

DISTIMO REPORT



Q3 2010

Apple App Store - iPad

Apple App Store - iPhone

BlackBerry App World

Google Android Market

Nokia Ovi Store

Palm App Catalog

Windows Marketplace for Mobile

About Distimo

Distimo is an innovative app store analytics company built to solve the challenges created by a widely fragmented app store marketplace filled with equally fragmented information and statistics. Distimo Report provides in-depth reports for companies interested in the mobile application ecosystem providing valuable insight into important trends happening within application stores. Distimo Monitor offers mobile developers a free analytics tool to monitor their own and competitive applications across all app stores, without any adjustments needed to their application's code.

Distimo is a privately held company based in The Netherlands. Learn more: www.distimo.com

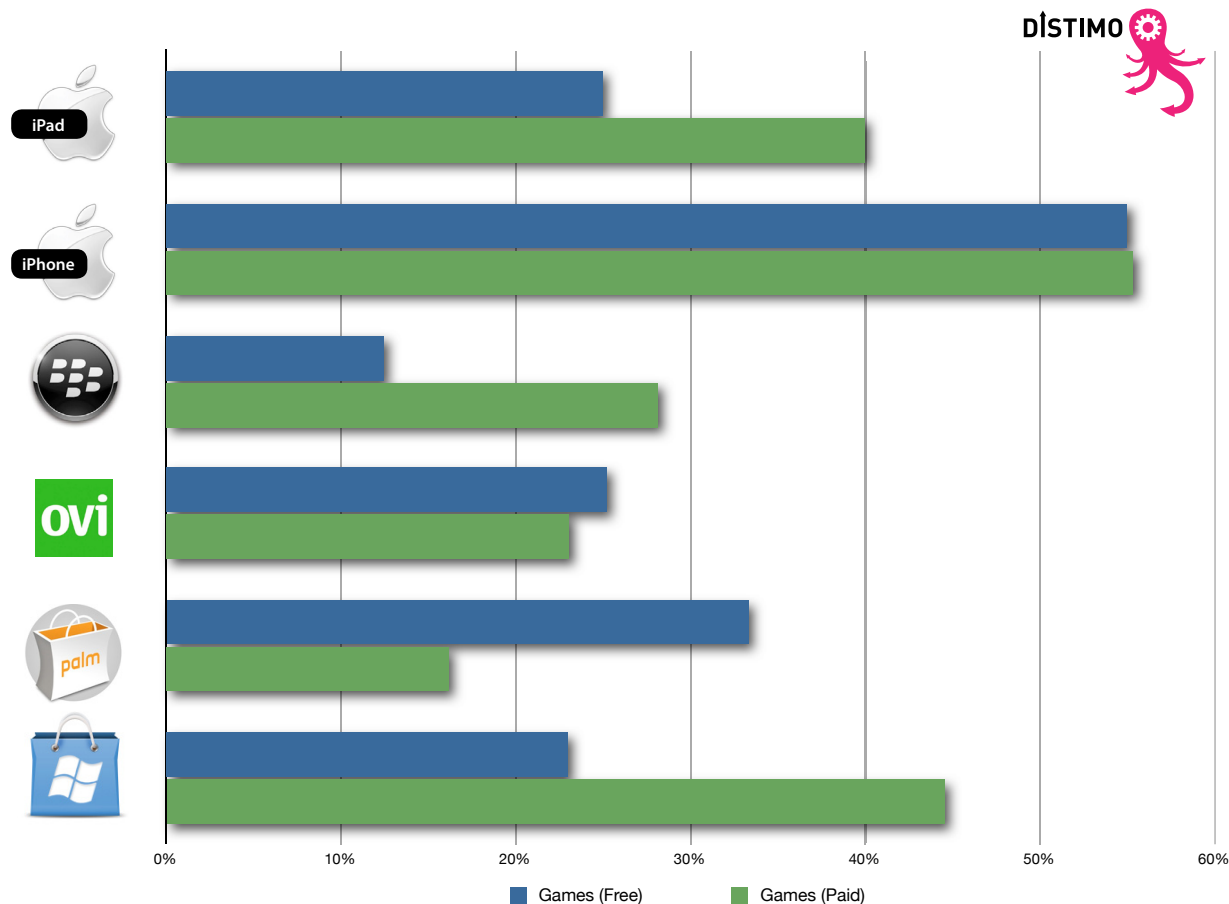
NEW AND NOTEWORTHY

Most Popular Applications Q3 2010

This report covers the most popular applications in the Apple App Store for iPad, Apple App Store for iPhone, BlackBerry App World (worldwide), Google Android Market, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile for Q3 2010 in the United States. The major findings are:

