

The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

<https://marketpublishers.com/r/MD1068B8E9DEN.html>

Date: August 2012

Pages: 121

Price: US\$ 2,633.00 (Single User License)

ID: MD1068B8E9DEN

Abstracts

In 2012, Apple's iOS and Google Android form a duopoly in the smart devices market. With BlackBerry and Symbian OS market shares declining, gaps are forming in both the enterprise and commercial arenas. Visiongain expects Microsoft to exploit these gaps with the Windows 8 platform, leveraging its market-leading status in the PC world to extol the benefits of full integration. Secure, intuitive, and universal, Microsoft's Metro UI holds a strong, viable value proposition for business and household consumers alike. Visiongain has determined that the value of the global Windows Phone market in 2012 will reach \$1.06 billion.

What makes this report unique?

An array of primary and secondary sources has informed the findings of our report. These findings have been placed in global and regional context, highlighting market trends and strategic opportunities in each. The report identifies and examines key players in a fledgling market with opportunities for substantial growth. Forecasts cover a range of markets, take into account Microsoft's past and present strategy, and juxtapose them with successes and failings of direct competitors. All our findings are presented in a thorough, straightforward manner.

Why you should buy The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

121 pages of comprehensive analysis

An exclusive Visiongain interviews with
Tristan Louis - Technology writer and commentator

113 tables, charts, and graphs

Global Windows smart device, smartphone and tablet shipment and revenue forecasts between 2012-2017

Global smart device, smartphone and tablet OS shipment share forecasts from 2012-2017

5 regional Windows smart device, Windows Phone and Windows tablet regional shipment and revenue forecasts from 2012-2017

North America

Latin America

Asia-Pacific

Europe

The Middle East and North Africa

7 leading companies identified and profiled

Nokia

Samsung

Lenovo

HTC

LG

Huawei

ZTE

A SWOT analysis of the Windows Phone market 2012-2017

Analysis of the application ecosystem surrounding Windows Phone

Discussion of Microsoft's core failings with Windows Mobile and Windows Phone 7

Summation of the hurdles Microsoft will need to overcome in order to seize market share

You can order this report today

Gain an understanding of how to tap into the potential of this market by ordering The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

Contents

EXECUTIVE SUMMARY

- E1. Microsoft struggling to Sustain its Position in the Mobile Market
- E2. Optimism Surrounding Windows
- E3. Software-Based Business Model
- E4. Markets and Key Players
- E5. Key Findings of this Report

1. AN INTRODUCTION TO WINDOWS MOBILE

- 1.1 The Early Days of Windows Mobile
- 1.2 Recent Years and Increasing Competition
- 1.3 The Metro User Interface
- 1.4 Microsoft's History in Mobile Telephony
- 1.5 Microsoft's Early Tablet Efforts
- 1.6 Issues Facing Microsoft in the Mobile Industry
 - 1.6.1 Faltering Roadmap
 - 1.6.2 Microsoft No Longer the Biggest Fish
 - 1.6.3 Microsoft's Waning Smartphone Market Share
 - 1.6.4 Dwindling Customer Confidence
 - 1.6.5 Failure to React to Market Trends
 - 1.6.5.1 Imposing Constraints on OEMs
 - 1.6.5.2 Mobile 'No Man's Land'
- 1.7 Aim of the Report
- 1.8 Scope of this Report
- 1.9 Market Definition
- 1.10 Questions Answered by this Report
- 1.11 Methodology

2. THE GLOBAL MARKET FOR WINDOWS PHONE 2012-2017

- 2.1 Global Windows Smartphone and Tablet Shipment Forecast 2012-2017
- 2.2 Global Windows Device Revenue Forecast 2012-2017
- 2.3 Global Windows Smartphone Forecast
- 2.4 Global Windows Tablet Forecasts
- 2.5 Microsoft's Global Market Share and Comparison with Other Vendors
 - 2.5.1 Microsoft in the Global Smartphone Market

- 2.5.2 Microsoft in the Global Tablet Market
- 2.6 Filling the Enterprise Gap
- 2.7 Changing Nature of the Tablet
- 2.8 Strong Early Reviews for Windows Phone

