

Global Mobile Internet Industry 2013-2018: Trend, Profit, and Forecast Analysis, June 2013

<https://marketpublishers.com/r/G9BAD6E8318EN.html>

Date: June 2013

Pages: 92

Price: US\$ 2,650.00 (Single User License)

ID: G9BAD6E8318EN

Abstracts

The global mobile internet industry is expected to witness robust growth over the next five years and reach an estimated \$402.8 billion in 2018. Growth in third-generation (3G) penetration, upswings in mobile broadband subscribers' base with affordable devices enabled 3G and 4G network, and rising online distribution of music, films, TV shows, books, newspapers, and video games are expected to be the major drivers of the industry.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the industry and presents its findings in "Global Mobile Internet Industry 2013-2018: Trend, Profit, and Forecast Analysis." The global mobile internet industry comprises consumer spending to access internet through mobile phones, smartphones and tablets via 2G, 3G, and higher network. The industry revenue includes fees paid to mobile network operators by consumers for internet access; it doesn't include spending by consumers to download entertainment content.

APAC is expected to lead the industry over 2013-2018. New technological advancement, government investment in infrastructure, and economic growth are expected to drive the market. Large population and low mobile broadband penetration offers business opportunities, increasing trust on online data in rural areas, and surging entertainment and media industry are likely to drive the growth in APAC and ROW region. These regions were the fastest growing region during last five year and are expected to drive growth over the next five years.

Technological upgrades, increasing 3G and 4G penetration, internet-TV convergence, advertising on mobile and portable devices, evolving business model, strategic partnerships, and increasing media touch points are the key emerging trend in the

global mobile internet industry.

This study provides an overview of the global mobile internet industry by tracking industry performance in four geographic regions. The report studies mobile operators serving this industry, providing a five year (2007-2012) annual trend analysis highlighting market size, profit and cost structure for NA, Europe, APAC, and ROW. The report also provides a forecast, addressing market opportunities for next five years (2013-2018) for each of these regions.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global mobile internet industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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