



# An Overview of Windows<sup>®</sup> Marketplace for Mobile

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## Windows® Marketplace for Mobile—Your Key to a New World Full of Opportunities

### Never a Dull Moment

Did you know that you can use your Windows® phone to find the closest restaurant, update your status in your favorite social networking sites, track your route and calories burned as you exercise, read a book, check the arrival of a flight, play a game, listen to music according to your taste, order your next DVD rental movie, show your collection of pictures to your friends, follow turn-by-turn directions to your next destination, get a wine recommendation to go with your dinner, and much, much more?



It has always been possible to do these things with a Windows phone as long as you knew where to find the right applications and successfully navigate the purchase and download process. Windows Marketplace is here to solve these problems and give users easy access to a very large library of applications for their Windows phones. Browsing through a world full of opportunities is easy whether you're looking for a particular application or need suggestions to find something new and interesting you have never tried.

You can browse Windows Marketplace from your phone anywhere in the world, or from the convenience of your home PC. You can check what other users have to say about the applications before you make up your mind about what to buy. Once you're ready, purchasing from the phone or the PC is a very simple process. Just click a button and the application will show up in your Windows start menu. You can pay with the credit card associated with your Windows Live ID profile or put it on your phone bill<sup>1</sup>.

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## Pre-Screened Applications

The applications you see on Windows Marketplace have gone through a rigorous certification process to ensure that they meet our strict security check and run well on your phone, so you can feel safe

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<sup>1</sup> For participating mobile operators only

about trying out something wildly different. If for some reason you are not satisfied with your purchase, Windows Marketplace offers a full refund within 24 hours of purchase<sup>2</sup>. No questions asked. We understand that an app may not be exactly what you wanted, or maybe you just changed your mind.

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## Developers—Here is a New Channel to Millions of Users Looking for Your Applications

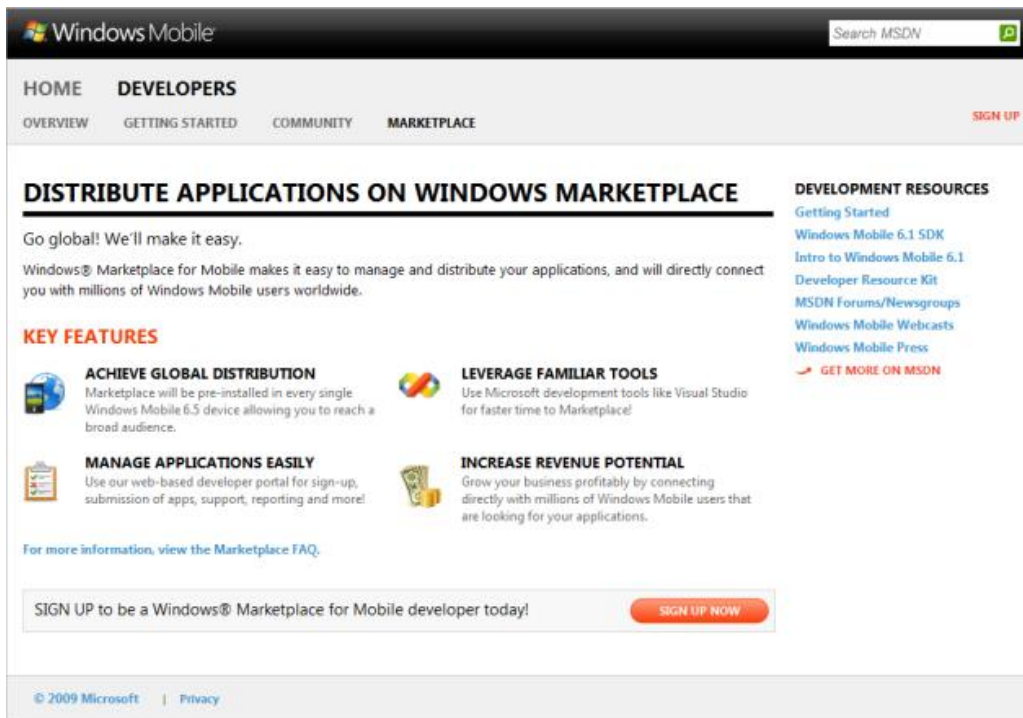
### Let Us Handle the Work

Historically, developers on Windows Mobile have been responsible not only for developing applications but also finding ways to distribute these applications to consumers. This is no easy task. This includes setting up commerce Web sites, handling payments and transactions, dealing with third party application stores, and so on. All of this takes time away from what developers do best—creating awesome applications.

