

## App Store Report - April 2011

# Momentum Shifts To In-App Payments

CURRENT COUNT  
**118**  
APP STORES

*This monthly report is provided courtesy of WIP, and is based on the entries from the WIP App Store Catalog (<http://www.wipconnector.com/appstores>), the leading resource listing app stores for mobile developers.*

As app stores mature and become more crowded, there's a race to the bottom for prices of many mobile apps. While some premium games and branded apps are able to hold their purchase prices up somewhat, price competition for other apps remains very intense, particularly as more developers turn to an advertising-based revenue model.

For many apps -- particularly basic content-centric apps -- free replacements abound; if they don't yet, they will. Many developers have seen their sales vanish into thin air overnight after a free competitor emerged, leading more and more to try and head off such issues by using a freemium model built around in-app purchases for premium features or content.

In the past few months, app store providers have sought to capitalize on this interest by rolling out support for in-apps payments. BlackBerry App World and Android Market have launched support for them; Ovi Store has them in beta; BlueVia and WAC have announced forthcoming support for them; independent

app stores like Mikandi and Nexva are getting in on the act as well.

The in-app purchase model takes on a few basic forms:

- a user buys virtual goods to use within an application
- a user pays a recurring subscription for content in an app
- a user pays to upgrade to access more features in an app

These forms are commonplace on the web and existing social networks, where the freemium model has proven successful in a number of different settings, such as for Facebook games from Zynga, and utilities like Dropbox, Evernote or Triplt. But, as with so many other things, some complications emerge for in-app payments when it comes to mobile.

The in-app payments environment is defined by two key questions: what is technically possible or available on a given platform or device, and what's allowed by the app store through which an app is distributed. For instance, plenty of payment solutions exist for iOS and Android apps, but if those apps are distributed through iTunes or the Android Market, they must use those store's payment and commerce systems.

Other independent app stores choose to set no restrictions on the in-app payments developers use, while others provide their own in-app infrastructure. Operators, too, have gotten in on the act, with many looking to support in-app payments through billing APIs, and some similarly mandating their use for apps delivered through carrier channels.

This fragmentation adds an additional layer of complexity for developers, who must match their service provider to their distribution channels, and be prepared to support different solutions for each one.

But the promise of in-app payments may make the additional overhead worthwhile. One estimate credited 1/2 of Apple's 2010 app revenue to in-app payments, while a research firm has predicted that by 2013, revenues from in-app purchases will surpass those from upfront download charges.

## In-App Payments: More Fragmentation

### Examples of In-App Payment Providers

#### Third-Party Payment Providers\*

- Bango, Boku, Zong, Billtomobile, PayPal

#### Service providers

- Urban Airship
- OpenFeint

#### Platform/device App Stores

- iTunes App Store
- Android Market
- BB App World
- Ovi

#### Operator App Stores

- Verizon
- AT&T
- BlueVia (TBC)
- WAC (TBC)

#### Independent App Stores

- Mikandi
- Nexva
- Zeewe

Source: [www.wipconnector.com/appstores](http://www.wipconnector.com/appstores)

<b>Appstore name</b>	<a href="#">Acer Alive</a>	<a href="#">Adult App Store, MiKandi</a>	Airtel App Central	<a href="#">AllBinary Application Store</a>
<b>Parent company</b>	Acer	MiKandi	Bharti Airtel	AllBinary
<b>Launched</b>	2010-11-25	2009-12-09	2010-02-10	2010-07-01
<b>Regional availability</b>	UK, Italy at launch (Dec 2010)	Worldwide	India	All
<b>Potential device base</b>	Undisclosed	~ 6 Million (Nov '09)	121.7 million subscribers (March 2010)	100+/3 billion
<b>Actual device base</b>	Undisclosed	~ 6 Million (Nov '09)	Undisclosed	50+/200,000
<b>Downloads</b>	Undisclosed	Undisclosed	13 million (June 2010)	2 million
<b>Apps in store</b>	Undisclosed	Undisclosed	71 000 (June 2010)	9
<b>Apps categories</b>	Music, video, e-books and magazines, games, apps	Entertainment, Fun & Games, Erotic Library, Porn Stars, Adult News, Social Networking,	All	Games
<b>Apps pricing</b>	Free and paid	Free and paid apps.	Free and Paid	Free/Paid
<b>On device portal</b>	Undisclosed	Yes	Yes	Undisclosed
<b>End user payment method</b>	Undisclosed	Powered by Virtual Currency to support both paid apps and in-app purchases.	Deducted from bill or from airtime	NA
<b>Runtimes supported</b>	Undisclosed	Dalvik, native	Java (tbc)	J2ME/Android/J2SE/MeeGo
<b>OS supported</b>	Undisclosed	Android	All	Android/Windows/Linux/Solaris/Mac/MeeGo
<b>Devices supported</b>	Undisclosed	All Android devices	780 Phones	To Many To List
<b>Revenue share</b>	Undisclosed	TBA	Undisclosed	100 through developer payment processor
<b>Joining fee</b>	Undisclosed	Free for a limited time,	Undisclosed	0
<b>App signing fee</b>	Undisclosed	No	Undisclosed	NA
<b>Submission fee</b>	Undisclosed	no	Undisclosed	1 USD and 1 dollar per 20 GB
<b>Promised time to market</b>	Undisclosed	Immediate	Undisclosed	A few weeks. Will be shorter when out of Beta
<b>Regional submission process</b>	Undisclosed	One time	Undisclosed	NA

Appstore name	<a href="#">Amazon Appstore</a>	<a href="#">AndAppStore</a>	<a href="#">Android Market</a>	<a href="#">AndroidPit</a>
Parent company	Amazon	Funky Android Ltd.	Google	AndroidPit
Launched	2011-01-04	2008-10-10	2009-10-22	2010-07-08
Regional availability	US launch then worldwide	Worldwide	Worldwide	Worldwide
Potential device base	US launch then worldwide	~ 46 Million (August 2010)	~ 46 Million (August 2010)	~ 46 Million (August 2010)
Actual device base	Undisclosed	~ 46 Million (August 2010)	~ 46 Million (August 2010)	Undisclosed
Downloads	Not Yet Launched	600 000 (June 2010)	2.5 Billion (Dec 2010)	Undisclosed
Apps in store	Not Yet Launched	851 (June 16, 2010)	200,000 (Dec 2010)	Undisclosed
Apps categories	All	All	All	All
Apps pricing	Free and Paid and Advertising	Free and Paid	Free and Paid	Free and Paid
On device portal	Where amazon exists	Web Portal, Mobile Website, on device application	Yes, and web portal	Web Portal, on device application
End user payment method	Credit Card, Paypal	Paypal	Google Checkout	Undisclosed
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Dalvik, native
OS supported	Android 1.6 and above	Android	Android	Android
Devices supported	All Android Devices	All Android devices	All Android devices	Android
Revenue share	70% of the sale price of the app or 20% of the list price	100%	70%	Undisclosed
Joining fee	\$99 free in the first year	0	\$25	Undisclosed
App signing fee	No	0	No	Undisclosed
Submission fee	No	0	No	Undisclosed
Promised time to market	Undisclosed	Immediate	Immediate	Undisclosed
Regional submission process	One time, English only	One time	One time	Undisclosed

