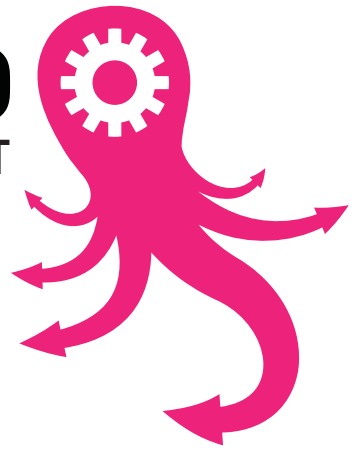


DISTIMO REPORT



July 2009

Apple App Store & Google Android Market

Distimo publishes a monthly report to highlight trends in the different mobile app stores. Starting this month, we cover multiple app stores and start reporting on cross store trends. This report covers the Apple App Store and Google Android Market.

The dataset for this report includes both paid and free apps in the Apple App Store and Android Market in the US, for July 2009. The rankings of apps on a monthly basis as used in this report were determined by taking into account the ranking for each of the days the app has been in the app store.

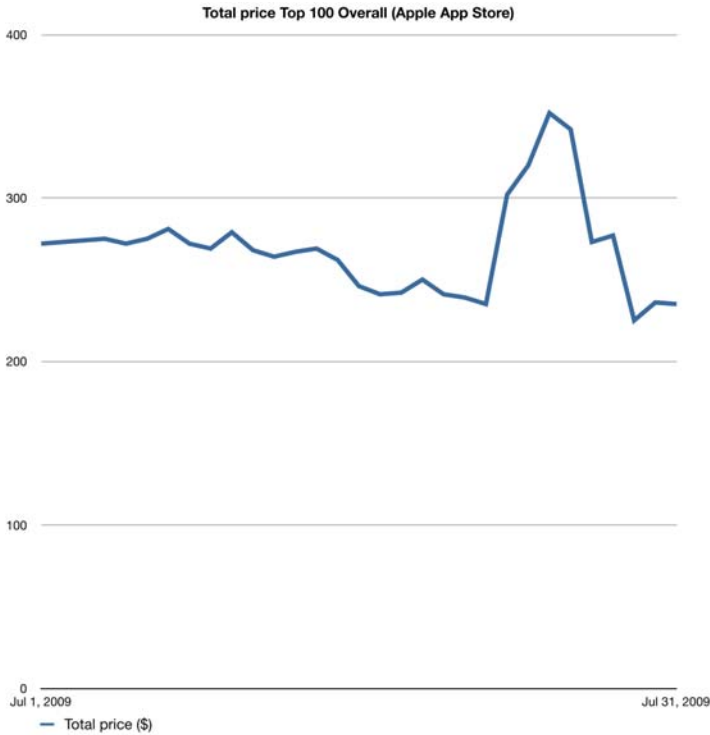
New and noteworthy

- » A negative trend can be identified in the total price of the Overall Top 100 for the Apple App Store. This however was influenced by the turn-by-turn navigation apps MobileNavigator Europe and MobileNavigator America, which were both published by NAVIGON AG. Turn-by-turn navigation apps are still popular.
- » Pricing of applications in the Apple App Store and Android Market is quite similar, except for the Reference category which has a much higher average price on Google Android Market.
- » The most popular games on Android Market cost between \$0.99 and \$5.95, with most going for \$2.99, while for the Apple App store, most are priced very low (\$0.99), and a few higher at \$6.99- \$9.99
- » Games are still the most popular applications in the Apple App Store, with slightly more apps in the monthly paid Top 15 than in the free Top 15.
- » Classic games on Android Market are more popular than in the Apple App Store, with even 3 out of the 15 most popular games for Android being emulators. These types of emulators are not allowed in the Apple App Store.
- » Tools are very popular paid apps for Android, with 7 apps from the application category being Tools. For Apple this is very different, there are no productivity/utilities apps for Apple in the overall Top 15.

