

Mobile Web 2.0

Business Models, Geolocation & Presence 2010-2014

Highly Detailed SWOT & Recommendations - In-depth Analysis of Key Players Strategies - Extensive Critique of Mobile Web 2.0

As the second part of Juniper Research's focus on mobile web 2.0, this highly anticipated second report fully investigates the business models underpinning the growth in mobile web 2.0, analysing opportunities in freemium and premium services through to ad supported content distribution. This key study looks at the major strategies of a number of players across geolocation and presence, focusing on the primary growth areas for mobile web 2.0 including VoIP & IM.

Key forecasts include adspend on mobile presence-based services, together with operator-billed IM & VoIP revenues as well as user numbers, usage levels and the proportion of users who pay for services. The report also includes forecasts for the retail costs of SMS and MMS, along with the total global adspend on mobile web 2.0 services split by social web, dating & presence.

Crucially, this report includes a series of practical recommendations for mobile web 2.0 players, with detailed SWOT analyses for ODMs (original device manufacturers), mobile network operators, service providers and media & technology owners.

Key Questions Addressed by this Report:

- What are the prevalent and developing business models for Mobile Web 2.0 services?
- What is the current value of mobile VoIP and IM services, and how will these develop over the next five years?
- Which strategies should operators, ODMs and content/service providers adopt to monetise Mobile Web 2.0?
- What are the major distribution mechanisms for Mobile Web 2.0 services?
- Who are the key players in the Mobile Web 2.0 value chain?
- To what extent will advertising become a key revenue stream in Mobile Web 2.0?

Key Benefits:

- A unique analysis of the mobile web 2.0 market including technologies, market characteristics and forecasts.
- Practical analysis of emerging opportunities for vendors & operators.
- Unique insight: interviews of leading players with significant experience of the mobile web 2.0 market.
- Benefit from fresh thinking, intelligent market assessment.



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Mobile Web 2.0: Analysis & Forecasts

report overview

This extensive report analyses the various mobile web delivery mechanisms and key enablers including gateways, location technologies and mobile messaging. It also highlights the social, regulatory and technological considerations and challenges which can impact on the commercial implementation of mobile web 2.0. It investigates the primary drivers and constraints of the mobile web 2.0 sector and explores the parameters and definitions of the mobile web 2.0 ecosystem framework. This high value market planning tool is vital for all members of the value chain wanting to maximise revenues in this rapidly evolving sector.

analysis & forecasts

Report Analysis

6 Year Analytical Forecasts provide a quantitative breakdown of the mobile web 2.0 marketplace targeting key regions until 2014.

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.

Total Market Breakdown provides a detailed focus across the mobile web 2.0 space: with stringent analysis of market strengths, weaknesses, opportunities and threats; combining practical recommendations and real-world key player strategies in primary growth areas.

Visual Clarity with 25 tables and full colour forecast charts.

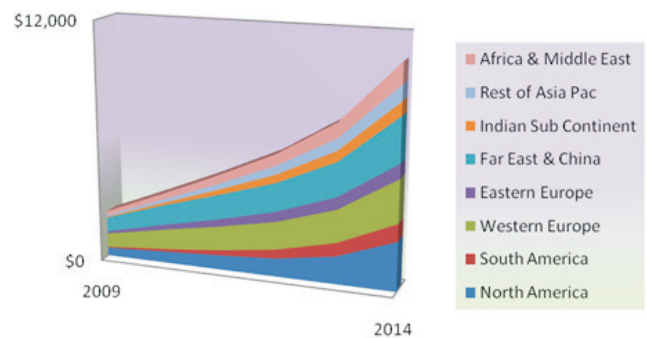
Market Forecast Suite 2009-2014

Global Market Value total revenues

Users all users (who use mobile social web)

Presence-Based Services total market revenue for services; total value of services ad-spend

Mobile Web 2.0 Geolocation & Presence Revenues Split by 8 Key Regions 2009-2014



Mobile IM number of mobile IM users; operator-billed mobile IM: number of users paying for mobile IM; total operator-billed IM revenues

Mobile VoIP number of mobile VoIP users; total mobile VoIP minutes of use; mobile VoIP market value

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. Key Recommendations

Conclusion

Recommendations

- Service providers; Equipment vendors; Media & technology owners

2. Mobilising Web 2.0

Introduction

Concepts, Definitions & Parameters

- Mobile web & mobile internet: mobile web; mobile internet; mobile phone classification; other mobile internet categories (mobile broadband, USB modems & PC cards; MIDs & UMPCs; smart netbook)
- Enterprise 2.0; Mobile 2.0
- Translating web 2.0 to mobile: share, collaborate, exploit; made for mobile; meshed flow of information via the cloud
- Juniper's web 2.0 mobile framework