Appstore name	<a href="http://android.pdassi.de">android.pdassi.de</a>	<a href="http://Androlib">Androlib</a>	<a href="http://AndSpot">AndSpot</a>	<a href="http://Appbackr">Appbackr</a>
Parent company	pdassi	Androlib	AndSpot Inc	Appbackr
Launched	2010-04-26	2010-01-11	2010-06-10	2010-10-20
Regional availability	Germany	As per Android Market	North America	Worldwide
Potential device base	Unknown	~ 46 Million (August 2010)	Undisclosed	~120,000,000 iPhone + iPod Touch + iPad(Sept 2010)
Actual device base	Unknown	~ 46 Million (August 2010)	Undisclosed	Undisclosed
Downloads	Undisclosed	1,058,504,359 (July 2010)	Undisclosed	Undisclosed
Apps in store	Undisclosed	18000 (Jan 2010)	Undisclosed	>100
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Paid	Paid
On device portal	Mobile website	Web Portal	Mobile app	Web Portal
End user payment method	Undisclosed	As per Android Market	Paypal	Undisclosed
Runtimes supported	Dalvik, native	Dalvik, native	Dalvik, native	Objective C
OS supported	Android	Android	Android	iOS
Devices supported	All Android devices	All Android devices	Android	iPhone, iPod Touch, iPad
Revenue share	30	As per Android Market	80.00%	Dependant on wholesale price
Joining fee	Free	As per Android Market	Free	Free
App signing fee	Undisclosed	As per Android Market	Free	Free
Submission fee	Free	As per Android Market	Free	Free
Promised time to market	2-3 Business days	As per Android Market	Undisclosed	Undisclosed
Regional submission process	Undisclosed	As per Android Market	Undisclosed	Undisclosed

Appstore name	<a href="#">Appboy</a>	<a href="#">AppBrain</a>	<a href="#">AppCentral</a>	<a href="#">Appcity</a>
Parent company	Appboy	AppTornado GmbH	Ondeego	AppCity
Launched	2010-02-15	2010-03-02	2009-09-11	2010-05-01
Regional availability	Wherever apps are sold	Worldwide	N. America/Europe, expanding soon	All
Potential device base	Undisclosed	~ 46 Million (August 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	340 Million
Actual device base	Undisclosed	~ 46 Million (August 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	340 Million
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	150,000	Undisclosed	Undisclosed	199669 iphone apps, 8751 ovi apps, 28611 android apps, 6206 blackberry apps
Apps categories	Undisclosed	All	Business, Productivity, Enterprise Apps	All
Apps pricing	Undisclosed	Free and Paid	Free and Paid	Free and Paid
On device portal	iPhone app	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website
End user payment method	Undisclosed	as per Android Market	Undisclosed	
Runtimes supported	Undisclosed	Dalvik, native	Objective C	All
OS supported	Android, iOS, Palm, BlackBerry	Android 1.6 or newer	BlackBerry, iPhone, Android, and WinMo coming soon	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite
Devices supported	Undisclosed	Android	iPhone	7505 phones
Revenue share	Link through to other sites	as per Android Market	70%	Undisclosed
Joining fee	Undisclosed	as per Android Market	Free	Undisclosed
App signing fee	Undisclosed	as per Android Market	Free	Undisclosed
Submission fee	Undisclosed	as per Android Market	Free	Undisclosed
Promised time to market	Undisclosed	as per Android Market	~3 days Ondeego Approval	Undisclosed
Regional submission process	Undisclosed	as per Android Market	One time	Undisclosed

Appstore name	<a href="http://AppComments.com">AppComments.com</a>	<a href="http://Appitalism">Appitalism</a>	<a href="http://Appoke">Appoke</a>	<a href="http://Appolicious">Appolicious</a>
Parent company	AppComments	Mobile Streams	Appoke	Appolicious
Launched	2010-03-02	2010-09-16	2010-05-25	2010-03-29
Regional availability	Worldwide	USA, Canada, Europe, Latin America, Asia Pacific, Middle East and Africa	Worldwide	Worldwide
Potential device base	as per Apple App Store	15000 plus devices supported	~ 11.6 Million (April 2010)	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)
Actual device base	as per Apple App Store	Undisclosed	Not launched yet	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)
Downloads	as per Apple App Store	Undisclosed	Undisclosed	as per Apple App Store
Apps in store	as per Apple App Store	10m plus content items	820	as per Apple App Store
Apps categories	as per Apple App Store	eBooks Business Education Entertainment Games Health Lifestyle Music/Ringtones Multimedia Navigation News Photos & Video Productivity Reference	All	as per Apple App Store
Apps pricing	as per Apple App Store	Monthly subscription or Per Download or Free using App Rewards	Undisclosed	as per Apple App Store
On device portal	Web Portal, Mobile Website	Undisclosed	On device application	Web, on device application
End user payment method	as per Apple App Store	Credit or debit cards	Undisclosed	as per Apple App Store
Runtimes supported	Objective C	Web Portal	Dalvik, native	Objective C
OS supported	iPhone OS	iOS, Android, webOS, BlackBerry, Windows Mobile, Symbian, J2ME, Google Apps, Facebook Apps, Twitter Apps	Android OS	iPhone OS
Devices supported	iPhone	5083 Devices	All Android devices	iPhone, iPod Touch
Revenue share	as per Apple App Store	Negotiable percentage of gross revenues	Undisclosed	as per Apple App Store
Joining fee	as per Apple App Store	Undisclosed	Free	as per Apple App Store
App signing fee	as per Apple App Store	Undisclosed	Free	as per Apple App Store
Submission fee	as per Apple App Store	Undisclosed	Free	as per Apple App Store
Promised time to market	as per Apple App Store	Less than 1-month	Immediate	as per Apple App Store
Regional submission process	as per Apple App Store	One-time	Undisclosed	as per Apple App Store

Appstore name	<a href="#">Appsfire</a>	<a href="#">AppsLib</a>	<a href="#">AppShup</a>	<a href="#">AppStoreHQ.com</a>
Parent company	Appsfire	AppsLib	SMS GupShup	Mobilmemo
Launched	2010-03-02	2010-08-02	2010-03-09	2009-12-18
Regional availability	Worldwide	All	India	North America
Potential device base	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	Undisclosed	26 million SMS GupShup users	All iPhone / iPod Touch (~60MM)
Actual device base	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	Undisclosed	Undisclosed	All iPhone / iPod Touch (~60MM)
Downloads	Undisclosed	Undisclosed	Undisclosed	undisclosed
Apps in store	Undisclosed	2000+	24	Web mirror of iTunes App Store
Apps categories	All	All	n/a	same as iTunes App Store
Apps pricing	Free and Paid	Free and Paid	Free	same as iTunes App Store
On device portal	Web Portal, PC application	Web Portal	No	No
End user payment method	as per iPhone App Store	Paypal	Undisclosed	Same as iPhone appstore
Runtimes supported	Objective C	Dalvik, native	JSON/XML	Objective- C
OS supported	iPhone OS	Android	n/a on device - SMS only	Mac OS X
Devices supported	iPhone	Android Tablets	All	All iPhone / iPod Touch
Revenue share	as per iPhone App Store	70%	Undisclosed	Same as iPhone appstore
Joining fee	as per iPhone App Store	Free	Undisclosed	Free
App signing fee	as per iPhone App Store	Free	Undisclosed	Free
Submission fee	as per iPhone App Store	Free	Undisclosed	Free
Promised time to market	as per Apple App Store	Undisclosed (all apps are tested)	Undisclosed	Same as iPhone appstore
Regional submission process	as per iPhone App Store	Undisclosed	Undisclosed	Automatic for apps published in iTunes

