

Mobile Adult Subscriptions, Downloads, Video Chat & Text-Based Services 2008-2013 -Fifth Edition-

This highly anticipated fifth edition mobile adult report explores the key drivers to the market including increases in mobile internet adoption and digital distribution, improved handset UI (user interfaces) and more favourable operator attitudes to adult content.

The report includes six year regional forecasts on text based mobile adult services, as well as one off downloads of mobile adult content, subscription services to mobile adult content and mobile adult video chat services. Each forecast is split by user numbers, levels of usage, average service pricing and total service revenue.

The report also includes an analysis of billing models e.g. credit card billing and operator billing, and features case studies of portal based adult services as well as a number of key hurdles to deployment and monetisation including service localisation and the issue of freely available online adult content.

Key Questions Addressed by this Report:

- What are the key drivers of mobile adult services?
- What are the prospects for video chat services on the mobile?
- In which markets have mobile adult services been most successful thus far?
- Which players in the mobile adult value chain generate the largest shares of revenue?
- Who are the leading players in the mobile adult industry?
- How much are mobile adult services worth in 2008, and how much will they be worth in 2013?
- Which billing methods and business models are most prevalent in the mobile adult industry?

Key Benefits:

- A unique source of combined research and analysis for the mobile adult content market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insights: includes interviews of leading players with significant experience of the mobile adult content market.
- Benefit from fresh thinking and intelligent market assessment.

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Mobile Adult: Analysis & Forecasts

report overview

This 176 page strategic report provides content providers, publishers, aggregators, platform managers and operators with the most comprehensive analysis of national and international legislation (pertaining to mobile adult content), case studies of market self regulation to date, key drivers and hurdles, as well as billing model analysis.

The report provides forecasts for eight key global markets as well as including an in-depth exploration of the mobile adult value chain including profiles of many of the key players within the vibrant mobile adult marketplace.

analysis & forecasts

Report Analysis

6 Year Analytical Forecasts provide an extensive market breakdown for usage, subscriptions, revenues and ARPU across mobile adult content services until 2013.

Split by 8 Key Regions North & South America; Western & Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific and Africa & Middle East.

Understanding Market Mechanisms piecing together the influential dynamics for mobile adult market development, including the value chain, player profiles, technologies, and hurdles & regulations to deployment and adoption.

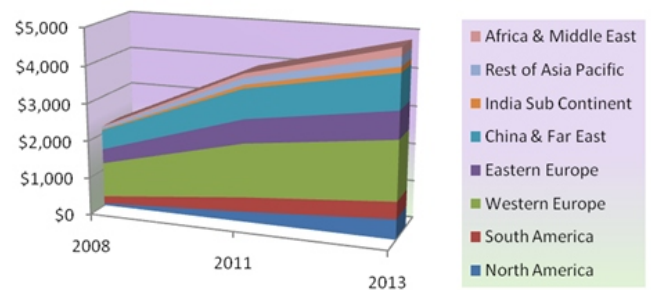
Visual Clarity with 69 tables and colour forecast charts.

Market Forecast Suite 2008-2013

Adult Text-Based Content mobile users who use text-based mobile content; download traffic: average no. of uses by mobile users p.a.; total; revenues: average price (\$); total (\$m); ARPU (\$)

Mobile Adult Downloads mobile users who download adult content; download volumes: average no. by mobile users p.a.; total number; revenues: average price (\$); total (\$m); ARPU (\$)

Total Revenues from Adult Mobile Services (\$m) by 8 Key Regions 2008-2013



Subscription-Based Content mobile users who subscribe to services; subscriptions: average no. by mobile user p.a.; total; revenues: average price (\$); total (\$m); ARPU (\$)

Adult Video Chat Services users: mobile users who use video chat services; revenues: total (\$m); ARPU (\$)

Total Market total revenues (from all services/by product)

Cellular Market Growth global subscriber growth; subscriber base; global 3G subscriber; subscriber by technology

our background

Juniper Research specialises in providing high quality analytical research reports & consultancy services to the telecoms industry. We have particular expertise in mobile, wireless, broadband & IP-convergence.

Juniper is independent & provides authoritative assessments of markets, technologies & industry players. Our analysts are experienced senior managers with proven track records in each of their specialist fields.

Each report is thoroughly researched, intelligently written & proof-read by qualified experts prior to publication. The report offers a rich mix of graphics, illustrations, technology roadmaps and tables.

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Executive Summary

1. Cellular Market Growth

Introduction; Growth of the Cellular Market

- Global subscriber market: growth by region; market share/penetration
- Leading mobile operator groups by subscriber base; 3G growth: global cellular subscriber (m) by technology (2G, 2.5G, 3G, 3.5G/3.9G)

Regional Cellular Market Growth

- Mobile penetration; Market structure/background; 3G adoption/penetration (by technology) for North/South America; Western/Eastern Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East
- The opportunity for mobile entertainment: monthly voice ARPU, selected countries (France, Germany, Italy, Netherlands, Spain, UK, US)
- The opportunity for mobile adult content

2. Mobile Adult Market Development

Introduction; Types of Adult Content for Mobiles

- Text-based adult services; Images; Moantones; Erotic games; Video-based services

