

Mobile User Generated Content

Dating, Social Networking & Personal Content Delivery 2008-2013 (Second Edition)



List of Forecasts

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

2006 historical estimate 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.

Split by revenue stream means by subscription & premium services.

Split by technology means 2G, 2.5G, 3G, 3.5G/3.9G

Split by service type includes PCG, Social Networking & Dating.

Mobile Dating/Chatroom Services

Percentage of Mobile Subscribers Who Use Mobile Dating/Chatroom Services, By Region 2006-2013
Number of Active Users (m) of Mobile Dating/Chatroom Services, By Region 2006-2013
Percentage of Mobile Dating/Chatroom Users Who Pay Subscription Fees, By Region
Number of Mobile Dating/Chatroom Users (m) Who Pay Subscription Fees, By Region
Monthly Spend (\$) By Mobile Dating/Chatroom Subscribers, By Region
Subscription Revenues (\$m) from Mobile Dating/Chatroom Services, By Region
Number of Mobile Dating/Chatroom Customers (m) on Free Registrations, By Region
% of Free Registration Mobile Dating/Chatroom Customers Who Opt for Premium Services, By Region
No. of Free Registration Mobile Dating/Chatroom Customers (m) Who Opt for Premium Services, By Region
User Spend Per Month (\$) on Mobile Dating/Chatroom Premium Services, By Region
Total Revenues (\$m) from Mobile Dating/Chatroom Premium Services, By Region
Total End user Generated Mobile Dating/Chatroom Revenues (\$m) By Revenue Stream
Total End user Generated Mobile Dating/Chatroom Revenues (\$m) By Region
Percentage of Mobile Dating/Chatroom Users Who Respond to Mobile Advertising, By Region
Number of Mobile Social Dating/Chatroom Site Users That Respond to Mobile Advertising, By Region
Average Number of Responses Per User Per Annum to Mobile Dating/Chatroom Site Advertising, By Region
Total Number of Responses Per Annum (m) to Mobile Dating/Chatroom Site Advertising, By Region
CPC (Cost Per Clickthrough) Rates (\$), Mobile Dating/Chatroom Sites, By Region

Social Networking

Percentage of Mobile Subscribers Who Use Mobile Social Networking Sites, By Region 2006-2013
Number of Active Users (m) of Social Networking Sites, By Region 2006-2013
Percentage of Social Networking Users Purchasing Premium Services, By Region 2006-2013
Number of Social Networking Users Purchasing Premium Services, By Region 2006-2013
Monthly Spend Per User (\$) on Premium Services on Mobile Social Networking Sites, By Region
Percentage of Mobile Social Networking Site Users Who Respond to Mobile Advertising, By Region
Number of Mobile Social Networking Users That Respond to Mobile Advertising, By Region
Average Number of Responses Per User Per Annum to Mobile Social Networking Advertising, By Region
Total Number of Responses Per Annum (m) to Mobile Social Networking Advertising, By Region
Cost Per Clickthrough (CPC) Rates (\$), Mobile Social Networking Sites, By Region
Total AdSpend (\$m) on PCD Content, By Region
Total Mobile Social Networking Market (\$m)

Personal Content Delivery Users

Percentage of Mobile Subscribers Who Use PCD, By Region 2006-2013
Number of Users of PCD Services (m), By Region

Average Number of PCD Downloads per Service User Per Month, By Region
Total Volume of PCD Downloads (m) by Mobile Users Per Year, By Region
Percentage of PCD Downloads Paid For by the End User, By Region
Number of PCD Downloads Paid For by the End User, By Region
Total End user Generated Revenues (\$m) from PCD Services, By Region
Average Price (\$) Paid Per PCD Download, By Region
Clickthrough Rates for Ad-Supported PCD Content
Ad Responses from PCD Content, By Region
Cost Per Clickthrough (CPC) Rates (\$), PCD Content, By Region
Total AdSpend (\$m) on PCD Content, By Region
Total PCD Market (\$m)
Number of Ad-Supported Downloads, By Region

Mobile UGC Markets

Mobile UGC Market, By Service Type (Dating, Social Networking, Personal Content Delivery)
Mobile UGC Market, By Region

End User Generated UGC Revenues

Total End user Generated Revenues (\$m) from PCD Services, By Region
Total End user Generated Revenues (\$m) from Mobile Social Networking Sites, By Region
Total End user Generated Mobile Dating/Chatroom Revenues (\$m), By Revenue Stream
Total End user Generated Mobile Dating/Chatroom Revenues (\$m), By Region
Total End user Generated Revenues (\$m) from UGC, By Service Type
Total End user Generated Revenues (\$m) from UGC, By Region

Total Adspend

Total AdSpend on UGC, By Service Type (Dating, Social Networking, Personal Content Delivery)
Total AdSpend on UGC, By Region
Total AdSpend (\$m) on Mobile Social Networks, By Region
Total AdSpend (\$m) on PCD Content, By Region
Total AdSpend (\$m) on Mobile Dating/Chatroom Sites, By Region

Cellular Subscriber

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