<b>Appstore name</b>	<a href="#">AppUp Center</a>	<a href="#">Appvisor</a>	<a href="#">App Warehouse</a>	AT&T AppCenter
<b>Parent company</b>	Intel	Swisscom	Navteq	AT&T
<b>Launched</b>	2010-01-07	2010-06-21	2010-10-14	2010-01-07
<b>Regional availability</b>	US, Canada	Worldwide	Worldwide	USA
<b>Potential device base</b>	Undisclosed	Undisclosed	N/A	90 percent of its Quick Messaging Devices by 2011
<b>Actual device base</b>	Undisclosed	Undisclosed	N/A	Undisclosed
<b>Downloads</b>	Just launched	Undisclosed	N/A	Not launched yet
<b>Apps in store</b>	~100	Undisclosed	Less than 50	Not launched yet
<b>Apps categories</b>	Entertainment, Finance, Games, Health, Home & Family, Productivity, Reference, Social Utilities	All	LBS applications	TBD
<b>Apps pricing</b>	Free to undisclosed	Free	N/A	TBD
<b>On device portal</b>	Yes through downloadable client	On device portal, Web portal	Web Portal	Yes
<b>End user payment method</b>	Credit card	N/A	N/A	TBD
<b>Runtimes supported</b>	Atom SDK C / C++	Objective C		BREW
<b>OS supported</b>	Windows with Moblin soon to come	iOs	Android &; iPhone	All supported by BREW
<b>Devices supported</b>	All Atom based netbooks	iPhone, iPod Touch, iPad	Android &; iPhone	All manufacturers supporting BREW
<b>Revenue share</b>	a mechanism to compensate component developers whose components are	N/A	60/40	70
<b>Joining fee</b>	Free for limited time then \$99 a year	Undisclosed	Free, must include Navteq data as part of the app	Free or \$795 a year
<b>App signing fee</b>	Free	Undisclosed	Free	TBD
<b>Submission fee</b>	Free	Undisclosed	N/A	TBD
<b>Promised time to market</b>	Dashboard to see status of application	Undisclosed	N/A	TBD
<b>Regional submission process</b>	TBD	Undisclosed	N/A	TBD

Appstore name	<a href="#">AutoLinQ</a>	<a href="#">bbNATION</a>	<a href="#">Blackberry App World</a>	<a href="#">BloomWorlds</a>
Parent company	Continental Automotive	Motek Mobile	BlackBerry	BloomWorlds
Launched	2010-03-09	2010-07-07	2009-04-01	12/19/10
Regional availability	Undisclosed	Worldwide	<a href="http://bit.ly/4yv5YB">http://bit.ly/4yv5YB</a> for more details.	USA
Potential device base	Undisclosed	20,000,000	~ 35 Million (Sept 2010)	~ 46 Million (August 2010)
Actual device base	Undisclosed	1,600,000	~ 35 Million (Sept 2010)	Undisclosed
Downloads	0	4,000,000	1.5 Million a day (Sept 2010)	Undisclosed
Apps in store	0	500	17 000 (Dec 2010)	Undisclosed
Apps categories	TBD	Various	Business, Entertainment, Finance, Games, Health & Wellness, IM & Social Networking, Maps & Navigation, Music & Audio, News, Photo & Video, Productivity,	Family-friendly
Apps pricing	TBD	Free & Paid	Free , paid	Free, Paid
On device portal	Undisclosed	web and on device	Web Portal, Mobile Website, on device application	Yes
End user payment method	Undisclosed	Undisclosed	PayPal, Credit Card, Carrier Billing	Undisclosed
Runtimes supported	Dalvik, native	Undisclosed	Java, Blackberry Widgets	Dalvik, native
OS supported	Android	BlackBerry	BlackBerry devices running software v4.2 or higher, with a trackball or touch screen	Android
Devices supported	TBD - compatible cars/devices	Undisclosed	All BlackBerry devices: Bold, Curve, Storm etc.	All Android Devices
Revenue share	Undisclosed	Undisclosed	70%	Undisclosed
Joining fee	Undisclosed	Undisclosed	No	Undisclosed
App signing fee	Undisclosed	Undisclosed	No	Undisclosed
Submission fee	Undisclosed	Undisclosed	\$200 for 10 applications	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	One time	Undisclosed

Appstore name	<a href="#">BoostApps</a>	<a href="#">Camangi Market</a>	<a href="#">Cellmania</a>	<a href="#">Chomp</a>
Parent company	BoostApps	Camangi Corporation	Cellmania	Chomp
Launched	2009-09-30	2009-12-04	1999-07-22	2010-03-29
Regional availability	USA	USA	Worldwide	Worldwide
Potential device base	6 million	Undisclosed	250 million	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)
Actual device base	6 million	Undisclosed	250 million	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)
Downloads	100,000	Undisclosed	500 million mostly paid downloads.	as per Apple App Store
Apps in store	200	100 (June 2010)	20000	as per Apple App Store
Apps categories	All	All	All	as per Apple App Store
Apps pricing	Free	Free	Free and Paid	as per Apple App Store
On device portal	Web Portal, Mobile Website	Web Portal	Web Portal, Mobile Website, on device application, PC application	Web Portal, Mobile Website, on device application
End user payment method	Ad supported apps	Free applications only	Carrier billing, credit card	as per Apple App Store
Runtimes supported	Java ME	Dalvik, native	javaME, android, RIM, Symbian, Windows Mobile	Objective C
OS supported	Motorola P2K2	Android	Android, RIM, Symbian, JavaME, Windows Mobile, iphone	iPhone OS
Devices supported	All Motorola iDEN series	6 to 10-inches Android device	Java, Symbian, WinMobile, iDEN, iPhone	iPhone, iPod Touch, iPad
Revenue share	100	Free applications only	Generally 70% of what Cellmania gets	as per Apple App Store
Joining fee	Free	Free	Free	as per Apple App Store
App signing fee	Free	Free	Free, except where operator charges	as per Apple App Store
Submission fee	Free	Free	Free	as per Apple App Store
Promised time to market	1 week	Immediate	2 week target	as per Apple App Store
Regional submission process	Multi	One time	Depends on region	as per Apple App Store

<b>Appstore name</b>	<a href="#">Clickgamer</a>	<a href="#">Crackberry</a>	<a href="#">Cydia Store</a>	<a href="#">djuzz</a>
<b>Parent company</b>	Chillingo	Smartphone Experts	Cydia	djuzz
<b>Launched</b>	2010-07-16	2007-02-01	2009-03-06	2010-02-03
<b>Regional availability</b>	Worldwide	Worldwide	Worldwide	multi-submissions
<b>Potential device base</b>	Undisclosed	~25 million (Nov 09)	80 Millions iPhone and iTouch	320 000 users per day
<b>Actual device base</b>	Undisclosed	~25 million (Nov 09)	>2 Millions jailbroken iPhone and iTouch	1800 devices
<b>Downloads</b>	Undisclosed	Undisclosed	Unknown	9 million
<b>Apps in store</b>	Undisclosed	Undisclosed	30+	5230
<b>Apps categories</b>	Undisclosed	All	None	All
<b>Apps pricing</b>	Undisclosed	Free and Paid	Not explicit in the facts from \$1 to \$12	Try and Buy, Ad-Funded, Virtual Items, Freemium
<b>On device portal</b>	Web Portal	Mobile/Web Portal, Blackberry application	Web Portal	web portal, mobile portal
<b>End user payment method</b>	Paypal, Credit Card	Undisclosed	Paypal / Amazon Payment	Depends on the developer. All revenues generated by the app goes to the developer.
<b>Runtimes supported</b>	Undisclosed	Undisclosed	Objective C	J2ME MIDP, Blackberry
<b>OS supported</b>	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	Undisclosed	OS X iPhone	Android, Windows Mobile, Symbian
<b>Devices supported</b>	iPhone, Java, Palm, Symbian, Blackberry, Flash Lite, Gp2X	All Blackberry Devices	iPhone, iPod Touch	2ME, Symbian, Blackberry, Android and Windows Mobile
<b>Revenue share</b>	65% (55% for J2ME titles)	Undisclosed	Undisclosed	generated by the app (through in-app pricing)
<b>Joining fee</b>	Undisclosed	Undisclosed	Free	Free
<b>App signing fee</b>	Undisclosed	Undisclosed	Free	N/A
<b>Submission fee</b>	Undisclosed	Undisclosed	Free	Free
<b>Promised time to market</b>	Undisclosed	Undisclosed	Undisclosed	2-3 days
<b>Regional submission process</b>	Undisclosed	Undisclosed	One time	multi-submissions

