

# EXHIBIT 15

3/17/11 Boy Genius Rep. (Pg. Unavail. Online)  
2011 WLNR 5269030

Boy Genius Report  
Copyright 2011 Boy Genius Report

March 17, 2011

Apple airs new iPhone ad, forgets Android and BlackBerry have app stores too [video]

Zach Epstein

Mar. 17, 2011 (Boy Genius Report delivered by Newstex) --

Apple began airing a trio of new iPhone commercials recently, and one in particular caught our attention. "If you don't have an iPhone," the ad begins, "you don't have the App Store. So you don't have the world's largest selection of apps." Accurate as that statement may be, we can't help but wonder why — with this massive war chest of apps Apple loves to brag about — the company's ad agency couldn't find a few that are actually unique to the iOS platform. In a remarkably smooth move on Apple's part, the "If you don't have an iPhone" ad it approved and is paying to air features two apps that are, in fact, available to people who don't have an iPhone. Delta Air Lines' mobile app is available for both Android and BlackBerry phones as well as the iPhone, and the Starbucks Card Mobile app debuted on the BlackBerry platform at the same time it was launched for iOS. Hit the jump for the full commercial.

Newstex ID: BOYG-0001-101794385

The views expressed on blogs distributed by Newstex and its re-distributors ("Blogs on Demand®") are solely the author's and not necessarily the views of Newstex or its re-distributors. Posts from such authors are provided "AS IS", with no warranties, and confer no rights. The material and information provided in Blogs on Demand® are for general information only and should not, in any respect, be relied on as professional advice. No content on such Blogs on Demand® is "read and approved" before it is posted. Accordingly, neither Newstex nor its re-distributors make any claims, promises or guarantees about the accuracy, completeness, or adequacy of the information contained therein or linked to from such blogs, nor take responsibility for any aspect of such blog content. All content on Blogs on Demand® shall be construed as author-based content and commentary. Accordingly, no warranties or other guarantees will be offered as to the quality of the opinions, commentary or anything else offered on such Blogs on Demand®. Reader's comments reflect their individual opinion and their publication within Blogs on Demand® shall not infer or connote an endorsement by Newstex or its re-distributors of such reader's comments or views. Newstex and its re-distributors expressly reserve the right to delete posts and comments at its and their sole discretion.

---- INDEX REFERENCES ----

COMPANY: DELTA AIR LINES INC; DELTA AIR LINES PVT LTD

INDUSTRY: (Internet (1IN27); Electronics (1EL16); Consumer Electronics (1CO61); Mobile Phones & Pagers (1WI07); World Wide Web (1WO65); Consumer Products & Services (1CO62); Telecom Consumer Equipment

(1TE03))

Language: EN

OTHER INDEXING: (APPLE; BLACKBERRY; DELTA AIR LINES; STARBUCKS CARD MOBILE) (Accurate; Android; Apple; BlackBerry; Blogs; Hit; Newstex; Newstex ID)

KEYWORDS: Mobile; Ad; Android; Android Market; app; app store; Apple; Apps; Commercial; If you don't have an iPhone; iPhone 4; iPhone ad; iPhone commercial; television; TV

COMPANY TERMS: DELTA AIR LINES INC

PRODUCT: Air Transportation, Scheduled

SIC: 4512

TICKER SYMBOL: DAL

Word Count: 398

3/17/11 BLOGSOD (No Page)

END OF DOCUMENT

2/18/11 Boy Genius Rep. (Pg. Unavail. Online)  
2011 WLNR 3274414

Boy Genius Report  
Copyright 2011 Boy Genius Report

February 18, 2011

Apple remained king of **app stores** in 2010; Nokia's Ovi Store revenue ironically up 719%

Zach Epstein

Feb. 18, 2011 (Boy Genius Report delivered by Newstex) --

IHS, new owner of research firm iSuppli, has issued its full-year data on app stores in 2010. According to the company's report, Apple's market share decreased significantly last year while its revenue more than doubled. The app store pioneer pulled in \$1.78 billion in global app sales during 2010, up 132% from the \$769 million its App Store earned in 2009. Not surprisingly, its market share dropped from 93% in 2009 to 83% during the period. RIM's BlackBerryApp World grew 360% year-over-year, pulling in \$165 million and accounting for nearly 8% of the market. Nokia's Ovi Store jumped 719% to \$105 million in 2010, and Google's Android Market was up 862% to \$102 million. All in all, the top four mobile app stores combined to reel in \$2.16 billion in revenue last year, up 160% from the \$828 million of revenue they earned in 2009.

[Via All About Symbian]

Read

Newstex ID: BOYG-0001-100830439

The views expressed on blogs distributed by Newstex and its re-distributors ("Blogs on Demand®") are solely the author's and not necessarily the views of Newstex or its re-distributors. Posts from such authors are provided "AS IS", with no warranties, and confer no rights. The material and information provided in Blogs on Demand® are for general information only and should not, in any respect, be relied on as professional advice. No content on such Blogs on Demand® is "read and approved" before it is posted. Accordingly, neither Newstex nor its re-distributors make any claims, promises or guarantees about the accuracy, completeness, or adequacy of the information contained therein or linked to from such blogs, nor take responsibility for any aspect of such blog content. All content on Blogs on Demand® shall be construed as author-based content and commentary. Accordingly, no warranties or other guarantees will be offered as to the quality of the opinions, commentary or anything else offered on such Blogs on Demand®. Reader's comments reflect their individual opinion and their publication within Blogs on Demand® shall not infer or connote an endorsement by Newstex or its re-distributors of such reader's comments or views. Newstex and its re-distributors expressly reserve the right to delete posts and comments at its and their sole discretion.

--- INDEX REFERENCES ---

COMPANY: INSTITUTE FOR ADVANCED STUDIES; INTERNATIONAL HEARING SOCIETY; NOKIA KOMUNIKASYON AS; NOKIA PTE LTD; GOOGLE INC; OBSHCHESTVO S OGRANICHENNOI OT-VETSTVENNOSTIU "NOKIA"; IHS INC; NOKIA CORP; RAEBER INFORMATION MANAGEMENT

NEWS SUBJECT: (Market Share (1MA91); Major Corporations (1MA93); Sales & Marketing (1MA51); Corporate Financial Data (1XO59); Corporate Events (1CR05); Business Management (1BU42))

INDUSTRY: (Internet (1IN27); World Wide Web (1WO65); Telecom (1TE27))

REGION: (Northern Europe (1NO01); Europe (1EU83); Scandinavia (1SC27); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (APP STORE; APPLE; IHS; NOKIA; OVI STORE; RIM) (Blogs; Feb; Google; Newstex; Newstex ID)

KEYWORDS: Mobile; Software; 2009; 2010; app; app sales; app store; Apple; Apps; Nokia; Ovi; Ovi Store; revenue; Sales

COMPANY TERMS: NOKIA CORP; GOOGLE INC

PRODUCT: Radio & T V Communications, Systems & Equip; Computer Programming, Data Processing, And Other Computer Related Services

SIC: 3663; 7370

TICKER SYMBOL: NOK; GOOG

Word Count: 370

2/18/11 BLOGSOD (No Page)

END OF DOCUMENT

2/15/11 News Bites US Markets 00:00:00

News Bites US Markets  
Copyright 2011 News Bites All Rights Reserved

February 15, 2011

HP Helps Telecom Operators in Korea Expand App Stores for Mobile Users

#### NEWS BITES US MARKETS

[News Story] BARCELONA, Spain (BUSINESS WIRE) HP (NYSE:HPQ) today announced it is providing systems integration services to three Korean telecom companies in their joint effort to vastly expand the number and quality of services for their mobile customers.

SK Telecom, Korean Telecom and LG U+ are cooperating, through a consortium, to create a single, Korea-specific clearinghouse that will link to a global application development initiative called the Wholesale Applications Community (WAC).

Formed in 2010, WAC brings together more than 60 of the world's communications service providers (CSPs) to create a common set of interfaces, standards and tools that will help developers create new, enriched applications that will run on the CSPs' networks and handsets.

The Korea-WAC platform will function as an intermediary, handling transactions and processing, to ensure that global WAC applications are available and optimized for use by the three Korean CSPs and their mobile customers.

In addition, a Korea-WAC application can enrich the mobile experience for all users by integrating key network enablers from the three different CSPs. For example, an application that depends on a user's location or availability can share that information automatically among all users, even if they are on different CSP networks.

The Korea-WAC platform is being implemented by a consortium formed by the Mobile Internet Business Association (MOIBA) and the three CSPs with support from the Republic of Korea.

"Our goal is to make sure that Koreans continue to have the best possible mobile experience," said DongJin Choi, director, MOIBA. "Through cooperation, both globally and in Korea, we can reach that goal. The pan-country approach of Korea-WAC is unique, and again demonstrates Korean leadership. We look forward to continued progress with HP."

To build the Korea-WAC platform, HP is drawing on its experience in large, complex projects that require both telecom and IT expertise, as well as its capabilities in consulting and integration, architectural guidance and overall project management.

"The innovative Korea-WAC approach creates growth opportunities for CSPs and application developers, and will

ultimately enhance the mobile experience for millions of users," said Erwan Menard, vice president and general manager, Communications and Media Solutions business unit, HP. "HP believes WAC can be a catalyst for re-shaping the global landscape, and Korea-WAC might well be a model for other countries."

The Korea-WAC platform is expected to be fully operational later this year. At that time, the three Korean CSPs intend to start incorporating new, enriched WAC-based applications into their respective app stores.

LG U+, Korea Telecom, SK Telecom and HP are members of WAC.

More information on HP developer communities and app stores is available at [www.hp.com/go/sdp](http://www.hp.com/go/sdp)

#### About KWAC

KWAC is a consortium formed by Mobile Internet Business Association (MOIBA) and SKT, KT and LG U+ with support from the Republic of Korea. KWAC aims to build an ecosystem for developers, CSPs and consumers in the Korean domestic market in order to promote the production of local-specific apps. KWAC will provide WAC on-boarding services on behalf of the three CSPs so that global developers can sell their apps in the domestic market.

Source:NASDAQ Stock Exchange

#### Recent Trading

Hewlett-Packard (HPQ.N) MCap is US\$114.1 billion at the last price of US\$48.64.

Source: [www.BuySellSignals.com](http://www.BuySellSignals.com)

#### ---- INDEX REFERENCES ---

COMPANY: CHINA SUPER POWER SAVING HOLDINGS LTD; HEWLETT PACKARD APS; HEWLETT PACKARD NORGE AS; NEWS CORP; HEWLETT PACKARD UK ENTERPRISES (1) LTD; HEWLETT PACKARD NEW ZEALAND; LG CORP; HEWLETT PACKARD JAPAN LTD; CENTRAL STATISTICAL BUREAU OF THE REPUBLIC OF LATVIA; HEWLETT PACKARD EUROPE BV; ZAO HEWLETT PACKARD AO (HP RUSSIA); HEWLETT PACKARD AUSTRALIA PTY LTD; LACLEDE GROUP INC (THE); NEWS; HEWLETT PACKARD FINANCE CO; NEWS INTERNATIONAL HLDGS; HEWLETT PACKARD DEVELOPMENT COMPANY LP; NOVADIGM INC; HEWLETT PACKARD FRANCE SAS; HEWLETT PACKARD HOLDINGS LTD; HEWLETT PACKARD EUROPA HOLDING BV; HEWLETT PACKARD SLOVAKIA S R O; HEWLETT PACKARD FINANCIAL SERVICES CO; HEWLETT PACKARD HOLDING FRANCE SAS; LEAGUE ALLOY CO LTD; NEWS INTERNATIONAL LTD; HEWLETT PACKARD CDS LTD; HEWLETT PACKARD INDIGO BV; HEWLETT PACKARD COLOMBIA LDA; CSP INC; HEWLETT PACKARD INDUSTRIAL PRINTING SOLUTIONS EUROPE BVBA; LAUGFS GAS LTD; HEWLETT PACKARD MEXICO S DE R L DE CV; HEWLETT PACKARD PORTUGAL LDA; PT LG ELECTRONICS INDONESIA; LAFARGE SA ADR; LG HLDGS; HEWLETT PACKARD SIA; HEWLETT PACKARD FINANCIAL SERVICES HOLDING CO LTD; HEWLETT PACKARD S R O; HEWLETT PACKARD MANUFACTURING LTD; HEWLETT PACKARD CO; HEWLETT PACKARD INDIA SALES PVT LTD; HEWLETT PACKARD TECHNOLOGY LICENSES AND LICENSING LTD; HEWLETT PACKARD LTD; NEWS INTERNATIONAL SUPPLY CO LTD; HEWLETT PACKARD DOO; HEWLETT PACKARD OY; HEWLETT PACKARD INTERNATIONAL BANK PLC; HEWLETT PACKARD COORDINATION CENTER SCRL; HEWLETT PACKARD LUXEMBOURG INTERNATIONAL SARL; HEWLETT PACKARD GMBH; HEWLETT PACKARD GOUDA BV; HEWLETT PACKARD TEKNOLOJI COZUMLERI LTD STI; HEWLETT PACKARD PHILIPPINES CORP; HEWLETT PACKARD GESELLSCHAFT MBH; HEWLETT PACKARD (CANADA) CO; HEWLETT

PACKARD (ROMANIA) SRL; HEWLETT PACKARD D O O DRUZBA ZA TEHNOLOSKE RESITVE; HEWLETT PACKARD SARL; BEST HOTEL PROPERTIES AS; HEWLETT PACKARD FINANCIAL SERVICES CO LTD; HEWLETT PACKARD NEDERLAND BV; SK TELECOM CO LTD; CATERPILLAR SPECIAL PRODUCTS LTD; NEWS OF WORCESTER LLC; HEWLETT PACKARD SOUTH AFRICA (PROPRIETARY) LTD; HEWLETT PACKARD (SCHWEIZ) AG; HEWLETT PACKARD IRELAND LTD; GUANGXI LIUGONG MACHINERY CO LTD; HEWLETT PACKARD SVERIGE AB; CROATIAN POST INC; HEWLETT PACKARD ESPANOLA SL

NEWS SUBJECT: (Financial Markets (1FI87))

INDUSTRY: (Electronic Components (1EL91); Electronics (1EL16); Enhanced Services (1EN42); I.T. (1IT96); Networking Markets (1NE31); Infrastructure (1IN78); Telecom Carrier Operational Support Services (1TE92); Press Releases (1PR19); Financial Services Networking (1FI57); Telecom Services (1TE09); Chip Packaging (1CH71); Telecom (1TE27); Semiconductor (1SE88); Telecom Business Services (1TE55); Networking (1NE45); Financial Services (1FI37); Semiconductor Chip Manufacturing (1SE11); Telecom Engineering Services (1TE94))

REGION: (Far East (1FA27); Americas (1AM92); USA (1US73); South Korea (1SO65); North America (1NO39); Eastern Asia (1EA61); Asia (1AS61))

Language: EN

OTHER INDEXING: (CSP; CSPS; HEWLETT PACKARD; HP; HPQ N; KOREAN; KOREAN CSPS; KOREAN TELECOM; KWAC; LG; MOBILE INTERNET BUSINESS ASSOCIATION; MOIBA; NASDAQ STOCK; NEWS; NEWS STORY; NYSE:HPQ; SK TELECOM; TELECOM OPERATORS; WAC; WHOLESALE APPLICATIONS COMMUNITY) (DongJin Choi; Erwan Menard; Recent Trading) (United States)

COMPANY TERMS: HEWLETT PACKARD

Word Count: 555

2/15/11 NBUSMARKETS 00:00:00

END OF DOCUMENT



1/17/11 Mkt. News Pub. US 13:00:00

Market News Publishing US  
Copyright 2011 Market News Publishing Inc.

