

Mobile Cloud Applications & Services

Monetising Enterprise & Consumer Markets 2009-2014



List of Forecasts

Thin clients can be defined as software programmes which rely on the cloud (a 3rd party server) to process/deliver the application on the handset.

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 Market for Cloud-Based Applications

Total Market (\$m) for Cloud-Based Applications Split by Consumer & Enterprise Applications

Cloud-Based Enterprise Applications

Subscribers

Mobile Enterprise Subscriber Base (m) Split by 8 Key Regions

Percentage of Mobile Enterprise Customers Who Subscribe to Cloud-Based Enterprise Applications

Total Number of Customers (m) Who Subscribe to Mobile Enterprise Cloud-Based Applications at End of Each Year Split by 8 Key Regions

Cloud-Based Enterprise Applications, Cost Per Subscription (\$) Split by 8 Key Regions

Total Market for Cloud-Based Enterprise Applications

Revenues (\$m) from Mobile Enterprise Cloud-Based Applications Split by 8 Key Regions

Mobile Enterprise Application Revenues (\$m) Split by Cloud-Based Applications & Other Applications

Cloud-Based Consumer Applications

Thin Client

Total Number of Mobile App Downloads (m) Split by 8 Key Regions

Percentage of Consumer Mobile Application Downloads Which Are Thin Clients Split by 8 Key Regions

Annual Number of Thin Client Downloads (m) Split by 8 Key Regions

Percentage of Thin Clients Which Utilise Time-Based Subscriptions Split by 8 Key Regions

Number of Thin Clients Which Utilise Time-Based Subscriptions. Split by 8 Key Regions

Average Number of Subscriptions Per Subscription-Based Thin Client Split By 8 Key Regions

Total Number of Subscriptions Per Annum to Thin Clients Split by 8 Key Regions

Average Price (\$) Per Consumer Cloud-based Mobile Application Split by 8 Key Regions

Revenues (\$m) from Cloud-Based Consumer Application Subscriptions Split by 8 Key Regions

Total End-User Revenues (\$m) from Consumer Applications Split by Cloud-Based & Other

Advertising

Total Number (m) of Ad-Supported Thin Clients Split by 8 Key Regions

Average Number of Sessions Per Annum Per Ad-funded Client

Total Annual Sessions (m) on Ad-funded Clients Split by 8 Key Regions

Average Number of Ad Exposures by Session Split by 8 Key Regions

Total Number of End-User Exposures (m) to Cloud-Delivered Advertisements Split by 8 Key Regions

Clickthrough Rate, Cloud-Delivered Mobile Advertising. Split by 8 Key Regions

Total Annual Number of Clickthroughs (m) from Cloud-Delivered Mobile Advertisements Split by 8 Key Regions

Cost Per Clickthrough (\$) Split by 8 Key Regions

Total Advertising Revenues on Consumer Cloud-Based Applications Split by 8 Key Regions

Total Market for Cloud-Based Consumer Applications

Total Revenues from Consumer Cloud-Based Applications. Advertising & Time-Based Subscription Revenues

Subscriber Forecasts

Mobile Broadband Penetration by Region

Growth in Femtocell Subscribers and 4G Mobile Subscribers

Percentage of Mobile Users Who Access the Internet Via the Handset Split by 8 Key Regions 2006-2014

Mobile Social Networking Users (m) Split by 8 Key Regions 2006-2014