Appstore name	<a href="#">Docomo</a>	<a href="#">Estore</a>	<a href="#">FastApp Store</a>	<a href="#">Flypp</a>
Parent company	Docomo	Ericsson	FastApp	Infosys
Launched	2011-02-02	2010-02-15	2009-03-12	2009-12-14
Regional availability	Japan	Undisclosed	Worldwide	Worldwide
Potential device base	Millions of Docomo subscribers	1 billion	350 million	Undisclosed
Actual device base	Undisclosed	Undisclosed	350 million	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	Undisclosed	30 000	173,051 (June 2010)	Undisclosed
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Undisclosed	Free and Paid	Free and Paid
On device portal	Undisclosed	Web Portal	Web Portal	Undisclosed
End user payment method	Undisclosed	Credit Card, Operator Billing	Free and Paid	Undisclosed
Runtimes supported	Dalvik, Native	Java	All	Undisclosed
OS supported	Android	Undisclosed	Nokia, Android, Apple, Blackberry	Undisclosed
Devices supported	Android	Undisclosed	Nokia, Android, Apple, Blackberry	Undisclosed
Revenue share	Undisclosed	70%	100%	Depends on operator
Joining fee	Undisclosed	Undisclosed	Free	Undisclosed
App signing fee	Undisclosed	Undisclosed	Free	Undisclosed
Submission fee	Undisclosed	Undisclosed	Free	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="http://GetApp.com">GetApp.com</a>	<a href="http://GetJar">GetJar</a>	<a href="http://Handango">Handango</a>	<a href="http://Handmark.com">Handmark.com</a>
<b>Parent company</b>	GetApp.com	GetJar	Pocketgear	Handmark
<b>Launched</b>	2010-01-01	2004-12-31	2000-12-13	1999-11-03
<b>Regional availability</b>	Worldwide	Worldwide	One time	Worldwide
<b>Potential device base</b>	Undisclosed	2 Billion	2 billion	Undisclosed
<b>Actual device base</b>	Undisclosed	2 Billion	2 billion	Undisclosed
<b>Downloads</b>	Undisclosed	1 Billion+ (Sept 2010)	Over 100 million downloads to date	Undisclosed
<b>Apps in store</b>	Less than 100	73,866 (Sept 2010)	40,000	Undisclosed
<b>Apps categories</b>	Business Apps	All	All	Games, Entertainment, Productivity, Themes, Reference
<b>Apps pricing</b>	Free and Paid	Free	Free and Paid	Paid
<b>On device portal</b>	Web Portal	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application	Web Portal, Mobile Website, on device application
<b>End user payment method</b>	Undisclosed	n/a	PayPal	Undisclosed
<b>Runtimes supported</b>	Web-based, iOS, Dalvik, Blackberry	All	Native, Java, Web	Native and Java
<b>OS supported</b>	Web-based, iOS, Dalvik, Blackberry	iPhone, Android, Blackberry, Java (J2ME), Symbian, Windows Mobile, Palm, Flash Lite	Android, BlackBerry, Palm, Windows Mobile, Symbian OS, Apple iPhone	Mac OS X, Symbian, Android, BlackBerry, Palm, WebOS, Windows Mobile
<b>Devices supported</b>	Blackberry, iPhone, Android	2147 Devices (Sept 2010)	1700+ phones	All manufacturers
<b>Revenue share</b>	Undisclosed	n/a	80.00%	Undisclosed
<b>Joining fee</b>	\$99-\$249	Free	Free	Undisclosed
<b>App signing fee</b>	Undisclosed	Free	Depends on platform	Undisclosed
<b>Submission fee</b>	Undisclosed	Free	Free	Undisclosed
<b>Promised time to market</b>	Undisclosed	48 hours (2 business days)	Undisclosed	Undisclosed
<b>Regional submission process</b>	Undisclosed	One time / global access	One time	Undisclosed

<b>Appstore name</b>	<a href="#">Handster</a>	<a href="#">HouseOfPalm</a>	<a href="#">Idea Application Store</a>	<a href="#">Idea Widget</a>
<b>Parent company</b>	Handster	HouseOfPalm	Idea Cellular	America Movil
<b>Launched</b>	2009-06-01	2010-03-01	2010-01-25	2009-08-01
<b>Regional availability</b>	Worldwide	Worldwide	India	Mexico and Telcel for now more later
<b>Potential device base</b>	Undisclosed	Undisclosed	57 Million customers	210 Million subscribers
<b>Actual device base</b>	Undisclosed	Undisclosed	Not Launched yet	Only Telcel and QVGA QVGA for now
<b>Downloads</b>	10M	Undisclosed	0 (not launched yet)	N/A
<b>Apps in store</b>	6000	1900 (March 2010)	0 (not launched yet)	N/A
<b>Apps categories</b>	All	Books, Education, Entertainment, Food, Health & Fitness, Navigation, Productivity & Utilities	Not Launched Yet	Undisclosed
<b>Apps pricing</b>	Paid	Free and Paid	Free to undisclosed	Free & Paid & advertising
<b>On device portal</b>	Web Portal, Mobile Website, on device application, PC application	Web Portal	Yes	Yes
<b>End user payment method</b>	Credit Card, Paypal, premium sms as per Dec 09	as per Palm App Catalog	Undisclosed	Operator billing
<b>Runtimes supported</b>	Native and Java	WebOs	Java, Windows native	Widget
<b>OS supported</b>	Windows Mobile, Symbian, Android, Blackberry	Palm webOS	All	Undisclosed
<b>Devices supported</b>	All Manufacturers	Palm Pre, Pixi	All manufacturers GPRS phones	Undisclosed
<b>Revenue share</b>	90-50% depending on distribution channels	as per Palm App Catalog	Undisclosed	Under NDA! Need to click thru on website
<b>Joining fee</b>	Free	as per Palm App Catalog	Undisclosed	Free
<b>App signing fee</b>	Free	as per Palm App Catalog	Undisclosed	Free
<b>Submission fee</b>	Free	as per Palm App Catalog	Undisclosed	Free
<b>Promised time to market</b>	Instant	as per Palm App Catalog	Undisclosed	Undisclosed
<b>Regional submission process</b>	Undisclosed	as per Palm App Catalog	Undisclosed	Undisclosed

Appstore name	<a href="#">InMarket</a>	<a href="#">iPhone App Store</a>	<a href="#">iPhoneApps360</a>	<a href="#">iWikiPhone</a>
Parent company	Adobe	Apple	iPhoneApps360	iWikiPhone
Launched	2010-11-30	2008-06-27	2009-01-01	2010-01-14
Regional availability	Worldwide	Worldwide, with country specific stores for local variants	Worldwide	Worldwide
Potential device base	Undisclosed	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)
Actual device base	Undisclosed	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	~120,000,000 iPhone + iPod touch + iPad(Aug 2010)	Undisclosed
Downloads	Undisclosed	6.5 billion (Sept 2010)	Undisclosed	Undisclosed
Apps in store	NA	300 000 currently available (Dec 2010)	150 000+	100 000+
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free and Premium	Free and Paid
On device portal	Web Portal	Web, on device application, PC application	Web Portal	Web Portal
End user payment method	Undisclosed	Credit Card on iTunes account	as per Apple App Store	as per Apple App Store
Runtimes supported	Undisclosed	Objective C	Objective C	Objective C
OS supported	Adobe AIR	iOS	iPhone OS	Mac OS X
Devices supported	Undisclosed	iPhone, iPod Touch, iPad	Phone, iPod Touch, iPad	iPhone, iPod Touch, iPad
Revenue share	70%	70%	as per Apple App Store	as per Apple App Store
Joining fee	Currently Free	\$99, \$299 for Enterprise	as per Apple App Store	Free
App signing fee	Undisclosed	Free	as per Apple App Store	as per Apple App Store
Submission fee	Undisclosed	Free	as per Apple App Store	as per Apple App Store
Promised time to market	10 days	Undisclosed	as per Apple App Store	as per Apple App Store
Regional submission process	Undisclosed	Multi submission	as per Apple App Store	One time

