

Evolution of the Mobile Content Market 4Q 2012

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Abstracts

This report provides an analysis and forecast of the evolving mobile content market from both the content development and distribution models to the end-user perspective. It also covers the mobile content industry in North America (U.S. & Canada) to gauge its revenue potential for mobile content distributors. The report also includes the latest consumer data from Parks Associates' recent mobile tracking study.

“With consumers becoming more accustomed to the extensive availability of mobile content, the mobile content market faces the challenge of matching consumer expectations,” said Harry Wang at Parks Associates. “Success in the mobile content market will ultimately reflect a service provider’s ability to deliver content to a wide range of platforms and integrate a program interface that will improve the experience of the consumer.”

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