

List of Forecasts

All forecasts are for 2008-2013.

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

Forecasts by application means the forecast is split into 3 areas: mobile search; mobile IM (instant messaging); social networking sites/user generated content

Location Based Services (LBS) have been excluded from the forecasts in this report because they not considered a direct source of revenue in this instance; rather, LBS enhances and contextualises the other three applications, as defined within the Juniper Research Mobile Web 2.0 framework.

Mobile Web 2.0

Total Mobile Web 2.0 Revenues (\$m), by Type (Service, Data & Advertising)

Total Revenues for Mobile Web 2.0 (\$m). Regional Forecast

North American Total Mobile Web 2.0 Revenues (\$m), by Application

South American Total Mobile Web 2.0 Revenues (\$m), by Application

Western European Total Mobile Web 2.0 Revenues (\$m), by Application

Eastern European Total Mobile Web 2.0 Revenues (\$m), by Application

Far East & China Total Mobile Web 2.0 Revenues (\$m), by Application

Indian Sub Continent Total Mobile Web 2.0 Revenues (\$m), by Application

Rest of Asia Pacific Total Mobile Web 2.0 Revenues (\$m), by Application

Africa & Middle East Total Mobile Web 2.0 Revenues (\$m), by Application

Mobile Instant Messaging

Mobile Instant Messaging. Cost per Month. Regional Forecast

Number of Mobile Users (m) that Use Mobile Instant Messaging, Regional Forecast

Total Mobile Instant Messaging Revenues (\$m), by Revenue Type (Advertising & Data Charges)

Total Mobile Instant Messaging Revenues (\$m). Regional Forecast

Mobile Internet Services

Percentage of Mobile Users who Use Mobile Internet Services. Regional Forecast

Number of Mobile Internet Users (m). Regional Forecast

Market for Mobile Advertising (\$bn) Global Forecast

Social Web

Total Social Networking Sites/User Generated Content Revenues (\$m), by Type (Service, Data & Advertising)

Total Social Networking Sites/User Generated Content Revenues (\$m), Regional Forecast

Mobile Search

Total Mobile Search Revenues (\$m), by Type (advertising & data)

Total Mobile Search Revenues (\$m), by Regional Forecast

Mobile Subscribers

Number of 2.5G & 3G subscribers (m)