Appstore name	<a href="#">Kero Mobile</a>	<a href="#">Kindle Appstore</a>	<a href="#">LePhone App Store</a>	<a href="#">LG Application Store</a>
Parent company	Biskero	Amazon	Lenovo	LG
Launched	2009-05-01	2010-08-06	2010-04-29	2009-07-13
Regional availability	Worldwide	Worldwide	China	10 countries
Potential device base	All Flash Lite 2/3 based mobile phones (1.2 billion)	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	260	2	Undisclosed	1400
Apps categories	games, media, music, social networking communities, news, sport news, blogs, city information, RSS feeds and more	Word games	All	entertainment, games, productivity, education, business, finance, reference, travel, navigation, healthcare, lifestyle and utilities.
Apps pricing	Undisclosed	Undisclosed	Undisclosed	Free to undisclosed
On device portal	Web Portal	On device portal	On device, Web	Web and on device portal on some devices
End user payment method	Undisclosed	Undisclosed	Undisclosed	Credit Card
Runtimes supported	Flash Lite	Java	Dalvik, native	.NET & native
OS supported	Symbian	Undisclosed	Android	Windows Mobile
Devices supported	<a href="http://www.biskero.com/blog/?page_id=45">http://www.biskero.com/blog/?page_id=45</a>	Kindle	Lenovo LePhone	LG Windows Mobile Devices
Revenue share	100	70%	Undisclosed	Undisclosed
Joining fee	Free	Undisclosed	Undisclosed	Undisclosed
App signing fee	Free	Undisclosed	Undisclosed	Undisclosed
Submission fee	Free	Undisclosed	Undisclosed	Undisclosed
Promised time to market	1 week	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">M1 AppStore</a>	<a href="#">Maopao</a>	<a href="#">mCore Marketplace</a>	<a href="#">mjelly</a>
<b>Parent company</b>	M1	Sky-mobi	Motricity	mjelly
<b>Launched</b>	2010-05-12	2010-11-30	2010-03-23	2010-03-20
<b>Regional availability</b>	Singapore	China	Undisclosed	Worldwide
<b>Potential device base</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Actual device base</b>	Undisclosed	479 Million users	Undisclosed	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	Undisclosed	1 million
<b>Apps in store</b>	Undisclosed	Undisclosed	Undisclosed	100
<b>Apps categories</b>	All	All	undisclosed	All
<b>Apps pricing</b>	Free and Paid	Free and Paid	undisclosed	Free
<b>On device portal</b>	Web Portal	Web Portal	On device application	Web Portal, Mobile Website
<b>End user payment method</b>	Carrier billing	Undisclosed	Undisclosed	n/a
<b>Runtimes supported</b>	Java and native	Undisclosed	Undisclosed	Undisclosed
<b>OS supported</b>	Mac OS X, Blackberry OS, Android, Symbian, Windows Mobile, proprietary,	Android, Symbian	Symbian, BlackBerry, Android, Windows Mobile and Palm webOS	Symbian, Android, iphone, Blackberry, Java
<b>Devices supported</b>	All devices	Undisclosed	Undisclosed	All
<b>Revenue share</b>	Undisclosed	Undisclosed	Undisclosed	n/a
<b>Joining fee</b>	Free	Undisclosed	Undisclosed	Free
<b>App signing fee</b>	Free	Undisclosed	Undisclosed	Free
<b>Submission fee</b>	Free	Undisclosed	Undisclosed	Free
<b>Promised time to market</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Regional submission process</b>	One-time	Undisclosed	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">Mobango</a>	<a href="#">MobiHand</a>	<a href="#">Mobileapps.com</a>	<a href="#">Mobile Market</a>
<b>Parent company</b>	Mauj Mobile	MobiHand	Mobileapps.com	China Mobile
<b>Launched</b>	2004-12-01	2010-03-02	2011-02-01	2009-08-17
<b>Regional availability</b>	One time	Worldwide	Worldwide	China
<b>Potential device base</b>	Undisclosed	Undisclosed	Undisclosed	493 Million Subscribers
<b>Actual device base</b>	4 Millions registered users	Undisclosed	Undisclosed	Undisclosed
<b>Downloads</b>	700 Millions (June 2010)	Undisclosed	Yet to be launched	Undisclosed
<b>Apps in store</b>	Undisclosed	Undisclosed	Currently accepting submissions	4000 at launch
<b>Apps categories</b>	Themes, Videos, Images, Tunes, Apps, Games	All	All	All
<b>Apps pricing</b>	Free	Free and Paid	Free and Paid and Advertising	Free and Paid
<b>On device portal</b>	PC discovery, access to apps via mobile web	Yes (for BlackBerry and Windows Mobile), via Web for other platforms	No	Web Portal
<b>End user payment method</b>	Free applications	Credit Card	Credit Card	Undisclosed
<b>Runtimes supported</b>	Native, Java/J2ME, Flash Lite		All	JIL, Java, native
<b>OS supported</b>	Android, Symbian, BlackBerry, Windows Mobile, and Palm	BlackBerry, Windows Mobile, Palm, Symbian, Android	Android, Blackberry, Palm, Windows, Symbian, Apple	Windows Mobile, Symbian, iPhone and Android
<b>Devices supported</b>	All manufacturers	BlackBerry, Windows Mobile, Palm, Symbian, Android	All	devices from Nokia, Samsung, LG, Dopod, Lenovo, and Dell.
<b>Revenue share</b>	Free applications	60%-80%, depending on point of sale	95% to Developers	70%
<b>Joining fee</b>	Free	Undisclosed	Free	Free
<b>App signing fee</b>	Free	Undisclosed	Undisclosed	Undisclosed
<b>Submission fee</b>	Free	Undisclosed	Undisclosed	Undisclosed
<b>Promised time to market</b>	Immediate	Undisclosed	30 Seconds	undisclosed
<b>Regional submission process</b>	One time	Undisclosed	Undisclosed	One time

