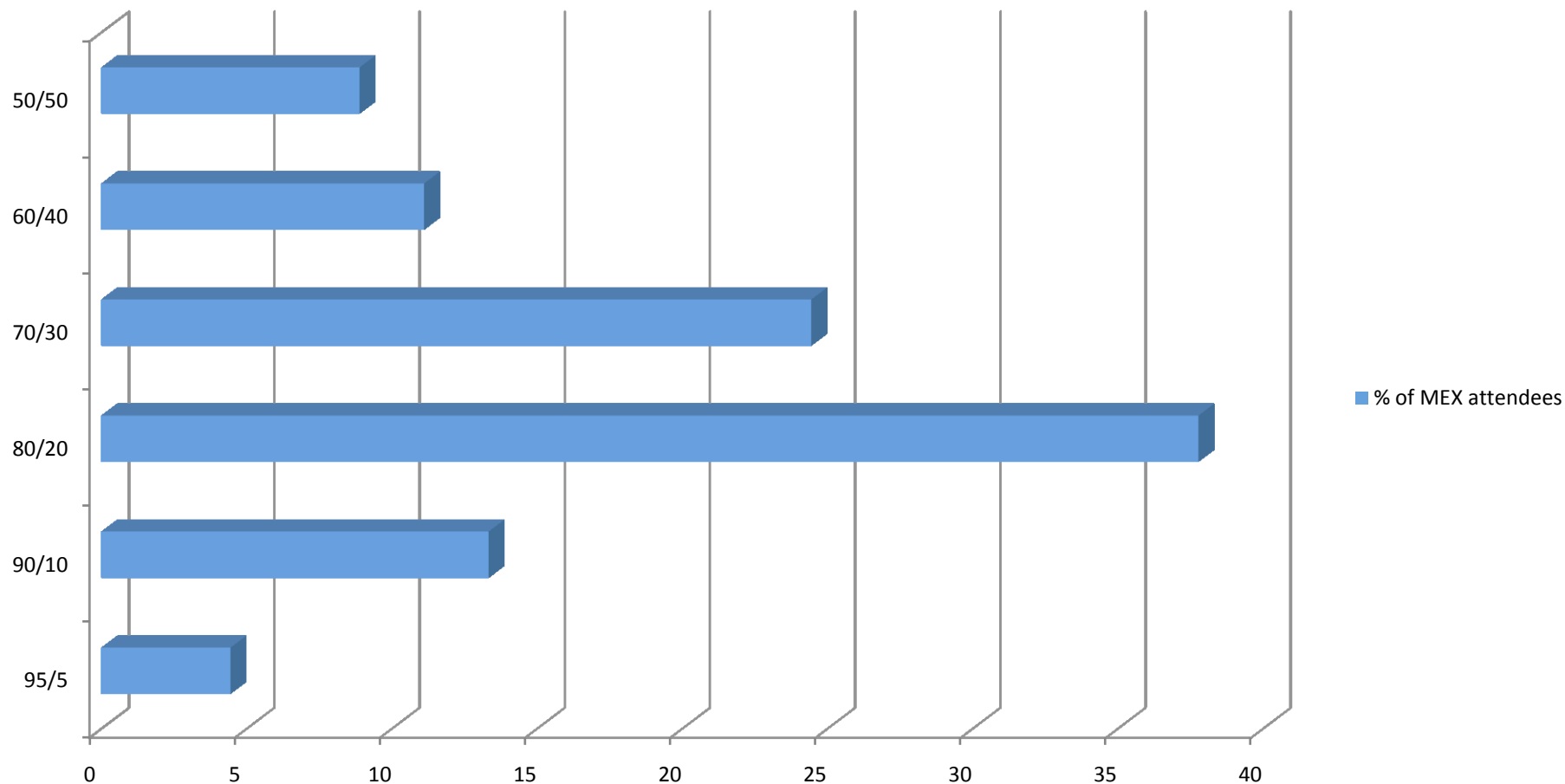


What is a fair revenue split with an app store?



Survey conducted among 100 attendees of the 5th annual MEX Mobile User Experience Conference & Awards on 19th – 20th May 2009. Participants included handset manufacturers, network operators, third party software developers, user experience consultants and hardware and software platform providers.



MEX 2010 is in London on 19th – 20th May 2010. Visit pmn.co.uk/mex