

# Mobile Adult Content

## Text, Images & Video

Second Edition

This thoroughly revised second edition provides a detailed and comprehensive analysis of the evolving Mobile Adult opportunity. Our market size estimates and forward projections have been completely updated, providing the very latest data available on this segment. The report has been extensively researched and provides a unique reference source for those requiring insight into where and how the sector is evolving.

### Coverage

- **Market Forecasts** 2004-2009 - Covers mobile adult subscribers/users, pricing, revenues and ARPU by region.
- **Business Opportunities** - Identifies where the opportunities lie for service and content providers across the supply chain.
- **Technologies, Standards & Regulations** - Analyses and reviews the main challenges and developments.
- **Innovative Players in Mobile Adult** - Identifies and reviews who is setting the pace and where the deals are being made.
- **Strategic Issues** - Assesses the main strategic considerations when implementing a Mobile Adult service.

### Key Benefits

- Unique source of research, analysis and Mobile Adult forecast data.
- Pragmatic analysis of the emerging opportunities available to players and investors.
- Insights from interviews with the leaders and innovators in Mobile Adult content and service.
- Intelligently written and designed for strategic and business planning.

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# Mobile Adult Content

## report overview

Adult content has proven to be a constant driver of new technology adoption over the last two decades, and this report explores how mobile adult content is now being introduced to the mobile platform via text, voice, images and video. This sector is widely tipped to lead the mobile entertainment revolution, exploiting its huge success in the fixed internet world, and leveraging a vast pool of available content and a vast pool of mobile users across the world.

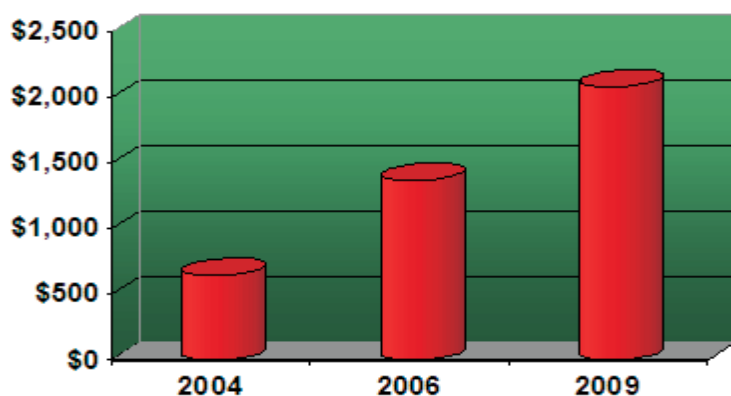
This report provides market analysis, forecasts and opinion regarding the market opportunity between the years 2004 and 2009 and covers the five key regions of the world.

## organisations included

ACA, AEON Credit, Aimix, Alcatel, Alltel, AlphaNet, Bango, BASE, Billboard, Bouyges Telecom, Brasilcel, Chaoticom, China Mobile, China Unicom, Cingular Wireless, CosmOTE, Coulomb, Cyber Club, Daily Sport, Dobson, Eplus, Esquire, ETSI, European Commission, EuroTel Praha, Far EastOne Telecommunications, Fast Way Holdings, FCC, FSA, GoConnect, GQ, Greenbay, GSM Association, Hong Kong CSL, HP, Hustler, Hutchinson 3G, Icemobile, ICRA, ICSTIS, IMCB, Indiano Communications, International Telecommunications Union (ITU), ITC, IWF, jamba!, Jerxxx, KDDI, Korea Telecom, KPN, KTF, LG TeleCom, Microsoft, Mitsubishi, Mobile Data Association, Mobile Payment Services Association, Mobile365, Mobitel, MoMoMate, Motorola, MP Media, Muffmob, Naked News, NEC, Netcollex, NETS, Netsize, Nextel, Nippon Shinpan, Nokia, NTT DoCoMo, O2, OMC Card, Oplayo, Optus, Orange, ORSYP, PalmStories, Panasonic, Phonebox Entertainment, Playboy Enterprises, pocket-xxx, Private Media Group, PTC-ERA, Qualcomm, Quartel, Royal Bank of Scotland, Sagem, Sanoma Uitgevers, Sanyo, Sharp, Siemens, SK Telecom, SmartCom PCS, Smile Telecom, Sony Ericsson, Sport Newspapers, Stealthnet, Sun Microsystems, Symbios, Teaz, Telcel, Telefónica Móviles, Telefónica Móviles España (TME), Telenor Mobile, Three, THROB, TIM, Tomorrow FOCUS Digital, toothing, Toshiba, Triton PCS, Turkcell, Verizon Wireless, Vertical Media, Virgin Mobile, Visa, Vitelcom, Vodafone, Voooyeur, wapple, WIND Telecomunicazioni, Worldpay, xxxprovider, Yahoo.