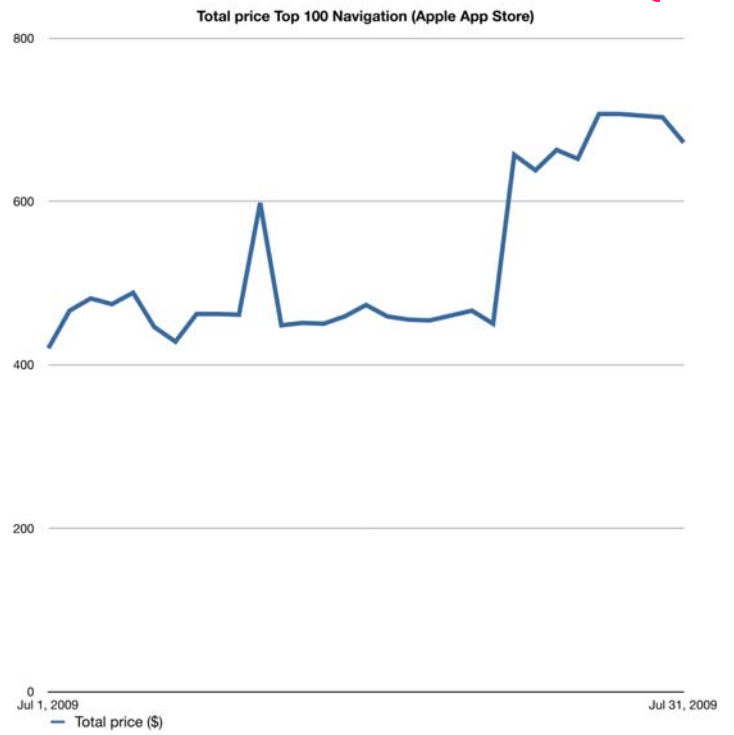
Distimo is an innovative app store analytics company built to solve the challenges created by a widely fragmented app store marketplace filled with equally fragmented information and statistics. Nearly every major mobile device manufacturer and operator will launch their own app store by the end of 2009, expanding the opportunities for mobile developers and brands to engage with mobile consumers.

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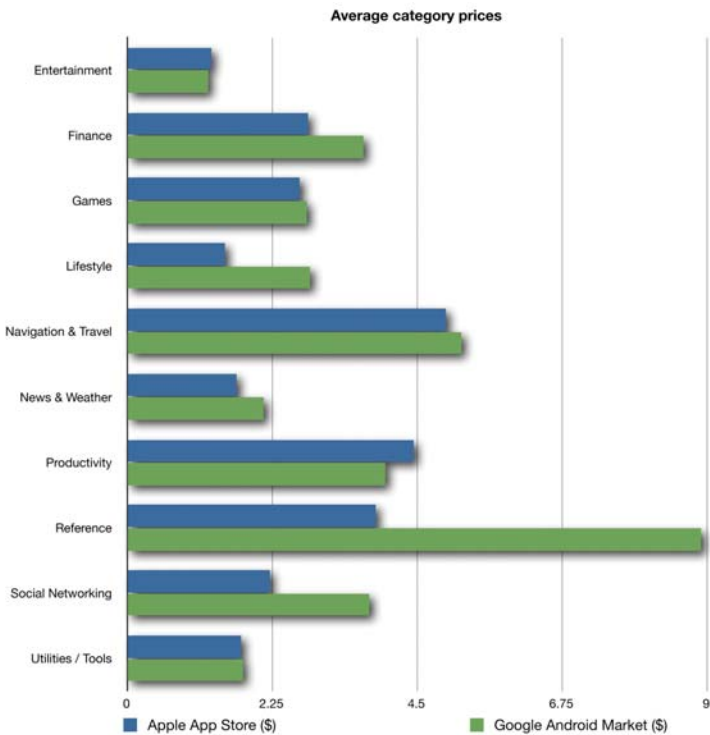
Founded in May 2009, Distimo is a privately held company based in The Netherlands. Learn more: <http://www.distimo.com>.



