

Mobile Application Downloads Forecast: 2009–14

<https://marketpublishers.com/r/M5538FD80D1EN.html>

Date: June 2010

Pages: 15

Price: US\$ 895.00 (Single User License)

ID: M5538FD80D1EN

Abstracts

Application downloads to mobile devices have been the subject of a great deal of hype since Apple launched its App Store in 2008. Many of its competitors in the devices market are following hot on its heels, and not a month goes by without an application store launch. A growing number of independent players are also competing hard for business. There have been some impressive announcements from Apple – most recently that 2 billion applications had been downloaded to the iPhone and iPod Touch. Ovum's forecast looks at how the market will grow going forward, and how much revenue this will generate.

Contents

Executive summary

In a nutshell

Ovum view

Forecast highlights

Global mobile application downloads grow to 18.7 billion by 2014

Short-term growth is rapid, but growth will slow in the longer term

Global paid-for applications to grow to 3.3 billion and end-user revenues to \$5.7 billion

Regional outlook

North America remains the largest market throughout the forecast period

Revenue growth will accelerate in Asia-Pacific; slower in North America

Forecast definitions and methodology

Definitions

What do we forecast?

What's in? What's out?

Forecast process and key assumption-building

Data collection

Building a most likely scenario

Key inputs: smartphone device shipments

Assumptions

Methodology

Market development scenario

Key players: platforms and application stores

Apple

Android

Windows Mobile and BlackBerry

Symbian

Consumer demand

Technology developments/substitutes

Business models

Regional developments

List Of Tables

LIST OF TABLES

Table 1: Selected application store data

List Of Figures

LIST OF FIGURES

Figure 1: Annual global application downloads

Figure 2: Annual total paid-for download volumes

Figure 3: Annual total application downloads by region

Figure 4: Regional revenues from mobile application downloads (\$ 000s)

Figure 5: Forecast methodology for mobile application downloads

I would like to order

Product name: Mobile Application Downloads Forecast: 2009–14

Product link: <https://marketpublishers.com/r/M5538FD80D1EN.html>

Price: US\$ 895.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M5538FD80D1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970