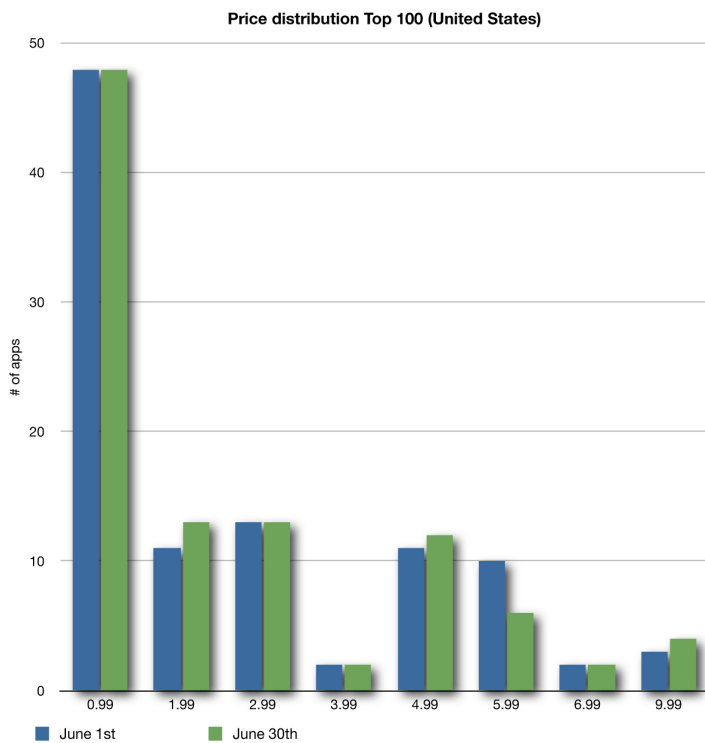
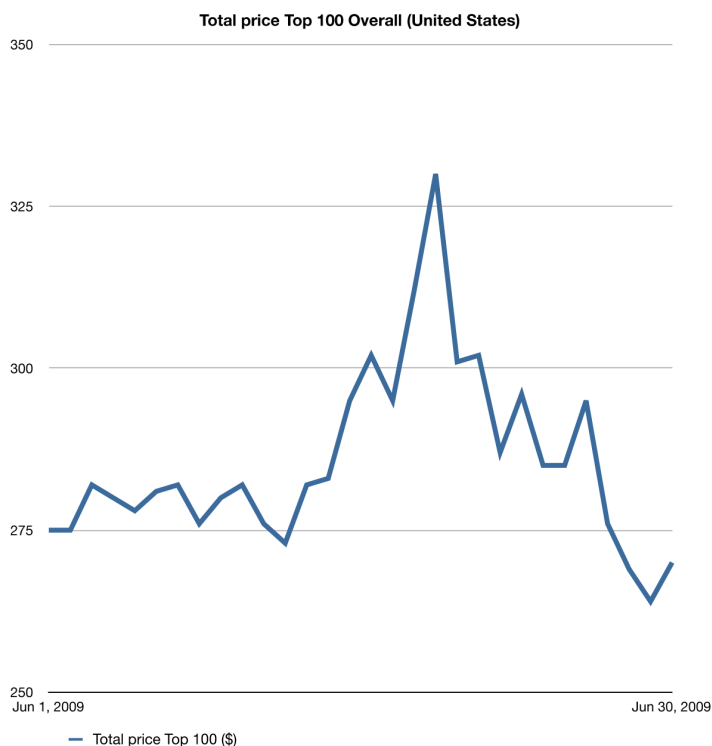