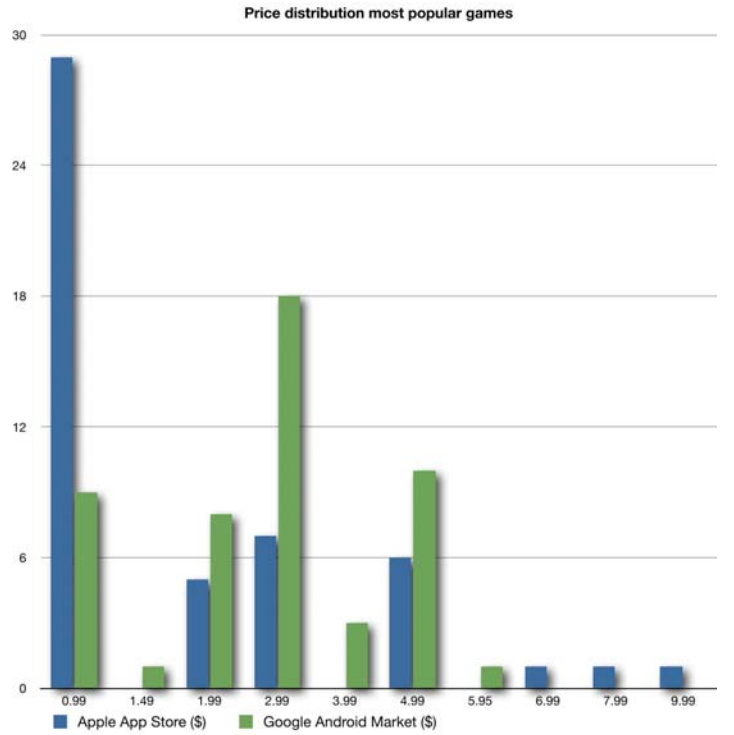
The total price of the Overall Top 100 seems to be going down. The spike was caused by MobileNavigator North America, which entered the Top 100 priced at \$69.99. On the 27th, the app left the Top 100, resulting in the decrease of the total value of the Top 100.



Two spikes can be identified in the graph above. On July 11, MobileNavigator Europe (\$139.99) enters the Top 100, resulting in the spike in the beginning of the month. On July 23, both MobileNavigator North America and Europe enter the Top 100 priced at \$69.99 and \$139.99 respectively, causing the large spike at the end of the month.



Pricing of applications on both the Apple App Store and Android Market is quite similar. The large difference of the average price of the Reference category is due to many Dictionary applications in Android Market, of which most are published by one publisher, and cost between \$15 - \$30.



Though the average price per game is quite similar for the Apple App Store and Android market, the price distribution in this category is not. As can be seen above, the most popular games on Android Market cost between \$0.99 and \$5.95, with most going for \$2.99, while for the Apple App Store, most are priced very low (\$0.99), and a few higher at \$6.99- \$9.99

Monthly most popular paid apps - Apple App Store

Rank	App	Category	Price
1	The Moron Test	Entertainment	\$0.99
2	Camera Zoom v1.1	Photography	\$0.99
3	Flight Control	Games	\$0.99
4	iFitness	Healthcare & Fitness	\$1.99
5	StoneLoops! of Jurassica	Games	\$0.99
6	Bejeweled 2	Games	\$2.99
7	Pocket God	Entertainment	\$0.99
8	Sally's Spa	Games	\$0.99
9	ColorSplash	Photography	\$1.99
10	F.A.S.T. -- Fleet Air Superiority Training!	Games	\$0.99
11	Fast & Furious The Game	Games	\$1.99
12	emoji iEmoji icons - get smiley, emoticon keyboard	Social Networking	\$0.99
13	Flick Fishing	Games	\$0.99
14	Bloons	Games	\$0.99
15	StickWars	Games	\$0.99

Games are still the dominant app category in the paid app section, with 9 out of 15 applications being Games.

