

# Mobile Software: Market Research Report

<https://marketpublishers.com/r/M51520E9F02EN.html>

Date: February 2012

Pages: 757

Price: US\$ 4,500.00 (Single User License)

ID: M51520E9F02EN

## Abstracts

This report analyzes the worldwide markets for Mobile Software in US\$ Million by the following Product Segments: User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software, and Mobile Device Management (MDM) Software.

The report provides separate comprehensive analytics for the North America, Europe, Asia-Pacific, and Rest of World.

Annual estimates and forecasts are provided for the period 2008 through 2017.

The report profiles 82 companies including many key and niche players such as ACCESS Co.Ltd., A.D.A.M. Inc., Apple, Inc., Electronic Arts, Inc., Funambol, Inc., Google Inc., HyperOffice, Hewlett-Packard Development Company, L.P., InnoPath Software, Inc., Microsoft Corporation, MFormation Technologies, Inc., Nokia Corporation, Nuance Communications, Inc., Omtool, Ltd., Oracle Corporation, PCTEL Secure, QUALCOMM Incorporated, Red Bend Software, Inc., Research In Motion Limited, Smith Micro Software, Inc., and Sybase, Inc.

Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based upon search engine sources in the public domain.

## Contents

### I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations  
Disclaimers  
Data Interpretation & Reporting Level  
Quantitative Techniques & Analytics  
Product Definitions and Scope of Study  
User Interface (UI) and Applications  
Application Execution Environment (AEE)  
Operating System (OS) Software  
Mobile Device Management (MDM) Software

### II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

Proliferation of Mobile Computing Devices Bodes Well for Mobile Software

**Table 1.** World Market for Mobile Computing Products (2010): Percentage Breakdown of Dollar Sales by Product Type (includes corresponding Graph/Chart)

Will Growth in the European Mobile Devices Market be Held Hostage by the Debt Crisis?

Mobile Software Market: An Overview

Location Based Services: A Key Revenue Spinning Mobile Consumer Application

**Table 2.** World Market for Location-Based Services (2010): Breakdown of Number of Subscribers in Thousand by Geographic Region (includes corresponding Graph/Chart)

Location based Social Network Services: A Killer Service Offering

Demand for Location Enabled Search On the Rise

Spurt in Wireless Mobile Internet Expands Market for Mobile Web Applications

BRIC Mobile Internet Subscriber Base to Witness Rapid Expansion

**Table 3.** Mobile Internet Usage in BRIC Countries (2008) (includes corresponding Graph/Chart)

Other Key Statistical Findings

**Table 4.** World Market for Mobile Internet (2010): Breakdown of Number of Mobile Internet Users in Million by Geographic Region (includes corresponding Graph/Chart)

**Table 5.** Global Mobile Internet Market (2009): Percentage Share Breakdown of Revenues for MMS/SMS, Entertainment, Advertisement/Search, Enterprise Services and Other Data Access (includes corresponding Graph/Chart)

**Table 6.** Worldwide Mobile Internet Traffic (2008-2010) (In terabyte(TB)/month) (includes corresponding Graph/Chart)

**Table 7.** US Market for Wireless Mobile Internet (2010): Percentage Share Breakdown of Revenues by Point of Access Mobile Device Type (includes corresponding Graph/Chart)

Top Mobile Internet Activity Among Customers in Select Regions – BRIC (Brazil, Russia, India and China), United States, and Europe  
Rising Mobile Email Usage Creates Higher Demand for Mobile Email Clients

**Table 8.** World Market for Mobile Email (2010): Breakdown of Number of Users in Million by Geographic Region (includes corresponding Graph/Chart)

The Changing Role Mobile Phones: A Primer  
Smartphones Revolutionize Mobile Computing

**Table 9.** World Market for Smartphones (2010): Breakdown of Sales Figures in Thousand Units by Geographic Region/Country (includes corresponding Graph/Chart)

