

The Mobile Application Ecosystem Market 2012-2017

<https://marketpublishers.com/r/M87D949C344EN.html>

Date: August 2012

Pages: 176

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

ID: M87D949C344EN

Abstracts

Since 2007, the mobile app market has experienced massive growth, in synchrony with the boom in smartphone and tablet penetration. Visiongain research shows that revenue derived from the global mobile apps market will total \$24.1 billion in 2012.

The 2011-2012 period marks a key point in the lifecycle of the mobile apps environment. The ecosystem has gone beyond the early adoption stage and many markets are maturing. The first three years of the market was typified by Apple's domination of the sector. In 2011, this dramatically changed as smartphones evolved from a high-end tech consumer item to a more accessible product. Since then, competition from over the top (OTT), content providers and other device manufacturers, such as Google and Samsung started to overtake Apple. The mobile app ecosystem is effectively consolidating over two major platforms: Apple's iOS and Google's Android. Blackberry OS is continuing to lose ground, while Windows Phone platform has not yet made a significant impact.

What makes this report unique?

Visiongain consulted with industry experts and full transcripts from these exclusive interviews are included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed opinion. This approach allows identification of the key drivers and restraints behind industry developments, as well as insight into 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 2012-2017- all highlighting strategic business opportunities.

Why you should buy The Mobile Application Ecosystem Market 2012-2017

176 pages of comprehensive analysis

2 Exclusive Visiongain interviews with experts from-
Research In Motion (RIM)

Put It Out

204 tables, charts, and graphs

Global mobile application revenue forecasts between 2012-2017 for the -
B2B model

App Store model

Ad Funded model

4 mobile application submarket forecasts from 2012-2017 for each major app
store from Apple, Research in Motion (RIM), Google, Nokia and Microsoft -
App Market Revenues

Total App Downloads (Paid) by App Store

Total App Downloads (Free) by App Store

Total Apps Available by App Store

6 regional mobile app revenue forecasts, download forecasts between
2012-2017 and regional mobile OS share for smartphones & tablets.

North America

Europe

Asia Pacific

Latin America

Middle East

Africa

A SWOT analysis

5 leading companies identified and profiled -

Apple

Research In Motion (RIM)

Google

Nokia

Microsoft

You can order this report today

Gain an understanding of how to tap into the potential of this market by ordering *The Mobile Application Ecosystem Market 2012-2017*

Contents

1. EXECUTIVE SUMMARY

- 1.1 The Mobile App Ecosystem Drives Mobile Revenues
- 1.2 Key Challenges for Stakeholders in the Mobile App Ecosystem
- 1.3 A Maturing Mobile App Ecosystem
- 1.4 Market Drivers and Restraints in the Mobile App Ecosystem
 - 1.4.1 Market Drivers
 - 1.4.1.1 Smartphone and Tablet Adoption
 - 1.4.1.2 ICT User Expectations
 - 1.4.1.3 Proliferation of the App Model
 - 1.4.1.4 Wide Availability of Mobile Broadband
 - 1.4.1.5 Innovation through Competition
 - 1.4.1.6 Growth of OTT & Data Usage
 - 1.4.1.7 Better Visibility for Companies
 - 1.4.1.8 Expanding Range of Applications
 - 1.4.1.9 Proximity to Customer
 - 1.4.2 Market Restraints
 - 1.4.2.1 Regulation
 - 1.4.2.2 Operators Struggle to Cash in on App Store Success
 - 1.4.2.3 Mobile Broadband Deployment Issues
- 1.5 The Aim & Scope of the Report
- 1.6 Structure of the Report
- 1.7 Methodology
- 1.8 Points Emerged from this Report