Windows Marketplace is here to help. It is a brand new window to millions of users worldwide who need your applications. Windows Marketplace will be pre-loaded onto every Windows® phone starting with the launch of Windows Mobile 6.5 in Fall 2009. You can just build the application and we will solve the distribution problem for you.

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<sup>2</sup> Limit of one application return, per customer per calendar month, within 24 hours of purchase



The screenshot shows the Windows Mobile Developer website. At the top, there is a search bar for MSDN and a navigation menu with links for HOME, DEVELOPERS, OVERVIEW, GETTING STARTED, COMMUNITY, and MARKETPLACE. A 'SIGN UP' button is visible in the top right. The main heading is 'DISTRIBUTE APPLICATIONS ON WINDOWS MARKETPLACE'. Below this, there is a sub-heading 'KEY FEATURES' with four items: 'ACHIEVE GLOBAL DISTRIBUTION', 'LEVERAGE FAMILIAR TOOLS', 'MANAGE APPLICATIONS EASILY', and 'INCREASE REVENUE POTENTIAL'. To the right, there is a 'DEVELOPMENT RESOURCES' section with links to 'Getting Started', 'Windows Mobile 6.1 SDK', 'Intro to Windows Mobile 6.1', 'Developer Resource Kit', 'MSDN Forums/Newsgroups', 'Windows Mobile Webcasts', and 'Windows Mobile Press'. At the bottom of the main content area, there is a 'SIGN UP NOW' button and a copyright notice for 2009 Microsoft.

As a developer you have full visibility about the types of applications accepted in the store, and you can stay informed along the application submission process through certification and actual sales. Microsoft understands your needs because we have a history of working with developers. Our goal is to make sure you are successful and make a healthy profit developing on the Windows Mobile platform.

## Revenue Share

Developers get a 70% share of the net revenue collected from the sale of their applications. Microsoft handles all payment transactions for all 29 countries and regions, including collections and foreign exchange, and will make a monthly electronic funds transfer to your bank account in your local currency.

Interested in signing up to distribute your product? Here's what to do:

- Go to <http://developer.windowsmobile.com> and register as a Windows Marketplace developer.

- Pay the annual subscription fee of \$99 USD.
- Review the certification guidelines available on the portal.
- Develop your applications for Windows Mobile 6.5. You can get the tools and find all the details on the developer portal.
- Submit your applications for certification, and follow the status through your online account.
- Come back to the portal periodically to check the performance of your applications and sales numbers.
- Receive your revenue share.

## Mobile Operators—Embrace the Long Tail Opportunity

The Windows Mobile platform has a vibrant ecosystem of developers that provide a multitude of experiences which extend the usage of mobile phones to unprecedented limits. As a mobile operator, you can ensure that your subscribers have access to these experiences by leveraging Windows Marketplace. It's the simplest way to plug into the Windows® phone ecosystem.



## Windows Marketplace Brings New Revenue Opportunities

First, it helps increase the sale of data plans to Windows phone customers. A data plan is required in order to access the catalog, download applications, and use a growing number of connected applications that transmit data.

Second, the opportunities to participate in revenue shares from sales of applications which you would otherwise not have participated in are staggering. Who knows what can be the next hit in mobile applications? Where can it come from? By joining forces with Windows Marketplace, you can make sure that you won't miss it. Users purchase applications from tens of thousands of developers all over the world. It is nearly impossible for a mobile operator to keep track and maintain relationships with so many developers. But Microsoft can do this for you. And you will be participating in a revenue share of incremental application transactions. It's the long tail of application sales.

Additionally, Windows Marketplace offers mobile operators the opportunity to create and maintain their own section of the store, where they can sell their own applications and services with favorable revenue share terms. This is a direct window to the subscriber base, and a very easy way to increase ARPU by selling premium applications and services directly to your customers.<sup>3</sup>

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## The Future

What will the mobile application market have in store down the road? No one can say for sure, but Microsoft intends to stand prepared for any and all new developments. With the introduction of Windows Marketplace for Mobile on the stylishly redesigned Windows Mobile

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<sup>3</sup> To engage this option, the mobile operator will be required to execute a billing integration project to ensure that users will be able to pay for content with their phone bills.

6.5 operating system, you can be sure that Microsoft will be a key player in the arena. The benefits can be spread around—developers get an enormous new market to sell their wares and mobile operators can sign new customers and increase ARPU.

Windows Marketplace will continue to evolve by adding new features for developers to help them create new experiences and apply new business models to monetize their investments. It will expand its presence to cover new geographies. And it will work with future versions of the Windows Mobile platform as it evolves over time.

Whether you are a consumer, a developer, or a mobile operator, you should be excited about Windows Marketplace and the opportunities it presents. Come on board and help us change the shape of mobile phone applications. The future's waiting for you.

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