

Appstore name	Adult Appstore MiKandi	AndAppStore	Android Market	AppStoreHQ.com
Parent Company	MiKandi	Funky Android Ltd.	Google	Mobilmemo
Launched	2009-12-09	2008-10-10	2009-10-22	2009-12-18
Regional availability	worldwide	worldwide	Europe, US, Hong Kong, Japan and Taiwan	North America
Potential device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	All iPhone / iPod Touch (~60MM)
Actual device base	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	~ 6 Million (Nov '09)	All iPhone / iPod Touch (~60MM)
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	360	20,000 (Dec-09)	Web mirror of iTunes App Store
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, Shipping, Social, Tools, Travel, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games - Casual	same as iTunes App Store
Apps pricing	Free, \$0.99-Up	price per app, in-app pricing	free, \$0.99 - \$200	same as iTunes App Store
On Device Portal	Yes, on device discovery	device tailored website, on device application	Yes, and web portal	No, web only
End user payment methods	Undisclosed	Paypal	Google Checkout using a credit, debit, or gift card	Same as iPhone appstore
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Objective- C
OS supported	Android	Android	Android	Mac OS X
Devices supported	All Android devices	all android devices	All Android devices	All iPhone / iPod Touch
Revenue Share	TBA	100%	70%	Same as iPhone appstore
Joining Fee	Free for a limited time,	0	\$25	0
App signing fee	no	0	No	0
Submission fee	no	0	No	0
Promised Time to market	Immediate	Immediate	Immediate	Same as iPhone appstore
Regional submission process	One time	One time	One time	Automatic for apps published in iTunes

Appstore name	Blackberry App World	Camangi Market	Cydia Store	GetJar
Parent Company	BlackBerry	Camangi Corporation	Cydia	GetJar
Launched	2009-04-01	2009-12-04	2009-03-06	2004-12-31
Regional availability	About 20 countries worldwide	US	Worldwide	Global
Potential device base	~ 25 Million (Nov 09)	Undisclosed	50 Millions iPhone and iTouch	Over 1700 devices covered targeting over 2 billion mobile consumers
Actual device base	~ 25 Million (Nov 09)	Undisclosed	>2 Millions jailbroken iPhone and iTouch	1700 devices with over 15 million users a month
Downloads	Undisclosed	Undisclosed	Undisclosed	Over 600 million downloads to date
Apps in store	2300	50 (dec-09)	30+	Over 50,000
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	None	Education, Email & Messaging, Entertainment, Finance, Food, Health, Information, Lifestyle, Maps, Music, News & Weather, Photos, Productivity, Religion, Shopping, Social & Community, Sports, Travel, Games
Apps pricing	Free , \$1 to \$999	free only	Not explicit in the facts from \$1 to \$12	No pricing currently
On Device Portal	Yes, users can also browse catalogue on desktop web browser	No, web only	Web only	Yes. Shortcut to m.getjar.com
End user payment methods	PayPal	Free applications	Paypal / Amazon Payment	None currently
Runtimes supported	Java, Blackberry Widgets	Dalvik, native	Objective C	All
OS supported	BlackBerry® Device Software v4.2 or higher, with a trackball or SurePress™ touch screen	Android	OS X iPhone	iPhone, Android, Blackberry, Symbian, Windows Mobile, Palm
Devices supported	all BlackBerry devices: Bold, Curve, Storm etc.	5 to 9-inches Android device	iPhone, iPod Touch	1730 phones
Revenue Share	80%		Not communicated	None. Only free content supported at this time
Joining Fee	No	0	Free	None
App signing fee	No	0	None	None
Submission fee	\$200 for 10 applications	0	None	None
Promised Time to market	Undisclosed	Immediate	Not communicated, best effort	48 hours (2 business days)
Regional submission process	One time	One time	One time	One time / global access

