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Record downloads claimed for BlackBerry MySpace app

400,000 in first week

by Amy-Mae Elliott published on 21 November 2008

MySpace and RIM have announced what they say is a record download numbers of the MySpace for BlackBerry application in its first week of availability.

Since the application's launch on 13 November, there have been more than 400,000 downloads which apparently represents an all-time high for both MySpace and RIM in terms of first week application downloads.

Through the app, users collectively sent and received more than 15 million messages and updated their mood and status over two million times in the first week.

"This rapid adoption is a reflection of an evolving consumer lifestyle where social connectivity and information access are more important than ever", said Jim Balsillie, co-CEO at RIM.

"This powerful new mobile application combines social networking and mobility in a highly personalised and empowering manner and we are very excited to see such a positive response in the first week."