<b>Appstore name</b>	<a href="#">MobileIron Enterprise App Store</a>	<a href="#">Mobile2Day</a>	<a href="#">MobileRated</a>	<a href="#">MobileWorxs App Store</a>
<b>Parent company</b>	MobileIron	Pocket Gear	MobileRated	MobileWorxs
<b>Launched</b>	2009-12-09	2008-06-27	2006-10-02	2010-02-24
<b>Regional availability</b>	North America, Europe	Germany (Available worldwide)	Worldwide	EMEA
<b>Potential device base</b>	Smartphones in the enterprise - roughly 100M globally and growing rapidly	Undisclosed	4,500 devices supported	Undisclosed
<b>Actual device base</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Downloads</b>	Each enterprise manages their own app store	Undisclosed	100 Million+	Undisclosed
<b>Apps in store</b>	separate app store with varying number of applications depending on	Undisclosed	Undisclosed	29
<b>Apps categories</b>	Dependent on specific enterprise	Undisclosed	All	Consumer, Government, Logistics, Utilities, Field Service, New
<b>Apps pricing</b>	Dependent on specific enterprise	Undisclosed	Free	Capital purchase, lease
<b>On device portal</b>	Web Portal, Mobile Website, on device application, PC application	Web Portal	Web Portal, Mobile Website, on device application, PC application	Over air or device docking station
<b>End user payment method</b>	Dependent on specific enterprise	Credit Card, Paypal	n/a	Undisclosed
<b>Runtimes supported</b>	Java or native depending on platform	Java and native	Java, Flash	.net
<b>OS supported</b>	BlackBerry, iPhone, Windows Mobile, Symbian, Android (coming soon)	Windows Mobile, Blackberry, Palm OS, Symbian OS	Android, Symbian, Windows, and proprietary function phones	Windows Mobile, CE, XP, Vista, 7
<b>Devices supported</b>	All for smartphone OS listed above	Windows Mobile, Blackberry, Palm OS, Symbian OS	Almost all	Any with Microsoft OS
<b>Revenue share</b>	Dependent on specific enterprise	60% less transaction fees	n/a	Undisclosed
<b>Joining fee</b>	Dependent on specific enterprise	Free	Free	Undisclosed
<b>App signing fee</b>	Dependent on specific enterprise	Free	Free	Undisclosed
<b>Submission fee</b>	Dependent on specific enterprise	Free	Free	Undisclosed
<b>Promised time to market</b>	Dependent on specific enterprise	Undisclosed	1 business day	Undisclosed
<b>Regional submission process</b>	Dependent on specific enterprise	Undisclosed	one time	Undisclosed

Appstore name	<a href="#">Mobspot</a>	<a href="#">Mplayit</a>	<a href="#">mstore</a>	<a href="#">My Hub</a>
Parent company	Mobspot	Mplayit	Telefonica / Movistar	Carphone Warehouse
Launched	2010-03-15	2009-11-19	2009-09-11	2010-02-03
Regional availability	Worldwide	Worldwide	Spain, later all countries where Telefonica operates	UK
Potential device base	Undisclosed	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)	Undisclosed	~ 75 Million UK mobile phones (2009)
Actual device base	Undisclosed	Undisclosed	Undisclosed	Unknown Carphone warehouse base
Downloads	Undisclosed	15MM+	Undisclosed	Just launched
Apps in store	Undisclosed	175 000+	1000 (11/09/2009)	Undisclosed (subset of Getjar catalogue)
Apps categories	All	All	All	All
Apps pricing	Undisclosed	Free and Paid	Free and Paid	Free and Paid (contrary to Getjar)
On device portal	Web Portal	Web Portal, Mobile Website	Web Portal, future on device application	Web Portal, on device application to come in the future.
End user payment method	Undisclosed	Undisclosed	Credit Card, carrier billing	Undisclosed
Runtimes supported	Undisclosed	Java, Objective C, Dalvik	Undisclosed	Java or native depending on platform
OS supported	Undisclosed	Mac OS X, Blackberry OS, Android	All	All
Devices supported	Undisclosed	iPhone, iPod Touch, Blackberry, Android devices	All manufacturers	All manufacturers
Revenue share	Undisclosed	100%	Undisclosed	Undisclosed
Joining fee	Free	Free	Undisclosed	Undisclosed
App signing fee	Undisclosed	Free	Undisclosed	Undisclosed
Submission fee	Free	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	One time	Undisclosed	Undisclosed

Appstore name	<a href="#">Netfront Widgets</a>	<a href="#">neXva</a>	<a href="#">NokiaTouch.me</a>	<a href="#">Nokia Ovi Store</a>
Parent company	Access	neXva inc	NokiaTouch.me	Nokia
Launched	2009-10-05	2010-03-01	2009-08-16	2009-05-26
Regional availability	Worldwide	Worldwide	All	Worldwide
Potential device base	1 Million devices	3500 devices in database	200 Million	200 Million
Actual device base	1 Million devices	Undisclosed	50 000 (Sept 2010)	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	3 Million downloads a day (Nov 2010)
Apps in store	450	5000	232	30000 (Jan 2011)
Apps categories	All	All	All	Applications, Games, Audio & Video, Personalisation
Apps pricing	Free	Free and Paid	Free	Free and Paid
On device portal	On selected devices	OTA from mobile site or via web site	Web Portal	Ships embedded on most Nokia devices from Q4 2009
End user payment method	Free applications	Paypal	n/a	SIM Card, Credit Card, Operator billing, 99 operators
Runtimes supported	NetFront Widgets	Undisclosed	Native Symbian+ Maemo, Java, Flash, Widget, Mobile Web	Symbian, Maemo, Java, Flash, Widget, Mobile Web, Qt
OS supported	Windows Mobile 5.0 / 6.0 and S60	Undisclosed	S60 , S40, Maemo	S60 , S40, Maemo
Devices supported	Samsung, Japanese handsets	Undisclosed	Undisclosed	120 devices are supported, 70+ are Symbian devices
Revenue share	Free applications	70	n/a	60% (Oct 1 <sup>st</sup> 2010)
Joining fee	Free	Undisclosed	Free	€50 fee to register as a publisher
App signing fee	Free	Undisclosed	Free	Fees vary
Submission fee	Free	Undisclosed	Free	No
Promised time to market	Immediate	3 days	Undisclosed	Undisclosed
Regional submission process	One time	One time	Undisclosed	Multi-submission

