

Mobile Entertainment Markets Opportunities & Forecasts 2007-2012

Second Edition

This wide-ranging research report provides a detailed summary of the current state of, and future prospects for, the global mobile entertainment industry; and includes revenue and subscriber forecasts for all major mobile segments (TV; gambling; games; UGC; adult; music; & infotainment). This second edition offers consolidated revenue forecasts for the entire mobile entertainment market, broken down by eight key regions, as well as an overview of the relevant mobile technologies and an in-depth study of the major industry players. The comprehensive study also includes an exploration of the key market drivers and constraints within the mobile entertainment field. This thorough appraisal of the markets offers a practical look at the opportunities for new and existing players and is vital for any organisation intent on maximising their revenues from mobile entertainment.

Key Questions Answered by this Report:

- What strategies should operators, vendors and publishers employ to maximise their respective returns in the mobile entertainment market?
- What is the current and future size of the mobile entertainment market?
- What are and what will be the most lucrative mobile entertainment services?
- What are the key drivers in the mobile entertainment market?
- What impact has 3G had on the mobile entertainment market?
- What are the major hurdles to greater adoption, and usage, of mobile entertainment services?
- How has the mobile entertainment value chain developed?
- Who are the major players in the mobile entertainment market?
- Which services are likely to be constrained by national/international regulation?

Main Benefits:

- A unique source of research and analysis for the mobile entertainment 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 entertainment market.
- Benefit from fresh thinking and an intelligent market assessment from a respected thought leader.



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Mobile Entertainment Markets: Analysis & Forecasts

report overview

This second edition of the mobile entertainment markets report provides a practical five year forecasting suite up until 2012. Using a robust forecast methodology this global study offers a comparative analysis of cellular market growth for each sector and provides forecast data for eight key regions. The study presents market projections for total end user generated revenues as well as calculating more in-depth product sector forecasts, such as total wager and gross win from mobile gambling. This complete assessment of the mobile entertainment industry also offers a discussion of the hurdles to the adoption of mobile entertainment services and provides recommendations for maximising revenues within each sector.

analysis & forecasts

Report Analysis

Global Coverage offering in-depth analytical forecasts until 2012, for eight key regions: N/S America; W/E Europe; Far East & China; Indian Sub Continent; Rest of Asia Pacific; Africa & Middle East.

Complete Penetration of the mobile entertainment market for strategic & market planners; focusing on detailed market sizing, forecasts, player analysis and positioning strategies.

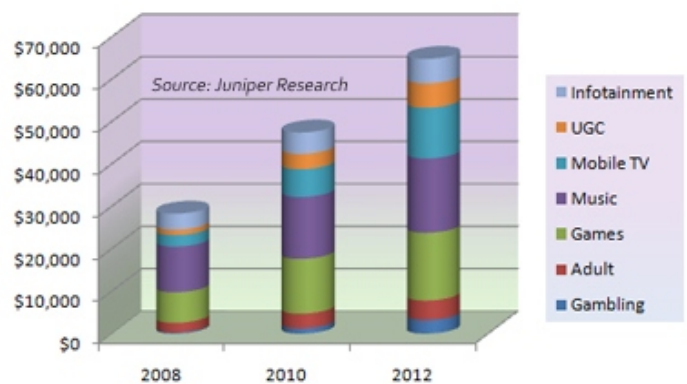
Qualified Appraisal uncovering the opportunity for industry operators, vendors & manufacturers - researched by an industry-leading expert and analyst in mobile entertainment markets.

Essential Means for assessing & realising unfolding windows of opportunity in the mobile entertainment marketplace.

Market Forecast Suite

Sector Mobile entertainment: Total revenues; Mobile gambling: Total wager; Total revenues; Total gross win; Mobile adult content: Total revenues; Mobile games: Total end-user generated revenues; Mobile music: Total end-user generated revenues; Mobile TV: Total revenues; Mobile user generated content: Total end-user revenues; Mobile infotainment: Total revenues

Total Revenues (\$m) from Mobile Entertainment. Regional Forecast 2008-2012



Regional Revenue Split by sector: North America; South America; Western Europe; Eastern Europe; China & Far East; India Sub Continent; Rest of Asia Pacific; Africa & Middle East

Cellular Market Growth Global subscriber growth; Subscriber base; Global 3G subscriber; Subscriber by technology (regional)

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

- Wireless Internet technologies: Development of WAP; The future of WAP - where is WAP heading? The i-mode alternative (NTT DoCoMo, i-mode subscriber growth and i-mode penetration of total user base Q2 2007)
- 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 America; South America; Western Europe; Eastern 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]