January 17, 2011

**Releases New Apps And Announces Platform Transcendent App Stores**

METATRON INC

METATRON INC ("MRNJ-0") - Releases New Apps And Announces Platform Transcendent App Stores

Metatron, Inc. -- In the first two weeks of January, Metatron's app division i-Mobilize has released 68 new apps, on track to reach production goal of 100 plus apps per month. Currently i-Mobilize has 1,200 apps for sale on iTunes. Increasing revenues and downloads indicate a growing demand for apps created by i-Mobilize.

Although there is no assurance that increased sales revenues will continue, the company believes app demand will remain strong due to rising sales of mobile devices.

Our apps include high profile content from thousands of licensed books, music, audiobooks and movies from all categories.

According to estimates by Gartner, the global app market brought in \$4 billion last year, and will skyrocket to \$27 billion in 2013.

One of the few publicly traded App companies, Metatron, through its division i-Mobilize, is expected to release some of its best-selling apps on the Android platform next month, and is planning to create content rich "App stores" on all major platforms.

These App Stores will include subscriptions, streaming, rentals, and download purchases of apps/movies/audiobooks/music/games and books.

Once a customer pays for content on the i-Mobilize system they will be able to watch it on any device they own, which we call Platform Transcendence.

**Forward-Looking Statements:** Any statements made in this press release which are not historical facts contain certain forward-looking statements, as such term is defined in the Private Litigation Reform Act of 1995, concerning potential developments affecting the business, prospects, financial condition and other aspects of the company to which this release pertains. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results of the specific items described in this release, and the company's operations generally, to differ materially from what is projected in such forward-looking statements. Although such statements are based upon the best judgments of management of the company as of the date of this release, significant deviations in magnitude, timing and other factors may

result from business risks and uncertainties including, without limitation, the companys need for additional financing, which is not assured and which may result in dilution of shareholders, the companys status as a small company with a limited operating history, dependence on third parties and the continuing popularity of the iOS operating system, general market and economic conditions, technical factors, receipt of revenues, and other factors, many of which are beyond the control of the company. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, or achievements. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of such statements, and we disclaim any obligation to update information contained in any forward-looking statement.

E-mail: IR@metatroninc.com Metatron, Inc.

---

---

(c) 2011 Market News Publishing Inc. All rights reserved.

Toronto: (416) 366-8881 Vancouver: (604) 689-1101 Fax: (604) 689-1106

--- INDEX REFERENCES ---

COMPANY: AGENTIA PROPRIETATII PUBLICE; APP INTERNATIONAL FINANCE COMPANY BV; METATRON INC; APPLIED PLASMA PHYSICS AS; ASSOCIATED PRESS OF PAKISTAN (THE); ADVANCED PHARMACEUTICAL PACKAGING CO; MARKET NEWS PUBLISHING INC; ASIA PULP AND PAPER CO LTD

INDUSTRY: (Wireless Networking (1WI62); Press Releases (1PR19); Networking (1NE45); Retail (1RE82); I.T. (1IT96); Next Generation Wireless Technology (1NE48))

Language: EN

OTHER INDEXING: (ANDROID; ANNOUNCES PLATFORM TRANSCENDENT APP; ANNOUNCES PLATFORM TRANSCENDENT APP STORES; APP; APP STORES; MARKET NEWS PUBLISHING INC; METATRON; METATRON INC) (Gartner)

Word Count: 501  
1/17/11 MNPUS 13:00:00  
END OF DOCUMENT

1/16/11 Internet Wire 00:00:00

Market Wire  
Copyright 2011 Marketwire

January 16, 2011

**Metatron, Inc. Releases New Apps and Announces Platform Transcendent App Stores**

SAN DIEGO, CA 01/16/11

SAN DIEGO, CA, January 16 / MARKET WIRE/ --

Metatron, Inc. (PINKSHEETS: MRNJ) -- In the first two weeks of January, Metatron's app division i-Mobilize has released 68 new apps, on track to reach production goal of 100 plus apps per month. Currently i-Mobilize has 1,200 apps for sale on iTunes. Increasing revenues and downloads indicate a growing demand for apps created by i-Mobilize.

Although there is no assurance that increased sales revenues will continue, the company believes app demand will remain strong due to rising sales of mobile devices.

Our apps include high profile content from thousands of licensed books, music, audiobooks and movies from all categories.

According to estimates by Gartner, the global app market brought in \$4 billion last year, and will skyrocket to \$27 billion in 2013.

One of the few publicly traded App companies, Metatron, through its division i-Mobilize, is expected to release some of its best-selling apps on the Android platform next month, and is planning to create content rich "App stores" on all major platforms.

These App Stores will include subscriptions, streaming, rentals, and download purchases of apps/movies/audiobooks/music/games and books.

Once a customer pays for content on the i-Mobilize system they will be able to watch it on any device they own, which we call Platform Transcendence.

**Forward-Looking Statements:** Any statements made in this press release which are not historical facts contain certain forward-looking statements, as such term is defined in the Private Litigation Reform Act of 1995, concerning potential developments affecting the business, prospects, financial condition and other aspects of the company to which this release pertains. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results of the specific items described in this release, and the company's operations generally, to differ materially from what is projected in such forward-looking statements. Although such

statements are based upon the best judgments of management of the company as of the date of this release, significant deviations in magnitude, timing and other factors may result from business risks and uncertainties including, without limitation, the company's need for additional financing, which is not assured and which may result in dilution of shareholders, the company's status as a small company with a limited operating history, dependence on third parties and the continuing popularity of the iOS operating system, general market and economic conditions, technical factors, receipt of revenues, and other factors, many of which are beyond the control of the company. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, or achievements. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of such statements, and we disclaim any obligation to update information contained in any forward-looking statement.

Contact:  
Metatron, Inc.  
IR@metatroninc.com

---- INDEX REFERENCES ----

COMPANY: AGENTIA PROPRIETATII PUBLICE; APP INTERNATIONAL FINANCE COMPANY BV; METATRON INC; APPLIED PLASMA PHYSICS AS; ASSOCIATED PRESS OF PAKISTAN (THE); ADVANCED PHARMACEUTICAL PACKAGING CO; ASIA PULP AND PAPER CO LTD

INDUSTRY: (Wireless Networking (1WI62); Press Releases (1PR19); Networking (1NE45); Retail (1RE82); I.T. (1IT96); Next Generation Wireless Technology (1NE48))

REGION: (North America (1NO39); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (ANDROID; ANNOUNCES PLATFORM TRANSCENDENT APP; APP; APP STORES; METATRON; METATRON INC; PINKSHEETS: MRNJ) (Gartner) (SAN DIEGO, CA) (SAN DIEGO, CA)

KEYWORDS: (Computers and Software:Software); (Retail:E-Commerce); (Telecom:Wireless)

COMPANY TERMS: METATRON INC

TICKER SYMBOL: MRNJ:PINKSHEETS

Word Count: 484  
1/16/11 INTERNETWIRE 00:00:00  
END OF DOCUMENT

1/7/11 Com. Appeal (Mem. TN) C2  
2011 WLNR 419322

Memphis Commercial Appeal (TN)  
Copyright 2011 The Commercial Appeal, Memphis, TN

January 7, 2011

Section: Business

Macs are part of 'app stores' -- Only latest Apple system has access

Jessica Mintz Associated Press

SEATTLE - Apple Inc. is expanding the "app store" idea that caught fire on the iPhone and iPad to its line of Mac computers.

Mac users with the latest version of Apple's computer operating system, called Snow Leopard, are being prompted to update their software . When the upgrade is complete, an icon for the new Mac app store will appear in the dock.

After launching the store software, people can browse through more than 1,000 programs for Macs. Some are free, and some will cost money; people can log in and buy software using their existing iTunes account information. As with the existing app stores for Apple's other gadgets, people can see lists of the most popular programs and rate software they purchase.

Also similar to the existing system, software developers will name their own prices. Apple will vet all of the applications before they are accepted for sale in the store.

The iPad and iPhone have been successful in part because of the tens of thousands of games and other programs available as free or paid downloads in Apple's app stores. Apple may be looking to the Mac app store to boost interest in its computers, which make up a tiny but growing percentage of the personal computer market.

The arrival of the app store for mobile gadgets "dramatically changed how software is discovered and purchased," said Phil Schiller, Apple's top product marketing executive, in an interview. "It will have a big impact in the desktop world as well."

Among the programs for sale on Thursday are Apple's own iLife programs for organizing photos, editing video and other tasks, which will be sold separately for \$14.99 each, and iWork programs for creating documents, spreadsheets and presentations, for \$19.99 each.

People who use older versions of the Mac operating system will not be able to access the app store.

---- INDEX REFERENCES ----

COMPANY: MAC SA; KK CREATORS GROUP MAC; MARTINAIR HOLLAND NV; MAC

INDUSTRY: (PC (1PC82); Software Products (1SO56); Consumer Electronics (1CO61); Electronics (1EL16); Computer Equipment (1CO77); Home & Multimedia PCs (1HO36); I.T. (1IT96); Retail (1RE82); Software O/S Platforms (1SO68); Software (1SO30); Palmtop Computing (1PA77); Mobile Phones & Pagers (1WI07); Portable PCs (1PO56); PC O/S Platforms (1PC73); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03); PC Retailing (1PC68))

Language: EN

OTHER INDEXING: (APPLE; MAC; SEATTLE APPLE INC) (Macs; Phil Schiller)

EDITION: Final

Word Count: 309  
1/7/11 COMAPL C2  
END OF DOCUMENT

1/5/11 Internet Wire 00:00:00

Market Wire  
Copyright 2011 Marketwire

January 5, 2011

AdSpend on Mobile Games to Reach Nearly \$900 Million Globally by 2015 Says Juniper Research  
Tenfold Increase Over the Next Five Years Driven by the Launch of Advertising Platforms on Key App Stores

HAMPSHIRE, UNITED KINGDOM 01/05/11

HAMPSHIRE, UNITED KINGDOM, January 5 / MARKET WIRE/ --

A new report published today by Juniper Research forecasts that adspend on mobile games will increase tenfold over the next five years. By 2015, adspend on this platform will reach \$894 million, up from \$87 million in 2010, fuelled by increasing brand interest in mobile as an advertising channel, and apps -- of which games are the dominant sector.

As discussed in the report, games such as Rovio's Angry Birds are making a significant impact through offering full versions of their games free to end-users and funding them through in-game advertising. Opportunities in this area have been strengthened by the launch of key platforms designed to optimise the deployment of ads within applications, most notably Apple's iAd in July 2010. Similarly, Juniper Research finds that games are being successfully deployed as marketing tools by brands, such as, Barclaycard and Volkswagen, providing new revenue opportunities for developers, such as, Fishlabs and Firemint.

According to Mobile Games report author Daniel Ashdown, "Angry Birds has been a huge hit over the last year on the iPhone since its launch; but arguably its relative impact, in terms of downloads, has been bigger on Getjar and, more recently, on Android Market, as a result of offering the game free with ads. Users get a great game for free, but advertisers get significant product/brand exposure; the same is true of mobile games as marketing tools."

Nevertheless, the report forecasts that, while growth in adspend on mobile games will be higher than end-user revenues, this latter business model will continue to be the primary source of revenue for players in the industry. By 2015, end-user revenues, which comprise those from pay-per-download and in-game purchases, will still be ten times higher than adspend.

The Mobile Games video whitepaper is available to view on [www.juniperresearch.com](http://www.juniperresearch.com) together with the whitepaper, 'High Score for Mobile Games!' and further details of the study 'Mobile Games: App Store Strategies, Business Models & Forecasts 2010-2015.'

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.

John Levett

Juniper Research  
T: +44(0)1256 830 002  
E: john.levett@juniperresearch.com

---- INDEX REFERENCES ----

NEWS SUBJECT: (Sales & Marketing (1MA51); Major Corporations (1MA93); Business Management (1BU42))

INDUSTRY: (Wireless Networking (1WI62); Electronics (1EL16); Advertising Expenditure (1AD68); Traditional Media (1TR30); I.T. (1IT96); Mobile Phones & Pagers (1WI07); Entertainment (1EN08); Consumer Products & Services (1CO62); Electronic Interactive Entertainment (1EL14); Internet (1IN27); Advertising (1AD82); Consumer Electronics Technology (1CO38); Internet Audio & Video (1IN30); Consumer Electronics (1CO61); I.T. Analysts Report (1IT76); Wireless Internet & Messaging (1WI49); Advertising & Public Relations (1AD83); Internet Technology (1IN39); Networking (1NE45); Digital Broadcasting (1DI81); Telecom Consumer Equipment (1TE03); Next Generation Wireless Technology (1NE48))

REGION: (Europe (1EU83); United Kingdom (1UN38); England (1EN10); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (ADVERTISING PLATFORMS; ANGRY BIRDS; ROVIO) (Apple; Barclaycard; Daniel Ashdown; John Levett Juniper; Juniper Research; Research; Similarly, Juniper Research; Volkswagen) (HAMPSHIRE, UNITED KINGDOM) (HAMPSHIRE, UNITED KINGDOM)

KEYWORDS: (Computers and Software:Internet); (Media and Entertainment:Information Services); (Media and Entertainment:Video games); (Professional Services:Advertising, PR and Marketing); (Retail:Consumer Electronics); (Retail:E-Commerce); (Telecom:Telecommunication Services)

COMPANY TERMS: JUNIPER RESEARCH LTD

Word Count: 368  
1/5/11 INTERNETWIRE 00:00:00  
END OF DOCUMENT



11/30/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

November 30, 2010

Mobile Games Revenues to Surpass \$11 Billion Globally by 2015 as In-Game Purchases Overtake Those of Pay-per-Download, Says Juniper Research  
**App Stores Drive Changes in Monetisation, but Discoverability Still Remains an Issue on Some Platforms**

HAMPSHIRE, UK 11/30/10

HAMPSHIRE, UK, November 30 / MARKET WIRE/ --

A new report published today by Juniper Research forecasts that revenues from in-game purchases will overtake the traditional pay-per-download model as the primary source of monetising mobile games by 2013. With Apple's in-app billing mechanism showing the way forward, total end-user revenues will surpass \$11 billion annually by 2015, nearly double what they were in 2009 (\$6bn).

An increasing number of games are being offered free at the point of purchase, in order to garner attention, with in-game purchases -- which include extra gaming levels or gameplay items -- being utilised by developers and publishers to monetise the game once the user has been given a taste of what the game has to offer. However, discoverability remains a problem for developers and publishers on some app stores, given that many now contain 100,000s of applications, the majority of which are mobile games.

