

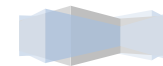


Skyhook Wireless

Location Aware App Report

Review of location-aware apps from the iPhone, BlackBerry and Android app stores

February 2010

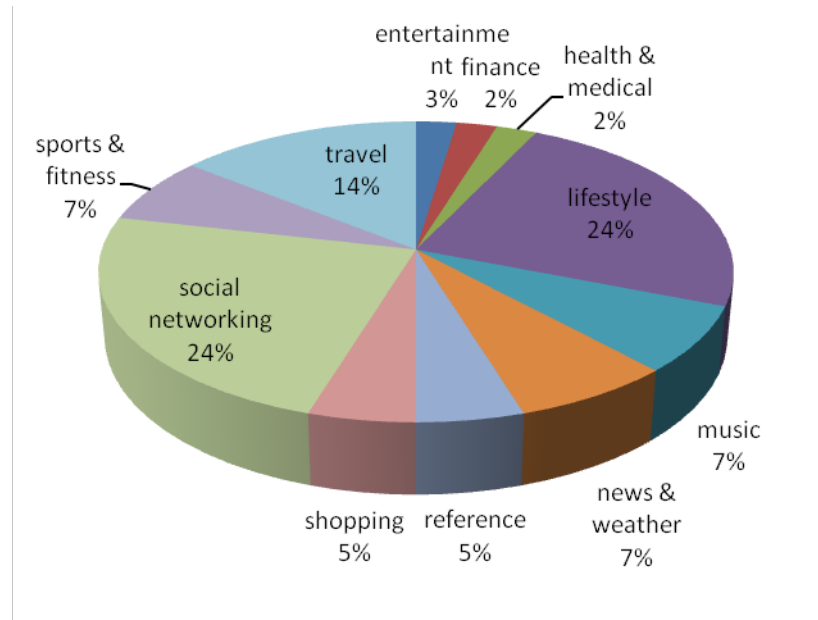


Skyhook Wireless February Location-Aware App Report

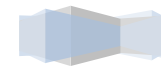
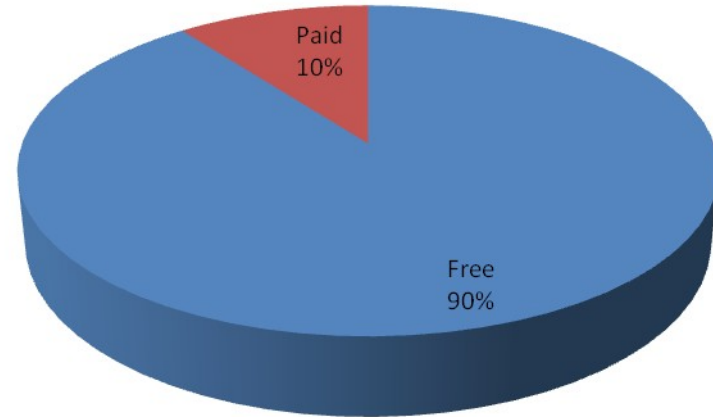
This report analyzes trends in location-aware apps from three major mobile application stores, including the iTunes App Store, Blackberry App World, and Android Marketplace. This month, Skyhook focused on location-based apps that are available across multiple platforms, and manually searched through these three app stores for common apps. Skyhook found that there are very few “cross-platform” apps available today. Note that for the purpose of this report, we define the term “cross-platform” as a location-based app available on the three major app stores, iPhone, Android and BlackBerry.

There are nearly 6,000 iPhone location apps, 900 on Android and 300 on BlackBerry. Only 43 of these apps are available in all three stores. Of these, only six are paid. Each of these six paid apps, detailed on the next page, has a distinct per-platform price point. These apps are always significantly more expensive on Blackberry than the counterpart versions of the same paid app on iPhone and Android. For example, Wikiango is offered for free on the iPhone and for \$19.99 on Blackberry.