Appstore name	Handango	Handmark.com	Handster	iPhone App Store
Parent Company	Handango	Handmark	Handster	Apple
Launched	2000-12-13	1999-11-03	2009-06-01	2008-06-27
Regional availability	Global	Global	Worldwide	Global, with country specific stores for local variants
Potential device base	Undisclosed	Undisclosed	Undisclosed	~50,000,000 iPhone + iPod Touch (November 2009)
Actual device base	Undisclosed	Undisclosed	Undisclosed	~50,000,000 iPhone + iPod touch (November 2009)
Downloads	Over 100 million downloads to date	Undisclosed	10M	2 billion (as of 19/10/09)
Apps in store	40,000 applications from over 23,000 content partners	Undisclosed	6000	100,000 currently available (November 2009)
Apps Categories	Games, Travel & Entertainment, Tools, Organization & Wellness, Work & School, New & Updated	Games, Entertainment, Productivity, Themes, Reference	Business & Finance, Communication, eBooks, Entertainment, Games, Health, Languages & Translators, Multimedia, Organizers, Themes & Skins, Travels and Maps	Games, Entertainment, Books, Travel, Utilities, Education, Lifestyle, Reference, Music, Navigation, Productivity, Sports, Business, Healthcare & Fitness, News, Social Networking, Photography, Finance, Medical, Weather and Strategy
Apps pricing	Average PAID order value of more than \$20 per application	Paid	\$1 to Undisclosed	Free to Undisclosed
On Device Portal	Handango InHand (Operator or OEM branded) or download from web store	on device, wap and web	on device client, mobile web, pc website	Yes, also through website
End user payment methods	PayPal	Undisclosed	Credit Card, Paypal, premium sms	Credit Card on iTunes account
Runtimes supported	Native, Java, Web	Native and Java	Native and Java	Objective- C
OS supported	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian OS, Android, BlackBerry, Palm OS & Web OS, Windows Mobile	Windows Mobile, Symbian, Android, Blackberry	OS X iPhone
Devices supported	All manufacturers	All manufacturers	All Manufacturers	iPhone, iPod Touch
Revenue Share	80% - \$250 min threshold before royalty payment	Undisclosed	90-50% depending on distribution channels	70%
Joining Fee	No	Undisclosed	0	\$99, \$299 for Enterprise
App signing fee	Depends on platform	Undisclosed	0	No
Submission fee	No	Undisclosed	0	No
Promised Time to market	Undisclosed	Undisclosed	instant publications, after developer activated.	Undisclosed
Regional submission process	One time	Undisclosed	One time	Multi submission

Appstore name	LG Application Store	Mobango	Mobile Market	MobileIron
Parent Company	LG	Mobango	China Mobile	MobileIron
Launched	2009-07-13	2008-09-28	2009-08-17	2009-12-09
Regional availability	~10 countries accross Asia, Africa and Latin America	30 countries including the US, UK, Germany, Spain, India and Italy	China	North America, Europe
Potential device base	Undisclosed	Undisclosed	493 Million Subscribers	Smartphones in the enterprise - roughly 100M globally
Actual device base	Undisclosed	4 Millions registered users	Undisclosed	Just launched (Dec 2009)
Downloads	Undisclosed	552 Millions (01/10/2009)	Undisclosed	Each enterprise manages their own app store
Apps in store	1400	Undisclosed	4000 at launch	Depends on enterprise
Apps Categories	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	Dependent on specific enterprise
Apps pricing	Free to Undisclosed	Free	Free to RMB 15	Dependent on specific enterprise
On Device Portal	Web and on device portal on some devices	PC discovery, access to apps via mobile web	No	On device application, and desktop web portal
End user payment methods	Credit Card	Free applications	Undisclosed	Dependent on specific enterprise
Runtimes supported	.NET and native	Native, Java/J2ME, Flash Lite	JIL, Java, native	Java or native depending on platform
OS supported	Windows Mobile	Android, Symbian, BlackBerry, Windows Mobile, and Palm	Windows Mobile, Symbian, oPhone and Android	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)
Devices supported	LG Windows Mobile Devices	All manufacturers	Nokia, Samsung, LG, Dopod, Lenovo, and Dell devices	All for smartphone OS listed above
Revenue Share	Undisclosed	Free applications	70%	Dependent on specific enterprise
Joining Fee	Undisclosed	0	Free	Dependent on specific enterprise
App signing fee	Undisclosed	0	Undisclosed	Dependent on specific enterprise
Submission fee	Undisclosed	0	Undisclosed	Dependent on specific enterprise
Promised Time to market	Undisclosed	Immediate	Undisclosed	Dependent on specific enterprise
Regional submission process	Undisclosed	One time	One time	Dependent on specific enterprise

