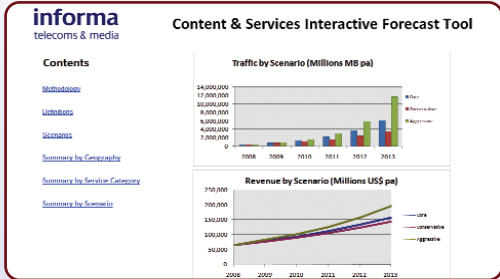


EXCLUSIVE: INTERACTIVE FORECASTS TOOL – The Mobile Content and Services report companion



Summary by Scenario

Device Type: Mobile

Geography: Global

Service Category: Video

Sub Service: Video Streaming

Year	2008	2009	2010	2011	2012	2013	2014	2015	CAGR
Users (Millions pa)	0.80	0.80	0.80	0.80	0.80	0.80	0.80	0.80	10.9%
Revenue (Millions pa)	100.00	120.00	150.00	180.00	220.00	280.00	350.00	450.00	20.0%
Traffic (Millions MB pa)	10000.00	12000.00	15000.00	18000.00	22000.00	28000.00	35000.00	45000.00	20.0%
Average MB per user (pm)	12500.00	15000.00	18750.00	22500.00	27500.00	35000.00	43750.00	56250.00	20.0%

Value Added Service Categories and Sub Services:

- P2P Messaging (SMS P2P, MMS P2P Email P2P and Instant Messaging P2P)
- A2P Messaging (SMS A2P, MMS A2P, Email A2P and Instant Messaging A2P)
- P2A Messaging (SMS P2A, MMS P2A, Email P2A and Instant Messaging P2A)
- Music (Ringtones, Ringback tones, Music Full-track Downloads and Music Streaming)
- Games (Games Downloads and Real time Games)
- Images
- TV (Broadcast TV and Multicast TV)
- Video (Video Streaming and Video Downloads)
- Gambling
- Internet (Mobile Internet and Portable Internet)
- Location based Services aka LBS (Personal Navigation, Point of Interest, Friend Finder, Family Tracker and Enterprise LBS)
- Mobile Social Networking
- Mobile Payments/Banking (Banking, Payments (remote), Payments (local), Mobile funds transfer Domestic and Mobile funds transfer International)

Countries and regions covered:

- | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-------|----------|-------------------------|----------------------------------|---------|---------|-----------------------------------|---------|---------|-----------------------------------|------------------|----------|-----------|---------|---------|------|--------------------------|------------------|----------|--------------------------|----------|---------------|----------|
| North America | • USA | • Canada | • Rest of Latin America | • Rest of Asia-Pacific Developed | • Japan | • Korea | • Rest of Asia-Pacific Developing | • China | • India | • Rest of Asia-Pacific Developing | • Western Europe | • France | • Germany | • Italy | • Spain | • UK | • Rest of Western Europe | • Eastern Europe | • Russia | • Rest of Eastern Europe | • Africa | • Middle East | • Global |
|----------------------|-------|----------|-------------------------|----------------------------------|---------|---------|-----------------------------------|---------|---------|-----------------------------------|------------------|----------|-----------|---------|---------|------|--------------------------|------------------|----------|--------------------------|----------|---------------|----------|

In an easy-to-use interactive Excel tool you can view, compare and analyse all the forecasts, and generate more data sets and charts than those included in the report.

Get instant access to a far greater amount of information than was originally published in the written report. Dynamic tables and charts are controlled via the use of drop-down boxes to allow you to choose unique combinations of services, geographic regions and output metrics for display. Crucially, the Interactive Forecasts Tool expands upon the analysis provided in the written report by including multiple forecast scenarios, entitled Core, Conservative and Aggressive. Only the Core scenario, which Informa anticipates to be the most likely, was covered in the report.

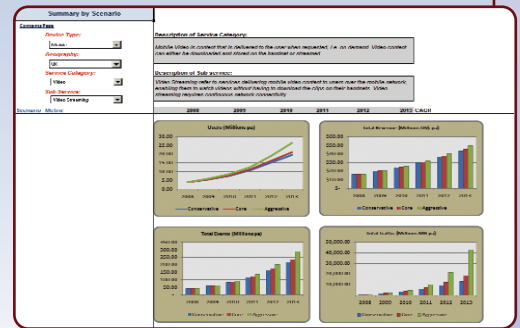
The Interactive Forecasts Tool provides the following metrics:

- Revenues
- Traffic
- Users
- ARPU
- Average MB per user
- Events

KEY FEATURES AT A GLANCE:

- ✓ Exclusive add-on to the Mobile Content and Services report
- ✓ Forecasts by different scenarios – Core, Conservative and Aggressive market growth
- ✓ View forecasts by: - Device Type (Mobile & Portable) - Scenario - Geography - Service Category

- ✓ A complete set of content and services forecasts in one easy to use interactive tool
- ✓ Compare and analyse different markets at the touch of a button
- ✓ Interactive charts and graphs to illustrate trends clearly
- ✓ Menu buttons and drop down lists to find what you want quickly and easily



Summary by Geography

Contents Page

Device Type: Mobile

Scenario: Core

Service Category: Video

Sub Service: Video Streaming

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