2. INTRODUCTION TO THE MOBILE APPLICATION ECOSYSTEM

- 2.1 The Mobile App Value Chain
- 2.2 App Developers
- 2.3 Content Owners
- 2.4 Service Providers & Aggregators
- 2.5 Mobile Network Operators
- 2.6 Original Equipment Manufacturers
- 2.7 Creation of a Mobile Application
- 2.8 The Mobile Application Development Lifecycle
- 2.9 Monetisation Opportunities
 - 2.9.1 B2B Sales Model

- 2.9.2 App Store Sales Model
- 2.9.3 Freemium Model
- 2.9.4 Ad-Funded Model
- 2.10 Leveraging Mobile Analytics

3. THE GLOBAL MOBILE APPLICATION ECOSYSTEM MARKET 2012-2017

- 3.1 Global Mobile App Market Revenue Forecast 2012-2017
- 3.2 Global Mobile App Market Revenue Forecast by Revenue Model 2012-2017
 - 3.2.1 Global Mobile App Market Revenue Forecast for the B2B Sales Model 2012-2017
 - 3.2.2 Global Mobile App Market Revenue Forecast for the App Store Sales Model 2012-2017
 - 3.2.3 Global Mobile App Market Revenue Forecast for the Ad-Funded Model 2012-2017
- 3.3 Global Mobile App Download Forecast 2012-2017
- 3.4 Global Mobile App Download Forecast by App Store 2012-2017
- 3.5 Global Mobile App Download Forecast in the Top 5 App Stores: Paid vs. Free 2012-2017
 - 3.5.1 Global Mobile Paid App Download Forecast in the Top 5 App Stores 2012-2017
 - 3.5.2 Global Mobile Free App Download Forecast in the Top 5 App Stores 2012-2017
- 3.6 Total Global Mobile Apps Forecast 2012-2017
- 3.7 Total Global Mobile Apps Forecast by App Store 2012-2017

4. REGIONAL MOBILE APPLICATION ECOSYSTEM MARKETS 2012-2017

- 4.1 Regional Mobile App Market Revenue Forecast 2012-2017
- 4.2 Regional Mobile App Download Forecast 2012-2017
- 4.3 The North American Mobile App Market 2012-2017
 - 4.3.1 North American App Revenue Forecast
 - 4.3.2 North American App Download Forecast
- 4.4 The European Mobile App Market 2012-2017
 - 4.4.1 European App Revenue Forecast
 - 4.4.2 European App Download Forecast
- 4.5 The Asia Pacific Mobile App Market 2012-2017
 - 4.5.1 Asia Pacific App Revenue Forecast
 - 4.5.2 Asia Pacific App Download Forecast
- 4.6 The Latin American Mobile App Market 2012-2017
 - 4.6.1 Latin American App Revenue Forecast

- 4.6.2 Latin American App Download Forecast
- 4.7 The Middle East & Africa Mobile App Market 2012-2017
 - 4.7.1 Middle East App Revenue Forecast
 - 4.7.2 Middle East App Download Forecast
 - 4.7.3 African App Revenue Forecast
 - 4.7.4 African App Download Forecast

5. SWOT ANALYSIS OF THE MOBILE APPLICATION ECOSYSTEM MARKET 2012-2017

6. EXPERT OPINION

- 6.1 Research in Motion
 - 6.1.1 Company Overview
- 6.1.2 Key Trends
 - 6.1.3 App Growth
 - 6.1.4 Regional Markets
 - 6.1.5 Main Drivers
 - 6.1.6 Main Obstacles
- 6.2 PuttItOut
 - 6.2.1 Company Overview
 - 6.2.2 Key Trends
 - 6.2.3 App Growth
 - 6.2.4 Regional Markets
 - 6.2.5 Main Drivers
 - 6.2.6 Main Obstacles
 - 6.2.7 Industry Insights

