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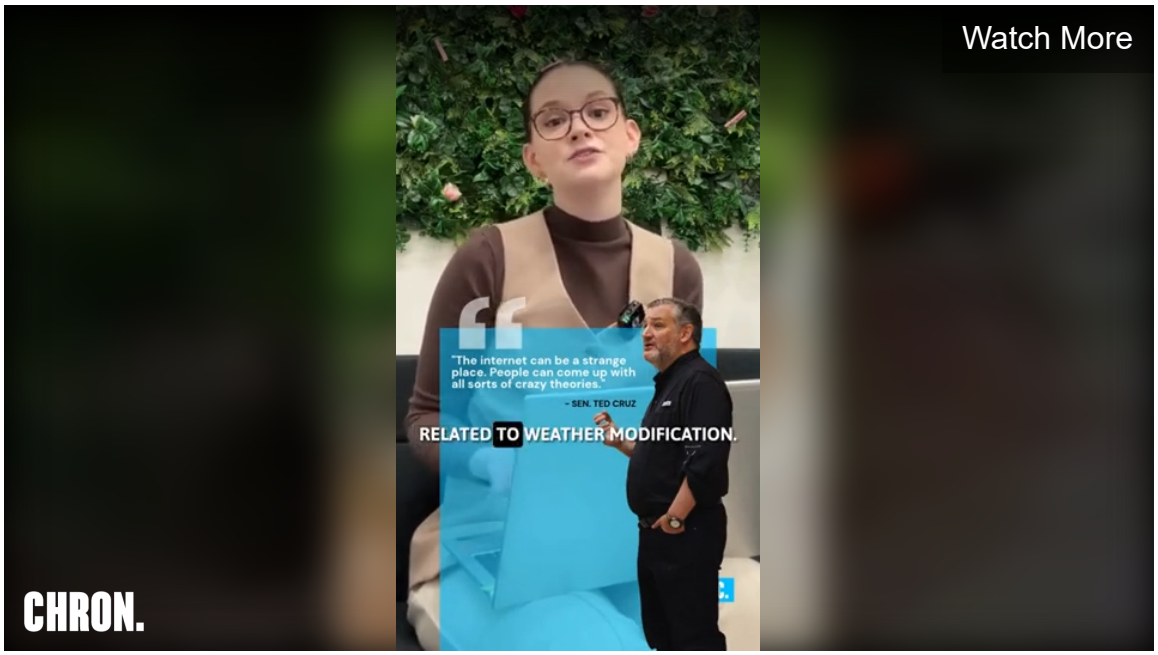
(PRN) Handango Releases Smartphone Content Statistics In 2006 Yardstick

By *PRNewswire*
Feb 12, 2007

Streaming media applications and casual games see the most consumer demand,



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while business, productivity and medical software demonstrate a great

opportunity for content providers

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BARCELONA, Spain, Feb. 11 /PRNewswire/ -- (3GSM World Congress, Hall 2- Stand 2H08) -- Handango, the world's leading provider of smartphone content, today released special 2006 year end editions of the Handango Yardstick, a global report on the state of the smartphone content industry. Consolidating statistics from across the Handango network of storefronts, the Yardstick reports on key smartphone market data that demonstrate the growing demand for mobile content, including average selling price (ASP); the number of new software providers and applications being added to the Handango library; sales by device; sales by content category; top searches; and best selling applications for each of the five major smartphone platforms: BlackBerry(TM), Palm OS(R), Symbian OS(R), and Windows Mobile Pocket PC and Smartphone.

A YEAR IN REVIEW

Data from the 2006 Handango Yardstick and comparisons to the 2005 report reveal the following statistics and trends.

Smartphone application numbers and content providers continue to grow More than 11,000 new software titles were added to the Handango catalog in 2006, with 1,231 new mobile content providers joining the Handango Content Partner Program. Although currently one of the smaller catalogs, BlackBerry had the fastest growing content library with an 81% increase over last year in the number of new applications added. The Pocket PC platform saw the highest number of content titles added at 3,627.