Monthly most popular paid apps - Google Android Market

Rank	App	Category	Price
1	Power Manager Full	Tools	\$0.99
2	MyBackup Pro	Tools	\$2.99
3	Open Home - Full	Entertainment	\$3.99
4	Advanced Task Manager	Tools	\$0.99
5	Bloo - Native Facebook App	Social	\$1.49
6	PicSay Pro - Photo Editor	Multimedia	\$1.99
7	Hello IM!	Communication	\$9.99
8	aHome	Tools	\$4.99
9	Snap Photo Pro	Multimedia	\$0.99
10	dxTop : Home Alternative	Tools	\$2.99
11	Weather Widget - Donate	News & Weather	\$1.49
12	Close Everything 2	Tools	\$1.43
13	PhotoVault	Tools	\$0.99
14	RepliGo Reader	Productivity	\$7.95
15	Lock 2.0 - Donate	Entertainment	\$1.99

There are no Games in the overall Top 15 in Android Market because Google has a separate category for Games. For Android, the Tools category is most popular with 7 apps being tools.

Monthly most popular paid games - Google Android Market

Rank	App	Price
1	Robo Defense	\$2.99
2	Nesoid (NES emulator)	\$2.99
3	Mystique. Chapter 2: The child	\$2.99
4	SNesoid (SNES Emulator)	\$2.99
5	Gensoid(Seга Genesis emulator)	\$2.99
6	Abduction! World Attack	\$2.27
7	Battle for Mars	\$4.99
8	Aevum Obscurum	\$4.99
9	Tangram Pro	\$0.99
10	Maths Workout Plus	\$1.18
11	Jewellust	\$2.95
12	WordWrench Full	\$0.99
13	Retro Defense	\$4.99
14	Baseball Superstars 2009	\$5.95
15	Air Hockey	\$1.00

It is striking to see that 3 out of these 15 games are emulators for the NES, SNES and Sega Genesis.

Monthly most popular free games - Google Android Market

Rank	App
1	Solitaire
2	Labyrinth Lite
3	Tic Tac Toe
4	BreakTheBlocks Lite
5	Snake
6	Slide Puzzle
7	Chess for Android
8	Smart Tac Toe
9	Robo Defense FREE
10	Torect Lite
11	PapiJump
12	Bubble Burst Lite
13	Spades (free)
14	Bonsai Blast
15	Checkers for Android

For the free Games section, it seems that most Games are classics which are now being offered for Android.

Monthly most popular free apps - Apple App Store

Rank	App	Category
1	Paper Toss	Games
2	Facebook	Social networking
3	Pandora Radio	Music
4	Fast & Furious The Game Test Drive	Games
5	Flashlight.	Utilities
6	Google Earth	Travel
7	Unblock Me FREE	Games
8	Google Mobile App	Reference
9	The Weather Channel	Weather
10	Tap Tap Revenge 2.6	Games
11	iHandgun	Entertainment
12	Fandango	Entertainment
13	Wooden Labyrinth 3D Free	Games
14	SpongeBob Tickler LITE	Games
15	TOP100Lite - Sexy, Lingerie, Bikini & Swimwear Models	Entertainment

For the free section, there is more diversity in the types of apps. Games are still popular, but the Entertainment category is pretty popular as well with three apps in the Top 15.

Monthly most popular free Apps - Google Android Market

Rank	App	Category
1	The Weather Channel	News & Weather
2	Backgrounds	Entertainment
3	Google Maps	Travel
4	ShopSavvy	Shopping
5	DailyHoroscope	Lifestyle
6	Free Dictionary Org	Reference
7	Ringdroid	Multimedia
8	Barcode Scanner	Shopping
9	PicSay - Photo Editor	Multimedia
10	Funny Jokes	Entertainment
11	Shazam	Multimedia
12	Movies and Showtimes	Entertainment
13	Compass	Tools
14	Save MMS	Tools
15	imeem Mobile	Multimedia

There are no Games in the overall Top 15 in Android Market because Google has a separate category for Games. For Android, the Entertainment and Multimedia categories are most popular with both categories having 3 apps in the overall top 15.

