

Mobile TV

Opportunities for Streamed & Broadcast Services 2008-2013

(Fourth Edition)



List of Forecasts

All forecasts are for 2007-2013 except where noted below and include 2007 market data as well as 2008-2013 forecasts.

2006 market data is 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.

Splits by technology include: 2G, 2.5G, 3G, 3.5G/3.9G

Streamed vs Broadcast Services

Total End-Users (m) for Mobile TV Services, Streamed and Broadcast

Total End-User Revenues (\$m) for Mobile Streamed and Broadcast TV Services

Total Adspend (\$m) on Mobile Streamed and Broadcast TV Services

Total Mobile TV Revenues (\$m) by End User and Adspend

Mobile Streamed TV Services

% 2.5G/3G Mobile Users Who Subscribe to Mobile Streamed TV Services, by 8 Key Regions. 2006-2013

Number of Mobile Phone Users (m) Who Subscribe to Mobile Streamed TV Services, by 8 key Regions 2006-2013

Monthly ARPU (\$) for Mobile Streamed TV Services, by 8 Key Regions

Total End-User Revenues (\$m) for Mobile Streamed TV Services by 8 Key Regions

Total Adspend (\$m) on Mobile Streamed Mobile TV Services by 8 Key Regions

Broadcast TV Services Market

Global Forecasts

Number of Mobile Users (m) Receiving Mobile Broadcast TV by 8 Key Regions 2006-2013

Number of Mobile Users Receiving Mobile Broadcast TV (m), Split by Standard (DVB-H, CMMB, ISDB-T, S-DMB, MediaFLO, Other)

Total End-User Revenues (\$m) for Mobile Broadcast TV by 8 Key Regions

Total Adspend (\$m) on Broadcast Mobile TV Services, by 8 Key Regions

Regional Forecasts

North America

% of Mobile Users Receiving Mobile Broadcast TV in the US 2006-2013

Number of Mobile Users (m) Receiving Mobile Broadcast TV in the US 2006-2013

Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (MediaFlo, Other [ATSC-M/H])

% of Mobile Broadcast TV Users Who Pay for Services in the US 2006-2013

Mobile Broadcast User ARPU (\$) in the US

Total End-User Revenues (\$m) for Mobile Broadcast TV in the US

South America

% of Mobile Users Receiving Mobile Broadcast TV by 5 Countries, South America 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 5 Countries, South America 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (ISDB-T, Other [ATSC-M/H]). South America
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (ISDB-T, Other [ATSC-M/H]). South America

Western Europe

% of Mobile Users Receiving Mobile Broadcast TV by 13 Countries. Western Europe 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 13 Countries. Western Europe 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (DVB-H, T-DMB, MediaFLO, Other [DVB-T]). Western Europe
% of Mobile Broadcast TV Users Who Pay for Services by 13 Countries. Western Europe 2006-2013
Mobile Broadcast User ARPU (\$) Split by 13 Countries. Western Europe
Total End-User Revenues (\$m) for Mobile Broadcast TV by 13 Countries. Western Europe

Eastern Europe

% of Mobile Users Receiving Mobile Broadcast TV by 6 Countries. Eastern Europe 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 6 Countries. Eastern Europe 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (DVB-H, Other [DVB-T]) Eastern Europe
% of Mobile Broadcast TV Users Who Pay for Services by 6 Countries. Eastern Europe 2006-2013
Mobile Broadcast User ARPU, by 6 Countries. Eastern Europe
Total End-User Revenues (\$m) for Mobile Broadcast TV by 6 Countries. Eastern Europe

Far East & China

% of Mobile Users Receiving Mobile Broadcast TV by 5 Countries. Far East & China, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Country. Far East & China 2006-2013
Number of Mobile Users Receiving Mobile Broadcast TV (m) by Standard (CMMB, ISDB-T, S-DMB, T-DMB, MediaFLO, Other) Far East & China
% of Mobile Broadcast TV Users Who Pay for Services by 5 Countries. Far East & China
Mobile Broadcast User ARPU (\$) by 5 Countries. Far East & China
Total End-User Revenues (m) for Mobile Broadcast TV by 5 Countries. Far East & China

Indian Sub Continent

% of Mobile Users Receiving Mobile Broadcast TV by 4 Countries. Indian Sub Continent, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 4 Countries. Indian Sub Continent, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (DVB-H, Other) Indian Sub Continent
% of Mobile Broadcast TV Users Who Pay for Services by 4 Countries. Indian Sub Continent
Mobile Broadcast User ARPU (\$) in India
Total End-User Revenues (\$m) for Mobile Broadcast TV in India

Rest of Asia Pacific

% of Mobile Users Receiving Mobile Broadcast TV by 7 Countries. Rest of Asia Pacific, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 7 Countries. Rest of Asia Pacific, 2006-2013

Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (DVB-H, Other), Rest of Asia Pacific
% of Mobile Broadcast TV Users Who Pay for Services by 7 Countries. Rest of Asia Pacific
Mobile Broadcast User ARPU (\$) by 7 Countries. Rest of Asia Pacific
Total End-User Revenues (\$m) for Mobile Broadcast TV by 7 Countries. Rest of Asia Pacific

Middle East & Africa

% of Mobile Users Receiving Mobile Broadcast TV by 3 Countries. Middle East & Africa, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by 3 Countries. Middle East & Africa, 2006-2013
Number of Mobile Users (m) Receiving Mobile Broadcast TV by Standard (DVB-H, T-DMB, Other), Middle East & Africa
% of Mobile Broadcast TV Users Who Pay for Services by 3 Countries. Middle East & Africa
Mobile Broadcast User ARPU (\$) by 3 Countries. Middle East & Africa
Total End-User Revenues (\$m) for Mobile Broadcast TV by 3 Countries. Middle East & Africa

Cellular Subscribers

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