Mobile Web Delivery Mechanisms

Additional Mobile 2.0 Enablers

- Gateways
- Location technologies: Cellular; Fire Eagle; Geolocation API; GeoRSS; GPS; JPEG; OMA's SUPL Server
- Mobile messaging
- Presence: mobile IM; RCS (on-net); VoIP
- Telecom web services: Parlay X; OneAPI; BONDI Initiative

Service Delivery

- Introduction; Channel options

3. Business Models

Introduction

Monetisation & Value Chain

- Service providers; Equipment vendors; Advertising players
- Advertising & marketing: geo/location-based advertising; guidance metrics (mobile applications; mobile web; MMS; SMS); mobile web advertising cost models (cost-per-mille; cost-per-click; cost-per-action/application)

- Analytics & data mining: churn and fraud management; social media marketing
- APIs; Application storefronts; Freemium; Minutes of use
- Mobile payments: methods (mobile phone bill; online; SMS; WAP billing); micropayments
- Mobile messaging: retail cost per MMS/SMS forecast
- Portals - on-deck/off-deck: on-net/on-deck/on-device; off-portal/off-deck; over-the-top services; traffic trends
- Premium services & subscriptions; Software as a service; Syndication; Virtual economies

4. Mobilising Web 2.0: Market Forecasts

Forecast Definitions & Methodology The Global Web 2.0 Mobile Market

- Categories and revenue stream parameters; Pricing and business model parameters

- Social web users
- Total revenues: market value; end user; advertising market value

5. Geolocation & Presence

Introduction

Geolocation

- Service definitions
- Commercial options: technology; source; considerations
- Geo-enabled market overview
- Case study: aka-aki (products and services; strategy; revenue streams)
- Case study: GyPSii (products and services; strategy)

Presence-Enabled Services

- Service definitions (presence-enabled address book; OTT services); Commercial options (enhanced phonebook; mobile IM; mobile VoIP)

Presence-Enabled Markets

- EAB/NAB & presence; Mobile IM; Mobile VoIP; Case study (Nimbuzz)

6. Geolocation & Presence Forecasts

Presence-Based Services

Total Market:

- Total revenue for services
- Total value of services ad-spend

Mobile IM:

- Number of mobile IM users
- Operator-billed mobile IM: number of users paying for mobile IM
- Total operator-billed IM revenues

Mobile VoIP:

- Number of mobile VoIP users
- Total mobile VoIP minutes of use
- Mobile VoIP market value

7. Geolocation & Presence - Players & Strategies

Service Providers & Service Enablers - Geolocation

- Brightkite: corporate apps & mash-ups; geo ads & analytics
- Colibria: mobile web, presence & apps for the masses
- Google Latitude: native app falls foul of Apple
- Loopt: location-based ads & dating services; privacy mechanisms
- MobiLuck; Skyhook Wireless; WAYN

Service Enablers & Service Providers (EAB/NAB & Presence)

- Belysio; Bluebook; TIM; Trilibis Mobile; Yahoo! oneConnect

Service Providers - Mobile IM

- AIM (AOL Instant Messenger) & ICQ; Danger; eBuddy; Google Talk; Mail.ru; Mxit; Tencent; Yahoo! Messenger; Windows Live Messenger

Service Providers - Mobile VoIP

- fring (ad revenues & MNO partnerships); Google Voice (statistics revealed); Skype (bridging devices); Truphone (MVNO strategy)

116 Pages



companies included

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author profile

Ian Chard is an Analyst with Juniper Research. With more than ten years experience in the communications technology sector as a technical writer and journalist, he has held key editorial positions on a number of respected B2B publications and has conducted independent projects for leading industry vendors. His specialist areas embrace mobile & wireless, telecoms, enterprise voice & data networks, and biometric technologies.

Ian holds a 2:1 Joint Honours degree in Broadcasting and English.

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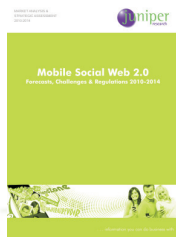
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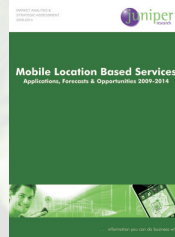
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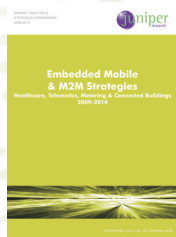
Mobile Location Based Services



Mobile Ticketing Applications & Markets



Mobile Cloud Applications & Services



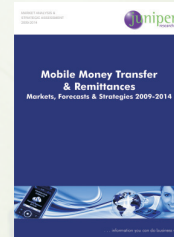
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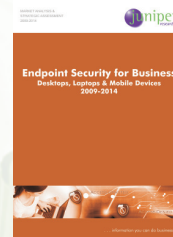
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