According to Mobile Games report author Daniel Ashdown, "Discoverability can be a 'chicken and egg' problem: high downloads lead to prominence, but achieving a high number of downloads is largely dependent on already being prominent. Consequently, a small minority of games achieve very high downloads, whilst the vast majority achieve very small download figures."

Nevertheless, Juniper Research's report finds that the mobile games industry is in a much healthier state than it was when the last edition was published. Apple's iPhone/App Store combination has set the benchmark, with a higher share of revenue for developers, and development platforms which take advantage of advancements in handset technology, as discussed in the report.

The Mobile Games video whitepaper is available to view on [www.juniperresearch.com](http://www.juniperresearch.com) together with the whitepaper, 'High Score for Mobile Games!' and further details of the study 'Mobile Games: App Store Strategies, Business Models & Forecasts 2010-2015'

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.

Contact:

John Levett  
Juniper Research  
T: +44(0)1256 830 002  
E: john.levett@juniperresearch.com

---- INDEX REFERENCES ----

COMPANY: GAMES INC

INDUSTRY: (Internet (1IN27); Wireless Networking (1WI62); Electronics (1EL16); Consumer Electronics (1CO61); Internet Audio & Video (1IN30); I.T. Analysts Report (1IT76); I.T. (1IT96); Knowledge Management (1KN91); Wireless Internet & Messaging (1WI49); Internet Technology (1IN39); Online Content Providers (1ON63); Entertainment (1EN08); Mobile Phones & Pagers (1WI07); Information Management (1IN35); Digital Broadcasting (1DI81); Networking (1NE45); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03); Electronic Interactive Entertainment (1EL14))

REGION: (England (1EN10); United Kingdom (1UN38); Europe (1EU83); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (APP STORE; APP STORE STRATEGIES; GAMES; HAMPSHIRE; JOHN LEVETT JUNIPER RESEARCH; JUNIPER RESEARCH; JUNIPER RESEARCH APP STORES DRIVE; MOBILE GAMES REVENUES) (Apple; Daniel Ashdown; Discoverability) (HAMPSHIRE, UK) (HAMPSHIRE, UK)

KEYWORDS: (Media and Entertainment:Video games); (Telecom:Telecommunication Services)

COMPANY TERMS: JUNIPER RESEARCH LTD

Word Count: 335  
11/30/10 INTERNETWIRE 00:00:00  
END OF DOCUMENT

11/26/10 News & Observer (Raleigh NC) (Pg. Unavail. Online)  
2010 WLNR 23572379

News & Observer, The (Raleigh, NC)  
Copyright 2010 McClatchy-Tribune Information Services

November 26, 2010

PocketGear's Bowman: Big potential for non-Apple 'apps' stores  
Alan Wolf  
Staff writer

Jud Bowman, founder and CEO of PocketGear, isn't worried about Apple Inc. dominating the booming market for cell-phone applications.

A story in the Wall Street Journal this week noted that Apple's market power and the entry of other giants such as Google into the apps store business is increasing pressure on small players such as PocketGear and GetJar.

There are about 125 million iPhones and other Apple devices out there, and those users will download more than \$1 billion worth of apps from Apple's store this year. But there are billions of other mobile devices worldwide, Bowman points out.

"Apple has shown us the incredible potential," he said in a phone interview today. "There's a huge potential for other companies going after this market."

His Durham company develops and runs stores that sell games and other apps for more than 40 phone companies or handset makers, and is racing to add more. So far this year, the number of customers to those stores has increased about 370 percent from a year ago, Bowman said.

"Our strategy seems to be paying off," he said.

Revenue from mobile apps is expected to reach \$32 billion in 2015, the Wall Street Journal reported, citing data from Juniper Research. Apple controls two-thirds of the market, but it is attracting more competition, the paper wrote.

"People just don't think they have the option to go to a third-party app store to get the app they want, and this is a big problem for those store owners," Harry Wong, director of mobile research at Parks Associates, told the Wall Street Journal.

Bowman acknowledges the newspaper was right: PocketGear isn't making money yet. He declined to comment on specific financial results, but added that the company is using the \$15 million in venture capital financing it raised this year to boost sales, line up new customers and improve its technology.

PocketGear continues to hire and recently crossed the 50-employee mark. Some of the money raised came from an investment firm backed by Google CEO Eric Schmidt , and from a fund associated with Research in Motion, the company behind the popular BlackBerry devices.

"We wouldn't be making the investments if we didn't see the growth," Bowman said. "It's a bit of a land grab going on."

Some of that includes winning new customers that want PocketGear's technology to set up their own apps stores. PocketGear makes a percentage on every app sold.

Bowman, who founded PocketGear's predecessor a decade ago while still a teenager, will turn 30 next year. He bought back the company 2 1/2 years ago from Motricity, which moved its headquarters to the Seattle area from Durham.

He's got enough business savvy to recognize the publicity that comes with his company getting mentioned in a story about Apple and the apps store industry. "It's always nice to be in the [ Wall Street] Journal ," he said.

Read the full Wall Street Journal story here .

---- INDEX REFERENCES ----

COMPANY: GOOGLE CZECH REPUBLIC S R O; APPLE PROFESSIONALS INC; APPLE RETAIL ITALIA SRL; PARKS ASSOCIATES; GOOGLE SPAIN SL; GOOGLE LIMITED LIABILITY COMPANY GOOGLE OOO; GOOGLE INC; GOOGLE DENMARK APS; APPLE INC; APPLE GMBH; GOOGLE SWEDEN AB

NEWS SUBJECT: (Venture Capital (1VE73); Corporate Funding (1XO17); Funding Instruments (1FU41); Corporate Events (1CR05); Business Management (1BU42))

INDUSTRY: (Electronics (1EL16); Consumer Electronics (1CO61); Phones & Answering Machines (1CO78); Mobile Phones & Pagers (1WI07); Financial Services (1FI37); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

Language: EN

OTHER INDEXING: (APPLE; APPLE INC; GOOGLE; PARKS ASSOCIATES) (Bowman; Eric Schmidt; GetJar; Harry Wong; Jud Bowman; PocketGear; Read; Revenue) (Durham; Seattle; Durham; us; usa; na; us.nc; us.wa; us.nc.durham; us.wa.seattle)

KEYWORDS: (XC/NASDAQ-NMS); (XC/Unknown); (CT/ebf.fin.sec.hiy); (CT/ebf.fin.sec); (CT/ebf.fin); (CT/ebf); (NT/Debt); (NT/Stocks); (XC/any.company); (XC/any)

TICKER SYMBOL: Unknown:WALLSTJNL/NOTCOMPANY; NASDAQ-NMS:GOOG

Word Count: 486

11/26/10 NOBRNC (No Page)

END OF DOCUMENT

11/24/10 Wall St. J. Abstracts (USA) B8  
2010 WLNR 23458567

Wall Street Journal Abstracts (USA)  
Copyright 2010 The New York Times Company

November 24, 2010

Section: B

INDIE APP STORES STRUGGLE

CHRISTOPHER LAWTON

Christopher Lawton Technology Journal column discusses tribulations of independent online purveyors of cell-phone applications; notes Apple Inc's AppStore accounted for about 65% of roughly 2.6 billion apps downloaded from stores in 2009 (M)

--- INDEX REFERENCES ---

COMPANY: APPLE PROFESSIONALS INC; APPLE INC

INDUSTRY: (Electronics (1EL16); Consumer Electronics (1CO61); Mobile Phones & Pagers (1WI07); Retail (1RE82); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

Language: EN

OTHER INDEXING: (Lawton, Christopher) (APPLE INC; CHRISTOPHER LAWTON TECHNOLOGY JOURNAL) (INDIE APP STORES)

KEYWORDS: (Computers and the Internet); (Cellular Telephones)

COMPANY TERMS: APPLE INC

Word Count: 31  
11/24/10 WSJ-ABS B8  
END OF DOCUMENT

10/18/10 Comm. Daily (Pg. Unavail. Online)  
2010 WLNR 21003533

COMMUNICATIONS DAILY  
Copyright 2010 Warren Publishing, Inc.

October 18, 2010

Section: TODAY'S NEWS

**New App Stores On Web, TV Draw Interest from Content Owners**

Media companies are working on new applications for Web browsers and other platforms as the popularity of mobile "apps" is spreading online and to the TV, Internet industry executives said. Some see the forthcoming Web application stores such as Google's Chrome Web Store as a way to find more revenue from their online content, they said. "Publishers will be very keen to get involved in this," said Alex Vlasto, vice president of marketing at Alot.com, which is developing a Web browser app bar, similar to a toolbar. "It will simply be another channel to distribute their content, and importantly a channel where ...

they can have an opportunity to charge for content," he said. The new app platforms will give media companies a chance to develop new user interfaces for their online content, executives said. Through new programming tools such as HTML 5, software developers can provide a much richer experience through apps than on traditional websites, said Ryan Massie, executive vice president of Clicker.com, which developed an HTML 5 site for Chrome of its online video indexing product. "You can do a lot of things now in browsers that in the past would have taken a full download of an application," he said. "Everything is moving to the cloud and the browser is becoming the place where you manage applications." And as more new TV sets incorporate Internet connectivity, companies will increasingly develop applications better suited for that screen, he said. "Just like 10 years ago when people started developing mobile interfaces for their websites, we're thinking we'll have to start doing the same if people are accessing us through their televisions." Media content owners have been very interested in developing applications for Google's Chrome Web Store which will be introduced later this year, said Rahul Roy-Chowdhury, senior product manager for the store. He said they're attracted to Chrome's large and growing user base, the new capabilities of designing in HTML 5 and the opportunity to develop new business models based on subscription revenue or sole sponsorship of content through the store. "People are looking at this as an opportunity across all types of content," he said. Google expects media companies, news organizations, games developers and other content publishers to develop apps for the platform, said Brian Rakowski, director of product management for the Google Chrome team. Media companies are also applications for Web-connected TV sets to take advantage of the popular consumer behavior of browsing the Internet while watching TV, said Russ Schafer, senior director of marketing at Yahoo's Connected TV group. On sets equipped with Yahoo's technology, two kinds of applications get the most use — frequent check-in applications that provide news and weather updates, and media applications that allow viewers to watch traditional TV programming, he said. And last week Google announced programmers including CNBC, the NBA and HBO would have apps on its new Google TV platform. The type and amount of programming that content owners make available to these platforms may vary, said Clicker's Massie. At programmers' request, Clicker's online video indexing system can limit access to certain programs based on where the viewer is watching it, he said. "We have a very good process for turning off sources ... we can turn off sources if someone is accessing us via their phone or the Web or television," he said. But programmers should be cautious about limiting access on these new

platforms too strictly, Vlasto said. "If you're basically saying to people 'the only way you can consume this content is via Hulu.com or our TV station', that's really narrow minded, and I think they'll end up shooting themselves in the foot," he said. He predicted that programmers will be more open with their programming in the future as new online storefronts facilitate easier payments from viewers and advertisers. -- Josh Wein

---- INDEX REFERENCES ---

COMPANY: WAREHOUSES ESTATES BELGIUM S CA; YAHOO TECHNOLOGIES NORWAY AS; GOOGLE INC; GOOGLE LIMITED LIABILITY COMPANY GOOGLE OOO; GOOGLE SPAIN SL; LOW VOLTAGE DEVICES PLANT OPEN JSK; YAHOO INC; YAHOO HUNGARY LABS KFT; GOOGLE SWEDEN AB; GOOGLE CZECH REPUBLIC S R O; GOOGLE DENMARK APS; INTERNET SECURITIES; CENTRAL BANK OF THE REPUBLIC OF AZERBAIJAN; YAHOO DO BRASIL INTERNET LDA; YAHOO

INDUSTRY: (Internet (1IN27); Internet Audio & Video (1IN30); Internet Media Content (1IN04); Online & Electronic Publishing (1ON84); Emerging Internet Business Applications (1EM61); World Wide Web (1WO65); Online Entertainment (1ON93); TV Programming (1TV26); I.T. (1IT96); Retail (1RE82); Knowledge Management (1KN91); Online Information Services (1ON58); Internet Technology (1IN39); Online Content Providers (1ON63); Entertainment (1EN08); Internet Media (1IN67); Information Management (1IN35); Digital Broadcasting (1DI81); Content Management (1CO41); E-Commerce (1EC30); Online Services (1ON37); Publishing (1PU26); TV (1TV19))

Language: EN

OTHER INDEXING: (CHROME; CHROME WEB STORE; CLICKER COM; CONNECTED TV; GOOGLE; GOOGLE CHROME; INTERNET; NBA; NEW GOOGLE TV; TV; WEB; YAHOO) (Alex Vlasto; Brian Rakowski; Clicker; Josh Wein; Massie; Rahul Roy-Chowdhury; Russ Schafer; Ryan Massie; Vlasto)

Word Count: 640

10/18/10 COMMD (No Page)

END OF DOCUMENT

10/18/10 Wash. Internet Daily (Pg. Unavail. Online)  
2010 WLNR 21003602

WASHINGTON INTERNET DAILY  
Copyright 2010 Warren Publishing, Inc.

