

Mobile Applications & Apps Stores

Business Models, Opportunities & Forecasts 2009-2014



List of Forecasts

All forecasts are for 2008-2014 and include 2008 historical estimates, 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 and Africa & Middle East.

Splits by 6 categories include Games, Lifestyle & Healthcare, Multimedia & Entertainment, Finance & Productivity, Social Networking and Education & Reference

Total Market for Mobile Apps

Global Mobile Subscriber Forecast (m) Split by 8 Key Regions

% Mobile Users Who Download Apps Split by 6 Categories

Number of Mobile Users (m) Who Download Apps Split by 6 Categories

Total Market for Mobile Apps, Retail and VAS Revenues (\$m) Split by Onstore/Offstore

Total Market for Mobile Entertainment (\$m) Median-Case Scenario Split by Onstore App Revenues vs Traditional Revenue Channels, 2008-2013

Onstore

Users and Usage

% Application Downloaders (m) who Download via App Stores Split by 6 Categories

Number of Application Downloaders who Download via App Stores Split by 6 Categories

Average Number of Onstore App Downloads per User per Year Split by 6 Categories

Total Number of Onstore App Downloads Per Year (m) Split by 6 Categories

Retail Revenues of Onstore Applications

Number of Onstore App Downloads (m) Which are Paid for Split by 6 Categories

Price Per Onstore Mobile Apps Download (\$) Split by 6 Categories

Onstore Mobile Apps, Retail Value (\$m) Split by 6 Categories

Offstore

Users and Usage

% Offstore Application Downloaders who Download Split by 6 Categories

Number of Offstore Application Downloaders (m) who Download Split by 6 Categories

Average Number of Offstore App Downloads per User per Year Split by 6 Categories

Total Number of Offstore App Downloads Per Year (bn) Split by 6 Categories

Retail Revenues of Offstore Applications

% Offstore App Downloads Which are Paid For, Split by 6 Categories

Number of Offstore App Downloads (m) Which are Paid for Split by 6 Categories

Offstore Mobile Apps, Retail Value (\$m) Split by 6 Categories

Total Retail Market for Mobile Applications

Total App Downloads (m) Split by 6 Categories
 Total App Downloads (m) Split by Onstore/Offstore
 Mobile Apps, Total Retail Value (\$m) Split by 6 Categories
 Mobile Apps, Total Retail Revenues (\$m) Split by 6 Categories
 Mobile Apps, Total Retail Revenues (\$m) Split by Onstore/Offstore
 Mobile Apps, Total Retail Revenues (\$m) Split by Onstore/Offstore

The Market for Mobile App Value-Added Content and Services

The VAS Market for Onstore Applications

% of Downloaded Applications That Upsell VAS Onstore Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Number of Onstore Downloaded Apps That Upsell VAS, Upsold Content, Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Average Number of Onstore VAS Sold Per Upselling Download, Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Total Number of Onstore VAS Sold (m), Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Price Per Onstore VAS, Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Onstore Apps, Upselling Revenues (\$m) Split by 5 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment, Finance & Productivity, Social Networking)

The VAS Market for Offstore Applications

% of Downloaded Applications That Upsell Offstore VAS Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Number of Offstore Downloaded Apps That Upsell VAS Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Average Number of Offstore VAS Sold Per Upselling Download Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Total Number of Offstore VAS Sold (m) Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Price Per Offstore VAS, Split by 3 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment)
 Offstore Apps, Upselling Revenues Split by 6 Categories

Total VAS Market for Mobile Applications

Mobile Apps, Total VAS Value (\$m) Split by 5 Categories (Games, Lifestyle & Healthcare, Multimedia & Entertainment, Finance & Productivity, Social Networking)
 Mobile Apps, Total VAS Revenues (\$m) Split by Onstore/Offstore
 Mobile Apps, Total Retail Revenues (\$m) Split by Onstore/Offstore