3. THE REGIONAL MARKETS FOR WINDOWS PHONE 2012-2017

- 3.1 Regional Penetration Rates for Windows Smartphones and Tablets
- 3.2 Regional Penetration Rates for Windows Smartphones
- 3.3 Regional Penetration Rates for Windows Tablets
- 3.4 North America
- 3.5 Latin America
- 3.6 Asia-Pacific
- 3.7 Europe
- 3.8 The Middle East and Africa

4. WINDOWS PHONE: THE EMERGENCE OF A NEW ECOSYSTEM

- 4.1 Late Appearance on the Touchscreen UI Market
- 4.2 Differentiating Between Windows Mobile and Windows Phone
 - 4.2.1 Setback of Windows Mobile Design
 - 4.2.2 Strong Points of Windows Phone
- 4.3 Shortcomings of Windows Phone 7.5

5. WINDOWS 8: MICROSOFT'S MAKE-OR-BREAK RELEASE

- 5.1 Selling Points of Windows
 - 5.1.1 Overarching UI
 - 5.1.2 Applications
 - 5.1.2.1 Ease of App Design
 - 5.1.2.2 Burgeoning Application Ecosystem
 - 5.1.2.3 Strength of Native Applications
 - 5.1.3 Appeal to Enterprise
 - 5.1.3.1 Winning the Enterprise Tablet Wars
 - 5.1.4 Less Stringent Guidelines and Better Hardware
- 5.2 Hurdles to Overcome
 - 5.2.1 Develop Stronger Showcases
 - 5.2.2 Re-tool Brand Image
 - 5.2.3 Boost Early Sales and Retain OEMs

6. LEADING VENDORS AND SMART DEVICES

6.1 Nokia

6.1.1. The Lumia Device Line

6.1.1.1 Lumia 710 and

6.1.1.2 Lumia 610 and

6.1.2 Backwards Compatibility and Future Outlook

6.2 Samsung

6.2.1 Samsung in the Early Days of Windows Phone

6.3 Lenovo

6.3.1 The LePhone

6.4 HTC

6.5 LG

6.6 Huawei and ZTE Capturing the Low-End

6.6.1 ZTE

6.6.2 Huawei

6.6.2.1 Huawei Ascends

6.6.2.2 Windows 8 Ascend Announced

6.7 Windows Tablets

6.7.1 The Surface Tablet

7. EXPERT OPINION

7.1 Tristan Louis, Technology Writer and Commentator

7.1.1 Fall from Leading Market Share

7.1.2 New Business Models for a New Mobile World

7.1.3 Windows 8 Moving Forward

7.1.4 Managing Relationships with OEMs

7.1.5 The Surface and Microsoft's Effort to Remain at the Tablet Table

7.1.6 Comparing the Surface to Microsoft's Initial Tablet Endeavours

7.1.7 The Future for Microsoft - Five-Year Prospects

8. SWOT ANALYSIS OF THE WINDOWS PHONE MARKET 2012-2017

9. CONCLUSIONS

9.1 Global Windows Phone Forecasts 2012-2017

9.1.1 Smart Device Shipments

9.1.1.1 Smartphone Shipments	
9.1.1.2 Tablet Shipments	
9.1.2 Windows Phone Market Revenue	
9.1.2.1 Revenue from Smartphone Shipments	
9.1.2.2 Revenue from Tablet Shipments	
9.2 Regional Windows Phone Forecasts 2012-2017	
9.2.1 North America	
9.2.1.1 North American Windows Smart Device Shipment Forecast	
9.2.1.2 North American Windows Phone Market Forecast	
9.2.2 Latin America	
9.2.2.1 Latin American Windows Smart Device Shipment Forecast	
9.2.2.2 Latin American Windows Phone Market Forecast	
9.2.3 Asia-Pacific	
9.2.3.1 Asia-Pacific Windows Smart Device Shipment Forecast	
9.2.3.2 Asia-Pacific Windows Phone Market Forecast	
9.2.4 Europe	
9.2.4.1 European Windows Smart Device Shipment Forecast	
9.2.4.2 European Windows Phone Market Forecast	
9.2.5 The Middle East and Africa	
9.2.5.1 MEA Windows Smart Device Shipment Forecast	
9.2.5.2 MEA Windows Phone Market Forecast	
9.3 Windows OS Market Share	
9.3.1 North American Market Share	
9.3.2 Latin American Market Share	
9.3.3 Asia-Pacific Market Share	
9.3.4 European Market Share	
9.3.5 MEA Market Share	
9.4 Microsoft's Prospects for 2012-2017	
Glossary	
List of @Charts	
Chart 1.1: Microsoft, Apple, and Google Revenues 2006-2011 (\$ billion)	
Chart 1.2: Microsoft, Apple, and Google Operating Income 2006-2011 (\$ billion)	
Chart 1.3: Windows, iOS, and Android Smartphone OS Market Share 2006-2011 (%)	
Chart 2.1: Global Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)	
Chart 2.2: Global Windows Device Shipment AGR Forecast 2013-2017 (%)	
Chart 2.3: Global Windows Device Revenue Forecast 2012-2017 (\$ billion)	
Chart 2.4: Global Windows Device Revenue AGR Forecast 2013-2017 (%)	
Chart 2.5: Global Windows Smartphone Shipment Forecast 2012-2017 (million units)	