Monthly most popular new paid apps - Apple App Store

Rank	App	Category	Price
1	WORMS	Games	\$4.99
2	Camera Flash	Utilities	\$1.99
3	The Secret of Monkey Island: Special Edition	Games	\$7.99
4	Ranch Rush	Games	\$1.99
5	Minigore	Games	\$0.99
6	Apollo 11: The Game	Games	\$0.99
7	Occurro! - The Game of Stellar Combat	Games	\$0.99
8	ROLANDO 2: Quest for the Golden Orchid	Games	\$9.99
9	Mobsters: Big Apple	Games	\$0.99
10	Cartoon Wars	Games	\$0.99
11	iBikini - Swimsuit & Lingerie Sexy Girls	Entertainment	\$0.99
12	Battery Go! (Battery Life Tool)	Utilities	\$0.99
13	Exit Strategy NYC	Navigation	\$1.99
14	Triazzle	Games	\$2.99
15	Prowl: Growl Client	Utilities	\$2.99

For the new paid apps, Games are still the most popular category, with 10 out of 15 being Games. Second comes Utilities, with 3 applications in the Top 15.

Monthly most popular new free apps - Apple App Store

Rank	App	Category
1	Are You A Moron?	Entertainment
2	Ragdoll Blaster Lite - FREE LEVELS!	Games
3	Waterslide Extreme	Games
4	Mega Man II Lite	Games
5	BatteryStatus	Utilities
6	World of Warcraft Mobile Armory	Games
7	World War 25 Honor Points	Games
8	Are You Really In Love?	Entertainment
9	Rockstars Live 30 Reward Points	Games
10	Comcast mobile App	Entertainment
11	How Kinky Are You?	Entertainment
12	1,001 Ringtones Lite (FREE RINGTONES)	Utilities
13	Kingdoms Live 35 Legend Points	Games
14	Offender Locator Lite	Utilities
15	B&N eReader	Books

For the new free apps, Games and Entertainment are very popular as well.

Distimo custom reports

Next to our monthly published report, we deliver custom reports on the app store market. Custom reports are aimed at providing the specific app store analytics that are relevant to your company. These reports are delivered on a monthly basis. As an example, the modules listed in the table below are available for the Apple App Store and Google Android Market.

For more information on custom reports, please contact Remco van den Elzen at [remco\(at\)distimo.com](mailto:remco(at)distimo.com).

Module	Description	Data
Category	Focuses on specific application category and analyzes trends in terms of most successful applications, publishers and pricing strategies.	<ul style="list-style-type: none"> - Monthly top applications and publishers - Daily rank and price per application - Price distribution - Profiles of top applications and publishers
Publisher	Highlights the most successful cross-category publishers, based on popularity of their applications.	<ul style="list-style-type: none"> - Monthly top publishers cross-categories - Applications of these publishers - Application categories - Profiles of publishers and applications
Competitor	Provides an in-depth view of the popularity and pricing strategy of one or more competing applications.	<ul style="list-style-type: none"> - Countries where the competitor is active - Launched applications - Pricing strategy and price development - Profiles of publisher and applications
Cross store	Analyzes the most successful publishers and applications across multiple app stores.	<ul style="list-style-type: none"> - Monthly top publishers and apps cross-store - Application categories - Countries where these publisher are active - Profiles of publishers and applications
Cross store pricing	Compares the different pricing levels across multiple app stores, per specific application category.	<ul style="list-style-type: none"> - Price development of top applications - Price distribution - Overview of pricing levels per country

About Distimo

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