- The most popular free applications are iBooks (Apple App Store for iPad, by Apple Inc.), Type n Talk (Apple App Store for iPhone, by Jirbo, Inc.), BlackBerry Messenger (BlackBerry App World, by Research In Motion Limited), Pandora Radio (Google Android Market, by Pandora), ZumZum (Nokia Ovi Store, by innerActive), Facebook (Palm App Catalog, Palm, Inc.) and Microsoft My Phone (Windows Marketplace for Mobile, by Microsoft Corporation).
- The most popular paid applications are Pages (Apple App Store for iPad, by Apple Inc.), Angry Birds (Apple App Store for iPhone, by Clickgamer.com), BeBuzz – LED Colors and Audible Reminders (BlackBerry App World, by Bellshare GmbH), Beautiful Widgets (Google Android Market, by LevelUp Studio), ToonWarz (Nokia Ovi Store, by Polarbit), mCraig – Mobile Craigslist Browser (Palm App Catalog, by SplashData Inc) and Meon (Windows Marketplace for Mobile, by Manbolo).
- The Apple App Store for iPhone has the most Games (55% free, 55% paid) among the 100 most popular applications, followed by Windows Marketplace for Mobile (23% free, 45% paid), and the Apple App Store for iPad (25% free, 40% paid). Games are least popular in BlackBerry App World (12.5% free, 28% paid) and Palm App Catalog (33% free, 16% paid).
- Mirroring the Apple App Store for iPad, Netflix and iBooks are also among the ten most popular free applications in the Apple App Store for iPhone.
- Research In Motion Limited publishes four of the ten most popular free applications in BlackBerry App World: BlackBerry Messenger, BlackBerry App World, Facebook and Twitter.
- Lupis Labs Software is a very successful games publisher in Google Android Market: its Robo Defense is among both the ten most popular free (#7) as well as the ten most popular paid games (#1), both having accumulated more than 250,000 downloads each.
- Mirroring Research In Motion's strategy in BlackBerry App World, Palm, Inc and Microsoft Corporation are also the publishers of the Facebook application in its own stores.

Proportion Of Games in Top Category (US, Q3 2010)






Per the chart above, the Apple App Store for iPhone has the most Games (55% free, 55% paid) among the 100 most popular applications, followed by Windows Marketplace for Mobile (23% free, 45% paid), and the Apple App Store for iPad (25% free, 40% paid). Games are least popular in BlackBerry App World (13% free, 28% paid) and Palm App Catalog (33% free, 16% paid), with Nokia Ovi Store having slightly more Games in the top 100 (25% free, 23% paid). Interestingly, paid games are significantly more popular than free games in the Apple App Store for iPad, BlackBerry App World and Windows Marketplace for Mobile, while they are less popular in Nokia Ovi Store and Palm App Catalog.

Please note that Google Android Market is not included in this chart because it has separate categories for Applications and Games.



Highest ranked free applications Apple App Store for iPad (US, Q3 2010)




1		iBooks Publisher: Apple, Inc. Category: Books	Free
2		Netflix Publisher: Netflix, Inc. Category: Entertainment	Free
3		Real Solitaire Free for iPad Publisher: EdgeRift, Inc. Category: Games-Card	Free

Rank	Application	Publisher	Category	Price
4	ABC News for iPad	ABC Digital	News	Free
5	The Weather Channel Max for iPad	The Weather Channel Interactive	Weather	Free
6	Kindle	Amazon.com	Books	Free
7	Hulu Plus	Hulu, LLC	Entertainment	Free
8	WeatherStation Free	Bigsool	Weather	Free
9	Discover — Wikipedia in a Magazine	Cooliris, Inc	Lifestyle	Free
10	USA TODAY for iPad	USA TODAY	News	Free