- Chart 2.6: Global Windows Smartphone Revenue Forecast 2012-2017 (%)
- Chart 2.7: Global Windows Smartphone Revenue AGR Forecast 2013-2017 (%)
- Chart 2.8: Global Windows Tablet Shipment Forecast 2012-2017 (million units)
- Chart 2.9: Global Windows Tablet Revenue Forecast 2012-2017 (%)
- Chart 2.10: Global Windows Tablet Revenue AGR Forecast 2013-2017 (%)
- Chart 2.11: Global Windows Phone Market Share Forecast 2012-2017 (%)
- Chart 2.12: Global Smart Device OS Shipment Forecast 2012-2017 (million units)
- Chart 2.13: Global Smart Device OS Shipment Share Forecast 2012 (%)
- Chart 2.14: Global Smart Device OS Shipment Share Forecast 2014 (%)
- Chart 2.15: Global Smart Device OS Shipment Share Forecast 2017 (%)
- Chart 2.16: Global Smartphone OS Shipment Forecast 2012-2017 (million units)
- Chart 2.17: Global Smartphone OS Shipment Share Forecast 2012 (%)
- Chart 2.18: Global Smartphone OS Shipment Share Forecast 2014 (%)
- Chart 2.19: Global Smartphone OS Shipment Share Forecast 2017 (%)
- Chart 2.20: Global Tablet OS Shipment Forecast 2012-2017 (million units)
- Chart 2.21: Global Tablet OS Shipment Share Forecast 2012 (%)
- Chart 2.22: Global Tablet OS Shipment Share Forecast 2014 (%)
- Chart 2.23: Global Tablet OS Shipment Share Forecast 2017 (%)
- Chart 3.1: Windows Smart Devices - Regional Shipment Forecast 2012-2017 (million units)
- Chart 3.2: Windows Smart Devices - Regional Shipment Share Forecast 2012 (%)
- Chart 3.3: Windows Smart Devices - Regional Shipment Share Forecast 2014 (%)
- Chart 3.4: Windows Smart Devices - Regional Shipment Share Forecast 2017 (%)
- Chart 3.5: Windows Smartphones - Regional Shipment Forecast 2012-2017 (million units)
- Chart 3.6: Windows Smartphones - Regional Shipment Share Forecast 2012 (%)
- Chart 3.7: Windows Smartphones - Regional Shipment Share Forecast 2014 (%)
- Chart 3.8: Windows Smartphones - Regional Shipment Share Forecast 2017 (%)
- Chart 3.9: Windows Tablets - Regional Shipment Forecast 2012-2017 (million units)
- Chart 3.10: Windows Tablets - Regional Shipment Share Forecast 2012 (%)
- Chart 3.11: Windows Tablets - Regional Shipment Share Forecast 2014 (%)
- Chart 3.12: Windows Tablets - Regional Shipment Share Forecast 2017 (%)
- Chart 3.13: North American Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)
- Chart 3.14: North American Windows Smartphone and Tablet Revenue Forecast 2012-2017 (\$ million)
- Chart 3.15: North American Windows Smartphone Shipment AGR Forecast 2013-2017 (%)
- Chart 3.16: North American Windows Tablet Revenue AGR Forecast 2012-2017 (%)

