

# Mobile Data: Analysis and Forecasts 1Q 2011

<https://marketpublishers.com/r/M8189A48EEEEEN.html>

Date: December 2010

Pages: 60

Price: US\$ 3,500.00 (Single User License)

ID: M8189A48EEEEEN

## Abstracts

This report analyzes the trends in the mobile data market from both consumer and mobile service provider perspectives. It examines operators' retail and wholesale mobile data offerings, their managed service capabilities, the roadmap for mobile value-added services, and competition/ collaboration with over-the-top mobile content and application developers and distributors.

"Data services are a future revenue driver for mobile operators, but mobile broadband creates a new set of challenges for them," said Harry Wang, Director of Mobile and Health Research, Parks Associates. "Consumer desire for richer mobile experiences and the market demand for services and applications built on open access could undermine their walled-garden business model. Operators will have to adapt their business models to sell more value-added data applications on top of access services. The key question is what types of mobile data applications will have a broad appeal and help operators differentiate from many would-be mobile service offerings from third-party aggregators and distributors."

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
  - 1.3.1 Sources of Information
  - 1.3.2 Definitions and Classifications

### **2 MOBILE DATA ADOPTION AND SERVICE OFFERINGS**

- 2.1 The Shift from Voice to Data—Operator Perspectives
- 2.2 Types of Mobile Data Services and Their Adoption
  - 2.2.1 Mobile Messaging and Internet
  - 2.2.2 Ringtones, Wallpapers, Music/Game Downloads
  - 2.2.3 Mobile Subscription: TV, Music/Game-on-Demand, Social Networking & Navigation
  - 2.2.4 Mobile Apps: The New Mobile Content Distribution Channel
  - 2.2.5 Other Emerging Mobile Data Services
- 2.3 Mobile Data Wholesale Businesses
  - 2.3.1 MVNOs
  - 2.3.2 Mobile Broadband Connected CEs
  - 2.3.3 Mobile Broadband for Industry Verticals

### **3 DATA'S IMPACT ON THE MOBILE ECOSYSTEM**

- 3.1 4G/LTE and Network Traffic Management
- 3.2 Application Development and Content Aggregation
- 3.3 Device Management and Provisioning
- 3.4 Mobile Cloud: Who Will Be in Control?

### **4 MARKET FORECASTS**

- 4.1 Forecast Methodology
- 4.2 Sources of Information
- 4.3 Mobile Data Revenues: Five-Year Global Forecasts

### **5 MARKET IMPLICATIONS AND RECOMMENDATIONS**



## List Of Figures

### LIST OF FIGURES

Mobile Data ARPU by Carriers (4Q08-3Q10)  
Adoption of Messaging and Mobile Internet Service in the U.S.  
Carriers' Data Plan Pricing Strategies and Initiatives  
Mobile Messaging Solution Providers  
Adoption of Mobile TV, Social Networking, Navigation Data Services  
North American and European Carriers' Mobile TV Offerings  
Mobile Carriers' Music Subscription Offerings  
Mobile Music Aggregators and Distributors  
Mobile Navigation Application Developer and Service Enablers  
Non-Carrier Operated Mobile App Stores  
Non-Carrier Operated Mobile App Stores  
Mobile Carriers App Store Initiatives  
Carriers' Mobile Broadband Connected CE Opportunities  
Mobile Broadband Enabled Healthcare Applications/Services  
Mobile LBS Solution and Service Providers  
Mobile Network Traffic Management Solutions and Services  
Network Equipment Vendors' Managed Service Platform Initiatives  
Global M2M Platform Developers  
List of Companies Interviewed  
Worldwide Mobile Data Revenue Forecasts 2009-2015  
Worldwide Mobile Data Revenue Forecasts by Region 2009-2015  
Worldwide Mobile Data Revenue Forecasts by Data Categories

## I would like to order

Product name: Mobile Data: Analysis and Forecasts 1Q 2011

Product link: <https://marketpublishers.com/r/M8189A48EEEEEN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M8189A48EEEEEN.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