

# Mobile Data and Applications: Market Update 1Q 2012

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## Abstracts

This report provides an updated analysis of the dynamic mobile data market from both mobile operator and over-the-top service provider perspectives. It also covers the mobile app industry to gauge its revenue potential for mobile operators and app developers. The report also includes the latest consumer data from Parks Associates' mobile tracking study.

"2012 will be a watershed year for mobile operators," said Harry Wang, Director of Mobile and Health Research at Parks Associates. "Now that 4G networks are rolling out across the globe, operators have to do three things right: find new revenue sources for their faster and more efficient networks, fend off over-the-top competitors, and manage their networks efficiently-including modifying data plan pricing to align revenue with network cost. None will be easy, but they have to roll up their sleeves and get them done."

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