Mobile Adult Content: Value Chain; Market Players

- Content providers and publishers: Beate Uhse AG; Hustler; mGlamour/Mobilefone Media; Penthouse; Pink Visual; Playboy; Princess Productions; Private; Vivid Entertainment Group
- Distributors, aggregators, application service providers, and full service providers: 3000H/Enquire; Brickhouse Mobile; Buongiorno/Blinko!; BustBox Media; Cherrysauce; DisplayBoy/Carmunity; Hotfon/Playfon; Jamba/Jamster; Lechill Mobile; Melon Mobile; MP Media; MidniteMonkey; Minick; PhoneBox Entertainment; Red Circle; Respond Mobile; Sexobile.com; Sport Media

- Group; Waat Media; Xobile
- Other enablers: Bango; FoneStarz; Camsense/CC Media; Stealthnet
- Operators: case study - O2 69000
- Vendors: the impact of the iPhone

Billing for Mobile Adult Content

3. Hurdles

Public Reservation to Adult Content Usage; Understanding the Consumer

- Expanding the demographic
- Difficulty in: discovering/accessing/navigating services & content/utilising multiple applications simultaneously

Network Speed & Coverage; Age Verification (End-User; Model)

- HR2257

Service Pricing; Cost of Data Services; Industry Structure; Spam; Handset Limitations

4. Regulation

Introduction; National Legislation and Self-Regulation

- N America (Canada; US): intro; "Nipplegate" and its implications for the mobile market; 18 USC 2257; CTIA Wireless content guidelines; other US mobile content regulation
- Europe: Pan European (the EU mobile sweep; human rights act); France; Germany; Italy; Spain; Swit'land; UK
- Asia-Pacific: Australia; Cambodia; China; India; Indonesia; Japan; South Korea
- Africa & Middle East: South Africa (ICASA; Film and Publications Board; Wireless Application Service Providers' Association of South Africa)

5. Mobile Adult Content Market Forecasts

Market Overview; Forecast Methodology; Adult Text-Based Content

- Users: mobile users who use text-based mobile adult content
- Download traffic: average number of uses by mobile users p.a.; total

- Revenues: average price (\$) paid per download; total (\$m); ARPU (\$)

Mobile Adult Downloads

- Users: mobile users who download adult content
- Download volumes: average number by mobile users p.a.; total number
- Revenues: average price (\$) per download; total (\$m); ARPU (\$)

Subscription-Based Content

- Subscribers: mobile users who subscribe to adult content services
- Subscriptions: average number by mobile user p.a.; total
- Revenues: average price (\$) per subscription; total (\$m); ARPU (\$)

Adult Video Chat Services

- Users: mobile users who use video chat services
- Revenues: total (\$m); ARPU (\$)

Total Market

- Revenues: total (from adult mobile services/by product) (\$m); ARPU (\$)

6. Recommendations

- Operators; Service Providers; Regulators

7. Technology

2G/2.5G/2.75G/3G/Beyond 3G

- Communication technologies of 2G/2.5G/2.75G; Data services: SMS & MMS (Working of; Types of services; Personalisation; Value chain)
- UMTS (WCDMA; EV-DO; TD-SCDMA); HSPA; 3GLTE; CDMA2000 1 x EV-DO revisions A & B; UMB; Mobile WiMAX 802.16e-2005

Mobile Technologies Compared; Other Enabling Technologies

- Development & future of WAP; The i-mode alternative (NTT DoCoMo, i-mode subscriber growth/penetration of total user base 2000-Q2 2008); dotMobi; Languages, platforms & operating systems (Java; J2ME; BREW; Palm OS; Symbian; Windows Mobile); Other relevant technologies/standards (MP3/MP4/MIDI/Bluetooth)

176 Pages

companies included

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author profile

Dr Windsor Holden is Principal Analyst with Juniper Research. He is responsible for developing Juniper Research's report portfolio and designing a forthcoming range of market intelligence services focusing on the mobile content market.

Dr Holden has written extensively on mobile content, emerging telecoms markets and digital TV. He is also a regular conference speaker and a former Research Fellow of the Institute of Communication Studies, University of Leeds.

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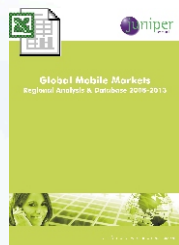
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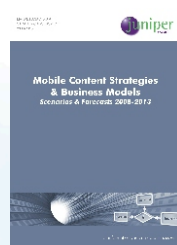
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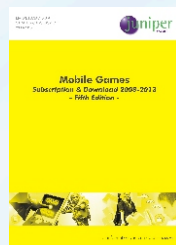
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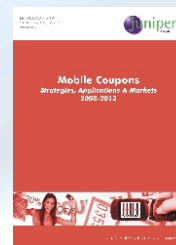
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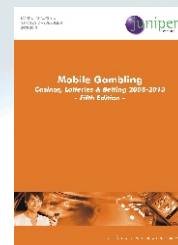
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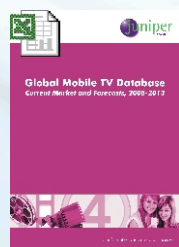
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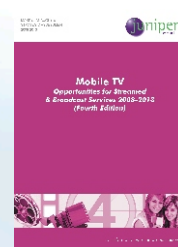
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