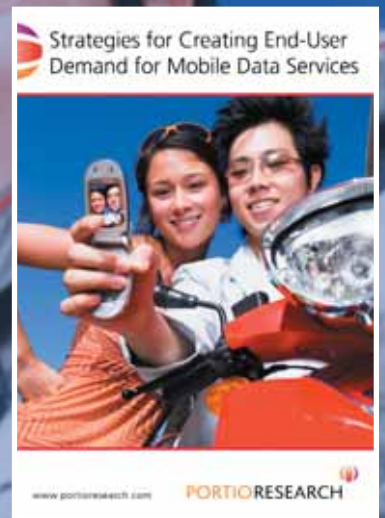




Strategies for Creating End-User Demand for Mobile Data Services



KEY FEATURES OF THIS NEW MARKET REPORT:

- Examine mobile operator best practice for a range of non-voice services
- Understand how leading operators are driving service adoption
- Learn from 'best-of-breed' mobile data service strategies
- See how class winning portals are maximizing downloads
- Study leading applications to understand the route to success
- Understand what drives consumer demand for mobile data services
- Read case studies of leading MNOs such as O2 UK, KDDI, Sprint-Nextel, 3 UK, NTT DoCoMo and many more

ESSENTIAL
NEW
STRATEGY STUDY

Strategies for Creating End-User Demand for Mobile Data Services

Table of contents

INTRODUCTION

MOBILE DATA SERVICES – AN OVERVIEW

Non-messaging Mobile Services

Messaging Services

SUCCESSFUL STRATEGIES – NON-MESSAGING MOBILE DATA SERVICES

Mobile Portals

Mobile Full-track Music Downloads

Mobile Video Downloads/Uploads

Ringback Tones

Mobile Commerce

Mobile Games

Mobile Video Calling

SUCCESSFUL STRATEGIES – MESSAGING SERVICES

SMS

Successful SMS-based Services

MMS

WEB 2.0 – AN INTRODUCTION

Mobile and Web 2.0

CONCLUSION

GLOSSARY

LIST OF FIGURES

- Fig 1: Western Europe Mobile Portal Market (In Millions, 2005-2010)
- Fig 2: Worldwide Mobile Music Full-track download market (In Millions, 2004-2009)
- Fig 3: Worldwide M-Commerce Revenues (In Billions, 2005-2009)
- Fig 4: Mobile Games Annual Revenues (In Billions, 2006-2011)
- Fig 5: Worldwide SMS Traffic Volumes (In Billions, 2004-2010)
- Fig 6: Worldwide SMS Revenue (In USD Billions, 2004-2010)
- Fig 7: Worldwide MMS Traffic Volumes (In Billions, 2004-2010)
- Fig 8: Worldwide MMS Revenue (In USD Billions, 2004-2010)
- Fig 9: Number of Subscribers to i-mode Services in Japan
- Fig 10: The three-pronged strategy of NTT DoCoMo for i-mode

- Fig 11: Growth Trends: Verizon Wireless data customers
- Fig 12: China Mobile – CRBT Subscribers and Penetration (2003-June 2006)
- Fig 13: Percentage of Customers Using Wallet Services at Various Venues
- Fig 14: Smart: SMS Traffic Volumes (In Billions, 2000-June 2006)
- Fig 15: Smart: SMS-related Services Revenue as a % of Total Data Revenue
- Fig 16: SMS Volume (2001-2004)
- Fig 17: NetCom: SMS Traffic Volumes (In Millions, 2002-June 2006)
- Fig 18: Verizon Wireless: MMS Traffic Volumes (In Millions, 2004-2006)
- Fig 19: MMS Sent on SFR's Network (2002-June 2006)

LIST OF TABLES

- Table 1: Total Regional SMS Traffic (In Billions, 2004-2010)
- Table 2: Total Regional MMS Traffic (In Billions, 2004-2010)
- Table 3: Selection Criteria for Portals
- Table 4: The History of Services Launched by i-mode in the Past
- Table 5: The History of Licensee Agreements with MNOs
- Table 6: Selection Criteria for Mobile Music Downloads
- Table 7: Selection Criteria for Mobile Music Downloads
- Table 8: Selection Criteria for Ringback Tones
- Table 9: Advantages of Using G-Cash: Deposit or Withdrawal Process/Tax or Bill Payment
- Table 10: Advantages of Using G-Cash: Remittance Process from Bank A to Bank B
- Table 11: Selection Criteria for Mobile Games Service
- Table 12: Top 14 SMS MNOs (2005)
- Table 13: Top 14 SMS MNOs (4Q 2005)
- Table 14: Smart: SMS-based Applications
- Table 15: Selection Criteria for MMS

SERVICES PROFILED IN THIS REPORT FROM NETWORK OPERATORS INCLUDING:

NTT DoCoMo
O2 UK
Verizon Wireless
Vodafone UK
KDDI Japan
SK Telecom
3 UK
Sprint Nextel

China Mobile
KTF
LG Telecom
Globe Telecom
Telenor Norway
SFR France
NetCom Norway
Maxis Malaysia
Smart Communications

OTHER COMPANIES MENTIONED IN THIS REPORT INCLUDE:

Airtel
Anschutz Entertainment Group
AOL
Bubble Motion
Cingular Wireless
EMI Group
Facebook
Flickr
Google
Kodak
LogicaCMG
Microsoft
Motorola
MTV China
MySpace
Nokia
Qualcomm
SAP
Symbian
Sony BMG
Telecom Personal
Telsis
Textamerica
Universal Music Group
Warner Bros Music
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WiderThan
Yahoo!
Yospace
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