October 18, 2010

Section: TODAY'S NEWS

**New App Stores On Web, TV Draw Interest from Content Owners**

Media companies are working on new applications for Web browsers and other platforms as the popularity of mobile "apps" is spreading online and to the TV, Internet industry executives said. Some see the forthcoming Web application stores such as Google's Chrome Web Store as a way to find more revenue from their online content, they said. "Publishers will be very keen to get involved in this," said Alex Vlasto, vice president of marketing at Alot.com, which is developing a Web browser app bar, similar to a toolbar. "It will simply be another channel to distribute their content, and importantly a channel where ...

they can have an opportunity to charge for content," he said. The new app platforms will give media companies a chance to develop new user interfaces for their online content, executives said. Through new programming tools such as HTML 5, software developers can provide a much richer experience through apps than on traditional websites, said Ryan Massie, executive vice president of Clicker.com, which developed an HTML 5 site for Chrome of its online video indexing product. "You can do a lot of things now in browsers that in the past would have taken a full download of an application," he said. "Everything is moving to the cloud and the browser is becoming the place where you manage applications." And as more new TV sets incorporate Internet connectivity, companies will increasingly develop applications better suited for that screen, he said. "Just like 10 years ago when people started developing mobile interfaces for their websites, we're thinking we'll have to start doing the same if people are accessing us through their televisions." Media content owners have been very interested in developing applications for Google's Chrome Web Store which will be introduced later this year, said Rahul Roy-Chowdhury, senior product manager for the store. He said they're attracted to Chrome's large and growing user base, the new capabilities of designing in HTML 5 and the opportunity to develop new business models based on subscription revenue or sole sponsorship of content through the store. "People are looking at this as an opportunity across all types of content," he said. Google expects media companies, news organizations, games developers and other content publishers to develop apps for the platform, said Brian Rakowski, director of product management for the Google Chrome team. Media companies are also applications for Web-connected TV sets to take advantage of the popular consumer behavior of browsing the Internet while watching TV, said Russ Schafer, senior director of marketing at Yahoo's Connected TV group. On sets equipped with Yahoo's technology, two kinds of applications get the most use — frequent check-in applications that provide news and weather updates, and media applications that allow viewers to watch traditional TV programming, he said. And last week Google announced programmers including CNBC, the NBA and HBO would have apps on its new Google TV platform. The type and amount of programming that content owners make available to these platforms may vary, said Clicker's Massie. At programmers' request, Clicker's online video indexing system can limit access to certain programs based on where the viewer is watching it, he said. "We have a very good process for turning off sources ... we can turn off sources if someone is accessing us via their phone or the Web or television," he said. But programmers should be cautious about limiting access on these new



platforms too strictly, Vlasto said. "If you're basically saying to people 'the only way you can consume this content is via Hulu.com or our TV station', that's really narrow minded, and I think they'll end up shooting themselves in the foot," he said. He predicted that programmers will be more open with their programming in the future as new online storefronts facilitate easier payments from viewers and advertisers. -- Josh Wein

--- INDEX REFERENCES ---

COMPANY: WAREHOUSES ESTATES BELGIUM S CA; YAHOO TECHNOLOGIES NORWAY AS; GOOGLE INC; GOOGLE LIMITED LIABILITY COMPANY GOOGLE OOO; GOOGLE SPAIN SL; LOW VOLTAGE DEVICES PLANT OPEN JSK; YAHOO INC; YAHOO HUNGARY LABS KFT; GOOGLE SWEDEN AB; GOOGLE CZECH REPUBLIC S R O; GOOGLE DENMARK APS; INTERNET SECURITIES; CENTRAL BANK OF THE REPUBLIC OF AZERBAIJAN; YAHOO DO BRASIL INTERNET LDA; YAHOO

INDUSTRY: (Internet (1IN27); Internet Audio & Video (1IN30); Internet Media Content (1IN04); Online & Electronic Publishing (1ON84); Emerging Internet Business Applications (1EM61); World Wide Web (1WO65); Online Entertainment (1ON93); TV Programming (1TV26); I.T. (1IT96); Retail (1RE82); Knowledge Management (1KN91); Online Information Services (1ON58); Internet Technology (1IN39); Online Content Providers (1ON63); Entertainment (1EN08); Internet Media (1IN67); Information Management (1IN35); Digital Broadcasting (1DI81); Content Management (1CO41); E-Commerce (1EC30); Online Services (1ON37); Publishing (1PU26); TV (1TV19))

Language: EN

OTHER INDEXING: (CHROME; CHROME WEB STORE; CLICKER COM; CONNECTED TV; GOOGLE; GOOGLE CHROME; INTERNET; NBA; NEW GOOGLE TV; TV; WEB; YAHOO) (Alex Vlasto; Brian Rakowski; Clicker; Josh Wein; Massie; Rahul Roy-Chowdhury; Russ Schafer; Ryan Massie; Vlasto)

Word Count: 640

10/18/10 WASHINTDLY (No Page)

END OF DOCUMENT

10/6/10 AP Alert - Gambling 08:48:51

AP Alert - Gambling  
Copyright 2010 The Associated Press

October 6, 2010

Smartphone Adoption & App Stores Push European Mobile Betting User Base Past 2 Million, Juniper Report Finds

<http://www.juniperresearch.com>\_Consumer smartphone adoption has been a major driver in a resurgent European mobile gambling sector, with user numbers expected to rise by more than 60% in 2010, a new report from Juniper Research has found. Mobile betting services across the region have been particularly successful, with more than 2 million sports book customers in Europe now using the mobile to place their bets.

According to the report, leading betting firms have reported dramatic increases in mobile bets placed following the launch of browser-based apps optimised for the iPhone and Android operating systems. Furthermore, the decision by Apple to allow selected native apps -- such as those from BetFair and Paddy Power -- to be offered on the App Store has provided service providers with a new, highly visible and potentially lucrative delivery channel.

Meanwhile, the Juniper report noted that both adoption and usage levels received a further fillip during the World Cup in June, with Ladbrokes taking more than 100,000 bets via the mobile on the tournament.

According to report author Dr Windsor Holden, "The last twelve months or so have provided optimal growth conditions for mobile gambling services. With the growth in consumer smartphone adoption, mobile users are becoming far more comfortable with m-commerce in general, and gambling companies are benefiting from this greater affinity."

Other findings from the Mobile Gambling Markets report include:

A whitepaper exploring the mobile gambling marketplace, 'Good Odds for Mobile Gambling' is available to download from the new Juniper Research website today. To explore additional features of the new site and to register for free whitepapers/blogs, please go to <http://www.juniperresearch.com> (<http://www.juniperresearch.com>).

Further details of the study 'Mobile Gambling Markets: Casinos, Lotteries & Betting 2010-2015' can be downloaded from the Juniper website.

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.

Add to Digg  
([http://digg.com/submit?phase2&urlhttp://www2.marketwire.com/mw/release\\_html\\_b1?release\\_id670035](http://digg.com/submit?phase2&urlhttp://www2.marketwire.com/mw/release_html_b1?release_id670035)) Book-  
mark with del.icio.us  
([http://del.icio.us/post?v4&noui&jumpclose&urlhttp://www2.marketwire.com/mw/release\\_html\\_b1?release\\_id6700](http://del.icio.us/post?v4&noui&jumpclose&urlhttp://www2.marketwire.com/mw/release_html_b1?release_id6700))

35) Add to Newsvine  
([http://www.newsvine.com/\\_tools/seed&save?uhttp://www2.marketwire.com/mw/release\\_html\\_b1?release\\_id670035](http://www.newsvine.com/_tools/seed&save?uhttp://www2.marketwire.com/mw/release_html_b1?release_id670035))

--- INDEX REFERENCES ---

COMPANY: LADBROKES; BETTING PROMOTION SWEDEN AB; HILTON GROUP PLC ADR

INDUSTRY: (Internet (1IN27); Consumer Electronics (1CO61); Electronics (1EL16); Internet Appliances (1IN53); Emerging Internet Business Applications (1EM61); I.T. Analysts Report (1IT76); Hand-Held Devices (1PA81); I.T. (1IT96); Palmtop Computing (1PA77); Mobile Phones & Pagers (1WI07); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (Europe (1EU83))

Language: EN

OTHER INDEXING: (APP STORE; BETTING; CASINOS; LADBROKES; LOTTERIES; MOBILE GAMBLING; MOBILE GAMBLING MARKETS; SMARTPHONE ADOPTION AND APP STORES PUSH EUROPEAN MOBILE BETTING USER) (Add; Juniper Research; Windsor Holden) (GlobalDistribution)

KEYWORDS: (f); (Gambling); (HiTech)

Word Count: 362

10/6/10 APALERTGAM 08:48:51

END OF DOCUMENT

10/6/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

October 6, 2010

Smartphone Adoption & **App Stores** Push European Mobile Betting User Base Past 2 Million, Juniper Report Finds  
Betting Firms Receive Boost as **App Stores** Begin to Offer Gambling Apps

HAMPSHIRE, UK 10/06/10

HAMPSHIRE, UK, October 6 / MARKET WIRE/ --

Consumer smartphone adoption has been a major driver in a resurgent European mobile gambling sector, with user numbers expected to rise by more than 60% in 2010, a new report from Juniper Research has found. Mobile betting services across the region have been particularly successful, with more than 2 million sports book customers in Europe now using the mobile to place their bets.

According to the report, leading betting firms have reported dramatic increases in mobile bets placed following the launch of browser-based apps optimised for the iPhone and Android operating systems. Furthermore, the decision by Apple to allow selected native apps -- such as those from BetFair and Paddy Power -- to be offered on the App Store has provided service providers with a new, highly visible and potentially lucrative delivery channel.

Meanwhile, the Juniper report noted that both adoption and usage levels received a further fillip during the World Cup in June, with Ladbrokes taking more than 100,000 bets via the mobile on the tournament.

According to report author Dr Windsor Holden, "The last twelve months or so have provided optimal growth conditions for mobile gambling services. With the growth in consumer smartphone adoption, mobile users are becoming far more comfortable with m-commerce in general, and gambling companies are benefiting from this greater affinity."

Other findings from the Mobile Gambling Markets report include:

Mobile betting accounted for more than 70% of total global mobile gambling wagers in 2009, with the vast majority coming from the well-established iPAT service in Japan. The US is likely to become a key market in the medium term with the launch of mobile lottery services from 2011 onwards.

A whitepaper exploring the mobile gambling marketplace, 'Good Odds for Mobile Gambling' is available to download from the new Juniper Research website today. To explore additional features of the new site and to register for free whitepapers/blogs, please go to [www.juniperresearch.com](http://www.juniperresearch.com).

Further details of the study 'Mobile Gambling Markets: Casinos, Lotteries & Betting 2010-2015' can be downloaded

from the Juniper website.

Juniper Research provides research and analytical services to the global hi-tech communications sector, providing consultancy, analyst reports and industry commentary.

John Levett  
Juniper Research  
Tel: +44(0)1256 830002  
john.levett@juniperresearch.com

--- INDEX REFERENCES ---

COMPANY: LADBROKES; BETTING PROMOTION SWEDEN AB; HILTON GROUP PLC ADR

INDUSTRY: (Internet (1IN27); Electronics (1EL16); Consumer Electronics (1CO61); Internet Appliances (1IN53); Emerging Internet Business Applications (1EM61); I.T. Analysts Report (1IT76); Hand-Held Devices (1PA81); I.T. (1IT96); Phones & Answering Machines (1CO78); Palmtop Computing (1PA77); Mobile Phones & Pagers (1WI07); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (England (1EN10); United Kingdom (1UN38); Europe (1EU83); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (APP STORE; APP STORES BEGIN; BETTING; CASINOS; HAMPSHIRE; LADBROKES; LOTTERIES; MOBILE GAMBLING; MOBILE GAMBLING MARKETS; SMARTPHONE ADOPTION APP STORES PUSH EUROPEAN MOBILE BETTING USER) (John Levett Juniper; Receive Boost; Windsor Holden) (HAMPSHIRE, UK) (HAMPSHIRE, UK)

KEYWORDS: (Computers and Software:Internet); (Professional Services:Advertising, PR and Marketing); (Professional Services:Other Professional Services); (Retail:Consumer Electronics); (Retail:E-Commerce); (Telecom:Wireless); (Travel and Hospitality:Casinos/Gambling)

COMPANY TERMS: JUNIPER RESEARCH LTD

Word Count: 372  
10/6/10 INTERNETWIRE 00:00:00  
END OF DOCUMENT

9/29/10 Inv. Bus. Daily A04  
2010 WLNR 19284779

Investor's Business Daily  
Copyright 2010 Investors Business Daily

September 29, 2010

Section: Technology

**App Stores Offer Feast For Window-Shoppers**  
Applications abundant for iPhone, BlackBerry, Android smart phones  
PAUL KORZENIOWSKI  
FOR INVESTOR'S BUSINESS DAILY

A smart phone is anything but a mere phone nowadays.

The name of the game: apps.

"Application stores enable customers to take a cell phone and customize it to fit their own personality," said Frank Dickson, an analyst at market research firm In-Stat.

Apple ([STOCK[AAPL]]) popularized the idea of smart-phone apps stores with its iPhone, a big success that soon spawned app stores among most cell phone makers and services providers.

When users poke around smart- phone app stores, they find a wide range of applications. They range from work- place collaboration tools — videoconferencing apps, sharing PowerPoint apps and more — to the ... more frivolous. One iPhone app is designed to have the phone mimic someone hard at work — shuffling papers and the like — while the worker sneaks in a quick catnap.

Apple says it has more than 250,000 applications available for download at its App Store. Prices range from free to \$129, it says.

Many of the programs started off with a consumer focus, but the lines are blurring. Apple says it can't say just how many of its apps are business and how many consumer, because so many have multiple uses.

"Recently, Apple has been turning its attention more to the business market," said Jack Gold, principal of J. Gold Associates, a research firm focused on mobile devices.

The largest makers of business software, including Oracle ([STOCK[ORCL]]) and SAP ([STOCK[SAP]]), now offer mobile applications to aid business users in such area as payroll and accounting.

With so much choice, finding the best apps can be tough. To help, Apple has divided its applications into 18 catego-

ries, such as business, finance and productivity. Developers must categorize their apps into one of those 18.

#### New And Newsworthy

Apple further divides its apps under various subheadings, such as top paid, top free, what's hot, new and newsworthy, and staff picks.

Apple keeps a tight reign on the application approval process. The company has a lengthy set of stipulations that developers must adhere to before their applications are sold in its App Store.

"I have been amazed that someone has not challenged Apple's approval process in court," Gold said.

A couple of high-profile issues have surfaced, however. Apple has not approved Adobe Systems' ([STOCK[ADBE]]) Flash or Google's ([STOCK[GOOG]]) Google Voice for sale in its App Store. Observers expect the door to be opened to both applications at some point, but that's not yet been the case.

Some observers view Apple's App Store policies as anti-competitive.

"You look at Apple's refusal to allow Adobe and Google to launch their applications and wonder if there were technical or competitive reasons for the company's position," said In-Stat's Dickson.

Google's Android operating system has, like iPhone, quickly emerged as a major player in the smart-phone market.

Google makes the open-source OS available free to phone makers. Motorola ([STOCK[MOT]]), HTC and Samsung are among the handset makers that have released Android smart phones. (Google gets no direct money from Android, but the OS is designed to work well with Google's search and other services.)

Google won't be alone in providing Android app stores. Other companies have plans to do so, reportedly including Kindle e-book reader maker Amazon.com ([STOCK[AMZN]]).

Market tracker NPD Group says more Android smart phones were sold in the second quarter in the U.S. than iPhones. They ranked Nos. 1 and 2, respectively.

Google, though lags behind Apple in apps, though its Android Market app store opened just three months after Apple's, in October 2008 vs. that July.

Google says its app store has more than 80,000 applications available for download, with prices ranging from free to \$200.

It, too, identifies its top paid and top free programs. Paid app distribution, however, continues to be limited to a relatively few countries, which of course is an issue in the developer community.

#### Open-Source Attraction

The open-source Android OS is freely open to app developers. That's the good news for app developers. The bad news is that handset makers are allowed to tweak Android, and do so as a way of differentiating their products.

As a result, "because the underlying hardware is different, there is no guarantee that an application will run on every

Android phone," Gold said.

BlackBerry maker Research In Motion ([STOCK[RIM]]) had worked with third parties in the past. It didn't open its own app store until spring 2009. It started with 1,000 apps and now has about 10,000, ranging in price from free to more than \$100.

RIM originally aimed its BlackBerry at business users. Its users can download a range of white papers and Webinars on various business topics.

Because security is always a top concern with businesses, the company historically has followed a tight approval process.

Its BlackBerry App World store is helping RIM expand its reach into the consumer market. App World features keyword and category searches.

It offers Top 25 lists in the categories of new, popular, themes, paid and free, as well as a regularly rotated list of featured applications.

What About Microsoft?

Microsoft ([STOCK[MSFT]]) is the wild card. The company's Windows Mobile operating system has seen its market share drop like a stone in the face of strong competition from iPhone, Android and BlackBerry.

Market tracker Gartner says Microsoft's global market share fell to 5% last quarter from 9.3% a year ago.

"There are questions about Microsoft's long-term future in the smart-phone space," Gold said.

But Microsoft plans to open its first app store with the launch of its Windows Phone 7.0 operating system sometime before the holiday shopping season.

