

# Mobile Games

## Downloads, In-Game Purchasing & Advertising Strategies 2011-2016

### Mobile Content & Applications

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- 41 Pages of Exclusive Forecast Data
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This 7th edition study provides an expansive view of the mobile games industry and the swiftly evolving business models and developments in advertising and purchasing, which have emerged and altered the mobile gaming landscape.

### Key Features of The Report Include:

- *Chapter 7, 'Hurdles and Regulations'* - addresses the challenges surrounding mobile gaming, advising developers and publishers towards overcoming OS fragmentation, network coverage challenges and piracy.
- *Projected Market for Mobile Games Advertising* - examines advertising revenues by mobile games on handsets and tablets.
- *15 Major Mobile Game Vendor and Distributor Profiles* - offer insight into the key players in the mobile games industry, presenting their respective corporate backgrounds, key clients & strategic partnerships and products.

### Key questions answered in this report:

1. What is the current value of the mobile games market? How big will it be in five years' time?
2. What are the key platforms for developing mobile games?
3. How has the App Store disrupted the value chain for mobile games?
4. How have improvements in handset technology impacted on mobile games?
5. Which business models should publishers and developers employ?
6. What are the key hurdles for the mobile games market?
7. Who are the key players in the market today?
8. What are the prospects for the in-game purchase market?
9. How will HTML5 change the mobile games market?

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### Author Profile

Charlotte Miller is a Research Analyst with Juniper Research. Her areas of focus include mobile content and applications.

Charlotte holds a Masters in Mathematics from the University of Warwick.

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Church Cottage House, Church Square, Basingstoke, Hampshire RG21 7QW England.

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Telephone UK: +44 (0) 1256 830001/475656

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