

Appstore name	And Appstore	Android Market	Blackberry App World	Camangi Market
Parent Company	Funky Android Ltd.	Google	BlackBerry	Camangi Corporation
Launched	2009-12-04	2009-10-22	2009-04-01	2009-12-04
Regional availability	Worldwide	Europe, US, Hong Kong, Japan and Taiwan	About 20 countries worldwide	US
Potential device base	Undisclosed	~ 6 Million (Nov '09)	~ 25 Million (Nov 09)	Undisclosed
Actual device base	Undisclosed	~ 6 Million (Nov '09)	~ 25 Million (Nov 09)	Undisclosed
Downloads	Undisclosed	Unknown	Unknown	Undisclosed
Apps in store	333	5000	2300	16
Apps Categories	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, Shopping, Social, Tools, Travel, Games - Arcade & Action, Games - Brains & Puzzle, Games Cards & Casino, Games - Casual	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 (Arcade & Action, Brain & Puzzle, Cards & Casino, Casual), Multimedia, Reference, Shopping, Social, Tools, Other
Apps pricing	price per app, in-app pricing	free, \$0.99 - \$200	Free , \$1 to \$999	free only
On Device Portal	on device web portal, on device application	Yes, and web portal	Yes, users can also browse catalogue on desktop web browser	Web only
End user payment methods	Paypal	Google Checkout using a credit, debit, or gift card	PayPal	Free applications
Runtimes supported	Dalvik, native	Dalvik, native	Java, Blackberry Widgets	Dalvik, native
OS supported	Android	Android	BlackBerry® Device Software v4.2 or higher, with a trackball or SurePress™ touch screen	Android
Devices Supported	all android devices	All Android devices	all BlackBerry devices: Bold, Curve, Storm etc.	Android devices 5 to 9 inches
Revenue Share	100%	70%	80%	Free applications
Joining Fee	Free	\$25	No	Free
App signing fee	Free	No	No	Free
Submission fee	Free	Free	\$200 for 10 applications	Free
Promised Time to Market	Immediate	Immediate	Undisclosed	Immediate
Regional submission process	Undisclosed	One time	One time	Undisclosed

Appstore name	Cydia Store	GetJar	Handango	Handmark.com
Parent Company	Cydia	GetJar	Handango	Handmark
Launched	2009-03-06	2004-12-31	2000-12-13	03/11/99
Regional availability	Worldwide	Global	Global	Global
Potential device base	50 Millions iPhone and iTouch	Over 1700 devices covered targeting over 2 billion mobile consumers	Undisclosed	Undisclosed
Actual device base	>2 Millions jailbroken iPhone and iTouch	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	30+	Over 50,000	40,000 applications from over 23,000 content partners	Undisclosed
Apps Categories	None	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	Not explicit in the facts from \$1 to \$12	No pricing currently	Average PAID order value of more than \$20 per application	Paid
On Device Portal	Web only	Yes. Shortcut to m.getjar.com	Handango InHand (Operator or OEM branded) or download from web store	on device, wap & web
End user payment methods	Paypal / Amazon Payment	None currently	PayPal	Undisclosed
Runtimes supported	Objective C	All	Native, Java, Web	Native and Java
OS supported	OS X iPhone	iPhone, Android, Blackberry, Symbian, Windows Mobile, Palm	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian OS, Android, BlackBerry, Palm OS & Web OS, Windows Mobile
Devices Supported	iPhone, iPod Touch	1730 phones	All manufacturers	All manufacturers
Revenue Share	Not communicated	None. Only free content supported at this time	80% - \$250 min threshold before royalty payment	Undisclosed
Joining Fee	Free	None	No	Undisclosed
App signing fee	None	None	Depends on platform	Undisclosed
Submission fee	Free	Free	Free	Undisclosed
Promised Time to Market	Not communicated, best effort	48 hours (2 business days)	Undisclosed	Undisclosed
Regional submission process	One time	One time / global access	One time	Undisclosed

Appstore name	Handster	iPhone App Store	LG Application Store	Mobango
Parent Company	Handster	Apple	LG	Mobango
Launched	2009-06-01	2008-06-27	2009-07-13	0000-00-00
Regional availability	Worldwide	Global, with country specific stores for local variants	~10 countries across Asia, Africa and Latin America	30 countries (US, UK, Germany, Spain, India, Italy)
Potential device base	Undisclosed	~50,000,000 iPhone + iPod Touch (November 2009)	Undisclosed	Undisclosed
Actual device base	Undisclosed	~50,000,000 iPhone + iPod touch (November 2009)	Undisclosed	4 Millions registered users
Downloads	10M	2 billion (as of 19/10/09)	Undisclosed	552 Millions (01/10/2009)
Apps in store	6000	100,000 currently available (November 2009)	1400	Undisclosed
Apps Categories	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	entertainment, games. productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.	Themes, Videos, Images, Tunes, Apps, Games
Apps pricing	\$1 to undisclosed	from free to	Free to undisclosed	Free
On Device Portal	on device client, mobile web, pc website	Yes, also through website	Web and on device portal on some devices	PC discovery, access to apps via mobile web
End user payment methods	Credit Card, Paypal	Credit Card on iTunes account	Credit Card	Free applications
Runtimes supported	Native and Java	Objective- C	.NET and native	Native, Java/J2ME, Flash Lite
OS supported	Windows Mobile, Symbian, Android, Blackberry	OS X iPhone	Windows Mobile	Android, Symbian, BlackBerry, Windows Mobile, and Palm
Devices Supported	All Manufacturers	iPhone, iPod Touch	LG Windows Mobile Devices	All manufacturers
Revenue Share	90-50% depending on distribution channels	70%	Undisclosed	Free applications
Joining Fee	Free	\$99, \$299 for Enterprise	Undisclosed	Free
App signing fee	Free	No	Undisclosed	Free
Submission fee	Free	Free	Undisclosed	Free
Promised Time to Market	instant publications, after developer activated.	Undisclosed	Undisclosed	Immediate
Regional submission process	One time	Multi submission	Undisclosed	One time