The free applications iBooks (Apple Inc.), Netflix (Netflix, Inc.) and Real Solitaire Free for iPad (EdgeRift, Inc.) are the most popular applications in the Apple App Store for iPad. iBooks has been ranked between #1 and #10 during the entire July – September 2010 time period, which may be influenced by the fact that Apple pushes this application to iPad users. Interestingly, as we already noted on the third page of the report (Proportion of Games in Top Category), games are less popular on the iPad than on the iPhone: there is only one game among the ten most popular free applications in the Apple App Store for iPad, compared to four in the Apple App Store for iPhone.



Highest ranked paid applications Apple App Store for iPad (US, Q3 2010)

1		Pages Publisher: Apple, Inc. Category: Productivity	\$9.99
2		Angry Birds HD Publisher: Chillingo Ltd Category: Games-Arcade, Games-Family	\$4.99
3		Friendly - Facebook Browser Publisher: Oecoway Inc. Category: Social Networking	\$4.99



Rank	Application	Publisher	Category	Price
4	GoodReader for iPad	Good.iWare Ltd.	Productivity	\$0.99
5	Star Walk for iPad - interactive astronomy guide	Vito Technology Inc.	Education	\$4.99
6	AirAttack HD	Art In Games	Games-Action, Games-Arcade	\$0.99
7	Numbers	Apple Inc.	Productivity	\$9.99
8	Keynote	Apple Inc.	Productivity	\$9.99
9	Osmos for iPad	Hemisphere Games	Games-Arcade, Games-Puzzle	\$4.99
10	Modern Conflict™ HD	Clickgamer.com	Games-Action, Games-Strategy	\$2.99

Besides the free application iBooks (#1 free in the Apple App Store for iPad), Apple Inc. is also the publisher of the first, seventh and eighth most popular paid applications: Pages, Numbers and Keynote.

Angry Birds HD (Chillingo Ltd), a game that has attracted a lot of attention recently due to its success in the Apple App Store, Nokia Ovi Store and Palm App Catalog, is the second most popular paid application in the Apple App Store for iPad. In spite of its significantly higher price on the iPad, Angry Birds HD has been ranked between #1 and #10 during the entire time period it has been in the ranking charts as well.



Highest ranked free applications Apple App Store for iPhone (US, Q3 2010)

1		Type n Talk Publisher: Jirbo, Inc. Category: Entertainment	Free
2		Facebook Publisher: Facebook Category: Social networking	Free
3		Netflix Publisher: Netflix, Inc. Category: Entertainment	Free


Rank	Application	Publisher	Category	Price
4	iBooks	Apple Inc.	Books	Free
5	Talking Tom Cat	Outfit7	Entertainment, Games-Kids	Free
6	Hungry Shark - Part I	Future Games of London	Games-Action, Games-Arcade	Free
7	NinJump	Backflip Studios	Games-Action, Games-Adventure	Free
8	Pandora Radio	Pandora Media, Inc.	Music	Free
9	Mega Jump	Get Set Games	Games-Action, Games-Arcade	Free
10	Pimple Popper Lite	Room Candy Games	Games-Action	Free

The most popular free application in the Apple App Store for iPhone is Type n Talk (Jirbo, Inc.), which monetizes using in-app purchases.

Mirroring the Apple App Store for iPad, Netflix and iBooks are also among the ten most popular free applications in the Apple App Store for iPhone, ranked #3 and #4, respectively. Netflix has been significantly more popular however, as it was ranked between #1 and #10 63% of the days it has been ranked. iBooks, on the other hand, only received a rank between #1 and #10 in 22% of the days.



