

Mobile Application Download Volume and Revenue Forecast in North America to 2015

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Abstracts

Introduction

Ovum's Mobile Application Download Volume and Revenue Forecast in North America to 2015 databook offers a comprehensive view of mobile applications downloads and revenues in the North American mobile market. Forecasts of both total and paid-for mobile application download numbers by platform are provided to 2015, along with revenue forecasts by platform for the same period.

Scope

- * North America mobile applications download volume: overview and forecast
- * North America mobile applications download revenue: overview and forecast

Highlights

Mobile application download volume is forecast to grow at a CAGR of 26% over the 2010-15 period.

In North America, total end-user mobile application download revenue is forecast to grow at a CAGR of 17.4% over the 2010-15 period.

Reasons to Purchase

- * Provides a comprehensive and granular view of the mobile applications market

- * Identifies the key market trends and highlights areas of future growth
- * Enables stakeholders in the market to make informed strategic and tactical decisions

Contents

TABLE OF CONTENTS

Overview
Catalyst
Summary
Introduction
Exchange rates
Reasons to purchase
Definitions
North American Mobile Applications Download Volume
Total mobile applications download volume (000s) to 2015
Total mobile applications download volume (000s) by platform
Paid-for mobile applications download (000s) to 2015
Paid-for mobile applications download (000s) by platform
North American Mobile Applications Download Revenue
Mobile applications download revenue (\$m) to 2015
Mobile applications download revenue (\$m) by platform to 2015
Methodology
Forecast process: downloads
Flowchart of forecast model: mobile communications
Global market scenario
Appendix
Further reading
Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Mobile application download market, North America, volume (000s), 2008–15

Figure 2: Mobile application download market, North America, volume (000s), by platform, 2008 and 2009

Figure 3: Mobile application download market forecast, North America, volume (000s) by platform, 2010–15

Figure 4: Paid-for mobile application download market, North America, volume (000s), 2008–15

Figure 5: Paid-for mobile application download market, North America, volume (000s) by platform, 2008 and 2009

Figure 6: Paid-for mobile application market forecast, North America, volume (000s) by platform, 2010–15

Figure 7: Mobile application download market, North America, revenue (\$m), 2008–15

Figure 8: Mobile application download market, North America, revenue (\$m), by platform, 2008 and 2009

Figure 9: Mobile application download market forecast, North America, revenue (\$m) by platform, 2010–15

Figure 10: Flowchart of forecast model for mobile communications market

List Of Tables

LIST OF TABLES

Table 1: Mobile application downloads and revenue: definitions

Table 2: Mobile download platform: definitions

Table 3: Mobile application download market, North America, volume (000s), 2008–15

Table 4: Mobile application download market, North America, volume (000s) by platform, 2008 and 2009

Table 5: Mobile application download market forecast, North America, volume (000s) by platform, 2010–15

Table 6: Paid-for mobile application download market, North America, volume (000s), 2008–15

Table 7: Paid-for mobile application market, North America, volume (000s) by platform, 2008 and 2009

Table 8: Paid-for mobile application market forecast, North America, volume (000s) by platform, 2010–15

Table 9: Mobile application download market, North America, revenue (\$m), 2008–15

Table 10: Mobile application download market, North America, revenue (\$m) by platform, 2008 and 2009

Table 11: Mobile application download market forecast, North America, revenue (\$m) by platform, 2010–15

Table 12: Mobile application downloads market: platforms

Table 13: Mobile application downloads market: consumer demand

Table 14: Mobile application downloads market: technology

Table 15: Mobile application downloads market: regional variations

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