

# Mobile Social Networking: Communities and Content on the move

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Fully comprehensive report, with detailed forecasts to 2012

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## Key questions and topics addressed in this report:

- Is mobile social networking an extension of existing services or disruptive innovation?
- What are the key application segments for Mobile Social Networking?
- To whom is the mobile social networking phenomenon most relevant, how and for how long?
- Who is best placed to profit from mobile social networking?
- What is the role of rich media in the future of mobile communities?
- What are the existing business models and what new models will emerge?
- What are the drivers and obstacles to mobile social networking growth?
- What is the size of the Mobile Social Networking market?

Strategic report from the publishers of:

**MM** Mobile Media

See inside for further details >>>

# Mobile Social Networking:

Number of social networking subscribers now in excess of 50 million worldwide

“A tidal wave of new products and services for social networking hit the market in 2007. The number of subscribers exceeded 50 million worldwide and is growing at double digit rates. Mobile Social Networking is reaching boiling point and everyone wants to participate.”

Source: Author, Christine Perey, Mobile Social Networking

## Topics covered include:

- Mobile Social Networking industry segmentations
- The Mobile Social Networking value chains
- Enabling technologies on networks and mobile devices
- Mobile social community participant profiles and behaviours, today and tomorrow
- Existing, emerging and anticipated business models and revenue streams
- Most likely success strategies for existing and new players in the industry

Mobile Social Networking includes a diverse portfolio of technologies and services ranging from simple chat room services where people can meet others and join affinity groups with only texting tools, to multimedia-rich environments and UGC sharing communities which persist after the user logs off. While some say that it is a young and emerging industry, a strong case can also be made that Mobile Social Networking has been developing and evolving for at least the past five years. It was previously perceived as a small segment of the larger communications industry and has only recently begun to blossom.

## Mobile Social Networking in context with global trends



Source: Informa Telecoms & Media

**Mobile Social Networking** report uncovers the structure, drivers, risks and opportunities at the intersection of Mobile 2.0, Web 2.0 and social media on mobile devices and networks. The report analyzes the current situation in detail, sets it in context with trends, and unveils the most likely evolutionary stages of Social Networking on mobile and converged networks. Based on fresh and exclusive market data and in-depth interviews, the study explains the impact social networks are having and will have on everyone.

# Communities and Content on the move

## Who should buy this report?

### Operators & telecom service providers

- Understand the new opportunities, challenges and threats to existing markets
- Identify the strategies, business models, revenue opportunities, market segments, technologies and devices to maximize revenues

### Social Network Operators

- Get the jump on going mobile and converting a destination to a state of mind
- Navigate the maze of device complexity and understand its potential impact on communities
- Find partners and understand their key motivators today and in the future

### Infrastructure and device manufacturers and software developers

- Understand the Mobile Social Network opportunities and identify key players and potential partners
- Explore current and evolving roles in the service value chain

### Consultants, analysts and venture capitalists

- Benefit from unbiased analysis and data free from industry hype
- Provide clients with clear business intelligence and case studies to support recommendations and investment

### Advertising agencies

- Assess the potential, partners and strategies to tap the power of mobile communities

## Key forecasts from 2007-2012

This invaluable information has been produced by Informa Telecoms & Media's expert forecasting team and will enable you to base your decisions on the most comprehensive and reliable market forecasts available.

The forecasts have been prepared using both quantitative and qualitative analyses. Detailed market segmentation, clearly defined assumptions and the use of a number of techniques, such as logistic curves and exponential smoothing, have been implemented to increase the robustness of the predicted values.

Forecasts by three scenarios (Conservative, Middle and High Growth) include:

- Community registration by region
- Communities revenues by region
- Revenues by community type
- Unique community users

## SPECIAL OFFER

Purchase **Mobile Social Networking: Communities and Content on the move** report before 31st March and receive **Mobile Social Networking Companion Volume: Service Profiles and Analyses** worth £600 absolutely FREE. Just quote promotion code SLSN003D when ordering your copy.\*



### About Mobile Social Networking Companion Volume: Service Profiles and Analyses

This volume contains comprehensive examinations of the service features, the business models and the opportunities ahead for 31 mobile social networking services.

In addition to the detailed profiles this companion to the Mobile Social Networking report tabulates the service features and the estimated or confirmed sizes of the networks at the time of publication. The table permits services to be compared, side-by-side, at a glance. For further information on this additional report please visit [www.informatm.com/msncompanion](http://www.informatm.com/msncompanion)

\* Discount offer only applicable when you order direct through Informa Telecoms & Media

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| • Bebo          | • GoFresh        | • Juice Wireless | • Microsoft     | • Plutolife  | • Vodafone, Mowave |
| • BuzzCity      | • Handmade Media | • Jumbuck        | • Mixi          | • SK Telecom |                    |
| • DeNA          | • Icebreaker     | • Kamida         | • MyNuMo        | • Tencent    |                    |
| • Facebook      | • InterCasting   | • KDDI           | • MySpace/Helio | • Texom      |                    |
| • FSC Mobile    |                  | • Loop Mobile    | • Next2Friends  | • Turkcell   |                    |



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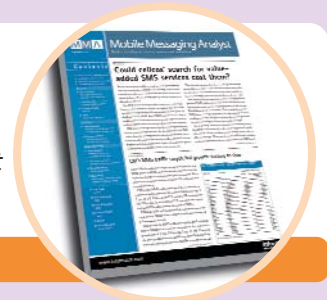
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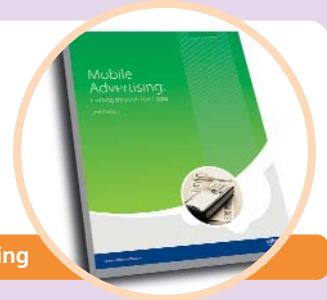
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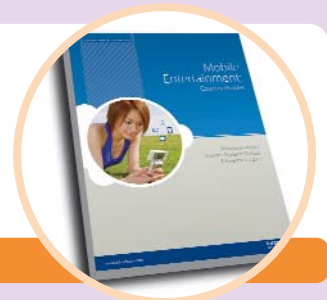
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## About the author



### Christine Perey

Christine Perey is an analyst with over 15 years experience in new and emerging multimedia communications markets. She was the publisher and editor of The QuickTime Forum from 1991-1993 and the founder of The QuickTime Movie Festival. Perey has authored over 100 feature articles on the topic of multimedia communications and is frequently quoted in trade and business media. She is an invited speaker at industry events and serves on panels and committees dedicated to the advancement of rich media experiences in business and consumer markets. Perey authored the Personal Mobile Video Communications market research report published by Wainhouse Research in 2006 and is a regular contributor to Informa's Mobile Media information service.

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