

Next Generation Smartphones

Players, Opportunities & Forecasts

2008-2013

This report provides the definitive analysis of the high-end mobile telephony (Smartphones) market. In an extensive forecasting suite, the report explains how the number of Smartphones shipped will change over a six year period to 2013, as well as what proportion of total mobile devices will be Smartphones.

Through in-depth interviews with key executives from leading players in the market, this report also investigates major Smartphone market drivers, constraints and trends as well as considering the impact that the recession will have on Smartphones in comparison to the mid and low-end handsets markets.

Key Questions Addressed by this Report:

- How many smartphones have been sold/shipped in recent years?
- How many smartphones are forecast to be sold (globally and by region) over the next five years?
- What proportion of mobile devices sold each year will be smartphones in the 2009-2013 period?
- Who are the key players in the smartphone market and what are their views concerning the drivers and trends apparent today?
- What factors will determine how smartphones will evolve in the coming decade?
- What underlying operating systems are used in smartphones and what proportion of devices use particular systems?

Key Benefits:

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



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Next Generation Smartphones: Analysis & Forecasts

report overview

This report considers the shift in customer segmentation as consumer usage and demand for high-end devices has increased. It discusses how technology, user needs, and the rise of the Web 2.0 lifestyle have all contributed to the evolution of high-end multimedia mobile communications devices and how such devices have recently begun to permeate the mass market awareness. Forecasts show general subscriber growth by technology platform, total mobile device shipment volumes per annum, smartphone device shipment volumes per annum, and mobile TV-enabled device shipment volumes per annum.

analysis & forecasts

Report Analysis

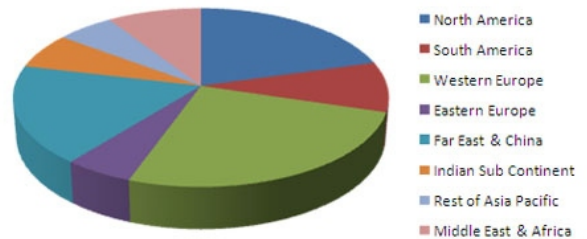
6 Year Analytical Forecasts provide an extensive market breakdown including smartphone and mobile TV-enabled device shipments by technology and volume, across next generation smartphone markets until 2013.

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

Complete Market Breakdown piecing together the key market features, applications technologies and leading industry interviews with player profiling of mobile operating system providers and handset/device manufacturers.

Visual Clarity with 83 tables and colour forecast charts.

Smartphone Shipments By 8 Key Regions, 2013



Market Forecast Suite 2008-2013

Smartphone Growth device shipments (global); mobile shipments by technology; annual smartphone shipment volumes by 8 key regions

Mobile TV Device Shipment mobile TV-enabled device shipments by technology for 8 key regions

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. What is a Smartphone?

Smartphone - a Definition of Sorts

- What is a smartphone?; What is not a smartphone?; Convergence

Smartphones as a Percentage of the Mobile Device Market; Mass Market for Future Mobile Handsets

- Vendors now actively targeting consumer market; Hardware race switches to content race

Evolution of the Smartphone

- Smartphone features rapidly becoming the norm; Simon - the first smartphone?; Smartphone evolution driven by Nokia; RIM and Palm weigh in, Microsoft arrives; Nokia's Nseries become multimedia computers; Today's smartphones

2. Key Features & Applications

Users Want PC Experience on Phones; Common Features

- Screens/displays; Music/video players; Cameras; Mobile TV

User Interfaces

- Case study (Sony Ericsson Xperia XI 'Panels'); Keyboards/buttons

Form Factors

- Bar/slab; Slide; PDA; Clamshell; Flip; Future form factors/handset development options

3. Key Players: Mobile Operating Systems Providers

What is an Operating System?

