

Multimedia Mobile Entertainment Futures 2006-2010

A survey of mobile entertainment services in Europe in 2006 and attitudes towards future adoption.

Key features of this new market report:

- ◆ Analyse the future potential of Mobile TV
- ◆ Understand penetration and adoption levels of key mobile entertainment services
- ◆ How popular is mobile music?
- ◆ Examine the use of entertainment applications among different demographics
- ◆ Understand what subscribers want from mobile TV and how much they are likely to pay
- ◆ Which European countries download the most ringtones?
- ◆ Who is playing mobile games and who is paying to download them?

These questions and many more are answered in this new market study...



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This study aims to analyse the European market for five mobile multimedia applications and services, and understand consumer attitudes towards them in order to help operators, content developers, aggregators and handset manufacturers to identify the key mobile services of the future. We also highlight key individual European markets, and we study use and attitudes among different demographic groups, helping you to identify and target the right subscriber with the right services.

The study focuses on the following key aspects of mobile multimedia entertainment applications and services:

- current uptake
- likelihood of uptake by current non-users in the near future
- profile of those potential users
- the price potential users are willing to pay to these services
- most preferred point/method of purchase

In all, five mobile applications and services were analyzed for the purpose of this market report:

- mobile TV
- ringtones (we categorize "Ringtones" as a service category that includes downloaded logos and wallpaper)
- mobile music
- mobile games
- adult content

Reading this report, among other things, you will understand that:

- Mobile TV has a potentially fantastic future in Europe, so does mobile music, this report will tell you more.
- Spain, Italy and Poland emerged from our survey among the hottest mobile multimedia content markets of the coming years, learn how other countries across Europe stacked up.
- Ringtone downloads, as one would expect, had the highest current adoption level among all the services studied, learn about the penetration and adoption levels of other services too.
- Female mobile subscribers are some way behind their male counterparts in terms of the current adoption levels of mobile multimedia services, but they seem to show stronger prospects for the future.
- And much more in this detailed 85 page study...



You can read all about this and much more in this topical new 85-page study...

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