7. LEADING APP STORES IN THE MOBILE APP ECOSYSTEM

- 7.1 Apple
 - 7.1.1 Apple's Mobile Strategy
 - 7.1.2 iOS as the Original Mobile App Store
 - 7.1.3 Apple in China
 - 7.1.4 Apple App Store Mobile App Download Forecast 2012-2017
 - 7.1.5 Apple App Store Mobile App Download Forecast: Paid vs. Free 2012-2017
 - 7.1.6 Apple App Store Total Mobile Apps Available Forecast 2012-2017
 - 7.1.7 Apple App Store Market Revenue Forecast 2012-2017
- 7.2 RIM

- 7.2.1 BlackBerry App World
- 7.2.2 BlackBerry App World Mobile App Download Forecast 2012-2017
- 7.2.3 BlackBerry App World Mobile App Download Forecast: Paid vs. Free 2012-2017
- 7.2.4 BlackBerry App World Total Mobile Apps Available Forecast 2012-2017
- 7.2.5 BlackBerry App World Market Revenue Forecast 2012-2017
- 7.3 Google
 - 7.3.1 Google's Mobile Strategy
 - 7.3.2 Android App Development
 - 7.3.4 Addressing Fragmentation Issues
 - 7.3.5 Boosting Android Applications
 - 7.3.6 Google Play Mobile App Download Forecast 2012-2017
 - 7.3.7 Google Play Mobile App Download Forecast: Paid vs. Free 2012-2017
 - 7.3.8 Google Play Total Mobile Apps Available Forecast 2012-2017
 - 7.3.9 Google Play Market Revenue Forecast 2012-2017
- 7.4 Nokia
 - 7.4.1 The Ovi Store
 - 7.4.2 Nokia Ovi Mobile App Download Forecast 2012-2017
 - 7.4.3 Nokia Ovi Mobile App Download Forecast: Paid vs. Free 2012-2017
 - 7.4.3 Nokia Ovi Total Mobile Apps Available Forecast 2012-2017
 - 7.3.4 Nokia Ovi Market Revenue Forecast 2012-2017
- 7.5 Microsoft
 - 7.5.1 Windows Mobile Marketplace
 - 7.5.2 Windows Phone 7 Marketplace
 - 7.5.3 Windows Phone 8 Marketplace
 - 7.5.4 Windows Phone Marketplace Mobile App Download Forecast 2012-2017
 - 7.5.5 Windows Phone Marketplace Mobile App Download Forecast: Paid vs. Free 2012-2017
 - 7.5.6 Windows Phone Marketplace Total Mobile Apps Available Forecast 2012-2017
 - 7.5.7 Windows Phone Marketplace Market Revenue Forecast 2012-2017
- 7.6 Additional App Store @Tables by Category 2012

8. CONCLUSIONS

- 8.1 Business Case for Mobile Apps
- 8.2 Key Findings of the Report
 - 8.2.1 Global Mobile App Market Revenue Forecast 2012-2017
 - 8.2.2 Global Mobile App Market Revenue Forecast by Revenue Model 2012-2017
 - 8.2.3 Global Mobile App Download Forecast 2012-2017
 - 8.2.4 Global Mobile App Download Forecast by App Store 2012-2017

8.2.5 Global Mobile App Download Forecast in the Top 5 App Stores: Paid vs. Free 2012-2017

8.2.6 Total Global Mobile Apps Forecast 2012-2017

8.2.7 Total Global Mobile Apps Forecast by App Store 2012-2017

8.2.8 Regional Mobile App Market Revenue Forecast 2012-2017

8.2.9 Regional Mobile App Download Forecast 2012-2017

8.2.10 The North American Mobile App Market 2012-2017

8.2.11 The European Mobile App Market 2012-2017

8.2.12 The Asia Pacific Mobile App Market 2012-2017

8.2.13 The Latin American Mobile App Market 2012-2017

8.2.14 The Middle East & Africa Mobile App Market 2012-2017

8.2.15 Apple App Store Mobile App Download Forecast 2012-2017

8.2.16 BlackBerry App World Mobile App Download Forecast 2012-2017

8.2.17 Google Play Mobile App Download Forecast 2012-2017

8.2.18 Nokia Ovi Mobile App Download Forecast 2012-2017

8.2.20 Windows Phone Marketplace Mobile App Download Forecast 2012-2017

9. GLOSSARY

LIST OF FIGURES

Figure 1.1 Smartphone and Tablet Shipment Forecast 2012-2017 (m units)

