

List of Forecasts

All forecasts are for 2008-2013, except where noted below.

2006 – 2007 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 technology means 2G, 2.5G, 3G, 3.5G/3.9G

Mobile Coupons

Mobile Phone Users (%) Who Redeem Mobile Coupons Regional Forecast

Total Mobile Phone Users (m) Who Redeem Mobile Coupons Regional Forecast

Average Number of Mobile Coupons Redeemed Per Mobile Coupon User Regional Forecast

Total Number of Mobile Coupons Redeemed (m) Regional Forecast

Average Mobile Coupon Value (\$) Regional Forecast

Total Mobile Coupons Redemption Value (\$m) Regional Forecast

Growth of the Cellular Market

Cellular Subscriber Growth (m) by Region, 2006-2013

Global Cellular Subscriber Forecasts (m) by Technology

Cellular Subscriber Base, Market Share (%) by Region 2006-2013

Cellular Subscribers Penetration (%) by Region 2006-2013

Regional Cellular Market Growth

North American Cellular Subscriber Forecasts (m) by Technology

South American Cellular Subscriber Forecasts (m) by Technology

Western Europe Cellular Subscriber Forecasts (m) by Technology

Eastern Europe Cellular Subscriber Forecasts (m) by Technology

Far East & China Cellular Subscriber Forecasts (m) by Technology

Indian Sub Continent Cellular Subscriber Forecasts (m) by Technology

Rest of Asia Pacific Cellular Subscriber Forecasts (m) by Technology

Africa & Middle East Cellular Subscriber Forecasts (m) by Technology