



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: AT&T

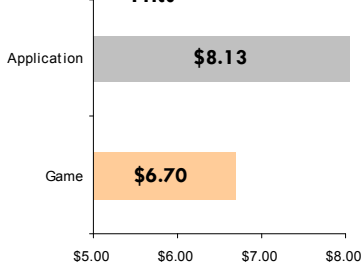
One-Time Download Apps with the Most Deck Slots:

- Spanish Anywhere
- Brain Exercise
- Puzzle Quest 2
- Ms. PAC-MAN
- mToolbox
- Tetris
- The Sims 3
- PAC-MAN Championship Edition
- MindHabits
- Platinum Mahjong

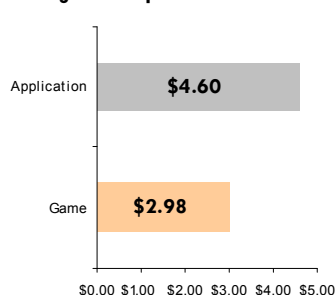
Subscription Apps with the Most Deck Slots:

- Wikimobile
- Pictavision
- Pilot MyCast
- Laugh Out Loud
- Pkt Auctions eBay
- AT&T Mobile Backup
- FunScreenz
- MobitTV en Espanol - TV en vivo
- PAC-MAN Championship Edition
- The Sims 3

Average One-Time Download Price



Average Subscription Price



Observations of the Month...

- T-Mobile's recent deck structure changes can vary by device. For example, the Motorola V3R has five elements per page, whereas the Samsung T919 has twenty elements per page.
- Sprint adds and removes decks more frequently than any other carrier.
- Games have three times as many deck slots as applications. This is largely due to some games appearing in multiple decks.

Additions/Moves/Changes

New Decks:

- Sprint President's Day SALE!
- Sprint End of Winter Game SALE!
- Sprint Valentine's Day SALE!

Sunsetted Decks:

- AT&T: Games We Heart

Noteworthy New Content:

- AT&T: FIFA Street 3
- AT&T: Puzzle Quest - Warlords
- Sprint: N.O.V.A. Near Orbit Vanguard Alliance
- Sprint: Tower Bloxx - My City
- Verizon: VCAST Song ID
- T-Mobile: Spanish Anywhere

Noteworthy Sunsetted Content:

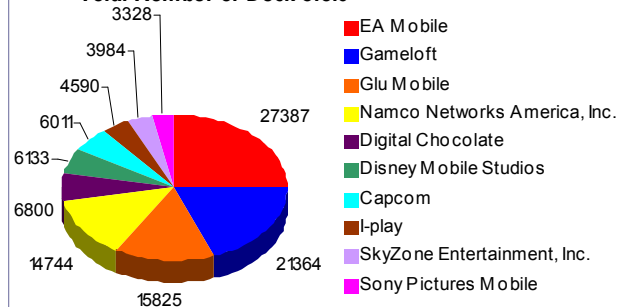
- AT&T: 007 Licence to Drive
- AT&T: Maple Story: Warrior for Blackberry
- Sprint: Space Invaders Infinity Gene
- Sprint: Deer Hunter 3
- Verizon: Fantasy Warrior Legends

New Devices:

- T-Mobile Dell Venue Pro
- Verizon Pantech TXT8040
- Verizon Casio Gz'One C751 Ravine
- Unlocked LG E900 Optimus 7
- Verizon Motorola Xoom

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