Appstore name	Mplayit	mstore	Netfront Widgets	Nokia Ovi Store
Parent Company	Mplayit	Telefonica / Movistar	Access	Nokia
Launched	2009-11-19	2009-09-11	2009-10-05	2009-05-26
Regional availability	Global	Spain, later all country where Telefonica operates	Global	Global (20 localized markets Q1 2010)
Potential device base	~ 75 Millions devices	Undisclosed	1 Million devices	200 Million as of Sept 18, 2009, 100+ devices
Actual device base	Undisclosed	Undisclosed	1 Million devices	Undisclosed
Downloads	15MM+	Undisclosed	Undisclosed	Each registered user has downloaded at least 9.5 items since launch of service
Apps in store	100K+ , 15,000 Android applications	1000 (11/09/2009)	450	5500 (Dec 2009)
Apps Categories	Apps, Games, Utilities	games, dictionaries, entertainment, finance, health, GPS-maps, information, photos and videos, social networking, travel and books, sports, shopping, tools, and education/children	News, Search, Games, Utilities, Weather, Transportation, SNS (Social), Watch, Calendar, Photos, Mail and Messaging, Miscellaneous	Applications, Games, Audio & Video, Personalisation
Apps pricing	Free and Premium	Free to €20	Free	Free to Undisclosed
On Device Portal	PC Web and Facebook site, limited device web portal.	PC or mobile web access to portal (through icon in the future)	On device portal on selected devices	Yes, pre installed on N97 will ship embedded on most Nokia devices from Q4 2009
End user payment methods	Varies	Credit Card and phone bill	Free applications	SIM Card, Credit Card
Runtimes supported	Java, Objective C, Dalvik	All	NetFront Widgets	Native, Java, Flash, Widget, Mobile Web
OS supported	Mac OS X, Blackberry OS, Android	Undisclosed	Windows Mobile 5.0 / 6.0 and S60	S60 , S40, Maemo
Devices supported	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers	Samsung, Japanese handsets	Most Nokia devices,
Revenue Share	100%	Undisclosed	Free applications	70%
Joining Fee	Free	Undisclosed	Free	€50 fee to register as a publisher
App signing fee	n/a	Undisclosed	Free	Fees vary for either Symbian Signed or Java Verified
Submission fee	Free	Undisclosed	Free	No
Promised Time to market	Days	Undisclosed	Immediate	Undisclosed
Regional submission process	One time	One time	One time	Undisclosed

