Digital Marketplace: Mobile Media and Entertainment

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Digital Marketplace: Mobile Media and Entertainment* research analyzes wireless content, entertainment applications, and related services offered by U.S. mobile network operators (MNOs), focusing on end-user demand and MNO relationships with content and technology solution providers. Key applications analyzed and globally forecast include video/TV over wireless, ringtones, ringbacks, full-track music, graphics/screensavers, and games. Also analyzed are the changing dynamics between these services in the broader context of carrier data ARPU based on primary consumer survey research.

Markets Covered

This service covers the following segments of the mobile entertainment market:

- TV and video programming
- Music applications such as ringtones, ringbacks, and full tracks
- Wireless games
- Wireless content for children and teens
- News and information services
- Mobile communities and user-generated content

Subjects Analyzed

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

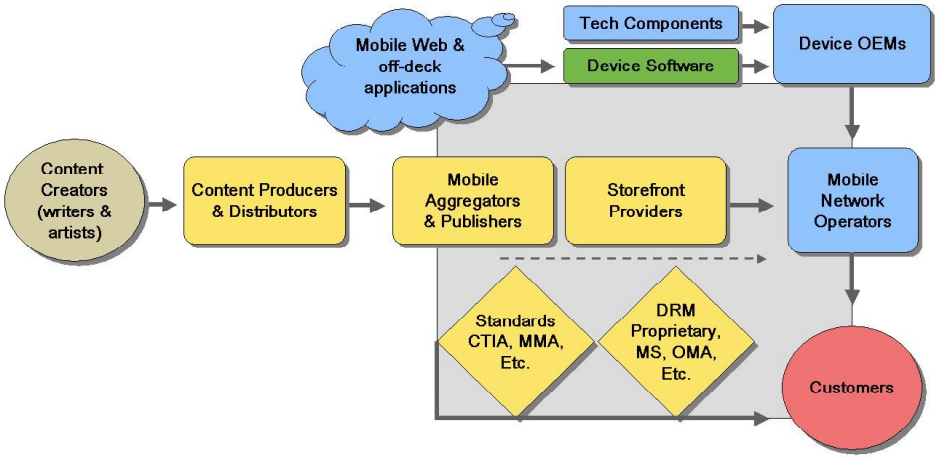
- Ringtones, ringbacks, full-track downloads, and streaming-oriented content
- Games and simple consumer applications
- Screensavers/wallpapers and related graphical themes
- Content and entertainment ecosystem business models and competitive dynamics
- Information services such as sports, news, and weather
- Video/TV content and services
- User demand and preferences, segmented by age, gender, device type, and other key attributes

Key Questions Answered

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

1. What are the key wireless entertainment and content applications and services that are being adopted by global mobile subscribers?
2. What are the forecast adoption, usage, and revenue opportunities associated with these applications?
3. What are the key adoption drivers, inhibitors, and enablers of these applications?
4. What are the successful business model attributes between mobile operators and their content and technology partners?
5. Which strategies accelerate adoption of new entertainment and content applications?

Wireless Entertainment Value Chain



Source: IDC

Companies Analyzed

IDC's *Mobile Consumer Services: Entertainment* research examines how major mobile operators and the content and content delivery solution providers are positioning themselves to compete in the wireless entertainment and content space. This service reviews strategies, market positioning, and future direction of several providers in the wireless market, including:

ABC, Action Engine, Airborne, Alcatel-Lucent, ALLTEL, AOL Time Warner, Apple, ASCAP, AT&T, AvantGo, Bango, Boost Mobile, CBS, Comverse, Crisp, Digital Chocolate, Digital Orchid, Disney, For-side.com, FOX, Fujitsu, Groove Mobile, Handango, Handspring, HP, IBM, iLoop Mobile, InfoSpace, JAMDAT, Kyocera, Leap Wireless, LG, Logica, mBlox, MediaFLO, Melodeo, MetroPCS, Mforma, Microsoft, MobiTV, Mobliss, Motorola, Motricity, m-Qube, mSpot, MTV, Music Choice, MusicNet, Napster, NBC Universal, NeuStar, Neven Vision, NMS/LiveWire, Nokia, Oasys Mobile, Philips, Preferred Voice, Promptu, QUALCOMM, QuickPlay, Qwest, RealNetworks, RIM, Rocket Mobile, Roundbox, Samsung, Sirius Satellite Radio, SMS.ac, Sony BMG, Sony Ericsson, Sorrent, Sprint Nextel, Sun, SurfKitchen, Tele Atlas, Time Warner, Tira Wireless, T-Mobile, Toshiba, TruePosition, Universal Music Group, U.S. Cellular, VeriSign, Verizon, Versaly, Virgin Mobile, Volantis, Warner Music, WiderThan, Yahoo!, and Zingy.

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.

TV and Video Forecast
This study analyzes the market demand and uptake of commercial and viral video/TV content and services.

Ringtones Forecast
This analysis forecasts the number of ringtone users, volume and types of ringtones purchased, and revenue opportunities.

Full-Track Music Forecast
This analysis forecasts full-track music users, number of tracks purchased annually, and revenue opportunities.

Analysis of Entertainment-Related Survey Results
This study summarizes the latest survey of consumers, highlighting new trends, usage patterns, and other actionable findings.

Evolving Off-Deck/Portal Business Dynamics
This analysis details the ongoing shift of focus away from mobile operator decks/portals and toward brands/media companies and direct-to-consumer (D2C) Web/WAP portals.

Wireless Gaming Forecast
This analysis includes a five-year forecast of single- and multiplayer game users, total games downloaded, and revenue.

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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