Digital Marketplace: Mobile Advertising, Messaging and Internet

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Mobile markets are undergoing a profound revolution with the rapid deployment of mobile broadband capabilities, the advent of mobile advertising over cell phones, the adoption of location-based services, the evolution of the mobile Internet , and challenges surrounding issues like interoperability. IDC's *Digital Marketplace: Advertising, Messaging, and Internet* analyzes the impact, growth, and structure of the global mobile consumer voice and data markets with a focus on new emerging mobile consumer market opportunities. It also takes an in-depth look at mobile advertising, location-based services, mobile messaging, social networking, and market structure issues in the United States such as the increasingly competitive dynamic between mobile operators and portal providers.

Markets Covered

This service covers the following segments of the mobile market:

- Voice and data subscribers and revenue
- Impacts of mobile broadband capabilities
- SMS, IM, and MMS subscriber, revenue, and traffic
- Mobile advertising opportunities
- Location-based services
- Mobile social networking

Subjects Analyzed

Throughout the year, this service will address the following topics:

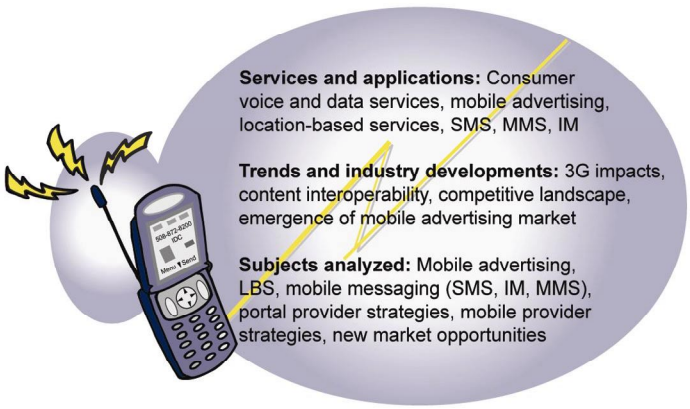
- Subscriber, voice ARPU, and data ARPU trends
- Mobile advertising trends and opportunities
- Location-based services such as navigation, local search, and family and friend locators
- The role that content interoperability will play in the broader mobile ecosystem
- Competitive dynamic between main portal providers and mobile operators

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the global demand and revenue projections for wireless voice and data services?
2. What are the new market opportunities and impacts posed by the deployment of wireless broadband?
3. How will the competitive dynamic between mobile operators and portal providers play out?
4. What is the impact of new market opportunities such as mobile advertising and location-based services?
5. What new technical advances will further evolve wireless capabilities, and when will they impact the market?
6. Which strategies will accelerate the adoption of new applications?

Mobile Consumer Services Market Analysis



Source: IDC

Companies Analyzed

IDC's *Mobile Consumer Services* examines how major wireless vendors and solutions providers are positioning themselves to compete in the wireless consumer market. This service reviews the strategies, market positioning, and future direction of several providers in the wireless market, including:

@Road, ABC, AdInfuse, AdMob, Air2Web, Airbiquity, Alcatel-Lucent, AlterEgo, AOL Time Warner, Apple, AT&T, Autodesk, Boost Mobile, Brightmail, Broadbeam, BroadVision, CA, CBS, CenterBeam, Centura, Comverse, Disney, EMC, Enpocket, Ericsson, Fox, Google, HipCricket, HP, IBM, Infonet, Intel, Kivera, Leap, LG Electronics, Lightbridge, LightSurf, LimeLife, Logica, Loopt, MediaFLO, Medio, MessageVine, Metricom, Microsoft, Millennial Media, Mobile Posse, Mobileplay, MobileSys, Mobliss, Motorola, MTV, Networks In Motion, NeuStar, NMS, Nokia, Oasys Mobile, Openwave, Panasonic, Philips, Pinpoint, QUALCOMM, QuickPlay, Qwest, RealNetworks, RIM, Samsung, Siemens, SinglePoint, Solectron, Sony, Sprint, Sun Microsystems, Sybase, Symantec, Targus, TCS, Tele Atlas, TeleNav, Tira Wireless, T-Mobile, Toshiba, TruePosition, US Cellular, VeriSign, Verizon, Verizon Wireless, Virgin Mobile, Yahoo!, and Zoove.

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics, or emerging market segments, via research offerings that require additional IDC funding and client investment.

Mobile Subscribers and Revenue Forecasts
This annual study includes worldwide and regional five-year forecasts of total wireless voice and data subscribers and revenue.

Mobile SMS, IM, and MMS Forecast
This study analyzes and forecasts subscribers and revenue by wireless messaging type.

Mobile Content Interoperability Forecast
This analysis examines the impact of interoperability on the mobile content market and ecosystem.

Mobile Advertising Forecast and Analysis
This study analyzes and forecasts the emerging mobile advertising market by advertising spend, revenue by major value chain segment, and total receptive audience size.

Location-Based Services Forecast and Analysis
This study analyzes and forecasts the market for consumer location-based services such as mapping, points of interest, local search, and family and friend locators.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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IDC Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 43 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

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