

Mobile Games

App Store Strategies, Business Models & Forecasts 2010-2015



List of Forecasts

All forecasts are 2010-2015 and includes 2009 historical estimates, except where noted below.

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

Total from Market for Mobile Games End-User

Mobile Games End-User Revenues Split by PPD (Pay-Per-Download) and In-Game Purchases
 Mobile Games End-User Revenues (PPD and In-Game Purchases) (\$m) Split by Onstore/Offstore

Mobile Games: Pay-per-Download

Onstore Mobile Games

Percentage of Mobile Game Downloaders (m) who Download via App Stores Split by 8 Key Regions
 Number of Mobile Game Downloaders (m) who Download via App Stores Split by 8 Key Regions
 Average Number of Onstore Mobile Game Downloads per User per Year Split by 8 Key Regions
 Total Number of Onstore Mobile Game Downloads (m) per Year Split by 8 Key Regions
 Percentage of Onstore Mobile Game Downloads which are Paid For Split by 8 Key Regions
 Number of Onstore Mobile Game Downloads (m) which are Paid for Split by 8 Key Regions
 Average Price (\$) of Onstore Mobile Game Downloads Split by 8 Key Regions
 Retail Value (\$m) of Onstore Mobile Games Split By 8 Key Regions

Offstore Mobile Games

Percentage of Mobile Game Downloaders who Download Offstore Split by 8 Key Regions
 Number of Mobile Game Downloaders (m) Who Download Offstore Split by 8 Key Regions
 Average Number of Offstore Game Downloads per User per Year Split by 8 Key Regions
 Total Number of Offstore Game Downloads per Year (m) Split by 8 Key Regions
 Percentage of Offstore Game Downloads Which are Paid For Split by 8 Key Regions
 Number of Offstore Game Downloads (m) Which are Paid for Split by 8 Key Regions
 Price (\$) per Download of Offstore Mobile Games Split by 8 Key Regions
 Retail Value (\$m) of Offstore Mobile Games Split by 8 Key Regions

Total Market for Mobile Games Downloads

Total Mobile Games Downloads (m) Per Year Split by 8 Key Regions
 Total Mobile Games Downloads (m) Split by Onstore/Offstore
 Total Download Revenues (\$m) of Mobile Games Split by 8 Key Regions
 Total Download Revenues (\$m) of Mobile Games Split by Onstore/Offstore

Mobile Games: In-Game Purchases

In-Game Purchases for Onstore Games

Percentage of Onstore Downloaded Games That Include In-Game Purchases Split by 8 Key Regions
 Number of Onstore Downloaded Games (m) That Include In-Game Purchases Split by 8 Key Regions
 Average Number of In-Game Purchases Per Onstore Upselling Download Split by 8 Key Regions

Total Number of Onstore In-Game Purchases (m) Split by 8 Key Regions
 Price (\$) Per In-Game Purchase for Onstore Downloads Split by 8 Key Regions
 In-Game Purchase Revenues (\$m) from Onstore Downloads Split by 8 Key Regions

In-Game Purchases for Offstore Games

Percentage of Offstore Downloaded Games That Include In-Game Purchases Split by 8 Key Regions
 Number of Offstore Downloaded Games That Include In-Game Purchases Split by 8 Key Regions
 Average Number of In-Game Purchases Per Offstore Upselling Download Split by 8 Key Regions
 Total Number of Offstore In-Game Purchases (m) Split by 8 Key Regions
 Average Price (\$) per In-Game Purchase from Offstore Downloads Split by 8 Key Regions
 In-Game Purchase Revenues (\$m) from Offstore Downloads Split by 8 Key Regions

Total Market for In-Game Purchases

Total In-Game Purchase Revenues (\$m) Split by 8 Key Regions
 Total In-Game Purchase Revenues (\$m) Split by Onstore/Offstore

Mobile Games: Advertising Spend

Percentage of Games Downloads Featuring In-App Advertising Split by 8 Key Regions
 Number of Games Downloads (m) Featuring In-App Advertising Split by 8 Key Regions
 Number of Advertisements Viewed per Download per Year Split By 8 Key Regions
 Total Ads Viewed (m) Split by 8 Key Regions
 Response Rates to Ads Viewed (Clickthroughs) in Mobile Games Split by 8 Key Regions
 Total Responses to Ads Viewed (Click Throughs) in Mobile Games Split by 8 Key Regions
 Cost Per Clickthrough (CPC) within Mobile Games Split by 8 Key Regions
 Total AdSpend (\$m) on Mobile Games Split by 8 Key Regions

Subscribers & Games Users

Global Mobile Subscriber Forecast (m) Split by 8 Key Regions
 Percentage of Mobile Users Who Download Mobile Games Split by 8 Key Regions
 Number of Mobile Users (m) Who Download Mobile Games Split by 8 Key Regions

Historical Estimates

Activision's Blizzard's Net Revenues (\$m) 2005-2009
 Com2uS Total Revenue, Operating Income and Net Income (\$m) 2007-2009
 Electronic Arts, Inc. Global Net Revenues (\$m) Split By Category (Total Console, PC, Total Wireless, Mobile & Licensing) 2008-2010
 Gameloft Net Sales (\$m) 2005-9M 2010
 Gamevil's Sales (\$m) 2008-9M 2010
 Glu Mobile's Revenues (\$m) 2008-9M 2010
 Take-Two Interactive Solutions Inc. NetRevenue (\$m) and Net Income (\$m) 2005-2009
 Global App Downloads to Mobile Handsets (m) Split By Storefront (Android Market, App Store, GetJar, Ovi, Other) 2008-2010
 Apple Inc. Revenue and Net Income (\$bn) 2005-2009 (FYE September 30)
 Nokia's Net Sales (\$m) 2005 to Q3 2010

Google Inc. Revenue (\$bn) Split By Type of Revenue (Total Advertising, Web Sites, Network Web Sites, Licensing and Other Revenues) 2005-2009

Market Share of Non-iOS/Android Mobile Games Development Platforms Split by 8 Key Regions 2008-2010

Market Share of Mobile Users Who Download Mobile Games Split by 8 Key Regions 2007-2009