3. Mobile Entertainment Market Development

Introduction

Types of Mobile Entertainment Service

- Mobile gambling: Casino style; Lotteries; Sports betting; Betting exchanges

Future Mobile Awards

- GOLD AWARD - Spin3
- SILVER AWARD - Probability

- Mobile adult content: Text-based adult services; Images; Moantones; Erotic games; Video-based services

Future Mobile Awards

- GOLD AWARD - Cherrysauce
- SILVER AWARD - PhoneBox Entertainment

- Mobile games: Action; Logic/Puzzle/Skill; Sports and racing; Arcade; Role playing; Card and casino; Movie; Adult; Lifestyle

Future Mobile Awards

- GOLD AWARD - EA Mobile
- SILVER AWARD - Gameloft

- Mobile music

Future Mobile Awards

- GOLD AWARD - Omnipone
- SILVER AWARD - Apple

- Mobile TV: Streamed/Broadcast TV

Future Mobile Awards

- GOLD AWARD - 3 Italia
- SILVER AWARD - KDDI

- Mobile user generated content

Future Mobile Awards

- GOLD AWARD - GoFresh
- SILVER AWARD - Cyword Mobile

- Mobile infotainment

Players in Mobile Entertainment Services

- Selected operators: '3' UK; China Unicom; KDDI; SK Telecom; Sprint Nextel; Vodafone
- Some other mobile entertainment value chain players: Bango; Entriq; Jamba/Jamster; Mobile Entertainment Forum; Nokia; Sony Ericsson

4. Mobile Entertainment Market Forecasts

Forecast Definitions & Methodology; The Global Market for Mobile Entertainment

- Market drivers: Anywhere, anytime

accessibility; Fun and relaxation; Increasing mobile and 3G penetration; Product innovation; Supply side competition

- Market constraints: The user interface - difficulty in discovering/accessing/navigating services and content; difficulty utilising multiple applications simultaneously; Handset form, capacity and battery life; Network speed and coverage
- Global market product breakdown: Total revenues (\$m)
- Global market regional breakdown: Total revenues (\$m)

Mobile Entertainment Sector Forecasts by Region

- Total revenues from mobile entertainment (\$m)
- Mobile gambling: Total wager; Total gross win (\$m)
- Mobile adult: Total revenues (\$m)
- Mobile games: Total end-user generated revenues (\$m)
- Mobile music: Total end-user generated revenues (\$m)
- Mobile TV: Total revenues(\$m)
- Mobile user generated content: Total end-user revenues (\$m)
- Mobile infotainment: Total revenues (\$m)

Mobile Entertainment Regional Revenue Forecasts

- Split by sector: North/South America; Western/Eastern Europe; China & Far East; India Sub Continent; Rest of Asia Pacific; Africa & Middle East

5. Regulation and Controls

Introduction; Regulatory Environments

- Pan European; National legislation; PhonepayPlus; South Africa
- ICASA; FPB (Film and Publications Board); Wireless Application Service Providers' Association (WASPA)
- Self regulation: UK Operator self regulation approach; Independent Mobile Classification Body (IMCB)
- Digital rights protection: Open Mobile Alliance (OMA); Case study - The French anti-piracy law

132 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. 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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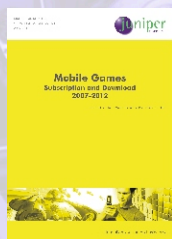
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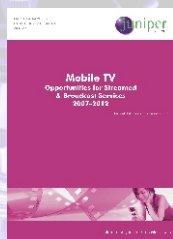
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Mobile Adult



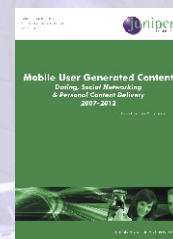
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Mobile TV



Mobile Music

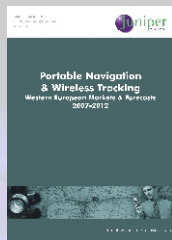


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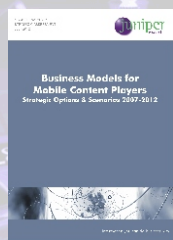
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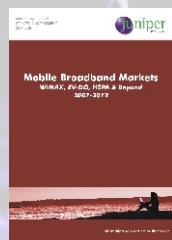
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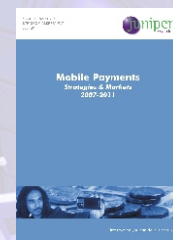
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Mobile Broadband Markets



Mobile Payments



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