Chart 3.17: Latin American Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)

Chart 3.18: Latin American Windows Smartphone and Tablet Revenue Forecast 2012-2017 (\$ million)

Chart 3.19: Latin American Windows Smartphone Revenue AGR Forecast 2012-2017 (%)

Chart 3.20: Latin American Windows Tablet Revenue AGR Forecast 2012-2017 (%)

Chart 3.21: Asia-Pacific Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)

Chart 3.22: Asia-Pacific Windows Smartphone and Tablet Revenue Forecast 2012-2017 (\$ million)

Chart 3.23: Asia-Pacific Windows Smartphone Revenue AGR Forecast 2012-2017 (%)

Chart 3.24: Asia-Pacific Windows Tablet Revenue AGR Forecast 2012-2017 (%)

Chart 3.25: European Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)

Chart 3.26: European Windows Smartphone and Tablet Revenue Forecast 2012-2017 (\$ million)

Chart 3.27: European Windows Smartphone Revenue AGR Forecast 2012-2017 (%)

Chart 3.28: European Windows Tablet Revenue AGR Forecast 2012-2017 (%)

Chart 3.29: MEA Windows Smartphone and Tablet Shipment Forecast 2012-2017 (million units)

Chart 3.30: MEA Windows Smartphone and Tablet Revenue Forecast 2012-2017 (\$ million)

Chart 3.31: MEA Windows Smartphone Revenue AGR Forecast 2012-2017 (%)

Chart 3.32: MEA Windows Tablet Revenue AGR Forecast 2012-2017 (%)

Chart 5.1: Windows Phone Marketplace 4Q10-2Q12 (number of apps available)

Chart 5.2: Windows Phone Marketplace AGR 4Q10-2Q12 (%)

Chart 5.3: Windows Phone Marketplace Popular Application Types 2012 (%)

Chart 6.1: Nokia Smart Device Global Shipments 1Q11-2Q12 (million units)

Chart 6.2: Nokia Smart Device Global Shipments AGR 1Q11-2Q12 (%)

Chart 6.3: Nokia YoY Revenue 2010-2011 (\$ billion)

Chart 6.4: Nokia Lumia Shipment Forecast 4Q11-4Q12 (million units)

Chart 6.5: Nokia Lumia Shipment AGR Forecast 1Q12-4Q12 (%)

Chart 6.6: Huawei Global Mobile Device Shipment Forecast 2010-2017 (million units)

Chart 6.7: Huawei Global Mobile Device Shipment AGR Forecast 2011-2017 (%)

List Of Tables

LIST OF TABLES

Table 1.1: Microsoft, Selected Corporate Acquisition and Partnership Timeline 2006-2012

Table 1.2: Windows, iOS, and Android Mobile OS Market Share 2006-2011 (%)

Table 1.3: Windows, iOS, and Android Mobile OS Market Share 2006-2011 (%)

Table 2.1: Global Windows Device Shipment Forecast 2012-2017 (million units; AGR %)

Table 2.2: Global Windows Device Shipment CAGR Forecast 2012-2017 (%)

Table 2.3: Global Windows Device Revenue Forecast 2012-2017 (\$ billion; AGR %)

Table 2.4: Global Windows Device Revenue CAGR Forecast 2012-2017 (%)

Table 2.5: Global Windows Smartphone Shipment and Revenue Forecast 2012-2017 (million units; \$ billion; AGR %)

Table 2.6: Global Windows Smartphone Revenue CAGR Forecast 2012-2017 (%)

Table 2.7: Global Windows Tablet Shipment and Revenue Forecast 2012-2017 (million units; \$ billion; AGR %)

Table 2.8: Global Windows Tablet Revenue CAGR Forecast 2012-2017 (%)

Table 2.9: Global Smart Device OS Shipment Share Forecast 2012-2017 (%)

Table 2.10: Global Smartphone OS Shipment Share Forecast 2012-2017 (%)

Table 2.11: Global Tablet OS Shipment Share Forecast 2012-2017 (%)

Table 3.1: Windows Smart Devices - Regional Shipment Share Forecast 2012-2017 (%)

Table 3.2: Windows Smartphones - Regional Shipment Share Forecast 2012-2017 (%)

Table 3.3: Windows Tablets - Regional Shipment Share Forecast 2012-2017 (%)