Microsoft says Windows Marketplace for Mobile will have 2,200 apps available at launch, including games. It says 5,300 software vendors have registered to build applications for Windows Mobile.

---- INDEX REFERENCES ----

COMPANY: ADOBE SYSTEMS BRASIL; ADOBE SYSTEMS GMBH; GOOGLE LIMITED LIABILITY COMPANY GOOGLE OOO; MOTOROLA SAS; STOCK; ADOBE SYSTEMS NEW ZEALAND LTD; SAP AG ADR; HTC CORP; DP ACQUISITION 2006 LLC; ORACLE NORGE AS; ORACLE CORPORATION UK LTD; ADOBE SYSTEMS S R O; RAYNAL ET ROQUELAURE; AUTOMATIQUE DE PROFILAGE SAS{SAP}; MICROSOFT CORP (TEXAS); AGENTIA PROPRIETATII PUBLICE; SAP AG; AMAZON COM INC; MICROSOFT CORPORATION (INDIA) PVT LTD; GOOGLE SWEDEN AB; ORACLE CORP; MOTOROLA BV; RESEARCH IN MOTION BELGIUM BVBA; ORACLE DANMARK APS; ORACLE; GOOGLE DENMARK APS; ASIA PULP AND PAPER CO LTD; ADOBE SYSTEMS CO LTD; MOTOROLA GMBH (MOTOROLA INC); APP INTERNATIONAL FINANCE COMPANY BV; ADOBE SYSTEMS SOUTH AFRICA (PROPRIETARY) LTD; GOOGLE SPAIN SL; OS CO LTD; APPLE GMBH; ADOBE SYSTEMS INC; ADOBE SYSTEMS DANMARK APS; ADOBE SYSTEMS ENGINEERING GMBH; ORACLE CORPORATION JAPAN; GOOGLE CZECH REPUBLIC S R O; SAP; RESEARCH IN MOTION CORP; ADOBE SYSTEMS PTE LTD; ADOBE SYSTEMS ROMANIA SRL; MOTOROLA INC; ADOBE SYSTEMS FEDERAL LLC; APPLIED PLASMA PHYSICS AS; RESEARCH IN MOTION LTD; MICROSOFT CORP; RAEBER INFORMATION MANAGE-



MENT; MOTOROLA ISRAEL BEAM; MICROSOFT CORP (NORTH CAROLINA); APPLE PROFESSIONALS INC; APPLE RETAIL ITALIA SRL; MICROSOFT CORP (SEATTLE); GOOGLE INC; HANGZHOU STEAM TURBINE CO LTD; MOTOROLA CAPITAL TRUST I; ORACLE SVENSKA AB; MICROSOFT DEVELOPMENT CENTER COPENHAGEN APS; MOTOROLA; AMAZON COM; MICROSOFT LTD; ADVANCED PHARMACEUTICAL PACKAGING CO; APPLE INC; MUNICIPALITY OF OS; AMAZON COM LLC

NEWS SUBJECT: (Market Share (1MA91); Major Corporations (1MA93); Sales & Marketing (1MA51); Business Management (1BU42))

INDUSTRY: (Consumer Electronics (1CO61); Electronics (1EL16); Hand-Held Devices (1PA81); I.T. (1IT96); Phones & Answering Machines (1CO78); Palmtop Computing (1PA77); Mobile Phones & Pagers (1WI07); Palmtop Operating Systems & Software (1PA15); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

Language: EN

OTHER INDEXING: (AAPL; ADOBE; ANDROID; ANDROID MARKET; ANDROID OS; APP; APP STORE; APP STORES OFFER; BLACKBERRY; BLACKBERRY APP; GOOGLE; HTC; J GOLD ASSOCIATES; MICROSOFT; MOTOROLA; MSFT; ORACLE; ORCL; OS; RIM; RIMM; SAP; STOCK; WINDOWS MARKETPLACE; WINDOWS MOBILE) (Apple; Application; Dickson; Frank Dickson; Gold; Jack Gold; Samsung)

COMPANY TERMS: ADOBE SYSTEMS; AMAZON COM; APPLE; GOOGLE; MICROSOFT; MOTOROLA; ORACLE; RESEARCH IN MOTION; SAP; APPLE INC; ADOBE SYSTEMS INC; AMAZON COM INC; GOOGLE INC; MOTOROLA INC; MICROSOFT CORP; ORACLE CORP; RESEARCH IN MOTION LTD; SAP AG ADR

TICKER SYMBOL: AAPL; ADBE; AMZN; GOOG; MOT; MSFT; ORCL; RIMM; SAP

Word Count: 962

9/29/10 INVBUSD A04

END OF DOCUMENT

8/12/10 Wilkes-Barre Times Leader (PA) (Pg. Unavail. Online)  
2010 WLNR 16035100

Times Leader, The (Wilkes-Barre, PA)  
Copyright 2010 The Times Leader, Wilkes-Barre, Pa.

August 12, 2010

The Times Leader, Wilkes-Barre, Pa., Tech Talk column: **App stores**, gadgets driving convergence of computers,  
TV TECH TALK NICK DELORENZO  
Nick DeLorenzo  
The Times Leader, Wilkes-Barre, Pa.

Aug. 12--I'VE LONG suspected that a seamless merger between television and computer was inevitable. But as possible as it might be to easily achieve that goal by using your desktop computer as a tuner/DVR, the line between television and computer has remained a fairly solid one.

Until now. Samsung has launched an app store for its new HDTV models -- an app store that has expanded rapidly since its launch. Sporting titles like "ESPN Next Level," these apps promise to bring a whole new level of interactivity into your living room.

For sporting and news events in particular, this could greatly enhance the way you watch TV. Samsung's applications work across a range of their devices, from televisions to cell phones.

And Samsung isn't alone; Apple and Google are also big-name contenders in this burgeoning market.

Google, the quintessential Goliath of the online world, is offering Android-based set-top boxes that allow you to use or overlay apps and access the Internet via your existing television set.

Google has formed partnerships with companies such as Sony, Intel and Dish Network to consolidate its foothold in the market, and the increasing use of its Android platform on phones and tablet PCs means we could soon see some interesting convergence between the devices.

Apple has been offering "Apple TV" for some time now, based upon a lightweight version of its OSX operating system. Unusual for Apple, there hasn't been too much hype about the product.

Nick DeLorenzo is Director of Interactive and New Media for The Times Leader. Write him at [ndelorenzo@timesleader.com](mailto:ndelorenzo@timesleader.com)

--- INDEX REFERENCES ---

COMPANY: TIMES LEADER

INDUSTRY: (PC (1PC82); Consumer Electronics (1CO61); Electronics (1EL16); Computer Equipment (1CO77); I.T. (1IT96); Mobile Phones & Pagers (1WI07); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (U.S. Mid-Atlantic Region (1MI18); North America (1NO39); USA (1US73); Americas (1AM92); Pennsylvania (1PE71))

Language: EN

OTHER INDEXING: (APPLE TV; OSX; SONY INTEL; TIMES LEADER (THE); TIMES LEADER; TV) (Apple; Aug; Google; Nick DeLorenzo; Samsung; Tech Talk; Unusual; Write)

TICKER SYMBOL: NASDAQ-NMS:GOOG; NYSE:SNE; NASDAQ-NMS:INTC; NASDAQ-NMS:DISH; HongKong:0708

Word Count: 265

8/12/10 WBTIMES (No Page)

END OF DOCUMENT

7/31/10 Dallas Morning News 10  
2010 WLNR 15344321

Dallas Morning News  
Copyright 2010 The Dallas Morning News

July 31, 2010

Are app stores for PCs on the way?

Over the last few years, phone makers have trained their customers to download new programs directly from the Internet to their handsets.

No need to visit a retailer, buy a box and slide an installation disc into your computer.

Direct-download app stores reign as just about the only way to install new programs on your phone. So why don't we have app stores for our computers?

Well, there are indications we could soon have just such a virtual marketplace for our desktops and laptops.

Computer users are clearly losing interest in traditional disc-based computer software. Sales in the U.S. of old-fashioned boxed computer software have steadily fallen from \$3 billion in 2005 to \$2.4 billion last year, according to research firm NPD Group.

Meanwhile, global app downloads for phones are expected to generate sales of \$6.8 billion this year and zoom to \$29.5 billion by 2013, according to Gartner Inc.

No one tracks sales of downloadable software, but experts say the pendulum is clearly swinging toward digital downloads.

Stephen Baker, an NPD analyst, said traditional boxed software will continue to be the dominant delivery method for computer software for several years.

"That said, we've seen and will continue to see for computer software a winnowing down of what carries value to the consumer by being in a box," he said.

Americans certainly aren't losing their appetite for PCs. Shipments of desktops and laptops are expected to grow from 70.1 million in 2009 to 79.9 million in 2010, on the way to an estimated 121.3 million in 2014, according to the research firm IDC.

But a PC is only as useful as the software it runs. And it seems clear that smart phones do point to a more convenient method for getting that software onto your PC.

Many popular computer programs these days are available as both downloads and boxed products. You can buy or download the latest version of Photoshop, for example, or Microsoft's newest Windows 7 operating system or Office 2010 productivity programs.

But those programs are scattered across the websites of the various manufacturers.

"Chances are, on the PC, there's an app for that, as well," said Steve Kleynhans, vice president of the client computing group at Gartner. "But chances are you're never going to find it. The app store on the PC is Google, I guess."

Many developers are also now offering their programs directly as Web-based services. For example, rather than install mapping software on your computer, you just browse to Google Maps.

But there are drawbacks to transforming stand-alone programs into websites.

First, you have to have an always-on Internet connection to use a Web-based program.

Second, some Web apps are simply too bulky to run over any but the fastest Internet connections.

While an online app store would require an Internet connection for the initial download, you could then install the program and run it without access to the Internet.

There are some small efforts to gather downloadable computer programs into unified stores. Download.com and Valve Corp.'s Steam service for downloading games are essentially PC app stores, as are online music and video download services like Apple Inc.'s iTunes.

But none of those programs are integrated directly into the operating system. And for more than 90 percent of computer users, that operating system is a version of Microsoft's Windows.

A few weeks ago, a series of Microsoft slides about features for the as-yet-unannounced Windows 8 leaked online. One of the most detailed concepts was for a "Windows Store" that would look familiar to any smart-phone user.

Microsoft has not commented on the accuracy of the presentation, but Kleynhans said Microsoft might well be building app stores for Windows.

An official Microsoft app store - or stores - would also give less tech-savvy customers confidence that the program is at least as reliable and trustworthy as the average boxed program.

Kleynhans said that even when users find a program online that they'd like to download, it's often hard to tell if the website offering the download is free of viruses and malware.

"When you go to a random place on the Internet and click on a link, it could, in effect, blow up your PC," he said. "I think an app store helps to establish that [trust] because it puts a seal of approval."

DMN

--- INDEX REFERENCES ---

COMPANY: APPLE PROFESSIONALS INC; GARTNER INC; APPLE INC; MICROSOFT CORP; MICRO-

SOFT DEVELOPMENT CENTER COPENHAGEN APS

INDUSTRY: (Internet (1IN27); PC (1PC82); Software Products (1SO56); Electronics (1EL16); Consumer Electronics (1CO61); Computer Equipment (1CO77); I.T. Analysts Report (1IT76); Home & Multimedia PCs (1HO36); Online Entertainment (1ON93); I.T. (1IT96); Retail (1RE82); Internet Software (1IN50); Software O/S Platforms (1SO68); Software (1SO30); Phones & Answering Machines (1CO78); Entertainment (1EN08); Internet Media (1IN67); Mobile Phones & Pagers (1WI07); Portable PCs (1PO56); PC O/S Platforms (1PC73); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03); Electronic Interactive Entertainment (1EL14); PC Retailing (1PC68))

Language: EN

OTHER INDEXING: (APPLE INC; DMN; DOWNLOAD COM; GARTNER; GARTNER INC; MICROSOFT; NPJ; PC; PCS; VALVE CORP; WINDOWS) (Chances; Google Maps; Kleynhans; Stephen Baker; Steve Kleynhans)

KEYWORDS: SOFTWARE

EDITION: EDITION1

Word Count: 723  
7/31/10 DALLASMN 10  
END OF DOCUMENT

7/26/10 Midnight Trader (Pg. Unavail. Online)  
2010 WLNR 14869787

MidnightTrader

Copyright 2010 MidnightTrader.com. All rights reserved. Unauthorized reproduction is strictly prohibited.

July 26, 2010

Citigroup Says It's iPhone App Stores User's Customer Account Information - Shares Up

Boston, Jul 26, 2010 (MidnightTrader via COMTEX News Network) -- Citigroup (C) said its application for Apple's (AAPL) iPhone has been saving customer account information in files hidden on the user's phone, according to several reports.

Citigroup shares are up 2.2% or \$0.09, to \$4.11.

Price: 4.11, Change: +0.09, Percent Change: +2.2

--- INDEX REFERENCES ---

COMPANY: COMMERCIAL CREDIT CO; EUROPEAN AMERICAN BANK CORP; CITIGROUP INC; CITIGROUP ALTERNATIVE INVESTMENTS LLC

NEWS SUBJECT: (Major Corporations (1MA93); Investment Banking (1IN86))

INDUSTRY: (Major Financial Services Firms (1MA21); Electronics (1EL16); Consumer Electronics (1CO61); Investment Banks (1IN03); Mobile Phones & Pagers (1WI07); Financial Services (1FI37); Banking (1BA20); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

Language: EN

OTHER INDEXING: (CITIGROUP; COMTEX NEWS; CUSTOMER ACCOUNT INFORMATION; IPHONE APP STORES USER) (Apple; Price) (UNITED STATES)

KEYWORDS: (Banks); (Diversified Banking Inst); (Financial); (GAIN.MN); (STOK.MN)

COMPANY TERMS: CITIGROUP INC

PRODUCT: National Commercial Banks

SIC: 6021

TICKER SYMBOL: New York:C

Word Count: 47

7/26/10 MIDTRADE (No Page)

END OF DOCUMENT



7/23/10 Drug Wk. 206  
2010 WLNR 14178540

Drug Week  
Copyright 2010 Drug Week via NewsRx.com

July 23, 2010

Section: Expanded Reporting

**JackBe Announces Presto 3.0, Industry-First Platform for Enterprise App Stores**  
JackBe

JackBe, the leading provider of Enterprise Mashup software, announced version 3.0 of its award-winning enterprise mashup platform, Presto. The new release provides a platform for creating internal Enterprise App Stores, as well as a robust visual toolset for creating secure Enterprise Apps. Presto 3.0 gives information-hungry business users the power to create and the freedom to choose the Apps they make, share, and use (see also JackBe).

"The timely, personalized information provided by Apps makes users and customers more productive in their work and more effective in their decision-making. And the App Store accelerates innovation through quick-to-market App offerings and allows employees and customers to customize the way in which they use information products," said Mirko Minnich, CTO and SVP of Elsevier Health Sciences. "I believe every enterprise will ultimately adopt the App Store as the primary model for delivering information in the future."

