

# Mobile Augmented Reality

## Opportunities, Forecasts & Strategic Analysis 2011-2015



## List of Forecasts

All forecasts are for 2011-2015, and includes historical estimates for 2009-2010, unless otherwise stated.

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, Africa & Middle East.

7 categories include Social Networking, Enterprise, Lifestyle & Healthcare, Education & Reference, Multimedia & Entertainment, Games & LBS.

3 revenue streams include Point of Sale, Incremental & Advertising

### **The Market for Mobile Augmented Reality Services and Products**

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Total Mobile AR Market (\$m) Split by 7 Categories

Total Mobile AR Market (\$m) Split by 3 Revenue Streams

Mobile AR Categories (\$m) Split by 3 Revenue Streams 2015

### **AR-enabled Handsets Subscriber Forecast**

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Global Mobile Handset Installed Base Forecast (m) Split by 8 Key Regions

Percentage of Handsets Equipped with AR Capability Split by 8 Key Regions

Handsets with AR Capabilities (m) Split by 8 Key Regions

### **Mobile AR Service Users and Usage**

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Percentage of AR Handset Users Who Use AR Apps and Services Split by 7 Categories

Number of AR Handset Users Who Use AR Apps and Services (m) Split by 7 Categories

### **The Point-of-Sale Market for AR Services and Applications**

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Average Number of AR App Downloads per User per Year Split by 7 Categories

Total Number of AR App Downloads Per Year (m) Split by 7 Categories

Percentage of App Downloads Which are Paid for Onstore Split by 7 Categories

Number of AR App Downloads Which are Paid for (m) Split by 7 Categories

Mobile AR Apps, Price per Download (\$) Split by 7 Categories

Mobile AR Apps, Retail Value (\$m) Split by 7 Categories

### **Incremental Users & Usage**

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Percentage of Downloaded AR Apps That Upsell VAS Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

Number of AR Apps That Upsell VAS, Upsold Content (m) Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

Average Number of AR VAS Sold Per Upselling Download Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

Total Number of AR VAS Sold (m) Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

### **Incremental Revenues of AR Applications**

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Price per VAS (\$) Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

AR Apps, Upselling Revenues (\$) Split by 6 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare, Social Networking & Enterprise)

### **Ad-Funded AR “Sessions”**

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Average Number of AR Sessions per Service User Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

Total Number of Usage Sessions of AR Apps and Services (m) Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

Percentage of Sessions Resulting in Clickthroughs of Sponsored AR Links Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

### **AR Ad-Funded Sponsored Sessions and Response Rates**

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Total Number of Sponsored Sessions (m) Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

Average Number of Clickthroughs per Sponsored Session Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

Total Number of AR-enabled Clickthroughs Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

### **AR Advertising Costs and Revenues**

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CPC (Cost per Clickthrough) Rates for AR Advertising (\$) Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)

Total Mobile AR-related Adspend (\$) Split by 5 Categories (Location-Based Search, Games, Multimedia & Entertainment, Lifestyle & Healthcare & Social Networking)