Apple App Store Report June 2009 - United States

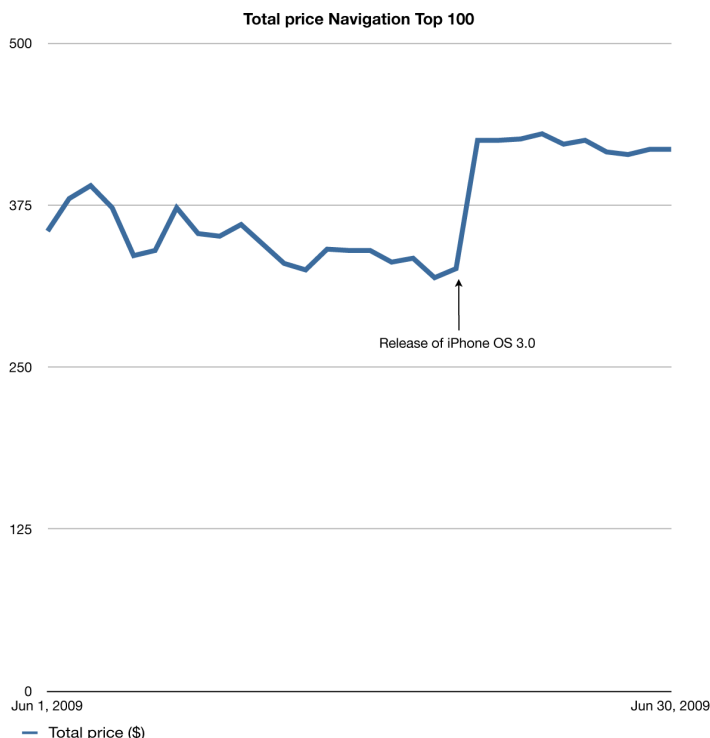
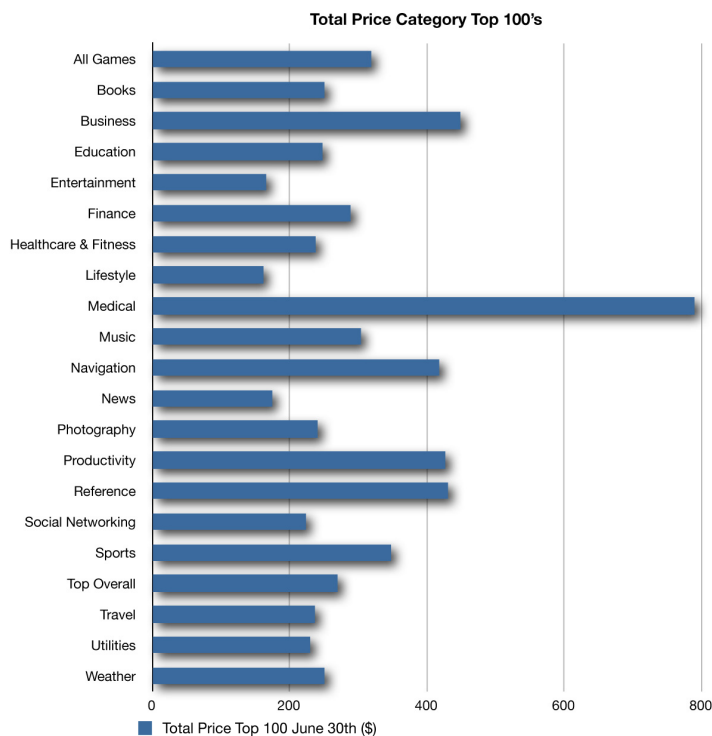
We report on publicly available data gathered from the Apple App Store. The dataset for this report included both paid and free apps in the US, for June 2009. This report is available for every country where the App Store has launched. Custom reports aimed at providing specific app store analytics that are relevant to your company are available as well. For more information on these reports, please see our website or contact Remco van den Elzen at [remco\(at\)distimo.com](mailto:remco(at)distimo.com).

We determined the ranking of apps on a monthly basis taking into account the ranking for each of the days the app has been in the App Store. Feel free to republish the data given in this report, but always include a reference to our website www.distimo.com



The total price of the Overall Top 100 is still very unstable. Especially the release of the iPhone OS 3.0 on June 17th had a large influence on prices, mainly caused by the release of turn by turn GPS navigation applications.

There was an increase of \$1.99, \$4.99 and \$9.99 apps and a decrease of apps priced at \$5.99, while the amount of apps in the other pricing categories remained the same.



The Medical category is clearly the most expensive category in the App Store. The Business, Navigation, Productivity and Reference categories are significantly more expensive than the other categories as well.