Highest ranked paid applications Apple App Store for iPhone (US, Q3 2010)




1		Angry Birds Publisher: Chillingo Ltd Category: Games-Action, Games-Arcade, Games-Family	\$0.99
2		Doodle Jump - BE WARNED: Insanely Addictive! Publisher: Lima Sky Category: Games-Action, Games-Adventure	\$0.99
3		Fruit Ninja Publisher: Halfbrick Studios Category: Games-Action, Games-Arcade	\$0.99

Rank	Application	Publisher	Category	Price
4	The Oregon Trail	Gameloft	Games-Educational, Games-Strategy	\$4.99
5	FatBooth	PiVi & Co	Entertainment	\$0.99
6	Skee-Ball	Freeverse, Inc.	Games-Arcade, Games-Sports	\$0.99
7	TETRIS®	Electronic Arts	Games-Action, Games-Puzzle	\$4.99
8	Fragger	Miniclip.com	Games-Action, Games-Arcade, Games-Puzzle	\$0.99
9	Bejeweled 2 + Blitz	PopCap Games, Inc.	Games-Family, Games-Puzzle	\$2.99
10	MONOPOLY	Electronic Arts	Games-Board, Games-Family	\$2.99

Also mirroring the iPad store, Angry Birds (this time published by Clickgamer.com, and copyrighted by Rovio Mobile), is among the top three most popular paid applications (#1). Electronic Arts has two applications in the top ten paid Games category which are both older games that have been reintroduced to the iPhone: TETRIS® and MONOPOLY.



Highest ranked free applications BlackBerry App World (Worldwide, Q3 2010)

1		BlackBerry Messenger Publisher: Research In Motion Limited Category: IM & Social Networking	Free
2		BlackBerry App World Publisher: Research In Motion Limited Category: Shopping	Free
3		Pandora Publisher: Pandora Media, Inc. Category: Music & Audio	Free

Rank	Application	Publisher	Category	Price
4	Poynt	Multiplied Media Corporation	Maps & Navigation	Free
5	Hangman	Spice	Games-Puzzles	Free
6	Facebook	Research In Motion Limited	IM & Social Networking	Free
7	crunchSMS	crunchSMS	IM & Social Networking	Free
8	FREE Sea Storm Animated Theme	Mobstar Media Ltd	Themes	Free
9	WeatherEye	The Weather Network	Weather	Free
10	Twitter	Research In Motion Limited	IM & Social Networking, Test Center	Free

Research In Motion Limited publishes four of the ten most popular free applications in BlackBerry App World: BlackBerry Messenger, BlackBerry App World, Facebook and Twitter. Based on the top ten applications, IM & Social Networking is the most popular category, having four applications in the top ten charts.



Highest ranked paid applications BlackBerry App World (Worldwide, Q3 2010)

1		BeBuzz - LED Colors and Audible Reminders Publisher: Bellshare GmbH Category: Entertainment	\$5.99
2		MemoryBooster - RAM Optimizer Publisher: S4BB Limited Category: Utilities	\$4.99
3		One Touch Flashlight (Uses Camera Light) Publisher: The Jared Company Category: Utilities	\$2.99

Rank	Application	Publisher	Category	Price
4	Shazam Encore	Shazam Entertainment Limited	Music & Audio	\$4.99
5	MP3 Ringtone Creator	Javatek Media	Music & Audio	\$2.99
6	Hotel Tycoon Resort	Michael Flad	Games-Strategy	\$4.99
7	Bubble Breaker	Games Partners	Games-Arcade	\$2.99
8	Period Calendar Deluxe	MobiDala	Health & Wellness	\$5.99
9	Color ID - LED Color Customizer for Contacts	Motek Americas Inc.	Utilities	\$4.99
10	Bejeweled	Electronic Arts Inc	Games-Puzzles	\$4.99

Two of the ten most popular paid applications, BeBuzz – LED Colors and Audible Reminders (Bellshare GmbH) and Color ID – LED Color Customizer for Contacts (Motek Americas Inc.), use LED colors for reminders and assigning custom colors to specific contacts.

In contrast to free applications where IM & Social Networking applications were very popular, none of the most popular paid applications in BlackBerry App World originate from this category.



