

# Mobile Games

## *Subscription & Download 2008-2013*

### *- Fifth Edition -*



## List of Forecasts

All forecasts are for 2007-2013 except where noted below and include 2007 market estimates as well as 2008-2013 forecasts. 2006 market 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.

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

### Total Mobile Games Revenues

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Total End-User Revenues (\$m) from Mobile Games. By Region

Total End-User Revenues (\$m) from Mobile Games. Downloads and Subscriptions.

Total Revenues (\$m) from Mobile Games (Split by End-User Generated and Advertising)

### Market for One Time Download Mobile Games

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#### One Time Download Mobile Games Users and Usage

% Mobile Phone Users Who Download Games. By Region 2006-2013.

Mobile Phone Users (m) Who Download Games. By Region 2006-2013.

Average Number of One Time Game Downloads by "Games" Mobile Users per Year. By Region

Total Number of One Time Game Downloads by Games Mobile Users per Year (m) By Region

#### Mobile Games One Time Download Revenues

Average Price (\$) Paid per One Time Game Download By Region

Percentage of One Time Game Downloads Funded by Advertising By Region

Number of Paid-for Mobile Game Downloads. By Region

Total Revenues (\$m) from One Time Mobile Games Downloads By Region.

#### One Time Mobile Game Download ARPU

Monthly ARPU for Mobile Game One Time Downloads (\$) By Region

#### AdSpend on Mobile Game One-Time Downloads

Total Downloads of Ad-funded Mobile Games. By Region

Ad-Funded Games, Average Plays Per Title. By Region

Ad-Funded Games, Cost Per Mille (\$). By Region

Total Adspend (\$m) on Mobile Game Downloads. By Region

### The Market for Subscription and Rental Mobile Games

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#### Subscription and Rental Mobile Games Users and Usage

% Mobile Phone Users Who Subscribe to, or Rent, Mobile Games. By Region 2006-2013.

Mobile Phone Users (m) Who Subscribe to, or Rent, Mobile Games. By Region 2006-2013.

Average Number of Game Subscriptions, or Rentals by "Games" Mobile Users per Year. By Region

Total Mobile Game Subscriptions/Rentals (m) By Region

## **Mobile Game Subscription and Rental Revenues & ARPU**

Average Price (\$) Paid per Mobile Game Rental/Subscription By Region

Total Revenues (\$m) from Mobile Game Subscriptions and Rentals By Region

Monthly ARPU (\$) for Mobile Game Rentals/Subscriptions By Region

## **Cellular Subscribers**

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Cellular Subscriber Growth (m) by Region

Cellular Subscriber Base, Market Share (%) by Region

Cellular Subscribers Penetration (%) by Region

Global Cellular Subscriber Forecasts (m) by Technology

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