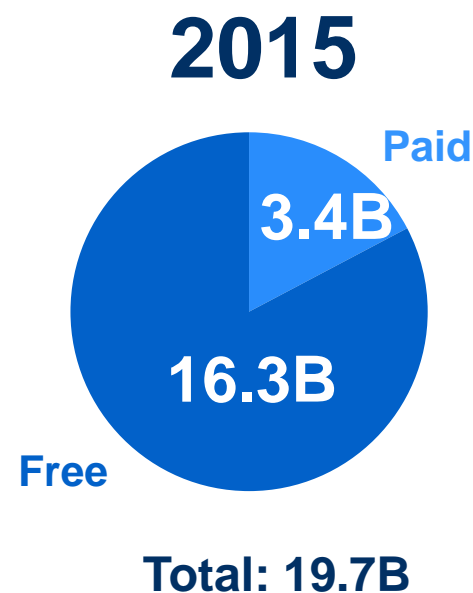


Future View: Market Forecasts



Total Annual Mobile App Downloads



Source: *WW & US Mobile Applications, Storefronts, Developer, and In-Add Advertising 1011-2015 Forecasts: Emergence of Post-Download Business Models (IDC #228221, June 2011)*

Unit Sales and In-App Revenue (\$)



Source: *WW & US Mobile Applications, Storefronts, Developer, and In-Add Advertising 1011-2015 Forecasts: Emergence of Post-Download Business Models (IDC #228221, June 2011)*

In-App Mobile Advertising Spend (\$)

2011

\$0.6B



2015

\$3.6B

Source: *WW & US Mobile Applications, Storefronts, Developer, and In-Add Advertising 1011-2015 Forecasts: Emergence of Post-Download Business Models (IDC #228221, June 2011)*