

Mobile Marketing & Retail Strategies

Advertising, Coupons & Smart Posters 2009-2014



. . . information you can do business with

List of Forecasts

All forecasts are for 2009-2014, except where noted below.

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.

Mobile Retail Market

The Mobile Retail Opportunity (\$m) Split by Smart Posters, Coupons & Advertising

The Mobile Retail Opportunity (\$m) Split by 8 Key Regions

Mobile Coupons

Percentage of Mobile Phone Users Who Redeem Mobile Coupons Split by 8 Key Regions

Average Mobile Phone Users (m) Who Redeem Mobile Coupons Split by 8 Key Regions

Total Mobile Coupons Retail Redemption Value (\$m) Split by 8 Key Regions

NFC Smart Posters

NFC Smart Poster Product Information Download Fee Value (\$m) Split by 8 Key Regions

NFC Smart Poster Product Sale Fee Value (\$m) Split by 8 Key Regions

NFC Smart Poster Total Fee Value (\$m) Split by 8 Key Regions

Mobile Adspend

Total Mobile Adspend (\$m) Split by 8 Key Regions 2008-2014

Adspend (\$) Per Mobile Subscriber Per Annum Split by 8 Key Regions