Figure 2.1 The Mobile App Ecosystem Value Chain

Figure 2.2 Flow of Actions in the Creation of Mobile Apps

Figure 3.1 Global Mobile App Market Revenue Forecast 2012-2017 (\$bn)

Figure 3.2 Global Mobile App Market Revenue Forecast by Revenue Model 2012-2017 (\$bn)

Figure 3.3 Global Mobile App Market Share Forecast by Revenue Model 2012 (%)

Figure 3.4 Global Mobile App Market Share Forecast by Revenue Model 2017 (%)

Figure 3.5 Global Mobile App Market Revenue Forecast for the B2B Sales Model 2012-2017 (\$bn)

Figure 3.6 Global Mobile App Market Revenue Forecast for the App Store Sales Model 2012-2017 (\$bn)

Figure 3.7 Global Mobile App Market Revenue Forecast for the App Store Sales Model by App Store 2012-2017 (\$bn)

Figure 3.8 Global Mobile App Market Revenue Share Forecast by App Store 2012 (%)

Figure 3.9 Global Mobile App Market Revenue Share Forecast by App Store 2017 (%)

Figure 3.10 Global Mobile App Market Revenue Forecast for the Ad-Funded Model 2012-2017 (\$bn)

- Figure 3.11 Global Mobile App Download Forecast 2012-2017 (Billion Units)
- Figure 3.12 Global Mobile App Download Forecast by App Store 2012-2017 (Billion Units)
- Figure 3.13 Global Mobile App Download Share Forecast by App Store 2012 (%)
- Figure 3.14 Global Mobile App Download Share Forecast by App Store 2017 (%)
- Figure 3.15 Cumulative Global Mobile App Download Forecast for Top 5 App Stores: Paid vs. Free 2012-2017 (Billion Units)
- Figure 3.16 Global Mobile Paid App Download Forecast for Top 5 App Stores 2012-2017 (Billion Units)
- Figure 3.17 Global Mobile Free App Download Forecast for Top 5 App Stores 2012-2017 (Billion Units)
- Figure 3.18 Total Global Mobile Apps Forecast 2012-2017 (Billion Units)
- Figure 3.19 Total Global Mobile Apps Forecast by App Store 2012-2017 (Million Units)
- Figure 3.20 Total Global Mobile Apps Share Forecast by App Store 2012 (%)
- Figure 3.21 Total Global Mobile Apps Share Forecast by App Store 2017 (%)
- Figure 4.1 Regional Mobile OS Market Share Forecast for Smartphones 2012 (%)
- Figure 4.2 Regional Mobile OS Market Share Forecast for Tablets 2012 (%)
- Figure 4.3 Regional Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.4 Regional Mobile App Market Revenue Share Forecast 2012 (%)
- Figure 4.5 Regional Mobile App Market Revenue Share Forecast 2017 (%)
- Figure 4.6 Regional Mobile App Download Forecast 2012-2017 (billion downloads)
- Figure 4.7 Regional Mobile App Download Share Forecast 2012 (%)
- Figure 4.8 Regional Mobile App Download Share Forecast 2017 (%)
- Figure 4.9 North American Mobile OS Market Share for Smartphones 2012 (%)
- Figure 4.10 North American Mobile OS Market Share for Tablets 2012 (%)
- Figure 4.11 The North American Mobile App Market Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.12 The North American Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.13 The North American Mobile App Download Share Forecast 2012-2017 (%)
- Figure 4.14 The North American Mobile App Download Forecast 2012-2017 (billion downloads)
- Figure 4.15 European Mobile OS Market Share for Smartphones 2012 (%)
- Figure 4.16 European Mobile OS Market Share for Tablets 2012 (%)
- Figure 4.17 The European Mobile App Market Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.18 The European Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.19 The European Mobile App Download Share Forecast 2012, 2014, 2017 (%)
- Figure 4.20 The European Mobile App Download Forecast 2012-2017 (billion)