Appstore name	<a href="#">OpenAppMkt</a>	<a href="#">Opera Mobile Store</a>	<a href="#">Optus Application Store</a>	<a href="#">Orange App Shop</a>
Parent company	OpenAppMkt	Opera/Appia	Optus	Orange
Launched	2010-07-30	03/03/11	2009-11-17	2009-12-09
Regional availability	Worldwide	Worldwide	Australia	Europe
Potential device base	~100,000,000 iPhone + iPod Touch + iPad (June 2010)	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Launch (17/11/2009)	Undisclosed
Apps in store	<100	Undisclosed	1000 (17/11/2009)	10,000 (Feb 2010)
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	free to undisclosed	<£10
On device portal	On device portal	Web Portal and Mobile Portal	Web Portal, Mobile Website, on device application	On some devices
End user payment method	Undisclosed	Undisclosed	Carrier billing	Credit Card or Orange Monthly Bill (SIM Card)
Runtimes supported	HTML, JavaScript	Dalvik, Native	Java, Native, .NET	Native, Java
OS supported	iOS4	Android	Symbian, Android, Blackberry, Windows	Android / Java / Symbian / soon Blackberry
Devices supported	IPhone + iPod Touch	Android	Any device but iPhone	Varies from Samsung, HTC, Sony Ericsson, LG, Nokia
Revenue share	80.00%	Undisclosed	Undisclosed	70.00%
Joining fee	Free	Undisclosed	Undisclosed	Free
App signing fee	Free	Undisclosed	Undisclosed	Free
Submission fee	Free	Undisclosed	Undisclosed	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">Palm Gear</a>	<a href="#">Palm App Catalog</a>	<a href="#">Phoload</a>	<a href="#">Play Now Arena</a>
<b>Parent company</b>	Pocket Gear	Palm	Phoload	Sony Ericsson
<b>Launched</b>	2010-09-02	2009-09-24	2008-09-03	2009-08-03
<b>Regional availability</b>	Worldwide	US to start with announced in Europe for 2010	Worldwide	69 markets (Dec 2009)
<b>Potential device base</b>	Undisclosed	Estimated 1 Million (November 2009)	Undisclosed	25 million
<b>Actual device base</b>	Undisclosed	Estimated 1 Million (November 2009)	Undisclosed	Undisclosed
<b>Downloads</b>	Undisclosed	> 8 Million (November 2009)	Undisclosed	Undisclosed
<b>Apps in store</b>	Undisclosed	1000 (January 2009)	Undisclosed	Undisclosed
<b>Apps categories</b>	All	Entertainment, Music, Social Networking, News, Weather, Sports, Finance, Productivity, Games, Food, Business, Books, Reference, Lifestyle, Trave,Navigation	All	All
<b>Apps pricing</b>	Undisclosed	free to undisclosed	Undisclosed	Free and Paid
<b>On device portal</b>	Web Portal	Yes , also web portal discovery	Web Portal, mobile portal	Web Portal, on device application
<b>End user payment method</b>	Credit Card, Paypal	Credit Card	Undisclosed	premium SMS and credit card
<b>Runtimes supported</b>	Undisclosed	Web	Undisclosed	Java™ ME, Flash,, native, XPERIA panels, Dalvik
<b>OS supported</b>	Palm WebOS	Palm Web OS	All	Symbian, Windows Mobile, proprietary, Android
<b>Devices supported</b>	Palm	Pre and Pixi	All	Most Sony Ericsson devices
<b>Revenue share</b>	60% less transaction fees	70% developer 30% Palm	Undisclosed	70% developer
<b>Joining fee</b>	Free	\$99 fee for open source developers	Free	Free
<b>App signing fee</b>	Free	Free for now	Free	Depends on the certification program
<b>Submission fee</b>	Free	Free for now but \$50 fee for being on the device portal	Free	Depends on platform
<b>Promised time to market</b>	Undisclosed	Undisclosed	Immediate	Undisclosed
<b>Regional submission process</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	<a href="#">Qualcomm BREW/Plaza Retail</a>	<a href="#">Pocket Gear</a>	<a href="#">PreCentral.net webOS App Gallery</a>	<a href="#">Premier App Shop</a>
Parent company	Qualcomm	Pocket Gear	PreCentral.net	Premier App Shop™
Launched	2001-01-31	2008-06-27	2010-03-01	2010-01-07
Regional availability	Worldwide	Worldwide	Worldwide	Worldwide
Potential device base	>250 million Brew-enabled devices	Undisclosed	Undisclosed	~120,000,000 iPhone + iPod Touch + iPad (Aug 2010)
Actual device base	>250 million Brew-enabled devices	620,000+ newsletter subscribers, Customers from 200+ countries	Undisclosed	Undisclosed
Downloads	Undisclosed	100,000,000+	5.7 million	Undisclosed
Apps in store	Varies by operator	140 000+	445 (homebrew apps)	6
Apps categories	Varies by operator	Games, Themes, Software and Entertainment	All	None
Apps pricing	Varies by operator	Free and Paid	Free and Paid	Paid
On device portal	On-device portal or application	Web Portal, on device application	On device application, PC application	On device application
End user payment method	Varies by operator	Credit Card, Paypal	Undisclosed	Credit Card
Runtimes supported	Brew, Java, Flash	Java and native	Undisclosed	Objective C
OS supported	Brew, Java, Android with planned support for Android™, Windows Mobile®, Palm®, Symbian, and LiMo™	Windows Mobile, Blackberry and Palm OS	Palm webOS	Mac OS X
Devices supported	Undisclosed	2000+	Pre, Pixi	iPhone, iPod Touch
Revenue share	Undisclosed	60% less transaction fees	Undisclosed	Undisclosed
Joining fee	Free, but charges for some required tools	Free	Undisclosed	Undisclosed
App signing fee	\$75 per device/PID	Varies dependant on OS, fee not charged by Pocket Gear	Undisclosed	Undisclosed
Submission fee	0	Free	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	One-time	Undisclosed	Undisclosed	Undisclosed

Appstore name	<a href="#">R-World</a>	<a href="#">RIM Gear</a>	<a href="#">Samsung Applications Store</a>	<a href="#">SHOP4APPS</a>
Parent company	Reliance Communication	Pocket Gear	Samsung	Motorola
Launched	2010-02-10	2008-09-27	2009-09-14	2010-01-21
Regional availability	India	Worldwide	7 countries, 30 more to follow.	China (launching soon in Brazil, Argentina and Mexico)
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed Ophone base
Actual device base	Undisclosed	~34.1 Million (April 2010)	Undisclosed	Undisclosed Ophone base
Downloads	Not launched yet	Undisclosed	Undisclosed	0 (not launched yet)
Apps in store	Undisclosed	Undisclosed	300 native applications on launch, 2000 expected by the end of 2009.	0 (not launched yet)
Apps categories	games, social networking, sports, entertainment and productivity	All	Games, Entertainment, Health/Life, E-Book, Productivity, Reference, Social Networking, Utilities	not launched yet
Apps pricing	Free	Free and Paid	Free and Paid	Free and Paid
On device portal	Undisclosed	Web Portal	Samsung Omnia and Samsung Omnia HD I8910	Yes
End user payment method	Undisclosed	Credit Card, Paypal	PayPal, Credit Card	Undisclosed
Runtimes supported	Undisclosed	BlackBerry® MDS Runtime (Ending Dec 09 and integrated into Java), Blackberry Widgets	Java and native	Ophone SDK
OS supported	Undisclosed	Blackberry	Symbian, Windows Mobile, Bada	Open Mobile
Devices supported	Undisclosed	All BlackBerry devices: Bold, Curve, Storm etc.	Most Samsung devices	Motorola Ophones and potentially all Ophones
Revenue share	Undisclosed	60% less transaction fees	70%	Undisclosed
Joining fee	Undisclosed	Free	\$1 registration fee	Free
App signing fee	Undisclosed	Free	Fees vary	Free
Submission fee	Undisclosed	Free	Free	Free
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	China only for now

Appstore name	<a href="#">SlideMe</a>	<a href="#">Softwareload</a>	<a href="#">Storeoid</a>	<a href="#">Symbian Gear</a>
Parent company	SlideMe	Deutsche Telekom	General Mobile	Pocket Gear
Launched	2008-04-11	2010-04-12	2010-03-02	2008-06-27
Regional availability	Worldwide	UK, Germany, Switzerland, Austria	Worldwide	Worldwide
Potential device base	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Actual device base	Undisclosed	Undisclosed	Undisclosed	2
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	1500	15,000	15 (June 2010)	Undisclosed
Apps categories	All	All	All	All
Apps pricing	Free and Paid	Free and Paid	Free	Free and Paid
On device portal	Web Portal, on device application	Web Portal, on device application	Web Portal	Web Portal
End user payment method	Dependent on payment method used	Undisclosed	Undisclosed	Credit Card, Paypal
Runtimes supported	Dalvik, native	Undisclosed	Dalvik, native	Native
OS supported	Android	Java, BlackBerry, PalmOS, Symbian and Windows Mobile	Android	Symbian OS
Devices supported	Most Android devices beyond mobile	Undisclosed	Android	Symbian devices
Revenue share	95%	Undisclosed	Undisclosed	60% less transaction fees
Joining fee	Free	Undisclosed	Undisclosed	Free
App signing fee	Free	Undisclosed	Undisclosed	Free
Submission fee	Free	Undisclosed	Undisclosed	Free
Promised time to market	Immediate	Undisclosed	Undisclosed	Undisclosed
Regional submission process	Undisclosed	Undisclosed	Undisclosed	Undisclosed

