

Tablet & eReader Evolution

Strategies & Opportunities 2011-2016

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- Extensive Forecasting Suite
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The tablet market is one of the fastest growing technology sectors at present, rapidly becoming a new iconic content creation platform: one which fuses functionality from a wide range of devices. This report offers a unique proposition for device vendors, hardware component vendors, app developers,

investors and mobile network operators alike. Juniper Research submits an industry benchmark study, focusing not only on future opportunities for the tablet market but also the implications for, and opportunities within the established eReader market.

This new study determines the prospects for tablets and eReaders in the context of a range of portable connected devices, concerning user demographics, features and shipment volumes. Additionally, an examination of retail strategies with regards to tablets analyses the various pricing tactics of both MNOs and retailers.

Key questions the report answers:

1. What makes the Tablet a unique opportunity in the context of other portable connected devices?
2. How can mobile network operators increase cellular Tablet adoption?
3. What are the key developments and opportunities in Tablet hardware and operating systems?
4. What are the benefits of electronic ink, and what other factors will determine the continued growth of the eReader market?
5. How will the Tablet market change in terms of OS market share, connectivity, end-users, display sizes, market value and data usage over the next five years?
6. What will the size of the eReader market be in five years' time in terms of shipments, connectivity and market value?

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and emerging opportunities via a team of dedicated specialists - very knowledgeable, experienced and experts in their field.

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