- Figure 4.21 Asia Pacific Mobile OS Market Share for Smartphones 2012 (%)
- Figure 4.22 Asia Pacific Mobile OS Market Share for Tablets 2012 (%)
- Figure 4.23 The Asia Pacific Mobile App Market Revenue Share Forecast 2012-2017 (%)
- Figure 4.24 The Asia Pacific Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.25 The Asia Pacific Mobile App Download Share Forecast 2012, 2014, 2017 (%)
- Figure 4.26 The Asia Pacific Mobile App Download Forecast 2012-2017 (billion)
- Figure 4.27 Latin American Mobile OS Market Share for Smartphones 2012 (%)
- Figure 4.28 Latin America Mobile OS Market Share for Tablets 2012 (%)
- Figure 4.29 The Latin American Mobile App Market Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.30 The Latin American Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.31 The Latin American Mobile App Download Share Forecast 2012, 2014, 2017 (%)
- Figure 4.32 The Latin American Mobile App Download Forecast 2012-2017 (billion)
- Figure 4.33 Middle East & Africa Mobile OS Market Share for Smartphones 2012 (%)
- Figure 4.34 Middle East & Africa Mobile OS Market Share for Tablets 2012 (%)
- Figure 4.35 The Middle Eastern Mobile App Market Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.36 The Middle Eastern Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.37 The Middle Eastern Mobile App Download Share Forecast 2012, 2014, 2017 (%)
- Figure 4.38 The Middle Eastern Mobile App Download Forecast 2012-2017 (billion)
- Figure 4.39 The African Mobile App Market Revenue Share Forecast 2012, 2014, 2017 (%)
- Figure 4.40 The African Mobile App Market Revenue Forecast 2012-2017 (\$bn)
- Figure 4.41 The African Mobile App Download Share Forecast 2012, 2014, 2017 (%)
- Figure 4.42 The African Mobile App Download Forecast 2012-2017 (billion)
- Figure 7.1 Apple App Store Download Forecast 2012-2017 (Billion Units)
- Figure 7.2 Apple App Store Download Forecast: Paid vs. Free 2012-2017 (Billion Units)
- Figure 7.3 Apple App Store Total Mobile Apps Available Forecast 2012-2017 (Million Units)
- Figure 7.4 Apple App Store Market Revenue Forecast 2012-2017 (\$bn)
- Figure 7.5 BlackBerry App World Download Forecast 2012-2017 (Billion Units)
- Figure 7.6 BlackBerry App World Download Forecast: Paid vs. Free 2012-2017 (Billion Units)
- Figure 7.7 BlackBerry App World Total Mobile Apps Available Forecast 2012-2017 (Million Units)

Figure 7.8 BlackBerry App World Revenue Forecast 2012-2017 (\$bn)

Figure 7.9 Google Play Mobile App Download Forecast 2012-2017 (Billion Units)

Figure 7.10 Google Play Mobile App Download Forecast: Paid vs. Free 2012-2017 (Billion Units)

Figure 7.11 Google Play Total Mobile Apps Available Forecast 2012-2017 (Million Units)

Figure 7.12 Google Play Mobile Apps Market Revenue Forecast 2012-2017 (\$bn)

Figure 7.13 Nokia Ovi Store Download Forecast 2012-2017 (Billion Units)

Figure 7.14 Nokia Ovi Store Download Forecast: Paid vs. Free 2012-2017 (Billion Units)

Figure 7.15 Nokia Ovi Store Total Mobile Apps Available Forecast 2012-2017 (Million Units)

