

Mobile Messaging Futures

2010-2014

Analysis and Growth Forecasts for Mobile Messaging Markets Worldwide:
4th Edition

- All the data you need for SMS, MMS, mobile e-mail and mobile IM markets
- Essential insight and extensive worldwide, regional and country-level numbers
- One of the most detailed reports ever written on the worldwide mobile messaging market

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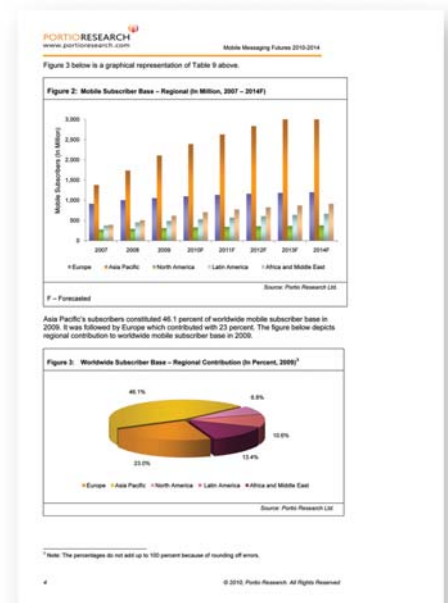
Key features of this exciting new market study:

- > Understand the true value of the worldwide mobile messaging industry
- > Review detailed growth forecasts to 2014 for SMS, MMS, mobile e-mail and mobile IM
- > Study thorough analysis of the rapid growth still to come over the next five years
- > Assess country level data and market sizing for 71 key messaging markets
- > Read profiles of 38 leading mobile messaging solutions vendors
- > Analyse the massive USD 102 billion that SMS is making today
- > Scrutinise comprehensive traffic and revenue growth forecasts for SMS and MMS
- > Learn about the rapid development of mobile e-mail and mobile IM
- > All this and more in this must-have 346 page report

The huge worldwide mobile messaging market was worth USD 150.6 billion in 2009, and will race to USD 233 billion by end-2014. Of the four exciting mobile messaging services (SMS, MMS, mobile e-mail and mobile IM), SMS will continue to unequivocally rule the mobile messaging world in this period.

In 2009, worldwide SMS revenue stood at a staggering USD 102.3 billion and will surpass USD 109 billion by end-2010. Annual worldwide SMS traffic volumes rose to nearly 5.5 trillion SMS at end-2009, and total SMS traffic will break 6.6 trillion in 2010. Highly impressive growth will continue from there.

Despite industry misconceptions, MMS is a success. Rising revenues will make it a USD 31.5 billion market by end-2010 and allow it to retain its position as the second most successful messaging service (behind SMS) in revenue terms until end-2014. In 2009, worldwide MMS revenue saw a y-o-y increase of over 22 percent; worldwide MMS traffic achieved y-o-y growth of 48 percent.



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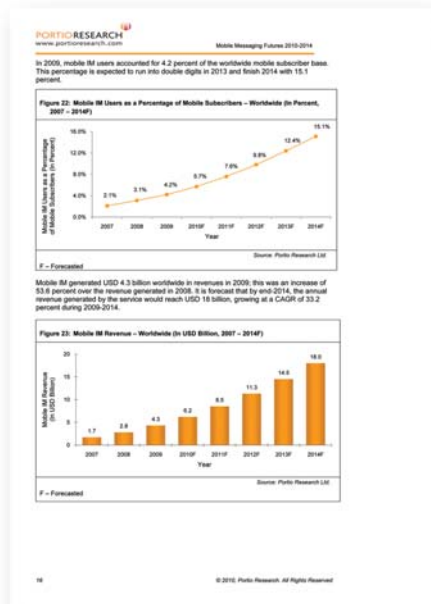
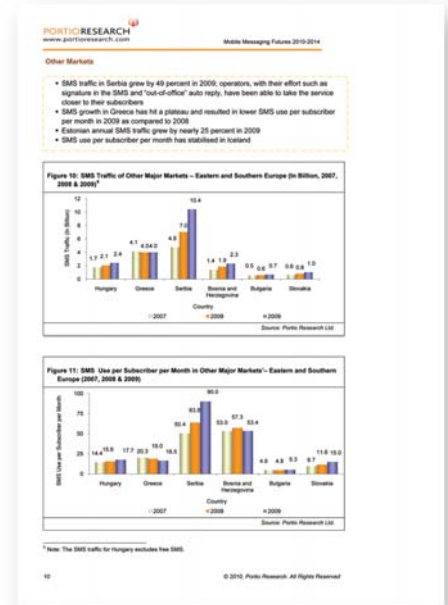
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The expansive fourth edition in our hugely popular messaging series thoroughly analyses the worldwide mobile messaging market in eleven fact-filled chapters:

- > Introduction
- > Worldwide Mobile Market
- > Mobile Messaging Market
- > SMS
- > MMS
- > Mobile E-mail
- > Mobile IM
- > Mobile Messaging Vendor Survey
- > Messaging Vendor Profiles
- > Summary and Conclusions
- > Appendices

The worldwide mobile e-mail user base stood at 330.5 million at end-2009, up 34.6 percent from 2008, and will more than triple by end-2014. The 2009 worldwide mobile IM (MIM) user base was 191.1 million and will grow five-fold by end-2014; worldwide mobile IM revenues will multiply four-fold.



Further reasons to buy this research:

- > Benefit from a complete review for each messaging technology in each region
- > Explore and identify opportunities in this rapidly growing segment
- > Examine regional mobile e-mail and mobile IM revenue and user penetration forecasts
- > Familiarise yourself with the growing USD 169 billion messaging market in 2010
- > Gain insight into P2P/A2P SMS Traffic breakouts; and SMS 2.0
- > Understand why SMS forecasts can't be aggressive enough; and how MMS is very much a success with a bright future
- > Reflect on responses and analysis from our new messaging vendors survey
- > Digest commentary on the effects of messaging bundle pricing plans; the impact of the financial crisis; and the potential threat from smartphones to data revenues



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A complete Table of Contents with a full list of the 299 Figures and Tables is available online at: www.portioresearch.com

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Report includes 299 Figures and Tables. This vast array of data includes:

- Comparison of Mobile Messaging Services
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 - Mobile E-mail Users as a Percentage of Subscriber Base – 23 countries
 - Mobile IM Users as a Percentage of Subscriber Base – 19 countries
- Please see our website for a full list of figures and tables:
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