

Location Based Services 2012-2017: Monetising Opportunities and Challenges

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Abstracts

The extraordinary success of apps such as Foursquare provides a huge subscriber base for location based services, but this popularity has not yet been translated into revenue streams, nor has it reached its full potential. In an LTE age the location based services (LBS) landscape is poised for explosion. This report reveals the opportunities that lie between 2012 and 2017 for all ecosystem members and new market entrants. Visiongain's analysis calculates that location based services revenues will reach \$4.4bn in 2012.

With a proliferation of LBS capable devices flooding the market, developers have a huge user base of potential LBS subscribers. Unlike many technologies, location based services are popular and desirable already - the market requires that developers create apps that capitalise on the untapped potential.

The report details current examples of successful location based applications and services, and analyses each one to reveal the most pertinent aspects of their success and how that service is monetised. Emerging uses that signal potential future opportunities for monetisation are also covered in detail providing a holistic and timely overview of the market. Innovations in location based advertising and marketing also represent significant revenue potential.

What makes this report unique?

Visiongain consulted widely with industry experts involved with location based services. A full transcript from one of these exclusive interviews is included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows insight into the key drivers and restraints behind

technology developments, as well as identifying the leading companies. The report also presents a unique blend of qualitative analysis combined with extensive quantitative data including global, submarket and national markets forecasts from 2012-2022 - all highlighting strategic business opportunities.

Why you should buy Location Based Services 2012-2017: Monetising Opportunities and Challenges

135 pages

An exclusive visiongain interview with an expert from-
Sense Networks

87 tables, charts, and graphs

Global LBS market forecasts from 2012-2017 including -
Revenue forecasts

Subscriber forecasts

Location based advertising vs. traditional mobile advertising revenue
forecasts

5 Regional LBS revenue, advertising revenue & subscriber forecasts between
2012-2017

North America

Latin America

Europe

Middle East & Africa

Asia Pacific

A SWOT analysis

4 leading companies identified and profiled -

Foursquare (with subscriber & check-in forecasts from 2012-2017)

TomTom

Google

Badoo

Smartphone sales forecast from 2012-2017

Tablet sales forecast from 2012-2017

You can order this report today

Anybody with an interest in LBS should gain valuable information and insight from this new study by visiongain. This visiongain LBS report will be valuable both to those already involved in the LBS market and those wishing to enter the LBS market in the future. Gain an understanding of strategies and business models of key players in the LBS market by ordering Location Based Services 2012-2017: Monetising Opportunities and Challenges report today

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COMPANIES LISTED

3

3 Denmark

3 Italia

3 UK

8ta

A1 Telekom

Agri-Valley Broadband

Aircell

AIS

Al Madar

Alaska Communications

Alexa

Algar Telecom

Amazon

American Express

Andorra Telecom

Antel

Appalachian Wireless

Apple

Armentel

Arqiva

Asiaspace

AT&T Mobility

Augere

Avea
Badoo
Bakrie Telecom
Base Telecom
Batelco
Bayan Telecommunications
BayRICS
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BeST
Bharti Airtel
Bing
Bite
Bluegrass Cellular
Bouygues Telecom
Bravo
BSNL
BTC
C Spire Wireless
Carolina West Wireless
Celcom
Cell C
Cellcom
Cellular South
CenturyTel
Chariton Valley Comms
China Mobile
China Telecom
Chunghwa Telecom
Claro
Clear Mobitel
CLEAR mobyl
Clearwire
Commnet Wireless
Conde Nast
Convergence Technologies
Cosmote
Cross Telephone

CSL Limited
Custer Telephone
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Dish Network
DNA
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Du
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eBay
Elisa
Emobile
EMT
Energy Australia Ausgrid
Entel Movil
Entel PCS
ERA/T Mobile
Etex Telephone Co-op
Etisalat
Etisalat Misr
Everything Everywhere
Facebook
Fitel
Foursquare
FPT Telecom
Glo Mobile
Global Mobile
Globe
Google
Gowalla
Grey Area
Groupon
H3G
HTC
Hutchison
ICE
IndoorAtlas

Indosat
Intel Capital
Intersec
Javelin Venture Partners
Jiwire
Kcell
KDDI
Kordia
KPN
KPN Base
KT
Lattelecom
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LightSquared
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LMT
M1
Magticom
Maxis
Megafon
MetroPCS
Microsoft
Mobikom Austria
Mobily
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MTC
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MTNL
MTS
MTS Allstream

MTS-Ukraine
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NBN Co
Ncell
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Nintendo
Northwest Cell
NTT DoCoMo
O2
O2 Secure Wireless
OAO Voentelecom
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Qtel
Qualcomm India
Reliance
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Rostelecom
S and R Communications
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Safaricom
Sainsburys
Samsung Electronics
Sasktel

Scoutmob
Sense Networks
SFR
Silverpop
SingTel
SK Telecom
Sky Brazil
Skyhook Wireless
Smart Communications
Smartone
Softbank Mobile
Sonaecom
Sony
SpeedConnect
Spotify
Sprint
Starcomms
Starhub
Starwood Hotels and Resorts Worldwide, Inc.
STC
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Sunrise
Swisscom
T Mobile
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TDC
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