

Mobile App Stores

Business Models, Strategies & Market Segmentation 2010-2015



. . . information you can do business with

List of Forecasts

All forecasts are 2010-2015 and include 2009 historical estimates except where noted below.

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

Split by 6 Categories means Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment, Finance & Productivity, Social Networking.

Split by 5 Categories means Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment, Social Networking.

Split by 4 Categories means Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment.

Split by 3 Categories means Games, Lifestyle & Healthcare, Multimedia & Entertainment

Onstore Users and Usage

Global Mobile Subscriber Forecast (m) Split by 8 Key Regions

% Mobile Users Who Download Apps Split by 6 Categories

Number of Mobile Users (m) Who Download Apps Split by 6 Categories

% Application Downloaders (m) who Download via App Stores Split by 6 Categories

Number of Application Downloaders (m) who Download via App Stores Split by 6 Categories

Average Number of Onstore App Downloads per User per Year Split by 6 Categories

Total Number of Onstore App Downloads Per Year (m) Split by 6 Categories

Retail Revenues of Onstore Applications

% Onstore App Downloads Which are Paid For Split by 6 Categories

Number of Onstore App Downloads (m) Which are Paid for Split by 6 Categories

Price Per Onstore Mobile Apps Download (\$) Split by 6 Categories

Onstore Mobile Apps, Retail Value (\$m), Split by 6 Categories

Offstore Users and Usage

% Application Downloaders who Download Offstore, Split by 6 Categories

Number of Offstore Application Downloaders (m) who Download Split by 6 Categories

Average Number of Offstore App Downloads per User per Year Split by 6 Categories

Total Number of Offstore App Downloads Per Year (bn) Split by 6 Categories

Retail Revenues of Offstore Applications

% Offstore App Downloads Which are Paid For Split by 6 Categories

Number of Offstore App Downloads (m) Which are Paid for Split by 6 Categories

Offstore Mobile Apps, Price per Download (\$) Split by 6 Categories

Offstore Mobile Apps, Retail Value (\$m) Split by 6 Categories

Application Usage Levels

Total App Downloads (m) Split by 6 Categories

Total App Downloads (m) Split by Onstore/Offstore

Application Retail Revenues

Mobile Apps, Total Retail Value (\$m) Split by 6 Categories

Mobile Apps, Total Retail Revenues (\$m) Split by 6 Categories

Mobile Apps, Total Retail Revenues (\$m) Split by Onstore/Offstore

Onstore Users and Usage (Games, Lifestyle & Healthcare and Multimedia & Entertainment)

% of Downloaded Applications That Upsell VAS, Onstore Split by 4 Categories (Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment)

Number of Onstore Downloaded Apps That Upsell VAS, Upsold Content Split by 4 Categories (Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment)

Average Number of Onstore VAS Sold Per Upselling Download Split by 4 Categories (Games, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment)

Total Number of Onstore VAS Sold (m) Split by 4 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Incremental Revenues of Offstore Applications

Price Per Onstore VAS, Split by 4 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Onstore Apps, Upselling Revenues (\$m) Split by 6 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment, Finance & Productivity, Social Networking)

Offstore Users and Usage (Games, Lifestyle & Healthcare and Multimedia & Entertainment)

% of Downloaded Applications That Upsell Offstore VAS Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Number of Offstore Downloaded Apps That Upsell VAS Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Average Number of Offstore VAS Sold Per Upselling Download Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Total Number of Offstore VAS Sold (m) Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Incremental Revenues of Offstore Applications

Price Per Offstore VAS Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)

Offstore Apps, Upselling Revenues Split by 6 Categories (Social Networking, Finance & Productivity, Multimedia & Entertainment, Lifestyle & Healthcare, Games)

Mobile Apps, Total VAS Revenues (\$m) Split by Category (Games, Lifestyle & Healthcare, Multimedia & Entertainment, Finance & Productivity, Social Networking)

Mobile Apps, Total Retail Revenues (\$m) Split by Onstore/Offstore

The Implications of the App Store Model

Mobile Application Revenues, Split by PPD (Pay-Per-Download) and VAS (Value-Added Service) Business Models

Total Market for Mobile Apps, PPD and VAS Revenues (\$m) Split by Onstore/Offstore

6.2.1 Ad Exposure Levels

% App Downloads Featuring In-App Advertising Split by 5 Categories

Number of Downloads (m) Featuring in-app Advertising Split by 5 Categories

Number of Advertisements Viewed Per Download, Per Annum Split by 5 Categories

Total Ads Viewed (m) Split by 5 Categories

6.2.2 Response Rates

Response Rates for Mobile Ad Advertising, % CTR per Ad Viewed Split by 5 Categories

Total Responses to Ads Viewed (Click Throughs) Split by 5 Categories

6.2.3 Ad Pricing and Total AdSpend

Cost Per Clickthrough (CPC) Split by 5 Categories

Total AdSpend (\$m) Split by 5 Categories

Mobile Applications Market Revenues Split by Business Model (PPD, VAS, AdSpend)

Total Mobile Application Revenues Split by 6 Categories

Category Revenues (\$m) By Business Model (PPD, VAS, AdSpend) 2015