Appstore name	Optus Application Store	Orange App Shop	Palm App Catalog	Play Now Arena
Parent Company	Optus	Orange	Palm	Sony Ericsson
Launched	2009-11-17	2009-04-24	2009-09-24	2009-08-03
Regional availability	Australia	UK, France, Belgium and Spain	US to start with	69 markets (Dec 2009)
Potential device base	Undisclosed	Undisclosed	Estimated 1 Million (November 2009)	25 Millions out of 200 Millions Sony Ericsson phones in the market, 78 models
Actual device base	Undisclosed	1 Million customers	Estimated 1 Million (November 2009)	Undisclosed
Downloads	Launch (17/11/2009)	Undisclosed	> 8 Million (November 2009)	Undisclosed
Apps in store	1000 (17/11/2009)	5000 (Dec 2009)	125 (November 2009)	Undisclosed
Apps Categories	Games, Utilities, Entertainment, Music, Social Networking, Finance, Sports, Business, Lifestyle, Productivity, Education, Books, Weather, Navigation, Health & Fitness, Medical, Themes, Reference, Photography, News, and Reference	Just for Fun, Phone Magic, Astrology Zone, Orange services, Men's Zone, Books & recipes, Themes & Personalisation, Messaging services, Health & Fitness, Quizzes/Trivia, Travel guides	Entertainment, Music, Social Networking, News, Weather, Sports, Finance, Productivity, Games, Food, Business, Books, Reference, Lifestyle, Trave,Navigation	Applications, Communication Education Entertainment Games Health and Lifestyle Language Messaging Music Other Productivity Security Sport Travel Web Application
Apps pricing	free to Undisclosed	The upper limit for apps in the Orange UK Shop is £10	free to Undisclosed	free or paid for
On Device Portal	On device portal only or via SMS	The Application Shop can be access through an embedded on-device client.	Yes , also web portal discovery	On device and web portal
End user payment methods	customers pay through mobile bills	Credit Card or Orange Monthly Bill (SIM Card)	Credit Card	premium SMS and credit card
Runtimes supported	Java, Native, .NET	Native, Java	Web	Java™ ME, Flash,, native, XPERIA panels
OS supported	Symbian, Android, Blackberry, Windows	Android / RIM BlackBerry / Windows Mobile / Symbian	Palm Web OS	Symbian, Windows Mobile, proprietary, Android
Devices supported	Any device but iPhone	All (Sony Ericsson and Nokia with device portal)	Pre and Pixi	Most Sony Ericsson devices
Revenue Share	Undisclosed	50%	70% developer 30% Palm	70% developer
Joining Fee	Undisclosed	No	\$99 free for open source developers	Free
App signing fee	Undisclosed	Free	Free for now	Fees vary for either Symbian Signed or Java Verified, Experia Certified
Submission fee	Undisclosed	No	Free now, \$50 fee for on odevice portal	Depends on platform
Promised Time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	Pocket Gear	Samsung Applications Store	Symbian Horizon	VCAST Apps Storefront
Parent Company	Pocket Gear	Samsung	Symbian Foundation	Verizon Wireless
Launched	2008-06-27	2009-09-14	2009-09-15	2009-09-15
Regional availability	Global	UK, France and Italy 30 countries to come	Global	US
Potential device base	Undisclosed	Undisclosed	Symbian has 80% smartphone market share, EMEA 60%, and Latin America 40% (Q1'09)	60 million registered users
Actual device base	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed	N/A	Undisclosed
Downloads	100,000,000+ downloads to date	Undisclosed	Undisclosed	Undisclosed
Apps in store	70,000+ smartphone applications	300 native applications on launch, 2000 expected by end 2009.	61	250
Apps Categories	Games, Themes, Software and Entertainment	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	None	Entertainment, Personalization and Productivity.
Apps pricing	From \$0 to Undisclosed	Undisclosed	\$0 or trial on store, different for paid app available on appstore or from developer	Free to Undisclosed
On Device Portal	Yes via downloaded client	Web and on device portal on Omnia devices	No, web only	No, web only
End user payment methods	Credit Card	PayPal, Credit Card	Varies for each App Store	SIM billed or credit card or Handango Account
Runtimes supported	Java and native	Java and native	Native	Java and native
OS supported	Windows Mobile, Blackberry and Palm OS	Symbian, Windows Mobile	Symbian OS	Windows Mobile, Blackberry and BREW
Devices supported	All manufacturers	Most Samsung devices	Nokia, Sony Ericsson, Samsung	All manufacturers
Revenue Share	60% less transaction fees	70%	Varies for each App Store	70%
Joining Fee	No	\$1 registration fee	No	Free
App signing fee	Varies dependant on OS, fee not charged by Pocket Gear	Fees vary for either Symbian Signed or Java Verified	Symbian Signed Charges	
Submission fee	No	No	No	Becoming Free
Promised Time to market	Undisclosed	Undisclosed	Undisclosed	2 weeks
Regional submission process	Undisclosed	Undisclosed	One time	One time

Appstore name	Vodafone 360	web2go	Windows Marketplace for Mobile	zanox Application Store
Parent Company	Vodafone	T-Mobile USA	Microsoft	zanox
Launched	2009-09-24	2009-11-02	2009-10-06	2009-06-03
Regional availability	Worldwide	USA	Global	worldwide
Potential device base	Undisclosed	30+ million customers	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	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	2000	Undisclosed	20,000 (16/10/09)	=~ 30
Apps Categories	Unknown	Unknown	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	Undisclosed	From \$0 to \$29.99, in app advertising	\$0.99 to \$499	Currently all applications are free
On Device Portal	Yes , also web portal discovery	On Device web portal	Yes, Windows Mobile 6.5, 6.1, 6.0	Any device capable of calling zanox Web Services
End user payment methods	Undisclosed	OTC, MRC, ad revenue	Credit card and mobile	phone bill
Runtimes supported	JIL	Native, .NET, J2ME, Dalvik, Sidekick	.NET and native	Web, Java, native
OS supported	Limo	Windows Mobile, BlackBerry, Android	Windows Mobile 6.5, 6.1 and 6.0	All platforms
Devices supported	preloaded on Samsung H1, M1	All manufacturers	All Windows mobile devices	All devices with web access
Revenue Share	Undisclosed	70% of app charge, 100% of ad revenue	70%	Advertising based
Joining Fee	No	Free	\$99 registration fee	none
App signing fee	No	None	\$99 certification fee	none
Submission fee	No	None	No	none
Promised Time to market	Undisclosed	Once fully registered - 5-10 days	Undisclosed	approval usually within 1-2 days of submission
Regional submission process	Undisclosed	Undisclosed	Undisclosed	One time