



Helping developers, publishers, and carriers succeed in mobile since 2001.

OpenPath offers the most comprehensive deck analysis for North American carrier mobile storefronts. On a daily basis our analysts track thousands of publishers, hundreds of devices, thousands of categories, and tens of thousands of games and applications for all major carriers.

Carrier Profile of the Month: Sprint

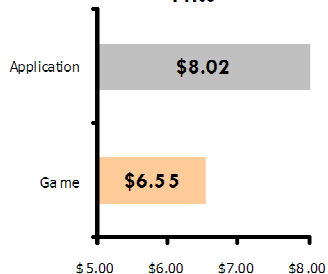
One-Time Download Apps with the Most Deck Slots:

1. PAC-MAN Plus
2. PAC-MAN Championship Edition
3. Sprint Casino
4. Scrabble
5. The Price is Right
6. Bejeweled
7. Cooking Mama
8. Crazy Taxi
9. Ms. PAC-MAN
10. Tetris

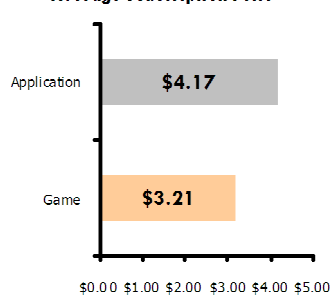
Subscription Apps with the Most Deck Slots:

1. PAC-MAN Plus
2. Scrabble
3. The Price is Right
4. Bejeweled
5. Ms. PAC-MAN
6. Tetris
7. Family Feud
8. Super PAC-MAN
9. Spanish Anywhere
10. Midnight Pool 2

Average One-Time Download Price



Average Subscription Price



Observations of the Month...

1. Advanced Mobile Applications is the most prevalent application publisher, with 2,444 deck slots across all carriers.
2. Across most carriers, applications are more expensive in both retail and subscription prices.
3. AT&T is the only carrier where EA does not have the most deck slots, coming in second to Gameloft.

Additions/Moves/Changes

New Decks:

- Sprint March Madness SALE!
- Sprint SALE! Party with PAC-MAN!
- T-Mobile Spring Break and Action Games by EA - Best Action Games
- T-Mobile Gameloft March Madness Sale

Sunsetted Decks:

- Sprint Spring Break Fever Sale!
- Sprint End of Winter Game SALE!
- Sprint Valentine's Day SALE!

Noteworthy New Content:

- AT&T: Anno Create a New World
- AT&T: Snake InfeCCt
- Sprint: Green Farm
- Sprint: Puzzle Quest 2
- Verizon: The Game of Life
- T-Mobile: Elevator Action

Noteworthy Sunsetted Content:

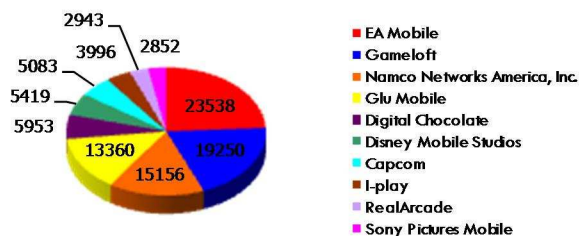
- AT&T: Bomberman Land Battles
- AT&T: Maple Story: Warrior for BlackberryTexas Hold'em With Phil Hellmuth
- Sprint: Ghostbusters
- Sprint: Toy Story Mania
- Verizon: Stranded: A Game of Survival

New Devices:

- AT&T Blackberry 9700
- AT&T Motorola MB860 Atrix
- Verizon ADR6400 Thunderbolt

Top Game Publishers of the Month

Total Number of Deck Slots



We would love to hear from you! If you have any questions regarding data or are interested in learning about any of the other services Deck Analysis can provide, please feel free to e-mail us anytime at deckanalysis@openpathproducts.com or call 1.410.897.0406.

Thanks!
The OpenPath Deck Analysis Team