

# Location-Based Services Market 2013-2018

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## Abstracts

Location-based services (LBS) utilise both network assets and in-device components to deliver mobile applications predicated on the user's position. These services open the doors for mobile advertisers, marketers, operators, and application designers to create highly relevant, contextual, immediate, and targeted products. Given the high rate of success proven by LBS, players in the mobile value chain are rapidly appropriating this new type of media delivery, which promises to deliver great value to advertisers and utility to end-users. Visiongain has determined that the global location-based services market will reach revenues of \$10.7 billion in 2013.

### **Why you should buy Location-Based Services Market 2013-2018: The New Face of Mobile Advertising and Social Media**

Stay ahead with this comprehensive analysis of the LBS market prospects  
The report comprises 123 pages

Get ahead by studying highly quantitative content that delivers solid conclusions benefiting your research and analysis  
98 tables, charts, and graphs quantifying and forecasting the LBS market

Read an exclusive expert opinion interview from industry specialists informing the analysis  
Elliott Hamilton, Senior Director of Strategic Planning,  
TeleCommunication Systems Inc.

View global LBS market forecasts from 2013-2018 to keep your knowledge one

step ahead of the competition

The report provides an analytical overview with detailed sales projections and analysis of the market, the competitors, and the commercial drivers and restraints.

The report also delivers key points on how to drive popularity of an LBS app and different strategies for monetising LBS in a competitive market environment.

Global LBS revenue forecasts

Global LBS subscription forecasts

View regional LBS market forecasts from 2013-2018 to keep your knowledge one step ahead of the competition.

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North America LBS revenue & subscription forecasts 2013-2018

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View LBS submarket share forecasts from 2013-2018

LBA

Infrastructure

Software & Services

Keep informed about the potential for each of the smart device submarkets driving LBS adoption with forecasts from 2013-2018

Global smartphone shipment forecast 2013-2018

Global tablet shipment forecast 2013-2018

Global connected car market forecast 2013-2018

Global wearable smart device market forecast 2013-2018

Global mobile subscription forecast 2013-2018

Understand the competitive landscape with profiles of 8 leading companies in different tiers of the LBS value chain through examination of their positioning, products, services, focus, strategies and outlook.

Foursquare

TomTom

Badoo

TeleCommunication Systems Inc.

Near Buddy Finder

Nokia

Qualcomm

Urbanspoon

Discover the qualitative analysis informing the LBS market forecasts

SWOT analysis of competitive factors: strengths, weaknesses, opportunities and threats revealing what drives and restrains the LBS market and the prospects for established companies and new market entrants.

**What makes this report unique?**

Visiongain consulted widely with industry experts and a full transcript from our exclusive interview with TeleCommunication Systems Inc. is included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed analysis. This methodology allows insight into the key drivers and restraints behind market dynamics and competitive developments, as well as identifying the technological issues. The report therefore presents an ideal balance of qualitative analysis combined with extensive quantitative data including global, submarket and regional markets forecasts from 2013-2018 - all identifying strategic business opportunities.

### How the Location-Based Services Market 2013-2018: The New Face of Mobile Advertising and Social Media can benefit you

Visiongain's report is for anyone requiring analysis of the LBS market. You will discover market forecasts, trends, predictions, and expert opinion providing you with independent analysis derived from our extensive primary and secondary research. Only by purchasing this report will you receive this critical business intelligence revealing where revenue growth is likely and where the lucrative potential market prospects are.

If you buy our report today your knowledge will stay one step ahead of your competitors. Discover how our report could benefit your research, analyses and strategic decisions, saving you time. To gain an understanding of how to tap into the potential of this market and keep one step ahead of the competition you must order now our report the Location-Based Services Market 2013-2018: The New Face of Mobile Advertising and Social Media

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### COMPANIES LISTED

Alcatel-Lucent

Alexa

Amazon

Apple

AT&T

Atheros, Inc.

Badoo

Bharti Airtel

Bing

BlackBerry

Blendr

BMW

Bravo

Broadcom

China Mobile

Condé Nast

Creativity Software

eBay

Ericsson

Facebook

FamilyMap

Flickr

Foursquare

Garmin

GM

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Gowalla  
Grindr  
Groupon  
HERE  
HERE (Nokia)  
IndoorAtlas  
Intersec  
Leap Wireless  
Lexus  
Loopt  
Magellan  
MapQuest  
MetroPCS  
Microsoft  
MobileLBS  
Moblog  
Motorola Solutions  
MTS Russia  
MyTown  
Navizon  
Near Buddy Finder  
Nintendo  
Nokia  
NTT DoCoMo  
Onstar  
Panoramio  
Polaris Wireless  
Portugal Telecom  
Qualcomm  
Rumble  
RunKeeper  
RX Networks  
Samsung  
Samsung Electronics and Sony  
SFR  
Shopkick  
Skyhook Wireless  
Snocator

Sony  
Sprint  
TeleCommunication Systems Inc.  
Telus Mobility  
The Strategis Group  
TomTom  
Trimble Outdoors  
TruePosition  
Twitter  
UbiEst  
Urbanspoon  
Verizon  
Viettel  
Vodafone  
Volkswagen  
Yahoo!  
Yellow Pages  
Yelp  
Zagat  
ZTE

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CTIA - The Wireless Association  
European Union  
In-location Alliance  
New York University  
The United States Federal Communications Commission



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