Figure 7.16 Nokia Ovi Store Market Revenue Forecast 2012-2017 (\$bn)

Figure 7.17 Windows Phone Marketplace Download Forecast 2012-2017 (Billion Units)

Figure 7.18 Windows Phone Marketplace Download Forecast: Paid vs. Free 2012-2017 (Billion Units)

Figure 7.19 Windows Marketplace Total Mobile Apps Available Forecast 2012-2017 (Million Units)

Figure 7.20 Windows Marketplace Market Revenue Forecast 2012-2017 (\$bn)

List Of Tables

LIST OF TABLES

- Table 1.1 Mobile Application Ecosystem Market Drivers and Restraints 2012
- Table 1.2 Smartphone and Tablet Shipment Forecast 2012-2017 (m units, AGR & CAGR %)
- Table 2.1 Challenges Associated with the Freemium Model
- Table 2.2 Application Analytics for the User Journey 2012
- Table 3.1 Global Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)
- Table 3.2 Global Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.3 Global Mobile App Market Revenue Forecast by Revenue Model 2012-2017 (\$bn, AGR %)
- Table 3.4 Global Mobile App Market Revenue Forecast by Revenue Model 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.5 Global Mobile App Market Revenue Forecast for the B2B Sales Model 2012-2017 (\$bn, AGR %)
- Table 3.6 Global Mobile App Market Revenue Forecast for the B2B Sales Model 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.7 Global Mobile App Market Revenue Forecast by App Store Sales Model 2012-2017 (\$bn, AGR %)
- Table 3.8 Global Mobile App Market Revenue Forecast by App Store Sales Model 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.9 Global Mobile App Market Revenue Share Forecast by App Store 2012-2017 (%)
- Table 3.10 Global Mobile App Market Revenue Forecast for the Ad-Funded Model 2012-2017 (\$bn, AGR %)
- Table 3.11 Global Mobile App Market Revenue Forecast for the Ad-Funded Model 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.12 Global Mobile App Download Forecast 2012-2017 (Billion Units, AGR %)
- Table 3.13 Global Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.14 Global Mobile App Download Forecast by App Store 2012-2017 (Billion Units, AGR %)
- Table 3.15 Global Mobile App Download Forecast by App Store 2012-2017, 2012-2014, 2014-2017 (CAGR %)
- Table 3.16 Global Mobile App Download Share Forecast by App Store 2012-2017 (%)
- Table 3.17 Cumulative Global Mobile App Download Forecast for Top 5 App Stores:

Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 3.18 Cumulative Global Mobile App Download Forecast for Top 5 App Stores:

Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 3.19 Global Mobile Paid App Download Forecast for Top 5 App Stores:

2012-2017 (Billion Units, AGR %)

Table 3.20 Global Mobile Paid App Download Forecast for Top 5 App Stores

2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 3.21 Global Mobile Free App Download Forecast for Top 5 App Stores 2012-2017

(Billion Units, AGR %)

Table 3.22 Global Mobile Free App Download Forecast for Top 5 App Stores

2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 3.23 Total Global Mobile Apps Forecast 2012-2017 (Billion Units, AGR %)

Table 3.24 Total Global Mobile Apps Forecast 2012-2017, 2012-2014, 2014-2017

(CAGR %)

Table 3.25 Total Global Mobile Apps Forecast by App Store 2012-2017 (Million Units,

AGR %)

Table 3.26 Total Global Mobile Apps Forecast by App Store 2012-2017, 2012-2014,

2014-2017 (CAGR %)

Table 3.27 Total Global Mobile Apps Share Forecast by App Store 2012-2017 (%)

Table 4.1 Regional Mobile OS Market Share Forecast for Smartphones 2012 (%)

Table 4.2 Regional Mobile OS Market Share Forecast for Tablets 2012 (%)

