

3Q.2010 Austria GPS Navigation and Location Based Services Forecast, 2010 - 2014: Total spend in the LBS market in Austria to rise to \$110.9 million in 2014



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IEMR's Austria 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 and an audio conference with David Williams, Independent Contributing Analyst at IEMR, CEO of E-911 LBS Globe and formerly Product Manager, LBS Solutions at AT&T. The presentation and audio conference provide our clients with an overview of key trends in the global GPS navigation and location based services market and an overview of exciting 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, 2010 - 2014

#### **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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