

Global Mobile TV Forecast to 2013

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Abstracts

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The global mobile TV market has been witnessing a significant growth over the years, on the back of its ability to stream the content from the television on the move. Today, large number of players is deploying these services in various countries across the globe in order to cater the need of increasing number of mobile application users. With the current status of development, we expect that the future will see a rapid increase in the number of mobile TV rollouts across the globe and the rising competition will lead to the decline in the subscription fees, resulting in an increased target audience.

The report provides a detailed analysis of the mobile TV market across various countries by studying it in terms of total mobile subscribers, service revenues, ongoing developments and technology. Each section succinctly explains the present and future market trends and developments in the mobile TV market in many countries.

Anticipating the huge potential of the global mobile TV market, our industry experts have carried thorough research and analysis of the current and future prospects of the mobile TV market worldwide, which will help clients, gain deeper insight of the industry.

According to our report, "Global Mobile TV Forecast to 2013", the number of mobile TV subscribers worldwide will grow at a CAGR of around 43% during 2011-2014 to reach about 792.5 Million by the end of 2014. Moreover, the streaming technology will dominate the global mobile TV subscriber base by the end of 2014. Various factors that will facilitate the streaming technology dominate the global mobile TV subscriber base have been covered in the report.

With such high growth potential, our research foresees immense opportunities for

various industry players including mobile operators, content providers, handset manufacturers, etc. Besides this, we have also comprehensively analyzed the regional markets, helping clients to better understand the mobile TV trends and developments across various regions. A number of key countries have been focused upon to analyze the factors, which are an indication of regional trends and developments.

Our research also highlights the factors, which are inevitable for the anticipated growth of the global mobile TV market over the forecast period. For instance, we believe that the success mantra for mobile TV market lies in the operators' service pricing models coupled with the availability of handsets that support good picture quality at high data transfer rate.

Extensive analysis of various business models have also been undertaken in this report to facilitate operators increase their revenues by offering mobile TV services. The study also evaluates various strategies that will help operators maximize the returns.

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