Average selling price is increasing

The 2006 Yardstick reported an overall increase in ASP, up from $20.03 in 2005 to $21.16 in 2006. Medical applications netted the highest average selling price at $49.26. Medical professionals are increasingly relying on mobile software to enhance productivity, giving content providers an opportunity to create more robust software in this category. The second highest ASP was seen for Development Tools ($43.62), with Recognition & Languages ($31.23), Translation ($26.91) and Business & Professional ($26.58) rounding out the top five.

Consumers utilize their smartphones for both personal and professional use

The Business & Professional category of software had the highest overall sales, followed by Productivity, Entertainment, Games, Travel, Utilities, Communications and Multimedia. The best selling applications reflect a combination of entertainment, personal productivity and business software, which indicates that

consumers are using smartphones for both personal and professional use. Some titles that made the best sellers lists on multiple platforms include travel guide WorldMate, mobile instant messenger IM+ and poker game Aces Texas Hold'em.

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Entertainment remains popular and streaming media content is introduced Building on last year's surge in multimedia content, 2006 saw a rise in demand for streaming media applications, with MobiTV, HandiTV and PocketStreamer Deluxe topping the best selling lists. Entertainment content ranked third in overall sales by category, while search terms "ringtones", "games" and "MP3/music" made the top five in overall searches.

Casual games remain strong in both searches and sales Games ranked fourth in sales by category and third in searches, further demonstrating that smartphone owners use their devices for entertainment purposes. Solitaire, sudoku, poker and Tetris(R) were the most commonly downloaded games across all platforms with Palm OS and Pocket PC being the most popular platforms supporting games.

Palm Treo 650 remains top device adding software

The Palm Treo 650 topped the list of devices adding software in both 2005 and 2006. Also seen in the top ten this year were device models across a range of platforms including the Cingular 8125, Motorola Q, BlackBerry 8700c and Palm TX. Not reflected in the platform Yardstick are devices released later in the year that are quickly rising in the amount of downloaded content. These devices include the BlackBerry Pearl, Palm Treo 700p, Samsung BlackJack, T-Mobile Dash and Nokia N73.

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Download a copy of the 2006 Year End edition of the Handango Yardstick here: http://www.handango.com/marketing/Yardstick/2006YearEnd.pdf

PLATFORM OVERVIEW

In addition to the all-platform summary report, versions of the Handango Yardstick were created for each of the five leading smartphone operating systems.

BlackBerry

The Handango Yardstick reported another significant year for BlackBerry with an 81 percent increase over last year in new applications and an 87 percent increase in

new content providers. BlackBerry continues to be popular with workers as Business & Professional software was the top category for this platform based on revenue. This category also represented the highest ASP at $39.87. The top BlackBerry devices adding content in 2006 were the BlackBerry 8700c, BlackBerry 7100i, Blackberry 8700g, BlackBerry 7130e and BlackBerry 7290.

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The top 10 best-selling applications for BlackBerry in 2006 were:
1.  Ringtone Megaplex
2.  Ringphonic Lite*
3.  VoiceControl*
4.  eSpell*
5.  IM+
6.  WorldMate Professional Edition*
7.  Ringphonic*
8.  Aces Texas Hold'em - No Limit
9.  RepliGo Professional*
10. Ascendo Photos
*New to the top 10 list in 2006
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Download a copy of the 2006 BlackBerry edition of the Handango Yardstick here: http://www.handango.com/marketing/Yardstick/BlackBerry-2006YearEnd.pdf

Palm OS

Although the growth rate of the Palm OS content catalog slowed in 2006, the overall ASP of Palm OS content increased by 17.7 percent, from $19.32 to $22.74. Medical had the highest ASP of all categories at $62.33, which was more than double the next category, Productivity at $27.91.

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Productivity titles contributed the greatest percentage of revenue for the Palm OS platform two years in a row, up from 21 percent in 2005 to 35 percent in 2006. Games and Entertainment rose to the number 2 and number 3 positions, respectively, further supporting the trend that Treo devices are used commonly for entertainment in 2006. Ringtones accounted for the largest number of searches for the Palm OS platform making up 18 percent of the top 100 search terms.

