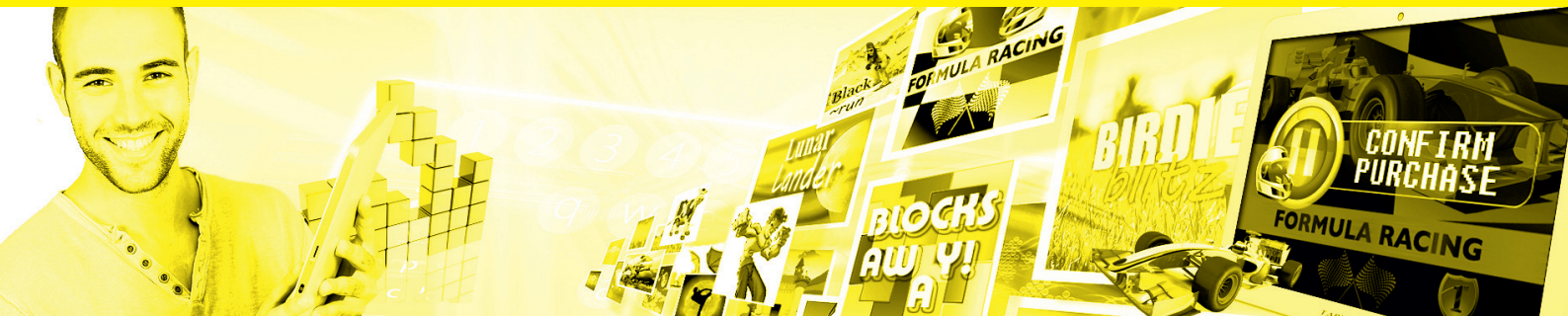


Mobile Games

Downloads, In-Game Purchasing & Advertising Strategies 2011-2016



... information you can do business with

Mobile Games: Downloads, In-Game Purchasing & Advertising Strategies 2011-2016

List of Forecasts

All forecasts are 2011-2016.

Regional forecasts cover 8 key regions: North America, Latin America, Western Europe, Central & Eastern Europe, Far East & China, Indian Subcontinent, Rest of Asia Pacific and Africa & Middle East.

Genre Splits Include: Board, Social & Casual, RPG & Simulation, Arcade & Action and Sports & Racing.

Total from Market for Mobile Games End-User

Total Mobile Games Revenues from Smartphones (\$m) Split by Genre

Total Mobile Games Download Revenues from Featurephones (\$m) Split by Genre

Total Mobile Games Revenues on Tablets (\$m) Split by Genre

Mobile Games: Pay-per-Download

Smartphones

Number of Downloads Per User Per Annum from Smartphones Split by Genre

Total Mobile Games Downloads from Smartphones (m) Split by Genre

Percentage of Downloads which are Pay-Per-Download from Smartphones Split by Genre

Number Pay-Per-Download Mobile Games Downloads from Smartphones (m) Split by Genre

Average Price Per Download from Smartphones (\$) Split by Genre

Total Download Revenues from Smartphones (\$m) Split by Genre

Featurephones

Number of Downloads Per User Per Annum from Featurephones Split by Genre

Total Mobile Games Downloads from Featurephones (m) Split by Genre

Percentage of Downloads which are Pay-Per-Download from Featurephones Split by Genre

Number Pay-Per-Download Mobile Games Downloads from Featurephones (m) Split by Genre

Average Price Per Download from Featurephones Split by Genre

Total Download Revenues from Featurephones (\$m) Split by Genre

Tablets

Number of Downloads Per User per Annum from Tablets Split by Genre

Total Mobile Games Downloads from Tablets (m) Split by Genre

Percentage of Downloads which are Pay-Per-Download from Tablets Split by Genre

Number of Pay-Per-Download Mobile Games Downloads from Tablets (m) Split by Genre

Average Price Per Download from Tablets Split by Genre

Total Download Revenues from Tablets (\$m) Split by Genre

Mobile Games: In-Game Purchases

Smartphones

Percentage of Downloaders who buy In-Game Purchases from Smartphones Split by Genre

Number of Downloaders who buy In-Game Purchases from Smartphones (m) Split by Genre

Average Spend Per User Per Annum from Smartphones (\$) Split by Genre

Total In-Game Spend from Smartphones (m) Split by Genre

Mobile Games: Downloads, In-Game Purchasing & Advertising Strategies 2011-2016

Tablets

Percentage of Downloaders who Make In-Game Purchases from Tablets Split by Genre
Number of Downloaders who Make In-Game Purchases from Tablets (m) Split by Genre
Average Spend per User per Annum (\$) from Tablets Split by Genre
Total In-Game Spend from Tablets (m) Split by Genre

Mobile Games: Advertising Spend

Handsets

Percentage of Games Downloaded Featuring In-App Advertising on Handsets Split by Region
Number of Games Downloaded Featuring In-Game Advertising on Handsets (m) Split by Region
Number of Advertisements per Download on Handsets Split by Region
Total Ads Viewed on Handsets (m) Split by Region
Clickthrough Rates on Handsets Split by Region
Total Clickthroughs on Handsets (m) Split by Region
Average Cost per Clickthrough on Handsets Split by Region
Total Advertising Spend on Handsets (\$m) Split by Region

Tablets

Percentage of Games Downloaded Featuring In-App Advertising on Tablets Split by Region
Number of Games Downloaded Featuring In-Game Advertising on Tablets (m) Split by Region
Number of Advertisements Per Download on Tablets Split by Region
Total Ads Viewed on Tablets (m) Split by Region
Clickthrough Rates on Tablets Split by Region
Total Clickthroughs on Tablets (m) Split by Region
Average Cost per Clickthrough on Tablets Split by Region
Total Advertising Spend on Tablets (\$m) Split by Region

Subscribers & Games Users

Smartphones

Global Smartphone Installed Base (m) Split by Region
Percentage of Smartphone Users who Download Mobile Games Split by Genre
Number of Smartphone Users who Download Mobile Games (m) Split by Genre

Featurephones

Global Featurephone Installed Base (m) Split by Region
Percentage of Featurephone Users who Download Mobile Games Split by Genre
Number of Featurephone Users who Download Mobile Games (m) Split by Genre

Tablets

Global Tablet Installed Base (m) Split by Region
Percentage of Tablet Users who Download Mobile Games Split by Genre
Number of Tablet Users who Download Mobile Games (m) Split by Genre