

Mobile Games Subscription and Download 2007-2012

Fourth Edition ~ Part of Mobile Entertainment Content Series (Edition 4)

This fourth edition of the mobile games report provides an all-encompassing view of the fast-developing mobile games market. Focusing on downloadable and subscription-based games, the report outlines the strategies that operators, vendors and publishers should employ in order to maximise their respective returns in the mobile games sector. Through a combination of one-to-one interviews with leading company executives and in-depth primary research, this extensive study offers detailed analysis of the major hurdles towards customer adoption and retention. The strategic report also provides company profiles for more than 20 games publishers and developers, together with an examination of gaming business models and a discussion of how the mobile games value chain is likely to evolve. Furthermore, it also provides a consistent five year forecasting suite up until 2012.

Key Questions Answered by this Report:

- What strategies should operators, vendors and publishers employ to maximise their respective returns in the mobile gaming sector?
- What is the current and future size of the mobile games market?
- What are the key drivers in the mobile games market?
- What impact has 3G had on the mobile games market?
- What are the major hurdles to greater adoption of mobile games?
- How has the mobile games value chain developed?
- Who are the major players in the mobile games market?
- How much revenue will be generated from advertising in mobile games?

Main Benefits:

- A unique source of research and analysis for the mobile games market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insights: includes interviews with leading industry players who have significant experience in the mobile games market.
- Benefit from fresh thinking and an intelligent market assessment from a respected thought leader.



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Mobile Games: Analysis & Forecasts

report overview

This mobile games report contains a complete five year forecasting suite focusing on both one time downloadable mobile games and subscription-based games, and is broken down by: number of users; average price per download/subscription; and, total revenues plus average revenue per user data. In addition, this detailed report also includes total end-user generated revenues from mobile games and total revenues from advertising in mobile games. All forecasts are split by eight key regions including: North America; South America; West Europe; East Europe; Far East & China; Indian Subcontinent; Rest of Asia Pacific; and, Middle East & Africa.

Author: Dr Windsor Holden (Principal Analyst)

analysis & forecasts

Report Analysis

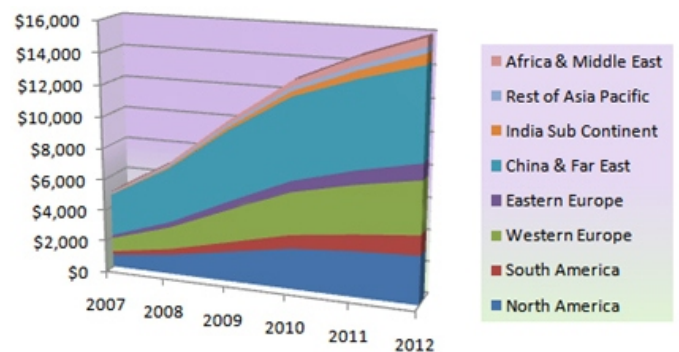
Informative Insight for strategic & market planners focusing on the mobile games market - with detailed market sizing, forecasts, player analysis and positioning strategies.

Expert Appraisal from an industry-leading analyst & highly respected author of Juniper's acclaimed Mobile Entertainment series (second edition) - detailing opportunities for leading industry operators, vendors & manufacturers.

Essential Means for assessing, realising and exploiting exciting windows of opportunity in the mobile games marketplace.

Complete Coverage offering unique analytical insight and in-depth forecasts until 2012, for eight regions of strategic significance including: N/S America; W/E Europe; China and the Far East; Indian Sub-Continent; Rest of Asia Pacific; Africa & Middle East.

Total End-User Generated Revenues (\$m) from Mobile Games (one time downloads and subscriptions). Regional Forecasts 2007-2012



Market Forecast Suite

One Time Downloads Users: Mobile users who download games; One time game downloads by Games mobile users per year; Revenues: Average price per one time game download; Percentage of one time game downloads funded by advertising; Total revenues; Monthly ARPU

Subscription and Rental Users: Mobile phone users who subscribe to, or rent, mobile games; Average number of game subscriptions, or rentals by Games mobile users; Total mobile games subscriptions/rentals; Revenues: Average price paid per mobile game rental/subscription; Total revenues; Monthly ARPU

Total Revenues End-user generated; Advertising; Total (end-user generated and advertising)

our background

Juniper Research specialise 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. Technology

Introduction

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

- Communication technologies of 2G/2.5G/2.75G; Data services: SMS & MMS (Services; Value chain)
- UMTS (WCDMA; EV-DO; TD-SCDMA); HSPA; 3GLTE; CDMA2000 1x 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, subscriber growth/penetration of total user base Q2 '07); Languages, platforms & operating systems (Java; J2ME; BREW; Palm OS; Symbian; Windows Mobile); Other technologies standards (MP3; MP4; MIDI; Bluetooth)

2. Cellular Market Growth

Introduction

Growth of the Cellular Market

- Global subscriber (m); Subscriber base & penetration (%) [2005-2012]
- Leading mobile operator groups by subscriber base (m) [Q1 2007]
- 3G: Global subscriber [2007-2012]

Regional Cellular Market Growth

- Subscriber by technology [2007-2012] including regions: North & South America; West & East Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East

The Opportunity for Mobile Entertainment

- Percentage & value (\$) of operator-billed ARPU attributable to mobile entertainment services [2006]
- Monthly voice ARPU (\$) for UK, Germany, Italy and US [2003-2006]