JackBe's visual tools make it easy for non-developers to create enterprise Apps, share them with other enterprise users through the App Store, and deploy them to enterprise destination like portals, SharePoint, iGoogle, and mobile devices. Presto 3.0 also includes enhancement to Wires, the popular visual mashup-making tool, Mashboard, a new App assembly and wiring tool, and Mashup Sites for SharePoint, an advanced SharePoint add-on that mashes SharePoint Lists and publishes Apps as SharePoint WebParts.

"Enterprise App Stores are the next frontier of business user productivity and self-service empowerment. Making it simple and safe for users to create and share business Apps is what every organization wants," said John Crupi, CTO at JackBe and co-author of Core J2EE Patterns. "Presto 3.0 puts powerful App-building tools in the hands of tech-savvy business users and ultimately gives them tremendous freedom to find and share enterprise information safely whenever, wherever and with whomever they work."

JackBe is hosting free online learning sessions about Enterprise Apps on Tuesday, July 13 and Thursday, July 29. Interested parties can register for 'Power and Freedom with Your Own Enterprise Apps and App Store' at [http://www.jackbe.com/news\\_events/events.php](http://www.jackbe.com/news_events/events.php). Pricing and Availability Corporate pricing and deployment information for the Presto 3.0 Enterprise Edition is available upon request at [www.jackbe.com/about/contact\\_form.php](http://www.jackbe.com/about/contact_form.php). JackBe will be making a cloud-based Developer Edition of Presto 3.0 available to all members of its Mashup Developer Community ([www.jackbe.com/dev](http://www.jackbe.com/dev)); registration in the Community is free and includes tutorials, samples, and support forums. About JackBe JackBe® powers the App Store in the Enterprise, giving businesses the power to create and the freedom to choose Apps that address their unique needs. Our innovative Enterprise Mashup platform,

Presto®, gives businesses the ability to rapidly mashup previously unconnected information to power secure Apps and deliver them through a secure Enterprise App Store for better collaboration and decision-making. For more information, visit [www.jackbe.com](http://www.jackbe.com).

JackBe and Presto are trademarks of JackBe Corporation. The names of other companies and products mentioned herein may be the trademarks of their respective owners.

--- INDEX REFERENCES ---

COMPANY: ENTERPRISE INTRASTATE LP; AGENTIA PROPRIETATII PUBLICE; ENTERPRISE OF AMERICA LTD (THE); APP INTERNATIONAL FINANCE COMPANY BV; ENTERPRISE TERMINALLING LLC; APPLIED PLASMA PHYSICS AS; ADVANCED PHARMACEUTICAL PACKAGING CO; ENTERPRISE; ASIA PULP AND PAPER CO LTD; ENTERPRISE INVESTMENT SERVICES LLC; JACKBE CORP

Language: EN

OTHER INDEXING: (APP; APP STORE; APPS; COMMUNITY; CTO; ENTERPRISE; ENTERPRISE APP STORE; ENTERPRISE APP STORES; ENTERPRISE APPS; ENTERPRISE MASHUP; JACKBE CORP; MASHUP DEVELOPER COMMUNITY) (Developer Edition; Health Sciences; Interested; JackBe; JackBe Announces Presto; JackBe JackBe; John Crupi; Mashboard; Mirko Minnich; Presto; SharePoint)

KEYWORDS: JackBe; Therapy

Word Count: 501  
7/23/10 DRUGWEEK 206  
END OF DOCUMENT

6/8/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

June 8, 2010

**New Report Examines Profitability of Mobile App Stores**

ROCKVILLE, MD 06/08/10

ROCKVILLE, MD, June 8 / MARKET WIRE/ --

MarketResearch.com has announced the addition of Mind Commerce Publishing's new report "Application Stores: Game Plan for Network Operators," to their collection of Application Software market reports. For more information, visit <http://www.marketresearch.com/product/display.asp?ProductID=2678417>.

There are currently 70 application stores and counting! There is a great application rush and every player in the telecom value chain has built stakes in this fast growing market including handset OEMs, device OS, independent players, network OEMs and service providers.

This report examines the evolution of application stores from the days of primitive on device portals, and studies the business models of Apple and other available app stores offerings. The report also evaluates in detail the emerging market of India and the evolution of app stores.

Topics covered in the report include...

What are the game changing trends in Application Store market around the world? Is the network operator DNA suitable for owning, managing and succeeding in the app world? Is there a strategy beyond merely emulating Apple's success model in iPhone App Stores? What are the critical success factors in a network operator owned application stores?

For more information, visit <http://www.marketresearch.com/product/display.asp?ProductID=2678417>.

Contact:

Sean Snyder  
MarketResearch.com  
[ssnyder@marketresearch.com](mailto:ssnyder@marketresearch.com)  
240.747.3076

--- INDEX REFERENCES ---

COMPANY: APPLE RETAIL ITALIA SRL; APPLE GMBH; MARKETRESEARCH COM INC

INDUSTRY: (Software Products (ISO56); Software (ISO30); Electronics (IEL16); Consumer Electronics (1CO61); Mobile Phones & Pagers (1WI07); I.T. (IIT96); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (North America (1NO39); Maryland (1MA47); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (APP STORES; APPLE; APPLICATION SOFTWARE; APPLICATION STORE; MARKETRESEARCH COM; MOBILE APP STORES; NETWORK OPERATORS; SEAN SNYDER MARKETRESEARCH) (ROCKVILLE, MD) (ROCKVILLE, MD)

KEYWORDS: (Computers and Software:Internet); (Computers and Software:Networking); (Computers and Software:Software); (Media and Entertainment:Information Services); (Professional Services:Advertising, PR and Marketing); (Retail:Consumer Electronics); (Retail:Consumer Interest); (Retail:E-Commerce); (Telecom:Networking); (Telecom:Telecommunication Services); (Telecom:Wireless)

COMPANY TERMS: MARKETRESEARCH COM

Word Count: 214

6/8/10 INTERNETWIRE 00:00:00

END OF DOCUMENT

5/1/10 Billboard 16  
2010 WLNR 17429527

Billboard  
Copyright 2010 Nielsen Business Media, Inc.

May 1, 2010

Volume 122; Issue 17

Vive la difference: multiplatform **app stores** like GetJar reach beyond smart phones.

Bruno, Antony

Offering 150,000-plus apps that have been downloaded more than 2 billion times, Apple's App Store is far and away the leading source of mobile applications driving today's mobile entertainment market.

But who is No. 2?

A little-known startup called GetJar, founded in 2004 in Lithuania.

Now based in San Mateo, Calif., the company has 68,000 free apps that have been downloaded about 900 million times, and it's planning to launch a paid app system around midyear.

By way of comparison, Google's Android Market has close to 50,000 apps with about 40 million downloads, while BlackBerry has slightly more than 6,000 apps. (Download figures aren't available.)

Unlike those app vendors, which are each dedicated to a single mobile operating system, GetJar distributes apps for multiple platforms and devices. That's what makes it interesting for artists and labels as they look to maximize their reach among mobile consumers.

While many players in the music business are content with creating apps for the iPhone, the fact remains that many consumers don't own one. Independent app stores like GetJar make it easier to reach other mobile subscribers by aggregating apps for different phones at one location, saving companies the trouble of creating different marketing efforts for multiple devices.

When GetJar customers select an app to download, the site automatically detects the type of handset they're using. If the app is compatible with the handset, GetJar serves up the appropriate version of the app, whether it's for a BlackBerry, a Nokia phone or an Android-based handset. For iPhone users, it redirects them to the Apple iPhone App Store for downloads.

[ILLUSTRATION OMITTED]

"We're the Walmart of app stores," GetJar chief marketing officer Patrick Mork says.

GetJar isn't alone. It's merely the largest among a slew of independent app stores that include Handango, acquired earlier this year by PocketGear; Handmark; AppBoy; and Mogango.

What makes them particularly compelling is that they offer apps for devices other than smart phones. Called "feature phones" by the mobile industry, these devices contain Web browsers and multimedia capabilities but don't have the same screen size, processing power or custom operating systems that are the hallmarks of the smartphone category.

In fourth-quarter 2009, only 21% of U.S. wireless subscribers were using a smart phone like an iPhone or a BlackBerry. While that's up 14% from the same period a year earlier, according to a recent report by Roger Entner, senior VP in the telecom practice at Nielsen, it still means 79% of available phones today are feature phones.

About 60% of the apps downloaded from GetJar are for these types of phones. If a participating developer doesn't have an app that can run on a GetJar user's phone, the service instead provides a downloadable shortcut to the mobile Web version of the app through the feature phone's browser.

App developers are mindful of the fact that many consumers using entertainment apps are replacing their feature phones with smart phones.

A recent com Score study tracking mobile gaming use found that U.S. mobile users with feature phones played mobile games 35% less last year than the year before, while mobile gaming on smart phones increased 60% during the same period, credited primarily to the fact that mobile gamers were shifting to smart phones. And thanks to falling prices and the expanding capabilities of the devices, Entner projects 51% of U.S. wireless subscribers will be using smart phones in third-quarter 2011.

But that means feature phones will still make up about half of the U.S. market in two years--and will retain a greater presence in emerging international markets. For developers that focus on a single platform, such as the iPhone, GetJar isn't a top-of-mind outlet.

Still, it's proved effective for app developers looking to maximize their reach. Mobile instant messaging app Nimbuzz, which was one of the first apps available on GetJar when it launched, credits the service for more than 30 million downloads.

GetJar provides app developers with an additional distribution channel at little to no cost. It charges nothing to post an app, and developers can bid auction-style to have their app promoted on GetJar's home page.

As walled-garden app stores like Apple's App Store and the Android Market get more crowded, independent aggregators like GetJar could become more valuable to artists and labels that are trying to reach mobile consumers

For 24/7 digital news and analysis, see [billboard.biz/digital](http://billboard.biz/digital).

--- INDEX REFERENCES ---

COMPANY: APPLE RETAIL ITALIA SRL; SCORE; NOKIA KOMUNIKASYON AS; NOKIA PTE LTD; OB-SHCHESTVO S OGRANICHENNOI OTVETSTVENNOSTIU "NOKIA"; GETJAR; APPLE GMBH; NOKIA CORP

INDUSTRY: (Wireless Networking (1WI62); Electronics (1EL16); Consumer Electronics (1CO61); Hand-Held Devices (1PA81); I.T. (1IT96); Networking Markets (1NE31); Wireless Internet & Messaging (1WI49); Wireless Equipment (1WI69); Telecom (1TE27); Palmtop Computing (1PA77); Mobile Phones & Pagers (1WI07); Networking (1NE45); Palmtop Operating Systems & Software (1PA15); Telecom Equipment (1TE98); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (North America (1NO39); USA (1US73); Americas (1AM92))

Language: EN

OTHER INDEXING: (ANDROID MARKET; APP STORE; APPLE; DOWNLOAD; GETJAR; ILLUSTRATION; NOKIA; SCORE) (BlackBerry; Entner; Google; Patrick Mork; Roger Entner; Vive)

KEYWORDS: (Arts and entertainment industries); (Music)

Word Count: 726  
5/1/10 BILLBD 16  
END OF DOCUMENT

4/2/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

April 2, 2010

Casino Data Imaging to Showcase Casino iGuide Mobile Media Applications, iGuide Wayfinder Plus and CasinoCAD at the National Indian Gaming 2010 Trade Show  
Casino iGuide Free Applications Now Available at iTunes and BlackBerry App Stores

LAS VEGAS, NV 04/02/10

LAS VEGAS, NV, April 2 / MARKET WIRE/ --

Privately held Casino Data Imaging (CDI) announced today it will be exhibiting at the annual National Indian Gaming Association trade show on April 8-9 in San Diego, booth 1133.

"The enormous success of CasinoCAD© is directly attributed to listening to customers and developing relevant solutions at affordable pricing," said CDI corporate spokesman George Levine. "We've applied the same methodology to Casino iGuide™ Mobile Media Applications and iGuide™ Wayfinder Plus system."

At the Indian Gaming 2010 CDI will be demonstrating very cool, exciting and affordable products:

Casino iGuide™ Mobile Media Applications, now available at both iTunes and BlackBerry app stores, maximizes mobile media technologies by providing a relevant and fun information tool for the customer while allowing the casino operator to easily manage and promote all aspects of the casino important to the customer. The ability to send offers to Casino iGuide™ users, touch point analytics, banner ads, links, text messaging, casino layout view, dynamic user interface and much more are powered by CDI's digital media division's Software as a Service.

iGuide™ Wayfinder Plus goes several steps beyond existing "way finder" type technology by combining CDI's patent pending "point2point" technology with a story board that provides a rich experience for the patron (and encourages repeat use). The patron will see all applicable categories (NaviKeys) when looking at the iGuide™ home screen. iGuide's navigating technology makes it easy for a patron to follow the avatar's path while identifying landmarks along the way. Critical to iGuide's success is a user interface as impressive and user-friendly as the front-end program itself.

CasinoCAD© and CasinoCAD© Enterprise enables casinos to increase profitability, productivity and market share by focusing on relevant key performance indicators (KPIs) via dynamic data visualization techniques and point and click report writing. With over 150 installations worldwide monitoring over 200,000 machines, CDI continues to focus on product enhancements and world class customer support.

CDI's commitment to the industry is fortified by dedicated iGuide™ digital media and CasinoCAD© development teams. At Indian Gaming 2010, booth 1133, CDI representatives will demo the very latest developments plus you



can immediately go to our website, [www.casinodataimaging.com](http://www.casinodataimaging.com), home page (see "post-its") for downloading the iPhone and BlackBerry free Casino iGuide™ demo apps.

About CDI

With offices in Las Vegas, NV and Mumbai, since 2001, privately held Casino Data Imaging (CDI) continues to be a casino industry leader in providing affordable and dynamic slot analysis and digital media solutions. More information about CDI is available at [www.CasinoDataImaging.com](http://www.CasinoDataImaging.com).

Contact:  
Rae Ann Gomez  
Email Contact  
702.496.0179

--- INDEX REFERENCES ---

COMPANY: CDI EDUCATION CORP; CDI; CDI ENGINEERING SOLUTIONS INC; CASINO GUICHARD PERRACHON SA; CASINO ACQUISITION LLC

INDUSTRY: (Electronics (1EL16); Consumer Electronics (1CO61); Travel & Tourism (1TR07); Casinos (1CA80); I.T. (1IT96); I.T. in Gambling (1IT08); I.T. Multimedia (1IT53); Telecom (1TE27); Gaming Industry (1GA25); Entertainment (1EN08); Mobile Phones & Pagers (1WI07); Press Releases (1PR19); Communications Software (1CO45); I.T. in Telecom (1IT42); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (North America (1NO39); USA (1US73); Nevada (1NE81); Americas (1AM92); Asia (1AS61); Southern Asia (1SO52); Indian Subcontinent (1IN32); India (1IN24))

Language: EN

OTHER INDEXING: (BLACKBERRY; BLACKBERRY APP STORES; CASINO; CASINO DATA IMAGING; CDI; INDIAN GAMING 2010; INDIAN GAMING 2010 CDI; NATIONAL INDIAN GAMING 2010; NATIONAL INDIAN GAMING ASSOCIATION; RAE ANN; TRADE SHOW CASINO; WAYFINDER) (Applications; Free Applications; George Levine; Mobile; Mobile Media Applications) (LAS VEGAS, NV) (LAS VEGAS, NV)

KEYWORDS: (Computers and Software:Software); (Media and Entertainment:Information Services); (Travel and Hospitality:Casinos/Gambling); (Travel and Hospitality:Hotels); (Travel and Hospitality:Tourism); (Trade Shows/Seminars/Webinars)

COMPANY TERMS: CASINO DATA IMAGING

Word Count: 579  
4/2/10 INTERNETWIRE 00:00:00  
END OF DOCUMENT

3/12/10 Drug Wk. 5247  
2010 WLNR 4534086

Drug Week  
Copyright 2010 Drug Week via NewsRx.com

March 12, 2010

Section: Expanded Reporting

The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App Stores and Smartphones Revolution  
Research and Markets

Research and Markets ([http://www.researchandmarkets.com/research/f90e8f/the\\_state\\_of\\_the\\_c](http://www.researchandmarkets.com/research/f90e8f/the_state_of_the_c)) has announced the addition of the "The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App Stores and Smartphones Revolution" report to their offering (see also Research and Markets).