Highest ranked free applications, excluding games Google Android Market (US, Q3 2010)



1		Pandora Radio Publisher: Pandora Category: Multimedia	Free
2		Google Maps Publisher: Google Inc. Category: Travel	Free
3		Advanced Taks Killer Publisher: ReChild Category: Productivity	Free

Rank	Application	Publisher	Category	Price
4	Facebook for Android	Facebook	Social	Free
5	T-Mobile My Account	T-Mobile USA	Tools	Free
6	Google Sky Map	Google Inc.	Reference	Free
7	The Weather Channel	The Weather Channel	News & Weather	Free
8	Barcode Scanner	ZXing Team	Shopping	Free
9	MySpace Mobile	MySpace Mobile	Social	Free
10	US Yellow Pages Search	Yellowbook	Shopping	Free

Given that Google Android Market has separate top categories for both Games and Applications, we will report on both categories separately. Among the ten most popular paid applications, seven originate either from the Tools or the News & Weather category. The diversity of categories among the most popular free applications is much higher: only the Social and Shopping categories have two applications in the top 10.



Highest ranked paid applications, excluding games Google Android Market (US, Q3 2010)

1		Beautiful Widgets Publisher: LevelUp Studio Category: News & Weather	\$1.92
2		WeatherBug Elite Publisher: WeatherBug Mobile Category: News & Weather	\$1.99
3		DocumentsToGo Full Version Key Publisher: DataViz, Inc Category: Productivity	\$14.99

Rank	Application	Publisher	Category	Price
4	MyBackup Pro	Rerware, LLC	Tools	\$4.99
5	PicSay Pro - Photo Editor	Shinycore	Multimedia	\$3.85
6	Weather & Toggle Widget	Android Apps	News & Weather	\$1.99
7	SetCPU for Root Users	MichaelHuang	Tools	\$1.99
8	ROM Manager (Premium)	ClockworkMod	Tools	\$3.99
9	Vignette	neilandtheresa	Multimedia	\$4.63
10	App Protector Pro	CApp Plus	Tools	\$2.99



Highest ranked free games Google Android Market (US, Q3 2010)




1		Solitaire Publisher: Ken Magic Category: Games-Cards & Casino	Free
2		Jewels Publisher: MHGames Category: Games-Brain & Puzzle, Games-Casual	Free
3		Paper Toss Publisher: Backflip Studios Inc. Category: Games-Casual	Free

Rank	Application	Publisher	Category	Price
4	Toss It	Boolba Labs LLC	Games-Casual	Free
5	Sudoku Free	genina.com	Games-Brain & Puzzle	Free
6	Labyrinth Lite	Illusion Labs	Games-Arcade & Action	Free
7	Robo Defense FREE	Lupis Labs Software	Games-Arcade & Action	Free
8	Connect 4	Bluesky Studio	Games-Brain & Puzzle	Free
9	Live Hold'em	DragonPlay	Games-Cards & Casino	Free
10	Chess for Android	Aart Bik	Games-Brain & Puzzle	Free

Lupis Labs Software is a very successful games publisher in Google Android Market: its Robo Defense is among both the ten most popular free (#7) as well as the ten most popular paid games (#1), both having accumulated more than 250,000 downloads each.





Highest ranked paid games Google Android Market (US, Q3 2010)

1		Robo Defense Publisher: Lupis Labs Software Category: Games-Arcade & Action	\$2.99
2		Armored Strike Online Publisher: Requiem Software Labs, Inc. Category: Games-Arcade & Action	\$3.99
3		Jewellust Publisher: Smartpix Games Category: Games-Brain & Puzzle	\$2.95

Rank	Application	Publisher	Category	Price
4	GameBoid (GBA Emulator)	yongzh	Games-Arcade & Action	\$3.99
5	Abduction! World Attack	Psym Mobile	Games-Casual	\$2.09
6	HOMERUN BATTLE 3D	Com2uS	Games-Arcade & Action	\$4.99
7	SNesoid (SNES Emulator)	yongzh	Games-Arcade & Action	\$3.99
8	Fishin' 2 Go (FULL)	CyxB	Games-Arcade & Action	\$2.25
9	Radiant	Hexage Ltd	Games-Arcade & Action	\$2.32
10	ZENONIA®	GAMEVIL Inc.	Games-Arcade & Action	\$5.99

Emulators are doing very well in Google Android Market; both the GBA Emulator GameBoid and SNES Emulator SNe-
soid are among the ten most popular paid games.





