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The Mobile Operating Systems Analysis 2012-2017: Who wins: Android vs. iOS vs. Windows?

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Abstracts

The commercial success of smartphones and tablets has opened up a new and untapped market in mobile communications. The natural evolution of a maturing market has led to better technology and lower costs, dramatically increasing the range of features and functionalities found on mobile devices. Visiongain has determined that the total mobile device (smartphones & tablets) operating system sales will reach 632.5 million by the end of 2012.

Since 2007, touchscreen phones have come to dominate the mobile device market. The presence of touch functionality in smartphones and tablets clearly underlines the popularity of this interface. Touchscreen devices have also changed the whole way we look at mobile OS. Better technology, lower costs, and heightened competition have increased the range of features and functionalities found on phones and tablets.

The thriving smartphone and tablet market offers a whole range of economic opportunities for mobile operating systems. There is an ever increasing demand for connected and portable multimedia devices, and these devices need an operating system in order to function. The multimedia aspect of operating systems means that a whole host of different services, from personal assistance, business related functionality, to accessible entertainment on the go such as games, video streaming, music and social networking, can be offered from a mobile device. The tablet has blurred the line between PC and mobile, which has been a significant positive step for players in the mobile OS competitive landscape.

Visiongain believes that in the next five years the mobile operating systems market will continue to flourish on a global level, as an increasing number of people switch to smartphones and tablets for a number of reasons; in order to carry out business related

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tasks, stay up to date, connect with friends and for entertainment purposes.

This report provides a detailed analysis of the mobile operating systems landscape from the perspective of infrastructure vendors and service providers, enterprises and end users. Key supplier strategies and business models are also related in order to provide a sound basis of understanding of the current market. The reader will also find a SWOT analysis and an assessment of market drivers/restraints for the mobile operating system market and some specific analysis of key industry players.

The report contains 161 tables, charts and graphs that add visual analysis in order to explain developing trends within the mobile operating systems market. Visiongain provides forecasts for the period 2012-2017 in terms of sales for the global mobile devices by operating systems, as well as a breakdown for smartphone and tablet shipment by operating system. In addition, 5 regional mobile OS markets have been forecasted and analysed by Visiongain over the period 2012-2017. The report also provides profiles of 5 leading companies operating within the market, and includes an exclusive interview with a leading mobile application development company: Ebbex, providing expert insight alongside Visiongain analysis.

The report provides a holistic view of the mobile operating systems market and its relevance to the mobile devices business, with a critical analysis of how key industry players can effectively leverage the market in order to get ahead of the competition. The report looks at established, emerging and innovative market players, their different offerings and the current and future outlook of the mobile operating systems market on a global and regional level.

Unique Selling Points

Comprehensive analysis of the prospects for the global mobile operating systems market from 2012-2017.

Analysis and forecasting informed by extensive expert consultation with industry leaders. Within the report, you will be able to read the full transcript of an interview from the CEO & COO of one of the leading application development companies involved within the mobile operating systems market: Ebbex.

161 tables, charts and graphs that quantify, analyse and forecast the changing dynamics of the mobile operating systems market between 2012-2017.

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Forecasts and analysis for the global mobile operating systems market between 2012-2017

Forecasts and analysis for 5 regional markets, as well as rest of the world figures and projections for the period 2012-2017.

Forecasts and analysis breakdown for both the smartphone and tablet submarkets of the global mobile operating systems market from 2012-2017.

Forecasts and analysis for 5 of the leading mobile operating systems from 2012-2017: Android, iOS, Windows, BlackBerry & Symbian

Analysis of the forces that influence and characterise the mobile operating systems market.

Profiles of 5 leading mobile operating systems companies currently prevailing within the market.

Methodology

This report has been compiled by combining information obtained from a very wide and rich mixture of primary and secondary research sources, producing a broad industry overview. Visiongain sought opinions from leading figures in the mobile operating systems market to underpin the analysis of market drivers and restraints. The study draws on a diverse range of official corporate and governmental announcements, media reports, policy documents, industry statements and expert opinion as a basis for discussing and predicting developments in the mobile operating systems market between 2012 and 2017. Visiongain considers that this methodology results in an accurate, objective mixture of analysis and forecasts.

Why you should buy The Mobile Operating Systems Analysis 2012-2017: Who wins: Android vs. iOS vs. Windows?

You will receive a comprehensive analysis of the mobile operating systems market from 2012-2017

Analysis and forecasting informed by extensive expert consultation with industry leaders. Within the report, you will be able to read the full transcript of an

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interview from the CEO & COO of one of the leading application development companies involved within the mobile operating systems market.

Ebbex - A leading mobile application developer.

You will find 161 tables, charts, and graphs that quantify, analyse and forecast the mobile operating systems market from 2012-2017

You will receive forecasts and analysis of the global mobile operating systems market between 2012-2017

You will be presented with forecasts for 5 regional mobile operating system markets with projections for the period 2012-2017

North America

Latin America

Europe

Asia-Pacific

Middle East & Africa

You will find forecasts and analysis of the 5 leading mobile operating systems over the period 2012-2017. This is provided at the global level and also at the regional level providing market share data for each of the operating systems in each region.

Android

iOS

Windows

BlackBerry

Symbian

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You will find forecasts and analysis of 2 mobile operating systems submarkets over the period 2012-2017

Smartphones

Tablets

You will receive a SWOT analysis that examines the leading mobile operating systems:

Android

iOS

Windows

You will gain profiles of 5 leading companies operating within the mobile operating systems market

What is the structure of the report?

Chapter 1 is the executive summary.

Chapter 2 is an introduction to the mobile operating systems market providing a clear overview and definition of the market and its characteristics.

Chapter 3 provides extensive analysis of the global mobile operating systems market with detailed forecasts of total mobile operating systems and submarket shipments forecast from 2012-2017.

Chapter 4 analyses 5 regional mobile operating systems market, detailed market forecasting and analysis is provided for each region, including shipment forecasts, market share, AGR and CAGR with the help of graphical representation and analysis.

Chapter 5 analyses the key companies in the mobile operating systems market.

Chapter 6 presents the SWOT analysis for three of the leading mobile operating

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systems currently prevailing in the global market.

Chapter 7 features an original interview from the CEO & COO of one of the leading application development companies within the mobile operating systems market: Ebbex.

Chapter 8 provides a summary of the report and outlines the main conclusions of the forecasts & analysis of the mobile operating systems market.

Chapter 9 provides additional tables

Chapter 10 provides the glossary

You can order this report today

Anybody with an interest in the mobile operating systems market should gain valuable information and insight from this new study by visiongain, which analyses one of the most exciting markets in the Telecom sector. The mobile operating systems market offers substantial business and investment opportunities and is becoming an increasingly important component of the mobile devices market all over the world.

This visiongain telecoms report will be valuable both to those already involved in the mobile operating systems market and those wishing to enter the market in the future. Gain an understanding of how to tap into the potential of this market by ordering The Mobile Operating Systems Analysis 2012-2017: Who wins: Android vs. iOS vs. Windows?

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COMPANIES LISTED

Accenture
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Adobe
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Airtel
AlternativeTo
Aluratek
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