Chinese Mobile Entertainment Revenue to Reach \$18 billion by 2013, Driven By 3G/4G, Mobile App stores, and Smartphones Revolution.

2010 is the year the Chinese Mobile entertainment market Truly Takes Advantage of the 3G, Mobile App stores, and Smartphones Revolution?

Leading market research and consulting company JBB Research, which specializes in the mobile and telecommunications industry, published its latest report, 'The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App stores, and Smartphones Revolution,' which provides the first industry-wide look at mobile entertainment strategies from the handset and carrier standpoints. With over 700 million mobile subscribers, China has become the largest wireless market in the world. But most importantly, it has now become one of the largest mobile entertainment markets in the world.

JBB Research predicts a solid growth in mobile entertainment usage in China given the growing popularity of advanced 3G smartphones, and mobile app stores, and Chinese carriers' migration toward 3G and 4G networks, and more affordable data plans.

As Chinese carriers continue to migrate toward 3G and 4G networks (e.g. TD-LTE, WiMAX), introduce new advanced 3G smartphones (e.g. Android-powered handsets), and more affordable data plans, this should fuel the adoption of mobile entertainment content/services in China, noted Julien Blin, Principal Analyst and CEO of JBB Research.

In 2010, the publisher expects mobile app stores to gain good traction, which should have a ripple effect on the Chinese mobile entertainment market. As competition around mobile applications stores starts to head up in 2010, the publisher expects Chinese carriers to heavily promote their own mobile application stores to increase customer retention and capture a larger share of this growing business?

For mobile app store providers like Apple and others, focusing more on developing Chinese-language mobile apps will be critical in order to help them drive the popularity of their mobile app store, noted Blin. While mobile entertainment services such as WAP/mobile web and ringback tones will continue to gain significant traction, the publisher expects mobile advertising, mobile LBS, and mobile payment, and mobile TV/video services to become key growth drivers in the next 3 years.

Based on JBB Research estimates, by the end of 2013, the total number of Chinese mobile entertainment subscribers is expected to double. In the coming years, the Chinese mobile entertainment content/services market is expected to experience strong growth. By the end of 2013, the total Chinese mobile entertainment revenue will reach a total of roughly \$18 billion, up from nearly \$6.5 billion in 2008.

To realize this potential, the Chinese mobile entertainment content/services market must quickly overcome hurdles that include the small penetration of 3G services and smartphones, the large proportion of low-income customers, handset limitations for many feature phones, the high cost of mobile data pricing and advanced multimedia-capable handsets, the growing popularity of free WiFi and content. Other restraining factors include censorship, the high level of fragmentation in the Chinese wireless market, fraud/corruption, and the lack of Chinese-language mobile apps, among others.

This 50+ pages report analyzes the Chinese mobile entertainment ecosystem, the key players, business models, future drivers, and key issues/inhibitors in the Chinese mobile entertainment content/services space. It also assesses and ranks the mobile entertainment strategy of the carriers, handset vendors, and provides specific recommendations to some of the leading companies featured in this report. Some of the companies profiled and mentioned in this report include Apple, Android/Google, RIM, LG, Samsung, Nokia, Dopod/HTC, Lenovo/Dell, Sony Ericsson, Palm, Motorola, ZTE, Huawei, China Mobile, China Unicom, China Telecom, Vantrix, Twitter, Facebook, Linktone, Hurray, KongZhong, Joyes, 3g.cn, A8 Music Group, V8 International, Madhouse, Casee, Digi-Red, Shanda, etc. The leading WASPs (Wireless Application Service Providers) in China are profiled in this report. Key stats per content/services types are also provided, such as the penetration rates for each type of mobile entertainment content/services (e.g. ringtones, mobile games, ringback tones, mobile web, mobile TV/Video services, etc.)

--- INDEX REFERENCES ---

COMPANY: LI GE LV YE GU FEN YOU XIAN GONG SI; APPLE RETAIL ITALIA SRL; SONY CORP; TELEFONAKTIEBOLAGET LM ERICSSON /V7/; SONY ERICSSON; CHINA UNITED NETWORK COMMUNICATIONS CORP LTD; LIAN TONG GUO JI TONG XIN YOU XIAN GONG SI; SAMSUNG; APPLE GMBH; RESEARCH INC; MOTOROLA; LG JU SIK HOE SA; CHINA UNICOM (HONG KONG) LTD

NEWS SUBJECT: (Major Corporations (1MA93); Entertainment Law (1EN33); Business Management (1BU42))

INDUSTRY: (Wireless Networking (1WI62); Electronics (1EL16); Wireless Application Protocol Connectivity (1WI08); Hand-Held Devices (1PA81); Wireless Services (1WI30); I.T. (1IT96); Networking Markets (1NE31); Wireless Equipment (1WI69); Telecom Markets (1TE97); Palmtop Computing (1PA77); Entertainment (1EN08); Mobile Phones & Pagers (1WI07); Palmtop Operating Systems & Software (1PA15); Wireless LAN (1WI22); Consumer Products & Services (1CO62); Networking Connectivity Solutions (1NE47); Internet (1IN27); Telecom Services (1TE09); Internet Audio & Video (1IN30); Consumer Electronics (1CO61); Wireless Internet & Messaging (1WI49); Telecom (1TE27); Internet Technology (1IN39); Phones & Answering Machines (1CO78); Networking (1NE45); Digital Broadcasting (1DI81); Telecom Consumer Equipment (1TE03))

REGION: (China (1CH15); Far East (1FA27); Eastern Asia (1EA61); Asia (1AS61))

Language: EN

OTHER INDEXING: (APPLE; CHINA UNICOM; CHINESE; CHINESE MOBILE; CHINESE MOBILE ENTERTAINMENT; CHINESE MOBILE ENTERTAINMENT MARKET; CHINESE MOBILE ENTERTAINMENT REVENUE; JBB; JBB RESEARCH; LG; MOBILE APP; MOBILE APP STORES; MOTOROLA; MUSIC GROUP; NOKIA; RESEARCH; SAMSUNG; SMARTPHONES REVOLUTION; SMARTPHONES REVOLUTION RESEARCH; SONY ERICSSON; TD; WAP; WIRELESS APPLICATION SERVICE; ZTE) (Android; Blin; Julien Blin)

KEYWORDS: Advertising; Android; Asia; China; Communications; Drugs; Entertainment; Methyltestosterone; Mobile Entertainment; Pharmaceuticals; Research and Markets; Telecommunications; Therapy; Treatment

Word Count: 948  
3/12/10 DRUGWEEK 5247  
END OF DOCUMENT

3/12/10 Drug Wk. 5247  
2010 WLNR 4597202

Drug Week  
Copyright 2010 Drug Week via NewsRx.com

March 12, 2010

Section: Expanded Reporting

The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App Stores and Smartphones Revolution  
Research and Markets

2010 MAR 12 - (NewsRx.com) -- Research and Markets ([http://www.researchandmarkets.com/research/f90e8f/the\\_state\\_of\\_the\\_c](http://www.researchandmarkets.com/research/f90e8f/the_state_of_the_c)) has announced the addition of the "The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App Stores and Smartphones Revolution" report to their offering (see also Research and Markets).

Chinese Mobile Entertainment Revenue to Reach \$18 billion by 2013, Driven By 3G/4G, Mobile App stores, and Smartphones Revolution.

2010 is the year the Chinese Mobile entertainment market Truly Takes Advantage of the 3G, Mobile App stores, and Smartphones Revolution?

Leading market research and consulting company JBB Research, which specializes in the mobile and telecommunications industry, published its latest report, 'The State of the Chinese Mobile Entertainment Market: Taking Advantage of the 3G, Mobile App stores, and Smartphones Revolution,' which provides the first industry-wide look at mobile entertainment strategies from the handset and carrier standpoints. With over 700 million mobile subscribers, China has become the largest wireless market in the world. But most importantly, it has now become one of the largest mobile entertainment markets in the world.

JBB Research predicts a solid growth in mobile entertainment usage in China given the growing popularity of advanced 3G smartphones, and mobile app stores, and Chinese carriers' migration toward 3G and 4G networks, and more affordable data plans.

As Chinese carriers continue to migrate toward 3G and 4G networks (e.g. TD-LTE, WiMAX), introduce new advanced 3G smartphones (e.g. Android-powered handsets), and more affordable data plans, this should fuel the adoption of mobile entertainment content/services in China, noted Julien Blin, Principal Analyst and CEO of JBB Research.

In 2010, the publisher expects mobile app stores to gain good traction, which should have a ripple effect on the Chinese mobile entertainment market. As competition around mobile applications stores starts to heat up in 2010, the publisher expects Chinese carriers to heavily promote their own mobile application stores to increase customer

retention and capture a larger share of this growing business?

For mobile app store providers like Apple and others, focusing more on developing Chinese-language mobile apps will be critical in order to help them drive the popularity of their mobile app store, noted Blin. While mobile entertainment services such as WAP/mobile web and ringback tones will continue to gain significant traction, the publisher expects mobile advertising, mobile LBS, and mobile payment, and mobile TV/video services to become key growth drivers in the next 3 years.

Based on JBB Research estimates, by the end of 2013, the total number of Chinese mobile entertainment subscribers is expected to double. In the coming years, the Chinese mobile entertainment content/services market is expected to experience strong growth. By the end of 2013, the total Chinese mobile entertainment revenue will reach a total of roughly \$18 billion, up from nearly \$6.5 billion in 2008.

To realize this potential, the Chinese mobile entertainment content/services market must quickly overcome hurdles that include the small penetration of 3G services and smartphones, the large proportion of low-income customers, handset limitations for many feature phones, the high cost of mobile data pricing and advanced multimedia-capable handsets, the growing popularity of free WiFi and content. Other restraining factors include censorship, the high level of fragmentation in the Chinese wireless market, fraud/corruption, and the lack of Chinese-language mobile apps, among others.

This 50+ pages report analyzes the Chinese mobile entertainment ecosystem, the key players, business models, future drivers, and key issues/inhibitors in the Chinese mobile entertainment content/services space. It also assesses and ranks the mobile entertainment strategy of the carriers, handset vendors, and provides specific recommendations to some of the leading companies featured in this report. Some of the companies profiled and mentioned in this report include Apple, Android/Google, RIM, LG, Samsung, Nokia, Dopod/HTC, Lenovo/Dell, Sony Ericsson, Palm, Motorola, ZTE, Huawei, China Mobile, China Unicom, China Telecom, Vantrix, Twitter, Facebook, Linktone, Hurray, KongZhong, Joyes, 3g.cn, A8 Music Group, V8 International, Madhouse, Casee, Digi-Red, Shanda, etc. The leading WASPs (Wireless Application Service Providers) in China are profiled in this report. Key stats per content/services types are also provided, such as the penetration rates for each type of mobile entertainment content/services (e.g. ringtones, mobile games, ringback tones, mobile web, mobile TV/Video services, etc.)

--- INDEX REFERENCES ---

COMPANY: LI GE LV YE GU FEN YOU XIAN GONG SI; APPLE RETAIL ITALIA SRL; SONY CORP; TELEFONAKTIEBOLAGET LM ERICSSON /V7/; SONY ERICSSON; CHINA UNITED NETWORK COMMUNICATIONS CORP LTD; LIAN TONG GUO JI TONG XIN YOU XIAN GONG SI; SAMSUNG; APPLE GMBH; RESEARCH INC; MOTOROLA; LG JU SIK HOE SA; CHINA UNICOM (HONG KONG) LTD

NEWS SUBJECT: (Major Corporations (1MA93); Business Management (1BU42))

INDUSTRY: (Wireless Networking (1WI62); Electronics (1EL16); Wireless Application Protocol Connectivity (1WI08); Hand-Held Devices (1PA81); Wireless Services (1WI30); I.T. (1IT96); Networking Markets (1NE31); Wireless Equipment (1WI69); Telecom Markets (1TE97); Palmtop Computing (1PA77); Entertainment (1EN08); Mobile Phones & Pagers (1WI07); Palmtop Operating Systems & Software (1PA15); Wireless LAN (1WI22); Consumer Products & Services (1CO62); Networking Connectivity Solutions (1NE47); Internet (1IN27); Telecom Services (1TE09); Internet Audio & Video (1IN30); Consumer Electronics (1CO61); Wireless Internet & Messaging (1WI49); Telecom (1TE27); Internet Technology (1IN39); Phones & Answering Machines (1CO78); Networking (1NE45); Digital Broadcasting (1DI81); Telecom Consumer Equipment (1TE03))

REGION: (China (1CH15); Far East (1FA27); Eastern Asia (1EA61); Asia (1AS61))

Language: EN

OTHER INDEXING: (APPLE; CHINA UNICOM; CHINESE; CHINESE MOBILE; CHINESE MOBILE ENTERTAINMENT; CHINESE MOBILE ENTERTAINMENT MARKET; CHINESE MOBILE ENTERTAINMENT REVENUE; JBB; JBB RESEARCH; LG; MOBILE APP; MOBILE APP STORES; MOTOROLA; MUSIC GROUP; NEWSRX COM; NOKIA; RESEARCH; SAMSUNG; SMARTPHONES REVOLUTION; SMARTPHONES REVOLUTION RESEARCH; SONY ERICSSON; TD; WAP; WIRELESS APPLICATION SERVICE; ZTE) (Android; Blin; Julien Blin)

KEYWORDS: Advertising; Android; Asia; China; Communications; Drugs; Entertainment; Methyltestosterone; Mobile Entertainment; Pharmaceuticals; Research and Markets; Telecommunications; Therapy; Treatment

Word Count: 954  
3/12/10 DRUGWEEK 5247  
END OF DOCUMENT

3/8/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

March 8, 2010

Infonetics Research: Service delivery platform market to hit \$4.6 billion by 2014, driven by mobile ads, app stores

CAMPBELL, CA 03/08/10

CAMPBELL, CA, March 8 / MARKET WIRE/ --

Market research firm Infonetics Research ([www.twitter.com/infonetics](http://www.twitter.com/infonetics)) released the first edition of its 2010 Service Delivery Platform Software and Services report, which tracks fixed-line and wireless SDP software and services that operators use to facilitate the creation and delivery of services.