Appstore name	<a href="#">Symbian Horizon</a>	<a href="#">T Store</a>	<a href="#">TIM App Store</a>	<a href="#">TIM Store</a>
Parent company	Symbian Foundation	SK Telecom	Qualcomm	Telecom Italia
Launched	2009-09-15	2009-09-09	2010-06-21	2010-11-02
Regional availability	Worldwide	South Korea	Brazil	Italy
Potential device base	Undisclosed	Undisclosed	44 million	Undisclosed
Actual device base	Undisclosed	Undisclosed	44 million	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Apps in store	61	6500+	Undisclosed	1000+
Apps categories	None	All	Undisclosed	All
Apps pricing	Free and paid	Free and Paid	Undisclosed	Free and Paid
On device portal	Web Portal	Web Portal	Web Portal, on device application	Web Portal
End user payment method	Varies for each App Store	Undisclosed	Integrated billing	Carrier billing
Runtimes supported	Native	Undisclosed	Undisclosed	Objective C, Java
OS supported	Symbian OS	Undisclosed	Java™	Java to Symbian, Android, Windows Mobile and Blackberry
Devices supported	Nokia, Sony Ericsson, Samsung	Undisclosed	Undisclosed	Java to Symbian, Android, Windows Mobile and Blackberry
Revenue share	Varies for each App Store	70%	Undisclosed	Undisclosed
Joining fee	Free	Undisclosed	Email premierpublisher@qualcomm.com	Undisclosed
App signing fee	Symbian Signed Charges	Undisclosed	Undisclosed	Undisclosed
Submission fee	Free	Undisclosed	Undisclosed	Undisclosed
Promised time to market	Undisclosed	Undisclosed	Undisclosed	Undisclosed
Regional submission process	One time	Undisclosed	Undisclosed	Undisclosed

<b>Appstore name</b>	<a href="#">TomTom App Store (TBC)</a>	<a href="#">Turkcell Uygulamala Pazarı</a>	<a href="#">VCAST Apps Storefront</a>	<a href="#">Vodafone 360 Shop</a>
<b>Parent company</b>	TomTom	Turkcell	Verizon Wireless	Vodafone
<b>Launched</b>	2010-04-29	2008-10-07	2009-09-15	2009-09-24
<b>Regional availability</b>	Worldwide	One-time	US	Worldwide
<b>Potential device base</b>	Undisclosed	40+ Million subscribers	60 million registered users	Undisclosed
<b>Actual device base</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Downloads</b>	Undisclosed	TBD	Undisclosed	Undisclosed
<b>Apps in store</b>	Undisclosed	1200 (August 2010)	250	8500
<b>Apps categories</b>	Undisclosed	Professional, Finance, Hobbys, Sport, Music, Multimedia & Fun, Health, Travel, Dictionaries, Religion, Commnucation. Documents, Utilities, Security, DB development tools, Educational	Entertainment, Personalization and Productivity	Address Book, Communication, Maps, Photos, Games
<b>Apps pricing</b>	Undisclosed	3€ to 20€	Free to undisclosed	undisclosed
<b>On device portal</b>	Undisclosed	Yes and web	Yes with downloaded store application	Web Portal, on device application
<b>End user payment method</b>	Undisclosed	Carrier billing	Verizon Operator Billing, Use a credit card or Handango Account	Carrier billing
<b>Runtimes supported</b>	WebKit	Java, Native	Java and native	JIL, Dalvik, Native
<b>OS supported</b>	Undisclosed	Android, Symbian, Blackberry	Windows Mobile, Blackberry and BREW, Android 2.2 (Froyo)	Limo, Android
<b>Devices supported</b>	TOMTOM	All	All manufacturers	100 phones
<b>Revenue share</b>	Undisclosed	TBD	70%	Undisclosed
<b>Joining fee</b>	Undisclosed	TBD	Free	Free
<b>App signing fee</b>	Undisclosed	TBD	Yes, but plan to eliminate	Free
<b>Submission fee</b>	Undisclosed	As per platform	Yes, but plan to eliminate	Free
<b>Promised time to market</b>	Undisclosed	TBD	2 weeks	Undisclosed
<b>Regional submission process</b>	Undisclosed	One-time	One time	Undisclosed

<b>Appstore name</b>	<a href="#">web2go</a>	<a href="#">whiteapp</a>	<a href="#">Wholesale Applications Community</a>	<a href="#">Windows Marketplace for Mobile</a>
<b>Parent company</b>	T-Mobile USA	putITout	Wholesale Applications Community	Microsoft
<b>Launched</b>	2009-11-02	2009-10-05	2010-03-02	2009-10-06
<b>Regional availability</b>	USA	Worldwide	Worldwide	Worldwide
<b>Potential device base</b>	30+ million customers	All devices	3 billion+	Undisclosed
<b>Actual device base</b>	Undisclosed	Undisclosed number of agencies / clients	3 billion+	Undisclosed
<b>Downloads</b>	Undisclosed	Undisclosed	Undisclosed	Undisclosed
<b>Apps in store</b>	Undisclosed	22	Undisclosed	20,000 (Nov '09)
<b>Apps categories</b>	Unknown	n/a	TBD	All
<b>Apps pricing</b>	Free to \$29.99, in app advertising	Free	TBD	Free and Paid
<b>On device portal</b>	Web Portal, on device application	Web Portal	TBD	On device application
<b>End user payment method</b>	OTC, MRC, ad revenue	Depends on platform	TBD	Credit Card, carrier billing
<b>Runtimes supported</b>	Native, .NET, J2ME, Dalvik, Sidekick	All	Undisclosed	.NET & native
<b>OS supported</b>	Windows Mobile, BlackBerry, Android	All	Undisclosed	Windows Mobile 7.0, 6.5, 6.1 and 6.0
<b>Devices supported</b>	Undisclosed	All, mainly iPhone	Undisclosed	All Windows Mobile devices
<b>Revenue share</b>	70% of app charge, 100% of ad revenue	Undisclosed	TBD	70%
<b>Joining fee</b>	Free	Free	TBD	\$99 registration fee
<b>App signing fee</b>	Free	Depends on platform as resigning needed	TBD	\$99 certification fee
<b>Submission fee</b>	Free	Depends on platform	TBD	Free
<b>Promised time to market</b>	Once fully registered - 5-10 days	Depends on skinning + validation process	TBD	Undisclosed
<b>Regional submission process</b>	One time	Depends on platform	TBD	Undisclosed

Appstore name	<a href="#">Wo Store</a>	<a href="#">WP7 Market Place</a>	<a href="#">zanox Application Store</a>	<a href="#">Zeewe</a>
Parent company	China Unicorn	Microsoft	zanox	Mobile
Launched	2010-11-17	2010-10-21	2009-06-03	
Regional availability	China	All	Worldwide	United States
Potential device base	170 million	Undisclosed	zanox client base includes approx. 1 million publishers and 2000 advertisers	450 Million
Actual device base	170 million	Undisclosed	Undisclosed	Undisclosed
Downloads	Undisclosed	Undisclosed	Undisclosed	1 Million
Apps in store	Undisclosed	1000 (Nov '10)	15	1000
Apps categories	All	All	Applications for Advertisers, Applications for Publishers, Widgets, Tools and Software, Software as a Service	All
Apps pricing	Free and Paid	Free and Paid	Free	Free and Paid
On device portal	Web Portal, Mobile portal, Client	On device portal	Any device capable of calling zanox Web Services	Mobile Portal
End user payment method	Carrier Billing	Undisclosed	n/a	Operator Billing, In-App, Subscription
Runtimes supported	Undisclosed	Silverlight, XNA, and the .NET Compact Framework	Undisclosed	Objective C, Dalvik
OS supported	Undisclosed	WP7	Undisclosed	iPhone, Android
Devices supported	Undisclosed	Windows Phone 7	Undisclosed	iPhone, Android
Revenue share	70%	70%	Defined by developer	Undisclosed
Joining fee	Free	Free for first 5 apps	Free	Undisclosed
App signing fee	Free	Undisclosed	Free	Undisclosed
Submission fee	Free	Free for first 5 apps (additional are \$19.99USD)	Free	Undisclosed
Promised time to market	Variable	Undisclosed	approval usually within 1-2 days of submission	Undisclosed
Regional submission process	N/A	Undisclosed	Undisclosed	Undisclosed