RIM BlackBerry / Windows Mobile / Symbian
Devices supported	Samsung, Japanese handsets	Most Nokia devices	Any device but iPhone	All (only Sony Ericsson and Nokia with app shop on device portal)
Revenue share	Free applications	70%	undisclosed	50%
Joining fee	Free	€50 fee to register as a publisher	Undisclosed	No
App signing fee	Free	Depends on the certification program,	Undisclosed	Free
Submission fee	Free	No	Undisclosed	No
Promised time to market	Immediate	Undisclosed	Undisclosed	Undisclosed
Regional submission process	One time	Multi-submission	Undisclosed	Undisclosed

Appstore name	Palm App Catalog	Play Now Arena	Pocket Gear	Premier App Shop
Parent company	Palm	Sony Ericsson	Pocket Gear	Premier App Shop™ LLC
Launched	2009-09-24	2009-08-03	2008-06-27	2010-01-07
Regional availability	US to start with Europe for 2010	69 markets (Dec 2009)	Global	Worldwide
Potential device base	Estimated 1 Million (November 2009)	25 Millions phones 78 models	Undisclosed	~67M iPhone + iPod Touch ((Jan 2010)
Actual device base	Estimated 1 Million (November 2009)	Undisclosed	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed
Downloads	> 8 Million (November 2009)	Undisclosed	100,000,000+ downloads to date	Undisclosed
Apps in store	1000 (January 2009)	Undisclosed	70,000+ smartphone applications	6
Apps categories	Entertainment, Music, Social Networking, News, Weather, Sports, Finance, Productivity, Games, Food, Business, Books, Reference, Lifestyle, Trave,Navigation	Applications, Communication Education Entertainment Games Health and Lifestyle Language Messaging Music Other Productivity Security Sport Travel Web Application	Games, Themes, Software and Entertainment	None
Apps pricing	free to undisclosed	free or paid for	From \$0 to undisclosed	Paid
On device portal	Yes , also web portal discovery	On device and web portal	Yes via downloaded client	On device application from web
End user payment method	Credit Card	premium SMS and credit card	Credit Card	Credit Card
Runtimes supported	Web	Java™ ME, Flash,, native, XPERIA panels, Dalvik	Java and native	Objective C
OS supported	Palm Web OS	Symbian, Windows Mobile, proprietary, Android	Windows Mobile, Blackberry and Palm OS	Mac OS X
Devices supported	Pre and Pixi	Most Sony Ericsson devices	All manufacturers	iPhone, iPod Touch
Revenue share	70% developer 30% Palm	70% developer	60% less transaction fees	Undisclosed
Joining fee	\$99 free for open source developers	Free	No	Undisclosed
App signing fee	Free for now	Depends on the certification program,	Depends on the certification program,	Undisclosed
Submission fee	No	Depends on platform	No	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	Samsung Applications	SHOP4APPS	SlideMe	Symbian Horizon
Parent company	Samsung	Motorola	SlideMe	Symbian Foundation
Launched	2009-09-14	2010-01-21	2008-04-11	2009-09-15
Regional availability	UK, Germany, Singapore, Brazil and China , France and Italy (Jan 2010) 50 countries to follow.	China	Worldwide	Global
Potential device base	Undisclosed	Undisclosed Ophone base	~ 6 Million (Nov '09)	Symbian has 80% smartphone market share, EMEA 60%, and Latin America 40% (Q1'09)
Actual device base	Undisclosed	Undisclosed Ophone base	Undisclosed on device client base	N/A
Downloads	Undisclosed	0 (not launched yet)	Undisclosed	Undisclosed
Apps in store	300 native applications on launch, 2000 expected by end 2009.	0 (not launched yet)	700	61
Apps categories	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	not launched yet	Fun & Games, Utilities, Productivity, Entertainment, Lifestyle, Communications, Music, Educational / Reference, Travel, Other, Health & Fitness, Location & Maps, Social Responsibility, Developer / Programmer, Home & Hobby	None
Apps pricing	From \$0 to undisclosed	free or paid for	Free and paid for	\$0 or trial on store, different for paid app or from developer
On device portal	Yes, Available on Samsung Omnia	Yes	device tailored website, on device application	No, web only
End user payment method	PayPal, Credit Card	Undisclosed	Dependent on payment method used	Varies for each App Store
Runtimes supported	Java and native	Ophone SDK	Dalvik, native	Native
OS supported	Symbian, Windows Mobile, Bada	Open Mobile	Android	Symbian OS
Devices supported	Most Samsung devices	Motorola Ophones and potentially all Ophones	All Android devices	Nokia, Sony Ericsson, Samsung
Revenue share	70%	Undisclosed	95%	Varies for each App Store
Joining fee	\$1 registration fee	Free	Free	No
App signing fee	Depends on the certification program,	Free	Free	Symbian Signed Charges
Submission fee	No	Free	Free	No
Promised time to market	Undisclosed	Undisclosed	Immediate	Undisclosed
Regional submission process	Free	China only for now	Undisclosed	One time

Appstore name	VCAST Apps Storefront	Vodafone 360	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	All
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	2000	Undisclosed	22
Apps categories	Entertainment, Personalization and Productivity.	undisclosed	Unknown	None
Apps pricing	Free to undisclosed	undisclosed	From \$0 to \$29.99, in app advertising	Most likely to be free
On device portal	Yes with downloaded store application VZAppZone	Yes , also web portal discovery	On Device web portal	No, web only
End user payment method	SIM or Use a credit card and Handango Account	undisclosed	OTC, MRC, ad revenue	Depends on platform
Runtimes supported	Java and native	JIL	Native, .NET, J2ME, Dalvik, Sidekick	All
OS supported	Windows Mobile, Blackberry and BREW	Limo	Windows Mobile, BlackBerry, Android	All
Devices supported	All manufacturers	preloaded on Samsung H1, M1		All mainly iPhone
Revenue share	70%	undisclosed	70% of app charge, 100% of ad revenue	Undisclosed
Joining fee	Free	No	Free	Free
App signing fee	Free	No	None	Depends on platform as resigning needed
Submission fee	Becoming free	No	None	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	Windows Marketplace for Mobile	zanox Application Store
Parent company	Microsoft	zanox
Launched	2009-10-06	2009-06-03
Regional availability	Global	zanox is the largest affiliate network in Europe, and also has offices in North America and Asia
Potential device base	50 device manufacturers and 160 mobile operators in 55 countries	zanox client base includes approx. 1 million publishers and 2000 advertisers
Actual device base	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed
Apps in store	20,000 (16/10/09)	=~ 30
Apps categories	Full list of categories will be made available during the application submission process.	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service
Apps pricing	\$0.99 to \$499	Currently all applications are free
On device portal	Yes, Windows Mobile 6.5, 6.1, 6.0	Any device capable of calling zanox Web Services
End user payment method	Credit card and mobile phone bill	Currently only free applications are supported
Runtimes supported	.NET & native	Web, Java, native
OS supported	Windows Mobile 6.5, 6.1 and 6.0	Web and Android
Devices supported	All Windows Mobile devices	All devices
Revenue share	70%	Defined by developer
Joining fee	\$99 registration fee	none
App signing fee	\$99 certification fee	none
Submission fee	No	none
Promised time to market	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	Undisclosed	