

## List of Forecasts

All forecasts are for 2007-2012 except where stated below.

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

### Ringtone Market

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Percentage of Mobile Users Who Download Ringtones. Regional Forecast.

Mobile Users (m) Who Download Ringtones. Regional Forecasts.

Average Number of Ringtones Downloaded per User per Year Regional Forecast.

Total Number of Ringtones Downloaded per Year (m) Regional Forecast.

Average Price (\$) Paid Per Ringtone. Regional Forecast.

Total Revenues (\$m) from Mobile Ringtones. Regional Forecast country.

ARPU for Mobile Ringtones (\$). Regional Forecast.

### Ringback Tone Market

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Percentage of Mobile Users Who Use Ringback Tones. Regional Forecast.

Mobile Users (m) Who Use Ringback Tones. Regional Forecast.

Average Number of Ringback Tone Monthly Subscriptions per User per Year. Regional Forecast.

Total Number (m) of Ringback Tone Monthly Subscriptions per Year. Regional Forecast.

Average Price (\$) Paid Per Monthly Ringback Tone Subscription. Regional Forecast.

Total Revenues from Ringback Tone Subscriptions (\$m). Regional Forecast.

Monthly ARPU (\$) for Ringback Tones. Regional Forecast.

### OTA Full Track Music Download Market

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Percentage of Mobile Users Who Download Full Track Music. Regional Forecast.

Mobile Users (m) Who Download Full Track Music. Regional Forecast.

Average Number of Full Track Music Downloads per User per Year. Regional Forecast.

Total Number (m) of Full Track Music Downloads per Year Regional Forecast.

Average Price (\$) Paid Per Full Track Mobile OTA Downloads. Regional Forecast.

Total Revenues (\$m) from Full Track Mobile OTA Downloads Regional Forecast.

ARPU for Full Track Mobile OTA Downloads (\$). Regional Forecast.

### Subscription Based Full Track Services Market

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Percentage of Mobile Users Who Subscribe to Full Track/Streamed Music Services. Regional Forecast

Mobile Users (m) Who Subscribe to Full-track/Streamed Services. Regional Forecast.

Total Users (m) of Full Track Mobile Music Services: Subscriptions, Downloads and Streamed Radio. Regional Forecast.

Average Number of Monthly Subscriptions (m) per User per Year. Regional Forecast.

Total Number of Monthly Subscriptions (m) to Full Track/Streamed Music Services per Year. Regional Forecast.

Average Price Paid (\$) Per Music Monthly Subscription. Regional Forecasts.

Total Revenues (\$m) from Subscriptions to Full Track/Streamed Mobile Music Services Regional Forecast.

ARPU for Subscriptions (\$) to Full Track/Streamed Mobile Music Services. Regional Forecast.

### **Total Market for Mobile Music**

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Total End-user Generated Revenues, from Mobile Music, (Ringtones, Ringback Tones, Paid-for Full Tracks and Subscription-based Full-track/Streamed Music Services). Product Forecast.

Reconciliation of Total End-User Generated Mobile Music Revenues from Edition 3 and Edition 4.

Total Revenues (\$m) from Advertising in Mobile Music. Regional Forecast.

Total Revenues (\$ m) from Mobile Music.

### **Cellular Market Growth**

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Cellular Subscriber Growth (m) by Region, 2005-2012

Cellular Subscriber Base, Market Share by Region (%), 2005-2012

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

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