

# Mobile User Generated Content

## Dating, Social Networking & Personal Content Delivery 2008-2013 (Second Edition)



## List of Forecasts

All forecasts are for 2008-2013, except where noted below and include 2007 market data as well as 2008-2013 forecasts.

2006 market data is shown where stated.

Regional forecasts cover 8 regions: North America, South America, Western Europe, Eastern Europe, Far East & China, Indian Sub Continent, Rest of Asia Pacific, Africa & Middle East.

Split by revenue stream means by subscription & premium services.

Split by technology means 2G, 2.5G, 3G, 3.5G/3.9G

Split by service type includes PCG, Social Networking & Dating.

### Mobile Dating/Chatroom Services

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Percentage of Mobile Subscribers Who Use Mobile Dating/Chatroom Services, By Region 2006-2013  
Number of Active Users (m) of Mobile Dating/Chatroom Services, By Region 2006-2013  
Percentage of Mobile Dating/Chatroom Users Who Pay Subscription Fees, By Region  
Number of Mobile Dating/Chatroom Users (m) Who Pay Subscription Fees, By Region  
Monthly Spend (\$) By Mobile Dating/Chatroom Subscribers, By Region  
Subscription Revenues (\$m) from Mobile Dating/Chatroom Services, By Region  
Number of Mobile Dating/Chatroom Customers (m) on Free Registrations, By Region  
% of Free Registration Mobile Dating/Chatroom Customers Who Opt for Premium Services, By Region  
No. of Free Registration Mobile Dating/Chatroom Customers (m) Who Opt for Premium Services, By Region  
User Spend Per Month (\$) on Mobile Dating/Chatroom Premium Services, By Region  
Total Revenues (\$m) from Mobile Dating/Chatroom Premium Services, By Region  
Total End user Generated Mobile Dating/Chatroom Revenues (\$m) By Revenue Stream  
Total End user Generated Mobile Dating/Chatroom Revenues (\$m) By Region  
Percentage of Mobile Dating/Chatroom Users Who Respond to Mobile Advertising, By Region  
Number of Mobile Social Dating/Chatroom Site Users That Respond to Mobile Advertising, By Region  
Average Number of Responses Per User Per Annum to Mobile Dating/Chatroom Site Advertising, By Region  
Total Number of Responses Per Annum (m) to Mobile Dating/Chatroom Site Advertising, By Region  
CPC (Cost Per Clickthrough) Rates (\$), Mobile Dating/Chatroom Sites, By Region

### Social Networking

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Percentage of Mobile Subscribers Who Use Mobile Social Networking Sites, By Region 2006-2013  
Number of Active Users (m) of Social Networking Sites, By Region 2006-2013  
Percentage of Social Networking Users Purchasing Premium Services, By Region 2006-2013  
Number of Social Networking Users Purchasing Premium Services, By Region 2006-2013  
Monthly Spend Per User (\$) on Premium Services on Mobile Social Networking Sites, By Region  
Percentage of Mobile Social Networking Site Users Who Respond to Mobile Advertising, By Region  
Number of Mobile Social Networking Users That Respond to Mobile Advertising, By Region  
Average Number of Responses Per User Per Annum to Mobile Social Networking Advertising, By Region  
Total Number of Responses Per Annum (m) to Mobile Social Networking Advertising, By Region  
Cost Per Clickthrough (CPC) Rates (\$), Mobile Social Networking Sites, By Region  
Total AdSpend (\$m) on PCD Content, By Region  
Total Mobile Social Networking Market (\$m)

### Personal Content Delivery Users

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Percentage of Mobile Subscribers Who Use PCD, By Region 2006-2013  
Number of Users of PCD Services (m), By Region

Average Number of PCD Downloads per Service User Per Month, By Region  
Total Volume of PCD Downloads (m) by Mobile Users Per Year, By Region  
Percentage of PCD Downloads Paid For by the End User, By Region  
Number of PCD Downloads Paid For by the End User, By Region  
Total End user Generated Revenues (\$m) from PCD Services, By Region  
Average Price (\$) Paid Per PCD Download, By Region  
Clickthrough Rates for Ad-Supported PCD Content  
Ad Responses from PCD Content, By Region  
Cost Per Clickthrough (CPC) Rates (\$), PCD Content, By Region  
Total AdSpend (\$m) on PCD Content, By Region  
Total PCD Market (\$m)  
Number of Ad-Supported Downloads, By Region

## Mobile UGC Markets

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Mobile UGC Market, By Service Type (Dating, Social Networking, Personal Content Delivery)  
Mobile UGC Market, By Region

## End User Generated UGC Revenues

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Total End user Generated Revenues (\$m) from PCD Services, By Region  
Total End user Generated Revenues (\$m) from Mobile Social Networking Sites, By Region  
Total End user Generated Mobile Dating/Chatroom Revenues (\$m), By Revenue Stream  
Total End user Generated Mobile Dating/Chatroom Revenues (\$m), By Region  
Total End user Generated Revenues (\$m) from UGC, By Service Type  
Total End user Generated Revenues (\$m) from UGC, By Region

## Total Adspend

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Total AdSpend on UGC, By Service Type (Dating, Social Networking, Personal Content Delivery)  
Total AdSpend on UGC, By Region  
Total AdSpend (\$m) on Mobile Social Networks, By Region  
Total AdSpend (\$m) on PCD Content, By Region  
Total AdSpend (\$m) on Mobile Dating/Chatroom Sites, By Region

## Cellular Subscriber

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Cellular Subscriber Growth (m) by Region  
Cellular Subscriber Base, Market Share (%) by Region  
Cellular Subscribers Penetration (%) by Region  
Global Cellular Subscriber Forecasts (m) by Technology  
North American Cellular Subscriber Forecasts (m) by Technology  
South American Cellular Subscriber Forecasts (m) by Technology  
Western Europe Cellular Subscriber Forecasts (m) by Technology  
Eastern Europe Cellular Subscriber Forecasts (m) by Technology  
Far East & China Cellular Subscriber Forecasts (m) by Technology  
Indian Sub Continent Cellular Subscriber Forecasts (m) by Technology  
Rest of Asia Pacific Cellular Subscriber Forecasts (m) by Technology  
Africa & Middle East Cellular Subscriber Forecasts (m) by Technology