Table 4.3 Regional Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.4 Regional Mobile App Market Revenue Forecast 2012-2017, 2012-2014,

2014-2017 (CAGR %)

Table 4.5 Regional Mobile App Market Revenue Share Forecast 2012-2017 (%)

Table 4.6 Regional Mobile App Download Forecast 2012-2017 (billion downloads, AGR %)

Table 4.7 Regional Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017

(CAGR %)

Table 4.8 Regional Mobile App Download Share Forecast 2012-2017 (%)

Table 4.9 The North American Mobile App Market Revenue Forecast 2012-2017 (\$bn, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.10 The North American Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.11 The North American Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.12 The North American Mobile App Download Forecast 2012-2017 (b, AGR %)

Table 4.13 The North American Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.14 The European Mobile App Market Revenue Forecast 2012-2017 (\$bn, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.15 The European Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.16 The European Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.17 The European Mobile App Download Forecast 2012-2017 (billion, AGR %)

Table 4.18 The European Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.19 The Asia Pacific Mobile App Market Revenue Forecast 2012-2017 (\$bn, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.20 The Asia Pacific Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.21 The Asia Pacific Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.22 The Asia Pacific Mobile App Download Forecast 2012-2017 (billion, AGR %)

Table 4.23 The Asia Pacific Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.24 The Latin American Mobile App Market Revenue Forecast 2012-2017 (\$bn, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.25 The Latin American Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.26 The Latin American Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.27 The Latin American Mobile App Download Forecast 2012-2017 (billion, AGR %)

Table 4.28 The Latin American Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.29 The Middle Eastern Mobile App Market Revenue Forecast 2012-2017 (\$bn, Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.30 The Middle Eastern Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.31 The Middle Eastern Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.32 The Middle Eastern Mobile App Download Forecast 2012-2017 (billion, AGR %)

Table 4.33 The Middle Eastern Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.34 The African Mobile App Market Revenue Forecast 2012-2017 (\$bn,

Ranking, % Share, CAGR, CAGR Ranking, Cumulative, Outlook, Vendors)

Table 4.35 The African Mobile App Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 4.36 The African Mobile App Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 4.37 The African Mobile App Download Forecast 2012-2017 (billion, AGR %)

Table 4.38 The African Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 5.1 SWOT Analysis of the Mobile Application Ecosystem Market 2012-2017

Table 7.1 Apple App Store Critical Success Factors

Table 7.2 Apple App Store Download Forecast 2012-2017 (Billion Units, AGR %)

Table 7.3 Apple App Store Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.4 Apple App Store Download Forecast: Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 7.5 Apple App Store Download Forecast: Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.6 Apple App Store Total Mobile Apps Available Forecast 2012-2017 (Million Units, AGR %)

Table 7.7 Apple App Store Total Mobile Apps Available Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.8 Apple App Store Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 7.9 Apple App Store Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.10 BlackBerry App World Download Forecast 2012-2017 (Billion Units, AGR %)

Table 7.11 BlackBerry App World Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.12 BlackBerry App World Download Forecast: Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 7.13 BlackBerry App World Download Forecast: Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.14 BlackBerry App World Total Mobile Apps Available Forecast 2012-2017 (Million Units, AGR %)

Table 7.15 BlackBerry App World Total Mobile Apps Available Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.16 BlackBerry App World Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 7.17 BlackBerry App World Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.18 Google Android OS Versions, Release Dates & Features

Table 7.19 Google Play Mobile App Download Forecast 2012-2017 (Billion Units, AGR

%)

Table 7.20 Google Play Mobile App Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.21 Google Play Mobile App Download Forecast: Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 7.22 Google Play Mobile App Download Forecast: Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.23 Google Play Total Mobile Apps Available Forecast 2012-2017 (Million Units, AGR %)

Table 7.24 Google Play Total Mobile Apps Available Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.25 Google Play Mobile Apps Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 7.26 Google Play Mobile Apps Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.27 Nokia Ovi Store Download Forecast 2012-2017 (Billion Units, AGR %)