Location-Based Cross-Platform Apps by Category



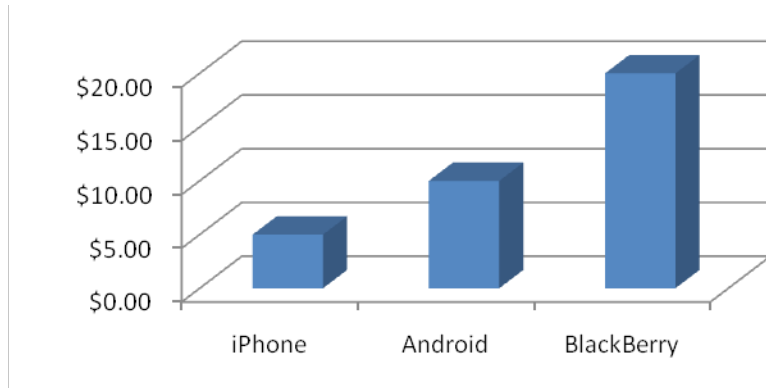
Location-Based Cross-Platform Apps Paid vs. Free



Case Studies

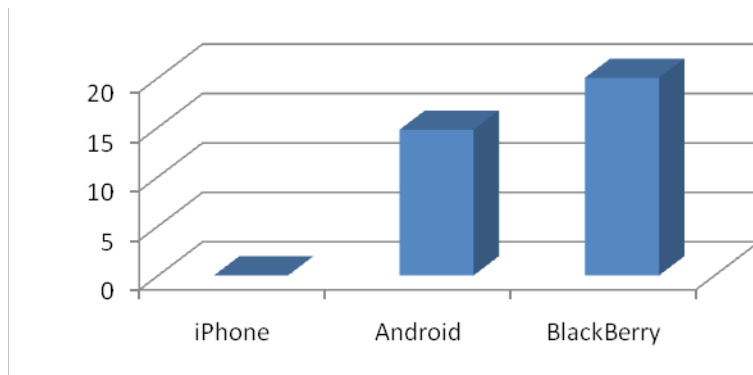
Three examples of cross platform pricing disparities:

Trimble AllSport GPS



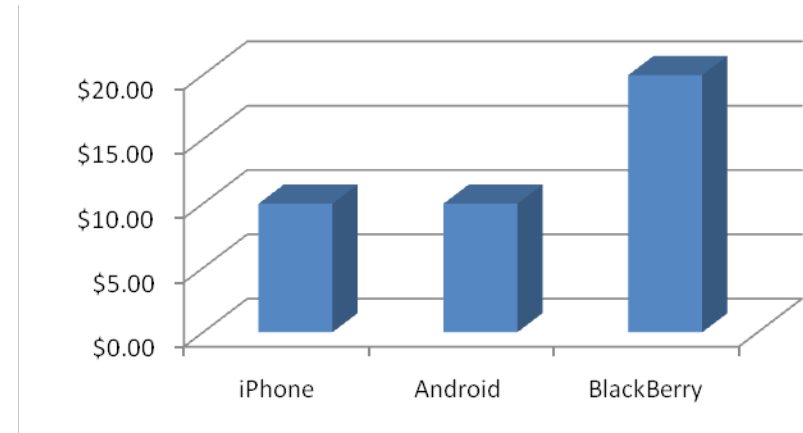
While the Trimble BlackBerry app is priced at \$19.99, iPhone and Android are priced at \$4.99 and \$9.99, respectively.

Wikango



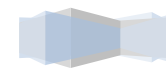
The iPhone Wikango app is free, while the Android app is around \$14.73 USD. The BlackBerry app is \$19.99.

Zagat to Go



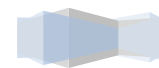
While the Zagat to Go iPhone and Android apps are both priced at \$9.99, the BlackBerry app is priced at \$19.99.

