

Mobile Location Based Services

Applications, Forecasts & Opportunities 2009-2014



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List of Forecasts

All forecasts are 2009-2014 unless specified below.

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

MLBS and Location Enabled Apps

Location Enabled Apps Reinforce MLBS Growth – Annual Market Revenue Generation (\$m)
 Growth in Advertising Revenues (\$m) Associated with MLBS and Mobile Location Based Apps
 Users of Consumer MLBS & Apps (m) Split By Type of Applications (Local Search & Information, Community, Tracking, Navigation, Other MLBS)
 Consumer MLBS & Apps Revenue (\$m) Split By Type of Applications (Local Search & Information, Community, Tracking, Navigation, Other MLBS)
 MLBS & Apps Revenues (\$m) Split by Consumer & Business
 Consumer MLBS & Apps Revenue (\$m) Split By Channels (Browser/Off-Board, Offstore, App Store)
 Total MLBS & Apps Revenue (\$m) Split By Revenue Type (Advertising, Incremental & Application)
 Growth in Total Global MLBS & Apps Revenues (\$m) Split By 8 Key Regions

Local Search & Info MLBS and Location Enabled Apps

Growth in Total Number of Local Search & Information MLBS & Apps Users (m) Split By 8 Key Regions
 Growth in Local Search & Information MLBS & Apps Revenue (\$m) Split By 8 Key Regions
 Users of Local Search & Information MLBS & Apps (m) Split By Channel
 Local Search & Information MLBS & Apps Revenue (\$m) Split By Channel
 Local Search & Information MLBS & Apps Revenue (\$m) Split By Revenue Type

Community MLBS and Location Enabled Apps

Growth in Total Number of Community MLBS & Apps Users (m) Split By 8 Key Regions
 Growth in Community MLBS & Apps Revenue (\$m) Split By 8 Key Regions
 Users of Community MLBS & Apps (m) Split by Channel
 Community MLBS & Apps Revenue (\$m) Split by Channel
 Community MLBS & Apps Revenue (\$m) Split by Revenue Type

Consumer Tracking MLBS and Location Enabled Apps

Growth in Total Number Consumer Tracking MLBS & Apps Users (m) Split By 8 Key Regions
 Growth in Consumer Tracking MLBS & Apps Revenue (\$m) Split By 8 Key Regions
 Users of Consumer Tracking MLBS & Apps (m) Split by Channel
 Consumer Tracking MLBS & Apps Revenue (\$m) Split by Channel
 Consumer Tracking MLBS & Apps Revenue (\$m) Split By Revenue Type

Consumer Navigation MLBS and Location Enabled Apps

Growth in Total Number Consumer Navigation MLBS & Apps Users (m) Split By 8 Key Regions
 Growth in Consumer Navigation MLBS & Apps Revenue (\$m) Split By 8 Key Regions
 Users of Consumer Navigation MLBS & Apps (m) Split By Channel
 Consumer Navigation MLBS & Apps Revenue (\$m) Split by Channel
 Consumer Navigation MLBS & Apps Revenue (\$M) Split by Revenue Type

Other Consumer MLBS and Location Enabled Apps

Growth in Total Number Other Consumer MLBS & Apps Users (m) Split By 8 Key Regions

Growth in Other Consumer MLBS & Apps Revenue (\$m) Split By 8 Key Regions

Users of Other Consumer MLBS & Apps (m) Split By Channel

Other Consumer MLBS & Apps Revenue (\$m) Split By Channel

Other Consumer MLBS & Apps Revenue (\$m) Split By Revenue Type

Business MLBS and Location Enabled Apps

Growth in Total Number Business MLBS & Apps Users (m) Split By 8 Key Regions

Growth in Business MLBS & Apps Revenue (\$m) Split By 8 Key Regions

Users of Business MLBS & Apps (m) Split By Channel

Business MLBS & Apps Revenue (\$m) Split By Channel

Business MLBS & Apps Revenue (\$m) Split By Revenue Type

Subscribers/Shipments

Global Smartphone Shipments (m) Split by 8 Key Regions 2009 & 2014

Percentage of Mobile Users With 3G and 3G+ Services Year End Split by 8 Key Regions 2009 & 2014

Percentage of Total Mobile Subscriptions Using Mobile Internet 2009 & 2014

Growth in The Global Mobile Subscriber Base (m) Split By Technology