

Mobile Music

Videos, Streamed, Full Tracks, Ringbacks, Ringtones & Downturn Analysis 2009-2013 -Fifth Edition-



List of Forecasts

All forecasts are for 2009-2013 and include 2007-008 historical estimates, except where noted below.

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.

Mobile Music Downturn Analysis

Total End-user Generated Revenues (\$m) from Mobile Music (Ringtones & Realtones, Ringback Tones, Paid-for Full Tracks, Subscription-based Full Track/Streamed Music Services and Music Videos) by Product

Total Revenues (\$m) from Advertising in Mobile Music. Best Case Scenario by 8 Key Regions

Mobile Music Adspend (\$m) Market Forecast Scenario Comparison (Best Case, Median Downturn; Worst Case) 2008-2013

Mobile Music Adspend Market Forecast Growth Rate Comparison (%) (Best Case; Median Downturn; Worst Case) 2009-2013

Music Video Market

Mobile Users (%) Who Subscribe to Music Videos by 8 Key Regions 2006-2013

Mobile Users (m) Who Download Music Videos by 8 Key Regions

Average Number of Music Video Downloads per User per Year by 8 Key Regions

Total Number (m) of Mobile Music Video Downloads per Year by 8 Key Regions

Average Price Paid (\$) Per Music Video Download by 8 Key Regions,

Total Revenues (\$m) from Mobile Music Video Downloads by 8 Key Regions

ARPU (\$) for Mobile Music Video Downloads by 8 Key Regions

ARPU (\$) for Subscriptions to Mobile Music Video Downloads by 8 Key Regions

Subscription-based Rental and Streamed Services

Mobile Users (%) Who Subscribe to Subscription/Streamed Music Services by 8 Key Regions 2006-2013

Mobile Users (m) Who Subscribe to Subscription/Streamed Services by 8 Key Regions

Total Users (m) of Subscription Services Split by Subscriptions/Streamed Services and Paid-for-Downloads by 8 Key Regions

Average Number of Monthly Music Subscriptions per User per Year by 8 Key Regions

Total Number (m) of Monthly Music Subscriptions/Services per Year by 8 Key Regions

Average Price Paid (\$) Per Monthly Music Subscription by 8 Key Regions

Total Revenues (\$m) from Subscriptions to Mobile Music Services by 8 Key Regions

ARPU (\$) for Subscriptions to Mobile Music Services by 8 Key Regions

OTA Full Track Music Downloads Market

Mobile Users (%) Who Download OTA Full Track Music by 8 Key Regions 2006-2013

Mobile Users (m) Who Download OTA Full Track Music by 8 Key Regions

Average Number of OTA Full Track Music Downloads per User per Year by 8 Key Regions

Total Number (m) of OTA Full Track Music Downloads per Year by 8 Key Regions
Average Price Paid (\$) Per OTA Full Track Music Downloads by 8 Key Regions
Total Revenues (\$m) from OTA Full Track Music Downloads by 8 Key Regions
ARPU (\$) for OTA Full Track Music Downloads by 8 Key Regions

Ringback Tone Market

Mobile Users (%) Who Use Ringback Tones by 8 Key Regions 2006-2013
Mobile Users (m) Who Use Ringback Tones by 8 Key Regions
Average Number of Ringback Tone Monthly Subscriptions per User per Year by 8 Key Regions
Total Number of Ringback Tone Monthly Subscriptions per Year (m) by 8 Key Regions
Average Price (\$) Paid Per Monthly Ringback Tone Subscription by 8 Key Regions
Total Revenues (\$m) from Ringback Tone Subscriptions by 8 Key Regions
Monthly ARPU (\$) for Ringback Tones by 8 Key Regions

Ringtone Market Forecasts

Mobile Users (%) Who Download Ringtones by 8 Key Regions 2006-2013
Mobile Users (m) Who Download Ringtones by 8 Key Regions
Average Number of Ringtones Downloaded per User per Year by 8 Key Regions
Total Number of Ringtones Downloaded per Year (m) by 8 Key Regions
Average Price (\$) Paid Per Ringtone by 8 Key Regions
Total Revenues (\$m) from Mobile Ringtones by 8 Key Regions
ARPU (\$) for Mobile Ringtones by 8 Key Regions