

Mobile Social Networking Opportunities & Forecasts 2008-2013



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List of Forecasts

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

2006 historical estimates are 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

Mobile Phone Subscribers

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

Mobile Social Networking Revenues (End User)

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

Total End user Generated Revenues (\$m) from Mobile Social Networking Sites, By Region

Mobile Social Networking Revenues (Ad-Supported)

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

Mobile Social Networking Markets

Total Mobile Social Networking Market (\$m)