

4Q.2011 North America GPS Navigation and Location Based Services Forecast, 2008 - 2016: Total Spend in the Regional LBS Market to Rise to \$4.85 Billion in 2016

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Abstracts

IEMR's North America GPS Navigation and Location Based Services Forecast provides five-year annual forecasts for the following categories within the LBS market: Voice-Guided In-Car Navigation, Voice-Guided Pedestrian Navigation, Mobile Maps, Mobile Maps Applications (weather, restaurant guides, traffic, etc.), People Tracking, tracking and tracing (commercial applications), Location Enabled Search and Advertising, and Other LBS Applications (e.g. Proximity-based actuation, Proximity-based notification, etc.). This regional forecast covers the following countries: Canada and the United States. The report is based on IEMR's Global Consumer Telecommunications Survey - which covers 50,000 mobile users in 50 markets globally—and is the most extensive country-specific forecasts of its kind.

To this comprehensive forecast, we are adding a PowerPoint presentation which provides our clients with an overview of key trends in the global GPS navigation and location based services market and an overview of developments in this market globally.

This report will be useful to:

Location Based Service providers

Strategists and analysts at vendors responsible for LBS strategy development and business analytics

Handset and device manufacturers in all areas of the telecommunications market that need strategy recommendations on key trends in the global mobile handset industry

Financial analysts and portfolio managers covering firms in the LBS industry or the mobile handset industry

Consultants advising their clients on LBS markets

Researchers who need to gain a better understanding of the global LBS market

Contents

COUNTRIES COVERED IN THIS FORECAST

Canada
United States

SERIES COVERED FOR EACH COUNTRY AND THE REGION, 2008 - 2016

Voice Guided in-Car Navigation

Service Users (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

Voice Guided Pedestrian Navigation

Service Users (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

Mobile Maps

Pre-installed Map Users (millions)
Over the Air Map Users (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

Mobile Maps Applications (weather, restaurant guides, traffic, etc.)

Mobile Map Application Users (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

People Tracking-Consumer

People Tracking Users (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

Tracking and Tracing- Business Applications

Total Spend (\$ millions)

Location Enabled Search and Advertising

Search Users (millions)
Total LBS Enabled Searches (millions)
Total LBS Ad Sponsored Searches (millions)
Total LBS Ad Sponsored Click Thrus (millions)
LBS Search Advertising Cost per Click (\$)
Total Spend (\$ millions)

Other LBS Applications (e.g. Proximity-based actuation, Proximity-based notification, etc.)

LBS Download Application Users (millions)
LBS Application Download Events (millions)
Average Revenue per User (\$)
Total Spend (\$ millions)

Summary (Total Spend, \$ millions)
Voice-guided In-Car Navigation
Voice-guided Pedestrian Navigation
Mobile Maps
Mobile Maps Applications
People Tracking
Tracking and Tracing- Business Applications
Location Enabled Search and Advertising
Other LBS Applications

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