ANALYST NOTE "Mobile operators are feeling the pressure to roll out their app stores over the next 12 months, and they're increasingly looking at service delivery platforms to manage the complexity associated with these third-party content ecosystems. This is an opportunity for SDP suppliers, particularly those SDP services companies that are able to provide turnkey solutions on a hosted basis, to help operators launch their app stores quickly and with minimal risk," explains Shira Levine directing analyst for next gen OSS and policy at Infonetics Research.

#### SERVICE DELIVERY PLATFORM MARKET HIGHLIGHTS

- The service delivery platform (SDP) services and software market is forecast by Infonetics Research to grow to \$4.6 billion in 2014
- SDP purchases are increasingly being made on a global basis, with parent companies making decisions on SDP investments for its subsidiaries and in some cases, such as Telefonica, looking to build centralized SDPs that cover multiple countries
- Oracle remains the worldwide revenue leader in the SDP software segment, and Ericsson maintains its leadership in the SDP services segment
- Huawei's significant contract win at Telefonica and other smaller deals raised its position in the SDP market considerably in 2009

REPORT SYNOPSIS Infonetics' service delivery platform report provides regional and worldwide market size, vendor market share, forecasts through 2014, market drivers, and analysis for fixed-line and wireless SDP software and services. The report tracks revenue separately for consulting, integration and hosted SDP services, and for the five main SDP software components: network and subscriber abstraction, SDP framework, service creation environment, service orchestration, and Web services environment.

SDP software and service vendors tracked include Accenture, Aepona, Alcatel-Lucent, Argela, Atos, CapGemini, Datatronics, Ericsson, Hewlett-Packard, Huawei, IBM, jNetX, Kabira, Microsoft, Motorola, Nokia Siemens, Oracle, Tata, Tech-



Mahindra, Telcordia, Telenity, TietoEnator, Volantis, ZTE, and others.

The report includes customer wins and service provider/vendor announcements made by Accenture, Astelit, COSMOTE, Globe Telecommunications, Korea Telecom Freetel, KPN, Maxis Communications Berhad, Mobilkom, Mobily Saudi Arabia, Shanghai Unicom, SingTel, TDC, Telecom Italia Mobile, Telefonica, Telstra, and others.

RELATED RESEARCH -- Sandvine, Cisco, Allot lead fast-growing standalone deep packet inspection (DPI) market

-- Operators expected to spend nearly \$800 million on subscriber data management by 2013

-- Deployment activity picking up in fast-growing policy server market

-- Oracle, IBM receive high marks from service providers in service delivery platform survey

COMING UP See Next Gen OSS and Policy on Infonetics' portal for details (<http://www.infonetics.com/login>):

- Policy Servers Biannual Report
- Subscriber Data Management Software and Services Biannual Report
- Convergent Charging Software and Services Biannual Report
- SDP Deployment Strategies: Global Service Provider Survey

MORE INFORMATION Log on or join: <http://www.infonetics.com/login>  
From the portal, go to RESEARCH, then NEXT GEN OSS AND POLICY.

#### SALES

- Larry Howard, Vice President: [larry@infonetics.com](mailto:larry@infonetics.com), +1 408-583-3335
- Scott Coyne, Senior Account Director, Eastern North America, Europe, Middle East: [scott@infonetics.com](mailto:scott@infonetics.com), +1 408-583-3395

Infonetics Research is an international market research and consulting firm serving the communications industry since 1990. A leader in defining and tracking emerging and established technologies in all world regions, Infonetics helps clients plan, strategize, and compete more effectively.

Image Available: [http://www2.marketwire.com/mw/frame\\_mw?attachid=1192951](http://www2.marketwire.com/mw/frame_mw?attachid=1192951)

Lead Analyst: Shira Levine  
Directing Analyst, Next Gen OSS and Policy  
Infonetics Research  
Email Contact  
<http://twitter.com/shiralevine>  
+1 408.583.3381

#### ---- INDEX REFERENCES ---

COMPANY: ACCENTURE DENMARK HOLDINGS AS; HEWLETT PACKARD NORGE AS; HEWLETT PACKARD APS; ERICSSON LTD; HEWLETT PACKARD NEW ZEALAND; INTERNATIONAL BUSINESS MACHINES CORP; TATA WEST ASIA FZE; ATOS ORIGIN; HEWLETT PACKARD EUROPE BV; ALCATEL LUCENT; ACCENTURE CA; HEWLETT PACKARD AUSTRALIA PTY LTD; ACCENTURE DIENSTLEISTUNGEN GMBH; ATOS ORIGIN

SA; CAPGEMINI AB; ACCENTURE SL; HEWLETT PACKARD DEVELOPMENT COMPANY LP; TELEFONAKTIEBOLAGET L M ERICSSON; NOVADIGM INC; EDITIALIS SAS; CISCO SYSTEMS MAGYAR; ACCENTURE CENTRAL EUROPE BV; ALANTEC CORP; ACCENTURE OUTSOURCING SRL; HEWLETT PACKARD FINANCIAL SERVICES CO; ACCENTURE SP ZOO; ACCENTURE LTD (THAILAND); ATOS SAS; HEWLETT PACKARD INDIGO BV; ACCENTURE HUMAN CAPITAL MGMT SOL SL; ACCENTURE S R O; HEWLETT PACKARD INDUSTRIAL PRINTING SOLUTIONS EUROPE BVBA; ACCENTURE LTD; HEWLETT PACKARD PORTUGAL LDA; MAXIS COMMUNICATIONS; ALCATEL; ORACLE; HEWLETT PACKARD S R O; HEWLETT PACKARD MANUFACTURING LTD; HEWLETT PACKARD; PT ACCENTURE; HEWLETT PACKARD CO; ACCENTURE SERVICES OY; HEWLETT PACKARD INDIA SALES PVT LTD; ACCENTURE AB; ACCENTURE TECHNOLOGY SOLUTIONS OY; KE I TI PEU RI TEL JU SIK HOE SA; HEWLETT PACKARD OY; ACCENTURE AG; ACCENTURE DO BRASIL LDA; RESEARCH INC; ALCATEL (BELARUS); HEWLETT PACKARD GMBH; CAPGEMINI OUTSOURCING SERVICES SAS; NOTE AB (PUBL); MAXIS COMMUNICATIONS BHD; ACCENTURE AS; HEWLETT PACKARD GOUDA BV; ACCENTURE S CA; CAPGEMINI ESPANA SL; ASTELIT; HEWLETT PACKARD PHILIPPINES CORP; TELENITY; ACCENTURE MIDDLE EAST BV; ALCATEL LUCENT SA; HEWLETT PACKARD GESELLSCHAFT MBH; ACCENTURE PTE LTD; HEWLETT PACKARD (CANADA) CO; ACCENTURE; HEWLETT PACKARD (ROMANIA) SRL; ACCENTURE OY; HEWLETT PACKARD SARL; ACCENTURE LDA; HEWLETT PACKARD NEDERLAND BV; AEPOA LTD; ACCENTURE PARTICIPATIONS BV; HEWLETT PACKARD SOUTH AFRICA (PROPRIETARY) LTD; HEWLETT PACKARD IRELAND LTD; ACCENTURE LLP; HEWLETT PACKARD SVERIGE AB; CAPGEMINI DEUTSCHLAND GMBH; CISCO MO BV

NEWS SUBJECT: (Major Corporations (1MA93); Sales & Marketing (1MA51); Market Research (1MA99); Market Data (1MA11); Business Management (1BU42))

INDUSTRY: (Wireless Networking (1WI62); I.T. Analysts Report (1IT76); I.T. (1IT96); Networking Markets (1NE31); Infrastructure (1IN78); Telecom (1TE27); Telecom Markets (1TE97); Telecom Carrier Operational Support Services (1TE92); Communications Software (1CO45); I.T. in Telecom (1IT42); Networking (1NE45); Next Generation Wireless Technology (1NE48))

REGION: (Spain (1SP23); Iberia (1IB61); Southern Europe (1SO59); Europe (1EU83); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (ACCENTURE; AEPOA; ALCATEL LUCENT; ARGELA; ASTELIT; ATOS; CAPGEMINI; CISCO; COSMOTE; DATATRONICS; ERICSSON; GLOBE TELECOMMUNICATIONS; HEWLETT PACKARD; IBM; KOREA TELECOM FRETEL; KPN; MAXIS COMMUNICATIONS BHD; MICROSOFT MOTOROLA NOKIA SIEMENS; NOTE; ORACLE; RESEARCH; SALES; SDP; SHIRA LEVINE DIRECTING ANALYST; TATA; TDC TELECOM ITALIA MOBILE; TECHMAHINDRA; TELCORDIA; TELENITY; TELSTRA; TIETOENATOR; VOLANTIS; ZTE) (Email Contact; Europe; Image; Larry Howard; Operators; SERVICE DELIVERY PLATFORM MARKET) (CAMPBELL, CA) (CAMPBELL, CA)

KEYWORDS: (Computers and Software:Hardware); (Computers and Software:Networking); (Computers and Software:Internet); (Telecom:Telecommunication Services); (Telecom:Telecommunication Equipment); (Telecom:Networking); (Telecom:Wireless); (Telecom:Cable and Satellite Services)

COMPANY TERMS: INFONETICS RESEARCH

Word Count: 854

3/8/10 INTERNETWIRE 00:00:00

END OF DOCUMENT

2/22/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

February 22, 2010

**App Stores to Include Pay TV**

ROCKVILLE, MD 02/22/10

ROCKVILLE, MD, February 22 / MARKET WIRE/ --

MarketResearch.com has announced the addition of Yankee Group's new report "Coming Up Next on Pay TV: App Stores," to their collection of Broadcasting & Cable market reports. For more information, visit <http://www.marketresearch.com/redirect.asp?progid=67618&productid=2553477>.

The app store movement will begin migrating to pay TV in 2010, despite a weak business model. Operators and vendors should prepare for the transition now by experimenting with business models and development processes that fit the video environment's unique attributes.

For more information, visit <http://www.marketresearch.com/redirect.asp?progid=67618&productid=2553477>.

Contact:  
Gregg Kellett  
MarketResearch.com  
gkellett@marketresearch.com  
240.747.3008

--- INDEX REFERENCES ---

COMPANY: YANKEE GROUP; YANKEE GROUP FINANCIAL INC; MARKETRESEARCH COM INC

INDUSTRY: (Press Releases (1PR19); I.T. Analysts Report (1IT76); I.T. (1IT96))

REGION: (North America (1NO39); Maryland (1MA47); Americas (1AM92); USA (1US73))

Language: EN

OTHER INDEXING: (BROADCASTING CABLE; GREGG KELLETT MARKETRESEARCH; MARKETRESEARCH COM; TV; YANKEE GROUP) (Operators; Stores) (ROCKVILLE, MD) (ROCKVILLE, MD)

KEYWORDS: (Computers and Software:Internet); (Computers and Software:Software); (Financial Ser-

vices:Commercial and Investment Banking); (Financial Services:Venture Capital); (Media and Entertainment:Books and Publishing); (Media and Entertainment:Information Services); (Media and Entertainment:Television); (Professional Services:Consulting); (Professional Services:Other Professional Services); (Retail:E-Commerce); (Telecom:Cable and Satellite Services); (Telecom:Telecommunication Services)

COMPANY TERMS: MARKETRESEARCH COM

Word Count: 160

2/22/10 INTERNETWIRE 00:00:00

END OF DOCUMENT

1/5/10 Internet Wire 00:00:00

Market Wire  
Copyright 2010 Marketwire

January 5, 2010

Mobile Augmented Reality App Downloads to Pass 400 Million Annually by 2014 as **Apps Stores** and AR-Enabled Smartphones Surge, Juniper Report Finds

HAMPSHIRE, UK 01/05/10.

HAMPSHIRE, UK, January 5 / MARKET WIRE/ --

The annual number of mobile downloads featuring augmented reality (AR) content is expected to rise from less than 1 million in 2009 to more than 400 million by 2014, according to a new report from Juniper Research.

The mobile augmented reality report found that the proliferation of apps stores amongst both network operators and OS vendors, allied to a steady rollout of AR-enabling technology on smartphones, will lead to a greater number of AR apps being made readily available to end-users, and to subsequent rapid increases both in the levels of adoption and service usage.

In addition, the report stated that location-based search apps will account for the majority of all AR downloads annually over the next five years, although by 2014 games -- the second most successful category in terms of downloads -- will have achieved nearly 30% of all downloads per annum. However, it also noted that while AR enterprise apps are unlikely to launch before 2012 due to technological constraints, and will subsequently account for a small minority of downloads, they will be able to command a very high subscription price.

Meanwhile, the report envisaged that an increasing proportion of vendors would emulate Samsung and begin to preload AR browsers onto handsets. As report author Dr. Windsor Holden observed, "Preloading an AR browser, or indeed any kind of AR-enabled app, onto the handset, greatly reduces time-to-content or thereby offers the opportunity to increase user familiarity with AR in practice."

Other findings from the mobile augmented reality research include:

- Total annual revenues from AR-enabled apps will reach \$732 million in 2014, up from less than \$2 million in 2010
- Deployments of time-critical AR apps will be limited in the short term due to issues with GPS accuracy

Juniper Research assesses the current and future status of mobile augmented reality based on interviews, case studies and analysis from representatives of some of the leading organisations in this bleeding edge industry.

Whitepapers and further details of the study 'Mobile Augmented Reality: Forecasts, Applications & Opportunity Appraisal 2009-2014' can be freely downloaded from [www.juniperresearch.com](http://www.juniperresearch.com).

Contact:

John Levett  
john.levett@juniperresearch.com  
Telephone +44(0)1256 830002

---- INDEX REFERENCES ---

COMPANY: OS KOMMUNE; GPS CORPORTATION; OESU KK; GPS

INDUSTRY: (Software Products (ISO56); Multimedia Production, Graphics & Publishing Software (1MU67); Electronics (1EL16); Consumer Electronics (1CO61); I.T. Analysts Report (1IT76); I.T. (1IT96); Trends in Technology (1TR23); Knowledge Management (1KN91); Networking Markets (1NE31); Virtual Reality (1VI90); Online Content Providers (1ON63); Software (1SO30); Phones & Answering Machines (1CO78); Science & Engineering (1SC33); Information Management (1IN35); Networking (1NE45); Application Software (1AP32); Consumer Products & Services (1CO62); Telecom Consumer Equipment (1TE03))

REGION: (England (1EN10); United Kingdom (1UN38); Europe (1EU83); Western Europe (1WE41))

Language: EN

OTHER INDEXING: (AUGMENTED REALITY; FORECASTS APPLICATIONS OPPORTUNITY; GPS; HAMPSHIRE; MOBILE AUGMENTED REALITY APP DOWNLOADS; OS) (John Levett Telephone; Windsor Holden) (HAMPSHIRE, UK) (HAMPSHIRE, UK)

KEYWORDS: (Media and Entertainment:Information Services); (Retail:Consumer Electronics); (Telecom:Cable and Satellite Services); (Telecom:Networking); (Telecom:Telecommunication Equipment); (Telecom:Telecommunication Services); (Telecom:Wireless)

COMPANY TERMS: JUNIPER RESEARCH LTD

Word Count: 464  
1/5/10 INTERNETWIRE 00:00:00  
END OF DOCUMENT