Symbian

- Overview; Foundation; OS; Market share

Windows Mobile

- Overview; Market share

Blackberry

- RIM/Blackberry overview; OS overview; Market share

Linux

- About; LiMo Foundation; LiMo OS; Market shares

Palm/Access Linux Platform

- ACCESS Company Ltd; ALP Palm webOS/PalmPre

- Overview

Apple iPhone

- Apple & iPhone overview; iPhone OS Android

- Open Handset Alliance; OS; Devices OS Market Shares

4. Key Players: Handset/Device Manufacturers

Nokia; Samsung Electronics; Motorola; LG Electronics; Sony Ericsson; Research In Motion; Apple

- Overview; Financial performance; Products; Shipments

Historical Sales/Shipments

- Market dynamics continue to shift; Motorola & LG market shares slip as iPhone sales grow

Global Mobile Device Shipments

- Nokia: annual device shipment volumes doubled in 2003-2007
- Latin America/Middle East growth '07
- Global smartphone shipments Key Vendors' Average Selling Prices

5. Other Players: Handset/Device Manufacturers

Palm; Kyocera; Huawei Technologies; Sharp; HTC; Fujitsu; ZTE; NEC Corporation; Panasonic Mobile Communications; China Wireless Technologies; Lenovo Mobile

- Overview; Financial performance; Products; Shipments

6. Mobile Market Growth

Intro; Growth of the Mobile Market

- Mobile subscriber growth/base, market share, penetration; Leading mobile subscriber groups by subscriber base; Growth of 3G: mobile subscribers by technology

Regional Mobile Market Growth

- Penetration; Market share; Players; 3G adoption (mobile subscribers by technology): N. America; S. America; W. Europe; E. Europe; Far East & China; Indian Sub Continent; Rest of

Asia Pacific; Africa & Middle East

7. Forecast Mobile Device Sales/Shipments

Forecast Overview; Growth of Mobile Devices Market; Global Smartphone Market Growth

- Smartphone device shipments Regional Smartphone Market Growth

- Mobile shipments by technology; Annual smartphone shipment volumes for: N. America; S. America; W. Europe; E. Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East

Regional Mobile TV Device Shipment Forecasts

- Mobile TV-enabled device shipments by technology: N. America; S. America; W. Europe; E. Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East

8. Conclusions

Report Findings; Research In Motion Interview; Sony Ericsson Interview; HTC Interview; Nokia

9. Mobile Technologies

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 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, 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)

200 Pages

companies included

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author profile

Andrew Kitson is a Senior Analyst with Juniper Research. He is responsible for developing Juniper's range of telecoms markets reports and expanding into a number of new telecoms and media sectors, including devices and business practices. He has been researching and analysing the telecommunications industry since 1985 studying the business models and structures of many of the world's leading telecoms operators, service providers, equipment manufacturers/vendors, and system integrators.

Andrew's published work has included a series of regular reports discussing and analysing the key developments and forward-looking trends in fixed-line, mobile communications, and broadband in more than 60 countries and regional sectors. His special focus reports have covered the BRIC (Brazil, Russia, India and China) economies, the Middle East, and Western Europe as well as mobile broadband services in Eastern Europe, Africa, and the Middle East.

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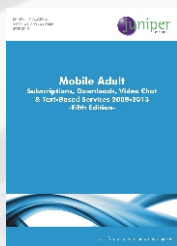
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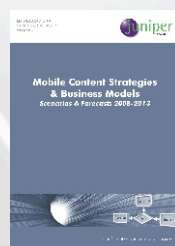
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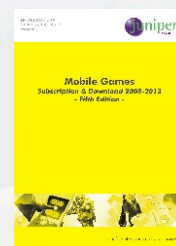
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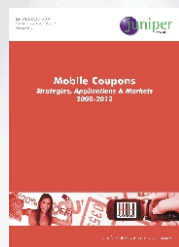
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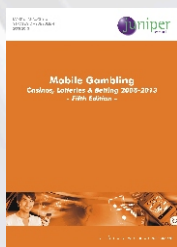
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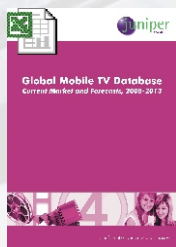
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