

# Mobile Augmented Reality

## Forecasts, Applications & Opportunity Appraisal 2009-2014



. . . information you can do business with

## List of Forecasts

All forecasts are 2008-2014 unless specified below - and include historical estimates for 2008.

Revenue Streams means Point of Sale, Incremental Revenues and Advertising

Categories include LBS, Games, Multimedia & Entertainment, Education & Reference, Lifestyle & Healthcare, Social Networking and Enterprise

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.

### Total Augmented Reality Market

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Total Mobile AR Market (\$m) Split by 7 Categories 2009-2014

Total Mobile AR Market (\$m) Split by 3 Revenue Streams 2009-2014

Mobile AR Revenue Streams (\$m) Split by 7 Categories 2014

### The Market for AR Downloads - POS

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Percentage of AR Handset Users Who Use AR Apps and Services Split by 7 Categories

Number of AR Handset Users Who Use AR Apps and Services (m) Split by 7 Categories

Average Number of AR App Downloads per User per Year Split by 7 Categories

Total Number of AR App Downloads Per Year (m) Split by 7 Categories

Percentage of App Downloads which are Paid for Onstore Split by 7 Categories

Number of AR App Downloads which are Paid for (m) Split by 7 Categories

Mobile AR Apps, Price per Download (\$) Split by 7 Categories

Mobile AR Apps, Retail Value, (\$m) Split by 7 Categories

### The Market for Mobile AR App - Incremental Revenues

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Percentage of Downloaded Applications That Upsell VAS, Onstore Split by 5 Categories 2011-2014

Number of AR Apps That Upsell VAS, Upsold Content (m) Split by 5 Categories

Average Number of AR VAS Sold Per Upselling Download Split by 5 Categories 2011-2014

Total Number of VAS Sold (m) Split by 5 Categories 2011-2014

Price per VAS, Onstore (\$) Split by 5 Categories

AR Apps, Upselling Revenues (\$) Split by 5 Categories 2011-2014

### The Market for Mobile AR Apps – Advertising

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Average Number of AR Sessions per Service User Split by 5 Categories 2009-2014

Total Number of Usage Sessions of AR Apps and Services (m) Split by 5 Categories 2009-2014

Percentage of Sessions Resulting in Clickthroughs of Sponsored AR Links Split by 5 Categories 2010-2014

Total Number of Sponsored Sessions Split by 5 Categories 2010-2014

Average Number of Clickthroughs per Sponsored Session 2010-2014

CPC (Cost per Clickthrough) Rates for AR Advertising (\$) Split by 5 Categories 2010-2014

Total Mobile AR-related Adspend (\$) Split by 5 Categories 2010-2014

## **Global Mobile Subscribers**

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Global Mobile Subscriber Forecast (m) Split by 8 Key Regions

Percentage of Handsets Equipped with AR Capability Split by 8 Key Regions

Handsets with AR Capabilities (m) Split by 8 Key Regions