Following the Palm Treo 650, the models rounding out the top five devices adding software in 2006 were the Palm TX, Palm Treo 700p, Palm LifeDrive and Palm

Tungsten E2.

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The top 10 best-selling applications for Palm OS in 2006 were:
1.  Agendus Professional Edition
2.  Treo Voice Dialing
3.  PocketMirror Standard
4.  RingoPro
5.  AOL for Treo 650
6.  PocketCopy*
7.  SplashID
8.  Diet & Exercise Assistant
9.  Agendus Standard Edition
10. mRing for Treo*
*New to the top 10 list in 2006
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Windows Mobile Pocket PC

Software for Pocket PC devices continue to become more prevalent with a 19 percent increase in the number of new applications added to the Handango library throughout the year and a 27 percent increase in the number of new content providers entering the market in 2006. The top three categories contributing to Pocket PC revenue in 2006 were Business & Professional (up from number 3 last year), Games (up from number 4 last year) and Entertainment (up from number 5 last year).

Medical applications had the highest ASP at $41.91, followed by Translation ($29.60), Databases ($28.34), Reference ($26.90) and Travel ($24.61). Owners of the Dell Axim X51v downloaded the most software for this platform in 2006 followed by the Palm Treo 700w, Cingular 8125, Audiovox PPC 6700 and Verizon XV6700.

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The top 10 best-selling applications for Pocket PC in 2006 were:
1.  Spb Pocket Plus
2.  Microsoft Voice Command
3.  Spb Diary*
4.  Pocket Informant
5.  MobiTV*
6.  Spb Backup*
7.  Agenda Fusion
8.  SBSH PocketBreeze
9.  Spb Time*
10. eWallet Professional Edition
*New to the top 10 list in 2006
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Windows Mobile Smartphone

The overall ASP for Windows Mobile Smartphone content increased by more than 15 percent, from $13.59 in 2005 to $15.70 in 2006. The Business & Professional category ranked the highest in ASP at $24.58, while Hobbies (the highest ASP in 2005) did not appear in the top 10 in 2006. More than 1,200 new Windows Mobile Smartphone content titles were added to Handango's catalog in 2006, and 130 new content providers created applications for this platform.

Entertainment content represented the largest contribution to Smartphone revenue in 2006, closely followed by Utilities. The Multimedia, Productivity, and Business & Professional categories rounded out the top five. Streaming media applications MobiTV and PocketStreamer DELUXE were the top two sellers for Smartphone in 2006.

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Ringtones accounted for the largest number of searches for the Smartphone platform in 2006, making up 20 percent of the top 100 search terms, a large increase from last year. The list of devices adding the most content in 2006 included newer models such as the Motorola Q, T-Mobile Dash and Samsung BlackJack, as well as more mature models like the Cingular 2125, Motorola i930 and Qtek 8310.

The top 10 best-selling applications for Windows Mobile Smartphone in 2006 were:

1. MobiTV*
2. PocketStreamer DELUXE*
3. SBSH Façade*
4. SmartphoneNotes
5. IM+*
6. Photo Contacts
7. SBSH Papyrus
8. Aces Texas Hold'em - No Limit*
9. HandiTV*
10. Jeyo Mobile Extender *New to the top 10 list in 2006 Download a copy of the 2006 Smartphone edition of the Handango Yardstick here: http://www.handango.com/marketing/Yardstick/Smartphone-2006YearEnd.pdf

Symbian OS

The 2006 Yardstick reported that more than 3,000 new content titles were added to the Handango library for the Symbian OS platform, which is 14 percent higher than the number added last year. There was also a notable rise in new content providers (258) for the Symbian platform in 2006.
Productivity software accounted for the greatest percentage of Symbian OS sales, followed by Utilities and Communications. Video player SmartMovie, email client ProfiMail and weather monitor Handy Weather came in as the top three best selling applications. Symbian saw an increase in overall ASP of 5 percent, from $19.36 in 2005 to $20.35 in 2006. The Medical and Document Management categories reported the highest ASP at $32.44 (down from $57.81) and $30.46 (up from $30.24), respectively.