The Opportunity for Mobile Games

3. The Mobile Games Industry

Introduction; Classification of Games

- Technology requirements: Embedded; SMS/MMS; Browsing; J2ME; BREW; Native OS
- Number of players
- Genre: Action; Logic/Puzzle/ Skill; Sports and racing; Arcade; Role playing; Card and casino; Movie; Adult; Lifestyle

Demographics of Gamers

- Youth market; Teens and tweens; Core games players; Adult gamers

Recent Trends in Mobile Games

- Technological trends; Social and demographic trends; Market trends

Value-Web of Mobile Games

- Rights holders; Games developers; Games publisher; Aggregators; Network operators; Handset vendors; Users; Other value-web members

Business Models

- Embedded games; Pay-per-play; Pay-per-download; Subscription/rental; Advertising; Play for money

4. Players in Mobile Games

Development and Publication

- Big Blue Bubble; Digital Chocolate; Electronic Arts (EA); Finblade; fugumobile; funmobile; Gameloft; Glu Mobile; Hands-On Mobile; Hudson Soft; I-play; In-Fusio; Indiagames/IG FUN; Mobliss; Namco Bandai; Ozura Mobile; Square Enix; THQ Wireless; Telcogames; Vivendi Games Mobile; Walt Disney Internet Group

5. Hurdles and Regulations

Hurdles to Customer Adoption and Retention

- Expanding the demographic
- The User Interface: Difficulty in discovering/accessing/navigating services and content; Difficulty in utilising multiple applications simultaneously
- Network speed & coverage; Service pricing & development costs; Cost of data services; Handset form, capacity & battery life; Industry structure

Regulation

- PEGI games ratings; OMA standards

- Government regulatory organisations
- Other regulations - mobile content: Self regulation (Independent Mobile Classification Body; Internet Content Rating Association)
- ICSTIS/PhonepayPlus; OFCOM; CTIA
- Pan-European legislation: Directive 95/46/EC; The E-Commerce sector data protection directive; The distance selling directive; The E-money directive

6. The Market for Mobile Games

Introduction; Forecast

Definitions and Methodology

The Market for One Time Download Mobile Games

- Users and usage: Mobile phone users who download games (% and m); Average number of one time game downloads by Games mobile users per year
- Revenues: Average price paid per one time game download; Percentage of one time game downloads funded by advertising; Total revenues from one time mobile games downloads
- ARPU: Monthly for mobile game one time downloads

The Market for Subscription and Rental Mobile Games

- Users and usage: Mobile phone users who subscribe to, or rent, mobile games; Average number of game subscriptions, or rentals by Games mobile users; Total mobile games subscriptions/rentals
- Revenues: Average price paid per mobile game rental/subscription; Total revenues from mobile game subscriptions and rentals
- ARPU: Monthly for mobile game rentals/subscriptions

Total Mobile Games Revenues

- End-user generated
- Advertising
- Total (end-user generated and advertising)

7. Recommendations

- Operators; Operators and Publishers; Publishers; Publishers & Developers; Vendors

162 Pages

companies included

AT&T • Activate • Big Blue Bubble • Capcom • Cisco • Digital Chocolate • Electronic Arts • Finblade • Fishlabs • fugumobile • Fujitsu • funmobile • Game Mission • Gameloft • Gear Games • Glu Mobile • Greystrip • Hands-On Mobile • Hazmat Games • Hudson Soft • Indiagames/IGFUN • In-Fusio • Intel • I-play • Konami • Kwari • Mobile Scope • Mobliss • Motorola • Namco Bandai • Nokia • Nortel • NTT DoCoMo • Olista • Orange • Ozura Mobile • Qualcomm • Rovio • Samsung • SK Telecom • Sony Ericsson • Sprint • Square Enix • Telcogames • THQ Wireless • Vivendi Games Mobile • Vodafone • Walt Disney Internet Group

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. He is also the author of a number of recent reports including, Mobile Gambling: Casinos, Lotteries and Betting (4th edition), Mobile TV: Opportunities for Streamed and Broadcast Services (3rd edition) and Mobile User Generated Content: Dating, Social Networking and Personal Content Delivery.

Previously with Analysys, 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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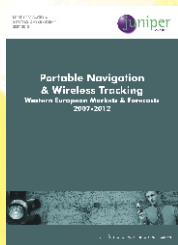
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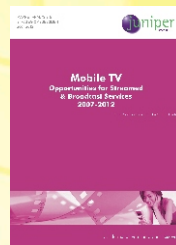
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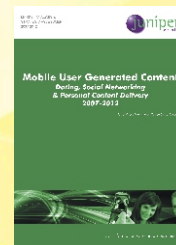
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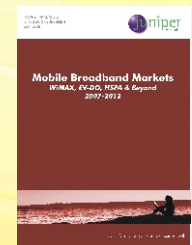
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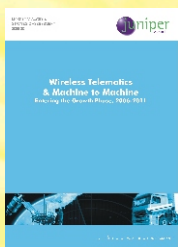
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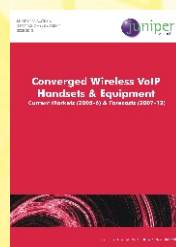
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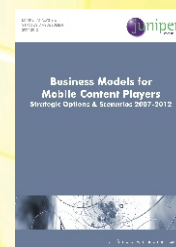
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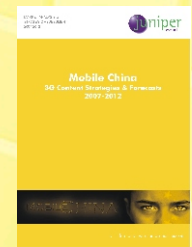
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Business Models for Mobile Content Players



Mobile China



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