



MAPQUEST MOBILE AND THE WEATHER CHANNEL ARE THE TOP REVENUE-GENERATING DOWNLOADABLE MOBILE APPLICATIONS, ACCORDING TO TELEPHIA

Maps/Directions Applications Drive Revenue Share for Repeat Purchases, while Entertainment Applications Drive Revenue Share for First-Time Purchases

SAN FRANCISCO—July 5, 2006—MapQuest Mobile was the top revenue-generating downloadable mobile application, according to Telephia, the leading provider of performance measurement information to the mobile industry. The Telephia Mobile Applications Report for Q1 2006 shows that, MapQuest Mobile secured 21.9 percent of the total share of revenue for mobile applications; excluding mobile games and mobile TV (see Table 1). The Weather Channel came in second, with 5.7 percent of the total revenue share, while Verizon Superpages 2.0 came in third posting a 5.3 percent share. Two music applications, Music Choice and Sirius Music, rounded out the top five with revenue shares of five and 4.8 percent, respectively.

“Local maps/directions and up-to-date weather are well-suited to delivery via mobile phones because they are information needs characterized by immediacy, location-specificity, and time-sensitivity,” said Kanishka Agarwal, Vice President of New Products, Telephia. “Downloadable mobile applications present a significant opportunity for higher ARPU, with more than 3.3 million mobile consumers downloading these applications during the first quarter of the year.”

Table 1: Top 10 Downloadable Mobile Applications by Total Revenue Share (U.S.)

Application	Publisher	Share of Revenue
1. MapQuest Mobile	Zingy	21.9%
2. The Weather Channel	Weather Channel	5.7%
3. Verizon Superpages 2.0	Verizon Directories	5.3%
4. Music Choice	Music Choice	5.0%
5. Sirius Music	Sirius Satellite Radio	4.8%
6. Accuweather.com Premium	AccuWeather	4.4%
7. eBay	Bonfire Media LLC	4.3%
8. Backup Assistant	FusionOne	2.8%
9. America's Best Mobile Pix	FunMail	2.6%

9. Yahoo! Photos	Yahoo!	2.6%
10. ESPN Bottomline Pro	ESPN	2.1%

Source: Telephia Mobile Applications Report, Q1 2006

**Data does not include revenue for mobile TV and mobile game applications which is reported separately

Maps/Directions Applications Drive Repeat Purchase Revenue, While Entertainment Applications Claim Highest Revenue Share For First-Time Purchases

Sixty-one percent of downloadable mobile application revenues come from repeat purchases, while 39 percent represent revenue share from new/first-time purchases. According to Telephia, 39.5 percent of recurring revenue from repeat purchases was driven by Maps/Directions applications, with MapQuest Mobile and Verizon Superpages 2.0 claiming the highest repeat purchase revenues for the category. Nearly thirty percent of first-time purchase revenues were driven by the Entertainment category, with streaming music mobile applications, Music Choice and Sirius Music, securing the highest new purchase revenue share at nearly nine and eight percent, respectively.

Table 2: Top Downloadable Mobile Applications by Repeat Purchase Revenue Share (U.S.)

Category	Repeat Purchase Revenue Share (%)	First-Time Purchase Revenue Share (%)
1. Maps/Directions	39.5%	16.8%
2. Weather	18.9%	8.7%
3. Entertainment	12.0%	29.9%
4. Sports	8.9%	3.9%
5. Personal Organizer/Tools	7.4%	4.3%

Source: Telephia Mobile Applications Report, Q1 2006

**Data does not include revenue for mobile TV and mobile game applications which is reported separately

Join Telephia at the Mobile Game Conference (July 13-14) in Seattle/Bellevue, WA:

- Session: The Big Picture—Measuring the Size and Shape of the Mobile Game Market in Real Time, with Kanishka Agarwal, Vice President of New Products, Telephia (July 14, 1:45 pm)

For more information, visit casualty.org or contact Jerry Rocha at jrocha@telephia.com, 415-513-5894.

About Telephia

Founded in 1998, Telephia provides syndicated performance measurement information to the leaders of the converging communications and mobile industries, including carriers, device manufacturers, content and application providers, retailers, infrastructure vendors and investment analysts. Telephia is the industry standard measure of subscriber share, customer satisfaction, device share, network quality, revenue share, advertising effectiveness, content audience and many other key performance indicators. For further information, please visit our website at www.telephia.com or call 415-395-0500.

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