

4Q.2011 South Korea GPS Navigation and Location Based Services Forecast, 2008 - 2016: Total Spend in the LBS Market in South Korea to Rise to \$950 Million in 2015



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IEMR's South Korea 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.). 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

Table of Content

SERIES COVERED IN THIS COUNTRY FORECAST, 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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