**Highest ranked free applications
Nokia Ovi Store (US, Q3 2010)**

1		ZumZum Publisher: innerActive Category: Games-Puzzle	Free
2		TuneWiki - Lyrics with Music Publisher: TuneWiki Category: Music	Free
3		The Flashlight + SOS Publisher: picoBrothers Category: Utilities	Free

Rank	Application	Publisher	Category	Price
4	Netflix Queue Manager	Netflix	Entertainment	Free
5	High Speed 3D Free	HeroCraft	Games-Action	Free
6	Opera Mini Web browser 4.2	Opera Software	Utilities	Free
7	Dictionary & Translation Pro	Lunagames	Reference	Free
8	Earth by Pizero	PiZero Design	Themes	Free
9	Solitaire Touch	Offscreen	Games-Card & Casino	Free
10	Locago	Idevio	City Guides/Maps	Free

Mirroring the Apple App Store for iPad and iPhone, Netflix has one application among the ten most popular free applications in the Nokia Ovi Store as well: Netflix Queue Manager. Mirroring Google Android Market, there is one Solitaire game in the top 10 in Nokia Ovi Store as well.


**Highest ranked paid applications
Nokia Ovi Store (US, Q3 2010)**



1		ToonWarz Publisher: Polarbit Category: Games-Action	\$0.99
2		Armageddon Squadron Publisher: Polarbit Category: Games-Action	\$0.99
3		Animated Theme, Street Fever Publisher: MMMOOO Category: Themes	\$2.99

Rank	Application	Publisher	Category	Price
4	ShoppingList 2.1	Kilut Oy	Utilities	\$0.99
5	Hip Hop All Star	I-play	Games-Arcade	\$0.99
6	FunSMS	Edumid Software	Utilities	\$1.99
7	Wave Blazer	Polarbit	Games-Action	\$0.99
8	UNO™	Gameloft SA	Games-Card & Casino	\$0.99
9	Dream Day Wedding	I-play	Games-Puzzle	\$0.99
10	Sonic Unleashed™	Gameloft SA	Games-Action	\$2.99

Three publishers, namely Polarbit, Gameloft SA and I-Play are very successful in the Nokia Ovi Store, having respectively three, two and three applications among the top ten paid applications. All seven applications cost \$0.99, with the exception being Sonic Unleashed™ (\$2.99).



Highest ranked free applications Palm App Catalog (US, July - September 2010)




1		Facebook Publisher: Palm, Inc. Category: Social Networking	Free
2		pRingTones Publisher: Chrystal Development Category: Music	Free
3		Pandora Radio Publisher: Pandora Category: Music	Free

Rank	Application	Publisher	Category	Price
4	RadioTime	RadioTime Inc	Music	Free
5	Photo Effects	Rusty Apps	Photography	Free
6	The Weather Channel	The Weather Channel	Weather	Free
7	Emoticons Free	Clear Water	Entertainment, Social Net- working	Free
8	Checkers	Keen Studios	Games	Free
9	Bubbles! free	bytesequencing.com	Games	Free
10	Fantastic Wallpaper	Appwill Inc.	Entertainment	Free

Mirroring Research In Motion's strategy in BlackBerry App World, Palm, Inc. is also the publisher of the Facebook application for its own store. Pandora's application Pandora Radio is among the ten most popular free applications in the Palm App Catalog as well – just like it is in the Apple App Store for iPhone, BlackBerry App World and Google Android Market.



Highest ranked paid applications Palm App Catalog (US, Q3 2010)




1		mCraig - Mobile Craigslist Browser Publisher: SplashData Inc Category: Lifestyle	\$1.99
2		Tweed Publisher: Pivotal Labs Category: Social Networking	\$2.99
3		Photo Effects Plus Publisher: Rusty Apps Category: Photography	\$0.99

Rank	Application	Publisher	Category	Price
4	MyQ For Netflix	nexapps.net	Entertainment	\$3.00
5	Cloud Hopper!	Killin' It LLC	Games	\$0.99
6	Sports Live!	More Solutions, LLC	Sports	\$8.00
7	Angry Birds	Rovio	Games	\$1.99
8	SMS MMS Email Emoticons Pro	MyAppCatalog.com	Entertainment	\$4.99
9	SplashID - Secure Password Manager	SplashData Inc	Productivity & Utilities	\$7.99
10	Reboxed	SemicolonApps	Entertainment	\$2.99

Interestingly, Angry Birds, a very popular game available on multiple platforms, is published by Rovio in the Palm App Catalog, Chillingo Ltd. in the Apple App Store for iPad and Clickgamer.com in the Apple App Store for iPhone. In the Palm App Catalog, Angry Birds achieved 23,204 downloads until September 29, 2010 (Note: it became available on August 25).