Monthly we report on a different category. Above the total price of the Navigation Top 100 can be seen, indicating a clear increase in price because of Apple allowing turn by turn GPS navigation apps.

Most popular paid apps - monthly

Rank	App	Category	Price
1	The Moron Test	Entertainment	\$0.99
2	Sally's Spa	Games	\$0.99
3	Pocket God	Entertainment	\$0.99
4	Flight Control	Games	\$0.99
5	StoneLoops! of Jurassica	Games	\$0.99
6	StickWars	Games	\$0.99
7	Camera Zoom	Photography	\$0.99
8	The Sims 3	Games	\$9.99
9	iFitness	Healthcare & Fitness	\$1.99
10	Bloons	Games	\$0.99
11	Bejeweled 2	Games	\$2.99
12	World Cup Ping Pong	Games	\$0.99
13	TETRIS	Games	\$4.99
14	Flick Fishing	Games	\$0.99
15	iFighter	Games	\$0.99

Games are still the dominant app category in the paid app section, followed by Entertainment apps.

Most popular new paid apps - monthly

Rank	App	Category	Price
1	F-MyLife Pro	Entertainment	\$1.99
2	F.A.S.T. -- Fleet Air Superiority Training!	Games	\$5.99
3	Family Guy	Entertainment	\$1.99
4	1001 Ringtones	Entertainment	\$1.99
5	Lady Gaga Revenge	Games	\$4.99
6	3D Rollercoaster Rush	Games	\$4.99
7	Real Racing	Games	\$9.99
8	Postman	Social Networking	\$0.99
9	Crazy Penguin Catapult 2	Games	\$2.99
10	Baseball Slugger: Home Run Race 3D	Games	\$2.99
11	TRANSFORMERS CyberToy	Entertainment	\$0.99
12	Emoji icons - Emoticon Keyboard OS 3.0 OK	Social Networking	\$0.99
13	1Password Pro	Utilities	\$5.99
14	Trains	Games	\$0.99
15	Sexy Screen Wash Bikini	Entertainment	\$0.99

In the iPhone OS 3.0, Apple implemented parental controls. Because of this feature, Apple now allows parental content to be distributed in the App Store, explaining the appearance of the Sexy Screen Wash Bikini app.

Most popular free apps - monthly

Rank	App	Category
1	Facebook	Social Networking
2	Toobz-Free	Games
3	Unlock Me FREE	Games
4	Pandora Radio	Music
5	Fandango	Entertainment
6	ESPN ScoreCenter	Sports
7	Tap Tap Revenge 2.6	Games
8	Flashlight.	Utilities
9	AT&T myWireless Mobile	Utilities
10	6500+ Cool Facts	Entertainment
11	textPlus	Utilities
12	What Would You Choose? Party Game	Games
13	The Weather Channel	Weather
14	Blowfish	Games
15	Google Earth	Travel

For the free section, there is more diversity in the types of apps. Games are still popular, but the Utilities category is pretty popular as well with three apps in the Top 15.

Most popular new free apps - monthly

Rank	App	Category
1	Paper Toss	Games
2	2XL Supercross Lite	Games
3	Stealth Tone	Utilities
4	Most Addictive Game Free	Entertainment
5	Chase The Dot	Games
6	What Are You Born To Do?	Entertainment
7	3D Rollercoaster Rush FREE	Games
8	SIRIUS XM Premium Online	Music
9	MapQuest 4 Mobile	Navigation
10	StoneLoops! of Jurassica Lite	Games
11	How Smart Are You?	Entertainment
12	Bloons Lite	Games
13	Sexy Ladies Hot Bikini Babes at Baberoo Babes Lite	Entertainment
14	TweetDeck	Social Networking
15	Kingdoms Live - 25 Legend Points FREE!	Games

In the iPhone OS 3.0, Apple implemented parental controls. Because of this feature, Apple now allows parental content to be distributed in the App Store, explaining the appearance of the Sexy Ladies Hot Bikini Babes at Baberoo Babes Lite app.

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