



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: T-Mobile

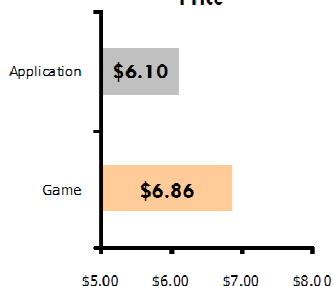
One-Time Download Apps with the Most Deck Slots:

1. Spanish Anywhere
2. Dream Dictionary
3. iFitness
4. ToneMaker
5. The Sims 3
6. Homes For Sale
7. Bejeweled
8. PAC-MAN
9. Ms. PAC-MAN
10. Scrabble

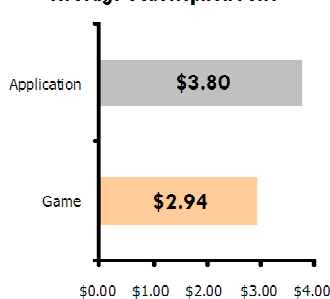
Subscription Apps with the Most Deck Slots:

1. Spanish Anywhere
2. AstrologyZone Premier
3. iFitness
4. The Weather Channel 4.1
5. Graffiti Artist
6. Dream Dictionary
7. ToneMaker
8. PAC-MAN
9. Bejeweled
10. Ms. PAC-MAN

Average One-Time Download Price



Average Subscription Price



Observations of the Month...

1. Verizon, Sprint, and T-Mobile all have ways of highlighting specific items or decks, such as banners, carousels, or simply a list of items that shows on the home page of their storefronts. The presentation can even vary from device to device.
2. AT&T changes their decks the least often among the top carriers.
3. Applications have higher subscription prices across all carriers.

Additions/Moves/Changes

New Decks:

- Sprint Games 99 CENTS AND UP GAME SALE
- Sprint Games Spring Games SALE!
- T-Mobile Top Selling Games by EA - Monopoly and More by EA
- T-Mobile Poker, Racing, and lots more from Gameloft - The Best of Casual Sports by Gameloft

Sunsetted 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

Noteworthy New Content:

- AT&T: Zombie Rabbit Hunter
- AT&T: Doodle Jump Deluxe
- Sprint: Cannon Rats by Gameloft
- Sprint: Fast Five the Movie - Official Game by Gameloft
- Verizon: Brain Exercise 3 by Namco
- T-Mobile: Beach Mini Golf

Noteworthy Sunsetted Content:

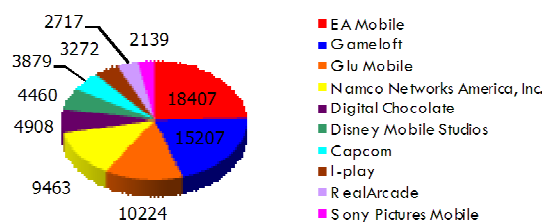
- AT&T: 007 Licence to Drive
- AT&T: Maple Story: Warrior for Blackberry
- Sprint: Space Invaders Infinity Gene
- Sprint: Deer Hunter 3
- Verizon: Fantasy Warrior Legends

New Devices:

- Sprint Sanyo E4100 Tahoe
- Sprint Kyocera M9300 Echo
- T-Mobile Samsung T839 Sidekick 4G

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