The Changing Landscape of Mobile OS Market

**Table 10.** Worldwide Market for Smartphones (2009 & 2011): Percentage Market Share

Breakdown of Unit Shipments by Leading Operating Systems (includes corresponding Graph/Chart)

Gen X Mobile Phone Users Inspire Development of Innovative Software Apps

**Table 11.** US Market for Smartphone Applications (2010): Proportion of Smartphone Users (%) by Number of Applications Downloaded & Installed on Smartphones (includes corresponding Graph/Chart)

Mobile Phone Crossover with Computers Grows Evident in Developing Countries  
Smartphone Security Software: Abuzz with Activity & Opportunities

## 2. PRODUCT OVERVIEW

Mobile Software: A Definition

Market Segments: A Review

User Interface (UI) and Applications

**Table 12.** Global Mobile Software Market (2010): Percentage Share Breakdown of User Interface (UI) and Applications Revenue by Segment (includes corresponding Graph/Chart)

Application Execution Environment (AEE)

**Table 13.** World Market for Application Execution Environment (2011): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding Graph/Chart)

Operating System (OS) Software

Popular Smartphone Operating Systems

Smartphone Operating Systems: Advantages & Disadvantages

Mobile Device Management (MDM) Software

**Table 14.** World Market for Mobile Device Management Software (2010): Percentage Share Breakdown of Revenue by Leading Players (includes corresponding

Graph/Chart)

### **3. PRODUCT INTRODUCTIONS/INNOVATIONS**

Hewlett-Packard Unveils webOS 2. 0  
Synchronica Unveils Mobile Gateway 5  
Intel and Nokia to Introduce MeeGo  
The Symbian Foundation Launches Symbian^3 Platform  
Microsoft Introduces New Windows Phone 7 Series  
MontaVista Introduces Montabello Software  
Logic Launches Zoom OMAP34x-II MDP  
SPBSOFTWARE Launches SPB TV  
Sun Microsystems Introduces Sun Java Communications Suite 7  
Sun Microsystems Launches Java Platform Enterprise Edition 6  
STMicroelectronics Launches STLC2690  
Crisp Collaborates with AdaptiveMobile  
Smith Micro Software Introduces QuickLink® Music 2. 0  
Smith & NeuStar to Launch IMS-Based Instant Messaging Client Server Solution  
Smith Micro Software Introduces QuickLink IMS Client Suite  
Sybase Introduces Sybase® Unwired Platform  
Sybase iAnywhere Unveils Information Anywhere Suite Afaria® Handheld Security Technology

### **4. RECENT INDUSTRY ACTIVITY**

Six Japanese Companies Enter into Agreement to Develop New Application Platform  
Myriad Unveils New Strategy for Chengdu R&D Center  
Zenprise Takes Over Sparus Software  
SAP Takes Over Sybase  
Hitachi Purchases Certain Software Assets of Nortel Networks  
Open-Plug Chooses Enea Solution for ELIPS Platform  
TDIA and NGMN Alliance Enter into a Cooperation Agreement  
Smith Micro Software and LiveWire Mobile Ink Agreement  
Smith Micro Software Signs Agreement with Time Warner Cable  
Myriad Group Acquires Purple Labs  
Tellabs Snaps Up WiChorus  
Funambol Takes Over Zapatec  
NEC, Hitachi and Casio Computer to Merge Mobile Phone Business  
Purple Labs Inks Agreement with Sagem Wireless

Spin Master Selects O4  
Juniper Joins NGMN Alliance  
Market6 and O4 Enter into Agreement  
Celunite Changes Name to Azingo  
Sybase® Inks Partnership Agreement with Cable&Wireless