The best-selling Symbian OS applications in 2006 include:

11. SmartMovie
12. ProfiMail*
13. Handy Weather S60*
14. WorldMate Professional Edition
15. Media Studio for Nokia*
16. Handy Safe S60
17. Advanced Call Manager S60 Third Edition*
18. WorldMate S60*
19. IM+ S60*
20. Media Studio for Sony Ericsson* *New to the top 10 list in 2006 Download a copy of the Symbian OS edition of the Handango Yardstick here: http://www.handango.com/marketing/Yardstick/Symbian-2006YearEnd.pdf

About Handango

Handango is the leading provider of smartphone content globally. Leveraging its network of more than 16,000 content partners and its vast distribution network, Handango seamlessly delivers the smartphone marketplace to millions of consumers on the Web and from the device. Handango's market- leading content

delivery platform, Handango AMPP, is the platform of choice for numerous mobile industry leaders including Microsoft, Nokia, Samsung, RIM, HP, Verizon Wireless, T-Mobile, Cingular Wireless, Telefonica Moviles and AOL. By delivering intuitive and compelling consumer experiences, Handango has become the trusted source for millions of smartphone users around the world. For more information, visit http://corp.handango.com.

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Insterstellar comet may be more than it appears, scientists say

Its path is so precise, some scientists think it's no accident.

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Do the Houston Cougars really have the second-best TE in the nation?

The Houston Cougars have a monster of a 6-foot-7 tight end from the Midwest, and EA Sports seems to think he's primed for a big season.

BY LEAH VANN

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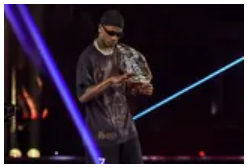

WWE superstars have had enough of famous Houston rapper

He became a point of contention in some big moments earlier this year.

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Houston Christian singer hospitalized after skateboarding injury

"Even when I fall or get attacked, God's got my back."

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Major rail service saved after Texas lawmakers deny funding

A last-minute move will keep these trains running.

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You'll never guess how the Astros lost another starting pitcher

Houston simply can't keep anyone healthy, as another marquee player will have to miss time.

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Brian Hooker said he developed symptoms after visiting a clinic in Seminole, Texas.

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The Texas creamery joins dozens of others in making the switch.

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The governor's silence ends—but the THC battle is just heating up.

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It's a big game of musical chairs on the water.

BY CHRIS GRAY

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Houston's loaded squad just added another guy who, you guessed it, can defend at a high level.

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AI homes planned for tiny Texas town spark backlash

Rural Texas gets a tech makeover.

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C.J. Stroud likely without this key weapon for 2025 season

A year-plus absence looms for one rising Houston star.

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H-E-B to make $2.5M upgrade to Texas store

Residents have been requesting the update for years.

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FEMA chief resigns after critical delays to Texas flood response

During critical hours of the flood response, bureaucratic tape held up deploying resources.

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Houston restaurant gets a one-star review for 'LGBTQ agenda'

"I would suggest going somewhere else. But we wish you the best."

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Flood relief has become a bargaining chip in a Capitol power play.

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Time for a new star in Houston?

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Houston's young star has risen from a talented prospect to one of the new faces of the NBA.

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'Unknown odor' causing headaches, nausea in southeast Houston suburb

Nearby roads have been closed down as the sheriff's office investigates.

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Raccoon raid angers Galveston residents, much to officials' dismay

Leaders wanted to clarify just what they were doing with the critters.

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Long-defunct Houston restaurant space to get a new tenant

It seems to be a second location of a taco spot.

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How a 'thought experiment' briefly upended Texas politics.

Texas politicos got to talking over the weekend after one map went public.

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At least 2,000 buildings have been damaged as a result of the floods.

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The controversial move has disappointed some passengers.

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Joe Rogan says this Texas Democrat could become president

Host Joe Rogan has a different path in mind for the politician: the White House.

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A rare alliance between Houston and Dallas emerged on Monday afternoon.

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Texas Values breaks up with Ken Paxton after his wife does

"There's no question that adultery is an attack on marriage."

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Stop using women's sports when it's convenient.

BY LEAH VANN

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