**Other cross-platform app price differences due to pricing restrictions on the BlackBerry platform (minimum is \$2.99)*



App Name	Developer	Price on Blackberry	Price on Android	Price on iPhone
Flixster	Flixster	free	free	free
Bank of America	Bank of America	free	free	free
FluRadar	WebXells	free	free	free
Where	uLocate	free	free	free
Aloqa	Aloqa	free	free	free
Foyage	Xsago	free	free	free
GoodFood	Goodrec	free	free	free
GoodFoodNearYou	Fitplanet	free	free	free
OpenTable	OpenTable	free	free	free
Happy Hours	GoTime	free	free	free
NightLife	GoTime	free	free	free
SitorSquat	DenseBrain	free	free	free
Zagat to Go	Handmark	\$19.99	\$9.99	\$9.99
Shazam	Shazam	free	free	free
TuneWiki	TuneWiki	free (with pro version)	free	free
iheartradio	ClearChannel	free	free	free
The Weather Channel	The Weather Channel	free	free	free
WeatherBug	WeatherBug	free (with pro version)	free	free
AccuWeather	AccuWeather	free	free	free
YP Mobile	Yellowpages.com	free	free	free
SuperPages	Idearc	free	free	free

App Name	Developer	Price on Blackberry	Price on Android	Price on iPhone
Real Estate by Smarter Agent	Smarter Agent	free	free	free
MobiQpons	MobiQpons	free	free	free
Zhiing	ZOS Communications	free	free	free
BrightKite	BrigheKite	free	free	free
GypSii	GeoSpatial Solutions	free	free	free
Loopt	Loopt	free	free	free
Centrl	Centrl Inc	free	free	free
Palringo	Palringo	free	free	free
Tweservation	Tweservation	free	free	free
Wizi SMS Location	TimeBI, SA	free	free	free
Tweet Pro	iApp Ventures	2.99	0.99	0.99
Nulaz	M2Mobi	free	free	free
GreenFinder Golf GPS	Iterant Software	\$39.99	free	\$34.99
SpotCycle	8D Technology	free	free	free
Trimble AllSport GPS	Trimble	\$39.99	\$9.99	\$4.99
cab4me	Skycoders	\$2.99	free (with donate version)	\$1.99
GPS Tracker	Instamapper	free	free	free
Trapster	Trapster	free	free	free
Wikango	Alerte GPS Software	\$29.99	9.90 euro	free
Hotel Booker	CityScouter	free	free	free
Hotels Near Me	BluMediaLab	free	free	free
Hotelzon	AROBS Transilvania Software	free	free	free



Developer Comments- Why to go cross-platform

The only way to grow the community effectively is to make the service widely available, to as many devices on as many carriers in as many countries as possible. That is why Trapster is available on every major smartphone platform, and also available to non-smartphones and GPS devices. –Pete Tenereillo, Trapster

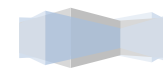
The reason we choose iPhone first was because of the user experience, CoreLocation and the App Store. We chose Android because of its open platform... Blackberry because it is one of the highest growth mobile companies. –Juan Trujilio, TIE Your Money

We provide a service that works well across platforms and we want to target as broad a base of users as possible. Plus we are a global company and the penetration of different OEMs varies vastly across geo. We also want to provide our publisher partners the benefit of our broad reach. –Sanjeev Agrawal, Aloqa

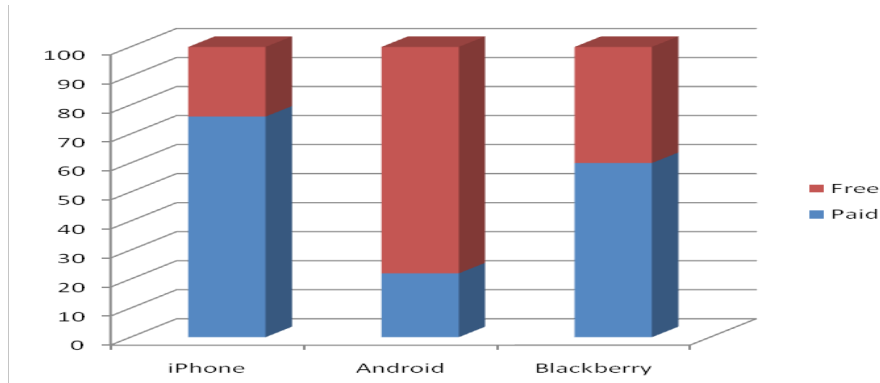
We feel each of the three platforms (iPhone, Android, and Blackberry) we selected has a large target audience and we want our product to be easily available to them through multiple wireless carriers. Other mobile users can still access our product with their mobile browser but these platforms will dominate. –James Bryant, Tweservation