## forecasts

**Total Revenues (\$m) from Mobile Adult Content - 2004-2009**



### Forecasts:

- Cellular market growth: Asia Pacific, Europe, North America, South America, ROW.
- Mobile Entertainment: Subscribers, 2.5/3G subscribers, Revenues by region
- Mobile Adult Text Content: Mobile adult users, average downloads, pricing, revenues, ARPU
- Mobile Adult Rich-media: Mobile adult users, average downloads, pricing, revenues, ARPU

## about the author



**Dr Windsor Holden** has worked for Juniper Research since November 2003, authoring a number of reports including *Digital Terrestrial Television: Prospects in the Enlarged EU* and the forthcoming *Mobile TV and Video*. He also provides forecasts and analyses on emerging telecoms markets for Business Monitor International (BMI), and has contributed to a number of Informa Group publications, including a recent edition of *Global Mobile Forecasts*. Previously an analyst with Kagan World Media and Espicom Business Intelligence, Dr Holden is also a former Research Fellow of the Institute of Communications Studies, University of Leeds.



Our reports are rich in tabular and graphical analysis, and comprehensively cover each issue from a technical, business and commercial point of view.

## Executive Summary

Key findings of the report.  
Projections, Sector focus.  
The Opportunity  
What mobile brings,  
Mobile Penetration, Technology,  
Billing. What kind of services?  
What is the Mobile adult market worth?  
The challenges.

## 1. Technology

### Introduction

#### 2G SMS

Mobile origination (MO) SMS,  
Mobile termination (MT) SMS,  
Premium rate SMS,  
The SMS value chain.

#### 2G MMS

How MMS works,  
When it doesn't work, MMS Services:  
Information; Entertainment;  
Customisation; Other. WAP.

#### 2.5G & Mobile Video

The i-mode alternative,  
i-mode structure and wireless internet  
growth, European i-mode handsets.

#### 2.75G- EDGE

#### 3G

Languages, platforms and technologies -  
Java, J2ME and BREW

#### Other Relevant Technologies

MP3, MP4, MIDI

## 2. The Opportunity for Mobile Entertainment

### Introduction

#### What is Wireless Entertainment?

#### The Growth of the Mobile

#### Market

Global cellular subscriber market,  
Top ten mobile operators by subscriber  
base,  
Worlds largest countries - population  
and mobile users.  
Asia Pacific cellular market growth

forecasts,  
European cellular market growth  
forecasts, US cellular market growth  
forecasts,  
North America, South America.  
Rest of World cellular market growth  
forecasts.  
Global cellular subscriber forecasts.  
Regional forecasts  
2G & 3G subscribers.

## The Mobile Entertainment Market

## 3. Mobile Adult Content

### Content Providers & Content Publishers

Playboy, Hustler, Private,  
Phone Box Entertainment,  
PalmStories, Netcollex, Symbios,  
MP Media. Voooyeur/Toothling  
(Enquire), Wapple, Pocket-xxx,  
Naked News, MoMoMate.

### The Operators

UK, Europe, US, Asia.

### The Aggregators

### Media Convergence

### Marketing - Mobile Adult Text

The market for adult text based mobile  
content - adult text based Users,  
adult text based download traffic,  
adult text based revenues, adult text  
based ARPU.

### Markets - Rich-media Adult

### Mobile Downloads

The market for rich media adult mobile  
content - adult rich media users,  
adult rich media download traffic,  
adult rich media revenues, adult rich  
media ARPU.

PDA's, The total market for adult based  
mobile content.

## 4. Hurdles & Regulation

### Hurdles

Public perception, device limitations,  
Spam.

### Regulation of Adult Services

The UK model,

Independent Mobile Classification  
Body (IMCB), ICSTIS,  
Internet Watch Foundation (IWF),  
International self regulation,  
Pan European Legislation  
Directive 95/46/EC:  
Processing personal data and the  
protection of privacy,  
The e-commerce sector data  
protection directive (2002/58/EC),  
The distance selling directive  
(97/7/EC).

## 5. Billing

### Mobile Billing Market Drivers

Security, privacy and anonymity.  
Case Study: Bango.net, Qpass,  
Cross Network Support for Billing,  
Building portals, Third party access to  
portals, Bi-Directional billing,  
Profitability.

### Billing Types

Interactive Voice Response (IVR)  
based billing standard SMS.  
Standard browsing,  
Premium rate SMS (PRSMS)  
Premium browsing.  
Premium Rate Multimedia Messaging  
(PRMMS), Stored value accounts via  
the SIM card, Card swipes,  
M-wallets.

The next generation of billing  
mechanisms.

Heading for billing overload?

The single billing dashboard.

Geotargetting, Geomorphing

### Security

Public Key Infrastructure (PKI), Digital  
signatures.

### Billing Laws and Regulations

Existing Premium Rate Service (PRS)  
Rules and regulations,  
Other relevant UK laws,  
E-Money directive

### Who to Turn to for Help

The Mobile Payment Forum,  
The Mobile Payment Services  
Association (MPSA), NACHA.

## our background

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

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