Table 7.28 Nokia Ovi Store Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.29 Nokia Ovi Store Download Forecast: Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 7.30 Nokia Ovi Store Forecast: Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.31 Nokia Ovi Store Total Mobile Apps Available Forecast 2012-2017 (Million Units, AGR %)

Table 7.32 Nokia Ovi Store Total Mobile Apps Available Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.33 Nokia Ovi Store Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 7.34 Nokia Ovi Store Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.35 Windows Phone Marketplace Download Forecast 2012-2017 (Billion Units, AGR %)

Table 7.36 Windows Phone Marketplace Download Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.37 Windows Phone Marketplace Download Forecast: Paid vs. Free 2012-2017 (Billion Units, AGR %)

Table 7.38 Windows Phone Marketplace Forecast: Paid vs. Free 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.39 Windows Marketplace Total Mobile Apps Available Forecast 2012-2017 (Million Units, AGR %)

Table 7.40 Windows Marketplace Total Mobile Apps Available Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.41 Windows Marketplace Market Revenue Forecast 2012-2017 (\$bn, AGR %)

Table 7.42 Windows Marketplace Market Revenue Forecast 2012-2017, 2012-2014, 2014-2017 (CAGR %)

Table 7.43 List of Cross Platform Mobile App Stores 2012

Table 7.44 List of Android Mobile App Stores 2012

Table 7.45 List of iPhone & iOS Mobile App Stores 2012

Table 7.46 List of BlackBerry OS Mobile App Stores 2012

Table 7.47 List of Operator Mobile App Stores 2012

Table 7.48 List of Manufacturer Mobile App Stores 2012

COMPANIES LISTED

Aakash

Adobe

Aircel

Airtel

Alternative.To

Amazon

America Movil

Amethon

AndroidPit

AppBrain (AppTornado)

AppCentral

AppCity

Appia

Apple

Appoke

AppShup

Appsphere

AppVisor

Appzone

Archos

Asus

AT Internet

AT&T

BananasFactory

Bango

BBNation
Boku
CarrierIQ
China Mobile
Chomp (Apple)
Cisco
Claro
Comcel
Coremetrics
CrackBerry Store
Cydia
Dell
Distimo
Djuzz
Docomo
Du
Eletronic Arts
Etisalat
Facebook
Flurry
GetJar
Google
Handmark
Handster
HTC
Huawei
iApps
iBuddy
Infosys
Kongregate
Korea Telecom
KungFu Food-Panda
Lenovo
LG
Lima
Linux
Localytics
M1
Maemo

Maopao
Maxis 1Store
Microsoft
MiKandi
Mobango
Mobixy
Motally
Motorola
Motorola Mobility (Google)
MTN
Nazara
Neuralitic
NexVa
Nokia
North Networks Corporation
Omnitel
Omniture
OpenAppMkt
Orange
Orange Tunisie
Paratek Microwave
PayPal
Perceptive Pixel (Microsoft)
PhoLoad
Pinch Multimedia
PlanetZain
PlaySpan
PremierAppShop
Research In Motion (RIM)
Samsung
Scoreloop
SexAppShop
SK Telecom
Sony Ericsson
Sprint
STC
Nvidia
Telcel
TIM

T-Mobile
T-Store
Tunisia
Turkcell T-Market
Twitter
Verizon
Vodacom
Vodafone
WAC (Apigee)
WhiteApp (PutItOut)
Wipro
Yahoo
Zain
Zokem
Zong
ZTE

GOVERNMENT AGENCIES AND OTHER ORGANISATIONS MENTIONED IN THIS REPORT

Open Handset Alliance
South Africa Department of Communications
Strathmore University, Kenya
University of Cape Town, South Africa
University of Pretoria, South Africa

I would like to order

Product name: The Mobile Application Ecosystem Market 2012-2017

Product link: <https://marketpublishers.com/r/M87D949C344EN.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/M87D949C344EN.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