iPhone, Android and BlackBerry are platforms that bring new capabilities to the user and, by consequence, new needs. We, at Wizi, work on simple and innovative solutions for this new generation of communication. We are happy with our decision, not only because of the potentiality of these devices, but also because their users are much more opened to try new tools. –Andre Goncalves, Wizi

iPhone was receiving much of the spotlight, and the App Store offered a great means of distribution that other smartphone ecosystems lacked. The fact that we could code for a single platform that guaranteed access to location services and didn't require us to test a multitude of phone models was also a huge plus. We chose Android next for similar reasons: hype has been growing, and the Android Market, while not perfect, does provide a solid distribution channel. We chose to develop for the Blackberry primarily because of the sheer number of handsets in the marketplace. –Josh Juster, GoTime

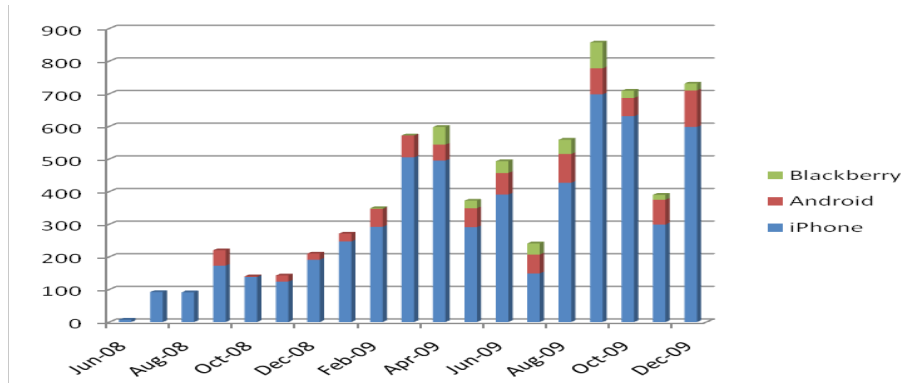


iPhone, Android and BlackBerry LBS Apps Paid vs. Free by Percent

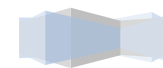


There is little pricing consistency for all location apps distributed on the three major app stores. Approximately 75% of allocation-aware apps in the iPhone App Store are paid. Android has less than 20% paid location apps. BlackBerry is the most balanced with paid and free apps at nearly half and half.

iPhone, Android and BlackBerry Total LBS Apps Released Per Month



The chart above shows the monthly totals of location-apps added to each store. The total number of location apps continues to grow across each individual platform, yet we do not see the same cross-platform apps being released to all three. It will be interesting to see if more and more apps are released across multiple platforms, or if cross-platform apps remain a small segment of the overall mobile application marketplace.





Conclusion

Developers who choose to sell their apps across multiple platforms are focused on generating app downloads rather than sales revenues. As a result, cross-platform applications are usually free. In contrast, if a developer is more focused on generating sales, they are more likely to focus solely on premium iPhone apps. This report suggests that the iPhone app store is the go-to distribution point for revenue-focused app developers.

The few developers who do sell paid cross-platform apps typically set different prices for each platform. As shown Zagat to Go, Trimble All Sport GPS, and Wikango, the BlackBerry app version is always more expensive than other platform versions. In this early market for mobile applications, developers are still experimenting with different pricepoints across different platforms. Over time, it will be interesting to watch if Blackberry users will continue to pay significantly more for their apps than for their counterparts on other platforms.

