



# Mobile Entertainment Futures 2009-2013

Analysis and Growth Forecasts for Mobile Entertainment Markets Worldwide

ALL NEW  
RESEARCH AND  
FORECASTS



## KEY FEATURES OF THIS ESSENTIAL NEW MARKET STUDY:

- Growth forecasts for worldwide mobile entertainment revenue during 2006-2013
- Regional mobile entertainment revenue contributions in 2008 and 2013
- Worldwide and regional mobile music revenue during 2006-2013
- Analysis of the value chains for mobile music, mobile gaming and mobile video
- Country-level data of key mobile entertainment markets
- Worldwide and regional mobile games revenue to 2013
- Use of Java and BREW games during 2006-2008
- Forecasts for worldwide and regional mobile video revenue between 2006-2013
- The current situation of mobile graphics and mobile gambling worldwide, and much more

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Analysis and Growth Forecasts for Mobile Entertainment Markets Worldwide

Mobile entertainment services have come a long way since their introduction in the guise of mono-ringtones in the late nineties, with operators today delivering diverse and exciting services such as streaming audio and video, engrossing multi player games and mobile gambling across high speed networks on to advanced handsets.

In 2008, mobile entertainment services (including mobile music, mobile games and mobile video services) generated worldwide revenues of nearly USD 24 billion, and this figure is set to rise to a market value of USD 47.2 billion by end-2013. Mobile music continues to be the dominant component of the mobile entertainment services pie, however, within mobile music, ringtones – the pioneering first entertainment service - have gradually given way to advanced services, such as ringback tones, streaming audio and full-track downloads. Worldwide mobile music revenue stood at USD 11.7 billion at end-2008 and is forecast to hit USD 19.2 billion at end-2013.

Mobile games have also shown strong growth recently and will, in all probability, become as big as mobile music in the years to come. With a slew of different options, such as Java, BREW, SMS-based or Browser-based games, mobile gaming has evolved beyond recognition since Nokia launched “Snake” back in 1997. The value of the worldwide mobile gaming reached USD 5.5 billion by the end of 2008 and we predict it will grow to USD 9.8 billion by year-end 2013.

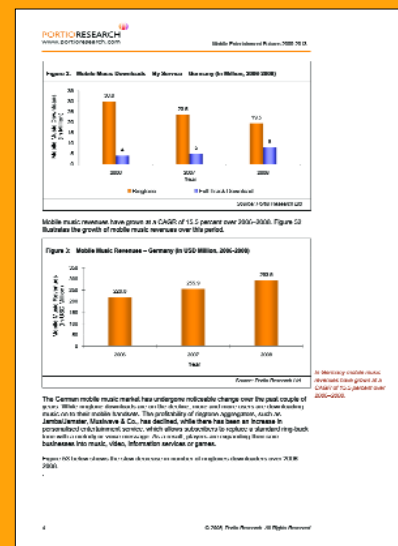
Mobile video services are expected to grow rapidly in the years to come. Detractors of mobile video have previously cited poor handset quality as one of the biggest reasons why these services are yet to take off. However, with the launch of more viewer-friendly handsets, such as the iPhone, mobile video services are expected to quickly gain popularity. We forecast that worldwide revenues from mobile video will nearly triple to reach USD 18.2 billion by end-2013, up from USD 6.7 billion at end-2008.

Other mobile entertainment services are also given coverage in this report. Among these, the mobile gambling market is projected to grow significantly in the near future, and will be a big business driver for MNOs; Europe alone is expected to generate USD 3.2 billion in annual revenue by end-2010.

## Among other highlights, key features of this invaluable report include:

- Forecasts for worldwide and regional subscriber growth during 2006-2013
- Key drivers and inhibitors for mobile music
- Forecast growth of mobile music services such as ringtones, ringback tones and full-track downloads during 2006-2013 in terms of worldwide sales
- Country-level analysis for major mobile music markets including the US, UK, Japan, South Korea, India, China and Germany
- Case studies of important mobile gaming markets worldwide
- Insights into the leading mobile video markets and the various standards used to deliver these services
- Recent developments in mobile video services in Brazil, South Africa and UAE
- Case studies on mobile graphics in major European markets and the US along with a UK mobile gambling case study. And much more!

This new study is crammed with invaluable data that identifies the next growth frontiers for mobile entertainment services and how operators, content developers, aggregators and handset vendors can tap these future opportunities.



Learn all this and so much more in this fantastic new detailed 191-page market report

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