

Mobile Content Strategies & Business Models

Scenarios & Forecasts 2008-2013



List of Forecasts

All forecasts are for 2008-2013 except where 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.

Category of Player includes Third Parties, Mobile Network Operators (MNOs) & Content Players

Splits by technology include: 2G, 2.5G, 3G, 3.5G/3.9G

Total Annual Data Revenues

Total Annual Data Revenues (\$m) by Region

Non-Messaging Mobile Content Revenues

% Non Person-to-Person Messaging Mobile Data ARPU by Region

Non Person-to-Person Messaging Mobile Data Revenues (\$m) by Region

Total Non-Messaging Mobile Content Revenues (End-User Generated plus Adspend) (\$m) by Region

Forecasts by Scenario/Type of Player

Global Non-Messaging Mobile Content Revenue Distribution (\$m) by Category of Player, Dumb Pipe Scenario

Global Non-Messaging Mobile Content Revenue Distribution (\$m) by Category of Player, Smart Pipe Scenario

Global Non-Messaging Mobile Content Revenue Distribution (\$m) by Category of Player, On-Portal Scenario

North America Forecasts

North American Cellular Subscriber Forecasts (m) by Technology

Net Revenues (\$m) Forecast Summary by Scenario, North America

Net Revenues (\$m) Forecast Summary by Category of Player, North America

Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, North America

Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, North America

Net Revenues (\$m) by Category of Player, On-Portal Scenario, North America

South American Forecasts

South American Cellular Subscriber Forecasts (m) by Technology

Net Revenues (\$m) Forecast Summary by Scenario, South America

Net Revenues (\$m) Forecast Summary by Category of Player, South America

Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, South America

Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, South America

Net Revenues (\$m) by Category of Player, On-Portal Scenario, South America

Western Europe Forecasts

Western Europe Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary by Scenario, Western Europe
Net Revenues (\$m) Forecast Summary by Category of Player, Western Europe
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Western Europe
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Western Europe
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Western Europe

Eastern Europe Forecasts

Eastern Europe Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary by Scenario, Eastern Europe
Net Revenues (\$m) Forecast Summary by Category of Player, Eastern Europe
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Eastern Europe
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Eastern Europe
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Eastern Europe

Far East & China Forecasts

Far East & China Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary by Scenario, Far East & China
Net Revenues (\$m) Forecast Summary by Category of Player, Far East & China
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Far East & China
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Far East & China
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Far East & China

Indian Sub Continent Forecasts

Indian Sub Continent Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary by Scenario, Indian Sub Continent
Net Revenues (\$m) Forecast Summary by Category of Player, Indian Sub Continent
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Indian Sub Continent
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Indian Sub Continent
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Indian Sub Continent

Rest of Asia Pacific Forecasts

Rest of Asia Pacific Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary, Rest of Asia-Pacific
Net Revenues (\$m) Forecast Summary by Category of Player, Rest of Asia-Pacific
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Rest of Asia-Pacific
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Rest of Asia-Pacific
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Rest of Asia-Pacific

Africa & Middle East Forecasts

Africa & Middle East Cellular Subscriber Forecasts (m) by Technology
Net Revenues (\$m) Forecast Summary by Scenario, Africa & Middle East
Net Revenues (\$m) Forecast Summary by Category of Player, Africa & Middle East
Net Revenues (\$m) by Category of Player, Dumb Pipe Scenario, Africa & Middle East
Net Revenues (\$m) by Category of Player, Smart Pipe Scenario, Africa & Middle East
Net Revenues (\$m) by Category of Player, On-Portal Scenario, Africa & Middle East

Global Cellular Subscriber Market

Cellular Subscriber Growth (m) by Region, 2006-2013
Cellular Subscriber Growth (m) by Region, 2006-2013
Cellular Subscriber Base, Market Share (%) by Region 2006-2013
Cellular Subscribers Penetration (%) by Region 2006-2013
Global Cellular Subscriber Forecasts (m) by Technology
Monthly ARPU per Subscriber, Split by Voice/Data by Region