Table 3.4: North American Windows Smartphone and Tablet Shipment and Revenue Forecast 2012-2017 (million units; \$ million; AGR %)

Table 3.5: North American Windows Smartphone and Tablet Revenue CAGR Forecast 2012-2017; 2012-2014; 2014-2017 (%)

Table 3.6: Latin American Windows Smartphone and Tablet Shipment and Revenue Forecast 2012-2017 (million units; \$ million; AGR %)

Table 3.7: Latin American Windows Smartphone and Tablet Revenue CAGR Forecast 2012-2017; 2012-2014; 2014-2017 (%)

Table 3.8: Asia-Pacific Windows Smartphone and Tablet Shipment and Revenue Forecast 2012-2017 (million units; \$ million; AGR %)

Table 3.9: Asia-Pacific Windows Smartphone and Tablet Revenue CAGR Forecast 2012-2017; 2012-2014; 2014-2017 (%)

Table 3.10: European Windows Smartphone and Tablet Shipment and Revenue Forecast 2012-2017 (million units; \$ million; AGR %)

Table 3.11: European Windows Smartphone and Tablet Revenue CAGR Forecast
2012-2017; 2012-2014; 2014-2017 (%)

Table 3.12: MEA Windows Smartphone and Tablet Shipment and Revenue Forecast
2012-2017 (million units; \$ million; AGR %)

Table 3.13: MEA Windows Smartphone and Tablet Revenue CAGR Forecast
2012-2017; 2012-2014; 2014-2017 (%)

Table 4.1: Windows Mobile Device Foibles

Table 4.2: Improvements with Windows Phone

Table 4.3: Windows Phone 7.5 Criticisms

Table 5.1: Windows 8 Unique Selling Points

Table 5.2: Windows 8 Application UX Guidelines

Table 5.3: Windows Phone Marketplace 4Q10-2Q12 (available apps; %)

Table 5.4: Microsoft Showcase Missteps

Table 6.1: Nokia Smart Device Global Shipments 1Q11-2Q12 (million units; AGR %)

Table 6.2: Comparing Nokia Lumia Devices - 610, 710, 800,

Table 6.3: Nokia Lumia Shipment Forecast 4Q11-4Q12 (million units; AGR %)

Table 6.4: Reported Features of HTC Windows Phones

Table 6.5: Comparing the ZTE Tania, Nokia Lumia 710, and Lumia

Table 6.6: Huawei Global Mobile Device Shipment Forecast 2010-2017 (million units;
AGR %)

Table 6.7: Comparing the ZTE Tania, Nokia Lumia 710, and Lumia

Table 8.1: SWOT Analysis of the Windows Phone Market 2012-2017

List Of Figures

LIST OF FIGURES

Figure 1.1: Microsoft's Early Tablet PCs

Figure 5.1: Apple's Get a Mac Advertising Campaign Imagery

Figure 6.1: Windows Tablet Manufacturing Hierarchy

COMPANIES LISTED

3DV Systems

Amazon

Apple Inc.

aQuantive

Aspect Software

Asus

Broadcom

Business Week

Canesta

Chunghwa Telecom

Corning

Danger

Earthweb

Ericsson

Facebook

Fast

Financial Times

Fujitsu

Good Technology

Google

Hewlett-Packard (HP)

HTC

Huawei

Keepskor

Lenovo

LG

LinkedIn Corporation

Micro Focus International

Microsoft

MobiComp
MotionBridge
Motorola
Musiwave SA
New York Times
Nokia
Nvidia
Openwave
Opera Software
Qualcomm
Reliance Communications
Research in Motion
Samsung
SingTel
Skype Communications
Tellme Networks
Telstra
Toshiba
Twitter Inc.
Viacom
Videosurf
Yahoo!
Yammer
ZTE

GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT

British Broadcasting Corporation
Canadian Broadcasting Corporation
Consumer Electronics Association
Effie Worldwide Inc.
National Public Radio
T3

I would like to order

Product name: The Microsoft in Mobile Report 2012-2017: Windows Phone Strategy and Prospects in the LTE Era

Product link: <https://marketpublishers.com/r/MD1068B8E9DEN.html>

Price: US\$ 2,633.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD1068B8E9DEN.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