Appstore name	Mobile Market	mstore	Netfront Widgets	Nokia Ovi Store
Parent Company	China Mobile	Telefonica / Movistar	Access	Nokia
Launched	2009-08-17	2009-09-11	2009-10-05	2009-05-26
Regional availability	China	Spain, later all country where Telefonica operates	Global	Global (20 localized markets Q1 2010)
Potential device base	493 Million Subscribers	Undisclosed	1 Million devices	200 Million as of Sept 18, 2009, 100+ devices
Actual device base	undisclosed	Undisclosed	1 Million devices	
Downloads	undisclosed	Undisclosed	Undisclosed	Each registered user has downloaded at least 9.5 items since launch of service
Apps in store	4000 at launch	1000 (11/09/2009)	450	5500 (Dec 2009)
Apps Categories	Games, wallpapers, music, video, and e-books	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 to RMB 15	Free to €20	Free	Free to undisclosed
On Device Portal	No	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	Undisclosed	Credit Card and phone bill	Free applications	SIM Card, Credit Card
Runtimes supported	JIL, Java, native	Undisclosed	NetFront Widgets	Native, Java, Flash, Widget, Mobile Web
OS supported	Windows Mobile, Symbian, oPhone and Android	All	Windows Mobile 5.0 / 6.0 and S60	S60 , S40, Maemo
Devices Supported	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.	All manufacturers	Samsung, Japanese handsets	Most Nokia devices, native application on S60 phones and a Java one on S40 devices.
Revenue Share	70%	Undisclosed	Free applications	70%
Joining Fee	Free	Undisclosed	Free	€50 fee to register as a publisher
App signing fee	Undisclosed	Undisclosed	Free	Fees vary for either Symbian Signed or Java Verified
Submission fee	Undisclosed	Undisclosed	Free	Free
Promised Time to Market	Undisclosed	Undisclosed	Immediate	undisclosed
Regional submission process	One time	Undisclosed	One time	One time

Appstore name	Optus Application Store	Orange Application Store	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	19 countries (Oct 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	Undisclosed	Undisclosed	Undisclosed
Downloads	Launch (17/11/2009)	Undisclosed	> 8 Million (November 2009)	Undisclosed
Apps in store	1000 (17/11/2009)	200 game titles and applications at launch.	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 portal 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	Java and native	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
Devices Supported	Any device but iPhone	All manufacturers	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	Free	Free for now but \$50 fee for being on the device portal	Undisclosed
Promised Time to Market	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	Undisclosed	Undisclosed
Downloads	100,000,000+ downloads to date	Undisclosed	Undisclosed	Undisclosed
Apps in store	70,000+ smartphone applications	300 applications on launch, 2000 expected by 2010.	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	From \$0 to 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	Yes with downloaded store application VZAppZone
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, Bada	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	Becoming Free
Submission fee	Free	Free	Free	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
Parent Company	Vodafone	T-Mobile USA	Microsoft
Launched	2009-09-24	2009-11-02	2009-10-06
Regional availability	Worldwide	USA	Global
Potential device base	undisclosed	30+ million customers	50 device manufacturers and 160 mobile operators in 55 countries
Actual device base	Undisclosed	Undisclosed	
Downloads	undisclosed	Undisclosed	Undisclosed
Apps in store	2000	Undisclosed	20,000 (16/10/09)
Apps Categories	undisclosed	Unknown	Full list of categories will be made available during the application submission process.
Apps pricing	undisclosed	From \$0 to \$29.99, in app advertising	\$0.99 to \$499
On Device Portal	Yes , also web portal discovery	On Device portal only	Yes, Windows Mobile 6.5, 6.1, 6.0
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
OS supported	Limo	Windows Mobile, BlackBerry, Android	Windows Mobile 6.5, 6.1 and 6.0
Devices Supported	preloaded on Samsung H1, M1	All manufacturers	All Windows Mobile devices
Revenue Share	undisclosed	70% of app charge, 100% of ad revenue	70%
Joining Fee	No	Free	\$99 registration fee
App signing fee	No	None	\$99 certification fee
Submission fee	Free	Free	Free
Promised Time to Market	Undisclosed	Once fully registered - 5-10 days	Undisclosed
Regional submission process	undisclosed	One time	Undisclosed