

Mobile Application Download Volume and Revenue Forecast in Western Europe to 2015

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Abstracts

Introduction

Ovum's Mobile Application Download Volume and Revenue Forecast in Western Europe to 2015 databook offers a comprehensive view of mobile applications downloads and revenues in the Western European 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

- * Western Europe mobile applications download volume: overview and forecast
- * Western Europe mobile applications download revenue: overview and forecast

Highlights

Mobile application download volume is forecast to grow at a CAGR of 31.8% over the 2010-15 period.

In Western Europe, total end-user mobile application download revenue is forecast to grow at a CAGR of 23.2% 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

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