## 5. FOCUS ON SELECT GLOBAL PLAYERS

ACCESS Co. Ltd. (Japan)  
A. D. A. M. Inc. (USA)  
Apple, Inc. (USA)  
Electronic Arts, Inc. (USA)  
Funambol, Inc. (USA)  
Google Inc. (USA)  
HyperOffice (USA)  
Hewlett-Packard Development Company, L. P. (USA)  
InnoPath Software, Inc. (USA)  
Microsoft Corporation (USA)  
MFormation Technologies, Inc. (USA)  
Nokia Corporation (Finland)  
Nuance Communications, Inc. (USA)  
Omtool, Ltd (USA)  
Oracle Corporation (USA)  
PCTEL Secure (USA)  
QUALCOMM Incorporated (USA)  
Red Bend Software, Inc. (USA)  
Research In Motion Limited (Canada)  
Smith Micro Software, Inc. (USA)  
Sybase, Inc. (USA)

## 6. GLOBAL MARKET PERSPECTIVE

**Table 15.** World Recent Past, Current & Future Analysis for Mobile Software by Geographic Segment – North America, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 16.** World 10-Year Perspective for Mobile Software by Geographic Segment –

Percentage Share Breakdown of Annual Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

**Table 17.** World Recent Past, Current & Future Analysis for User Interface (UI) and Applications by Geographic Segment – North America, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 18.** World 10-Year Perspective for User Interface (UI) and Applications by Geographic Segment – Percentage Share Breakdown of Annual Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

**Table 19.** World Recent Past, Current & Future Analysis for Application Execution Environment (AEE) by Geographic Segment – North America, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 20.** World 10-Year Perspective for Application Execution Environment (AEE) by Geographic Segment – Percentage Share Breakdown of Annual Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

**Table 21.** World Recent Past, Current & Future Analysis for Operating System (OS) Software by Geographic Segment – North America, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 22.** World 10-Year Perspective for Operating System (OS) Software by Geographic Segment – Percentage Share Breakdown of Annual Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

**Table 23.** World Recent Past, Current & Future Analysis for Mobile Device Management (MDM) Software by Geographic Segment – North America, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 24.** World 10-Year Perspective for Mobile Device Management (MDM) Software by Geographic Segment – Percentage Share Breakdown of Annual Revenues for North America, Europe, Asia-Pacific, and Rest of World Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

### III. MARKET

#### 1. NORTH AMERICA

Market Analytics

**Table 25.** North American Recent Past, Current & Future Analysis for Mobile Software by Product Segment – User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 26.** World 10-Year Perspective for Mobile Software by Product Segment – Percentage Share Breakdown of Annual Revenues for User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

#### 2. EUROPE

Market Analytics

**Table 27.** European Recent Past, Current & Future Analysis for Mobile Software by Product Segment – User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 28.** European 10-Year Perspective for Mobile Software by Product Segment – Percentage Share Breakdown of Annual Revenues for User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets for Years 2008,



2011 & 2017 (includes corresponding Graph/Chart)

### 3. ASIA-PACIFIC

Market Analytics

**Table 29.** Asia-Pacific Recent Past, Current & Future Analysis for Mobile Software by Product Segment – User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 30.** Asia-Pacific 10-Year Perspective for Mobile Software by Product Segment – Percentage Share Breakdown of Annual Revenues for User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

### 4. REST OF WORLD

Market Analytics

**Table 31.** Rest of World Recent Past, Current & Future Analysis for Mobile Software by Product Segment – User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years 2008 through 2017 (includes corresponding Graph/Chart)

**Table 32.** Rest of World 10-Year Perspective for Mobile Software by Product Segment – Percentage Share Breakdown of Annual Revenues for User Interface (UI) and Applications, Application Execution Environment (AEE), Operating System (OS) Software and Mobile Device Management (MDM) Software Markets for Years 2008, 2011 & 2017 (includes corresponding Graph/Chart)

## IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 82 (including Divisions/Subsidiaries - 85)

Region/CountryPlayers  
The United States  
Canada  
Japan  
Europe  
France  
Germany  
The United Kingdom  
Rest of Europe  
Asia-Pacific (Excluding Japan)

## I would like to order

Product name: Mobile Software: Market Research Report

Product link: <https://marketpublishers.com/r/M51520E9F02EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M51520E9F02EN.html>