Highest ranked free applications Windows Marketplace for Mobile (US, Q3 2010)




1		Microsoft My Phone Publisher: Microsoft Corporation Category: Tools	Free
2		AP Mobile Publisher: The Associated Press Category: News & Weather	Free
3		Meon Lite Publisher: Manbolo Category: Games-Word & Puzzle	Free

Rank	Application	Publisher	Category	Price
4	Mobile Manager for Netflix	Microsoft Corporation	Entertainment	Free
5	WeatherBug	WeatherBug	News & Weather	Free
6	Facebook for Windows Mobile	Microsoft Corporation	Social Networks	Free
7	Skyfire Mobile Browser	SKYFIRE LABS, INC.	Tools	Free
8	Glympse	Glympse	Social Networks	Free
9	Vegas Pool Sharks Lite	RESETgame	Games-Sports	Free
10	Wallpapers	Stylem Media	Entertainment	Free

Following Research In Motion's and Palm's strategy, Microsoft Corporation also publishes their own brand of important titles on top of other companies' services themselves, including Mobile Manager for Netflix and Facebook for Windows Mobile, thereby improving the attractiveness of its platform.



Highest ranked paid applications Windows Marketplace for Mobile (US, Q3 2010)

1		Meon Publisher: Manbolo Category: Games-Word & Puzzle	\$2.99
2		SPB Mobile Shell Publisher: SPB Software Inc. Category: Tools	\$29.99
3		TouchTwit Publisher: Philipp Zschoche Category: Social Networks	\$2.99

Rank	Application	Publisher	Category	Price
4	No Calls	Trinket Software	Communication	\$0.99
5	Reboot	Quantum Concepts	Tools	\$0.99
6	Scrub	Trinket Software	Communication	\$0.99
7	Shazam Encore	Shazam Entertainment Ltd	Music & Video	\$4.99
8	WeatherBug Elite	WeatherBug	News & Weather	\$1.99
9	Tower Defense	Color Stone Ltd	Games-Strategy	\$6.99
10	Fake Call	Trinket Software	Entertainment	\$0.99

WeatherBug has an application in the top 10 free as well as paid: WeatherBug Elite is #8 in the paid listing, WeatherBug is #5 in the free listing. In addition to Windows Marketplace for Mobile, WeatherBug is ranked in the top charts at #2 in Google Android Market. Shazam Encore (#7) is also among the most popular applications in BlackBerry App World, where it is ranked #4.

DISTIMO CUSTOM REPORTS

Aside from this free monthly report, Distimo produces custom reports capable of providing specific mobile application store analytics that are relevant to your company. Custom reports are currently available for any country worldwide for the Apple App Store for iPhone and iPad, BlackBerry App World, Google Android Market, Nokia Ovi Store, Palm App Catalog and Windows Marketplace for Mobile. Additional application stores will be available in the coming months. To get a better idea of the type of data and metrics that Distimo can provide, please visit our Report product page at www.distimo.com/report.

CONTACT US

For sales enquiries, please contact Remco van den Elzen, VP Business Development at remco@distimo.com or call +31 64 497 8773. For press enquiries please contact Mindy M. Hull at mindy@mercuryglobalpartners.com or call +31 62 504 7680 (EU) or +1 415 889 9977 (USA).

ABOUT DISTIMO

Distimo is an innovative app store analytics company built to solve the challenges created by a widely fragmented app store marketplace filled with equally fragmented information and statistics. Distimo Report provides in-depth reports for companies interested in the mobile application ecosystem providing valuable insight into important trends happening within application stores. Distimo Monitor offers mobile developers a free analytics tool to monitor their own and competitive applications across all app stores, without any adjustment needed to their application's code.

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