

Mobile Distribution & Retail: Channel Trends, Strategies and Forecasts to 2012

5th Edition

Worldwide Market Analysis, Strategic Outlook & Forecasts to 2012



Mobile Distribution & Retail – 5th edition brings together the macro trends in mobile and comprehensively analyses their effect on retail and distribution.

Fully updated and revised for 2008 this edition looks at the market for retail and distribution of mobile devices and content in the context of wider industry developments, giving a framework for the analysis of current and future trends. It gives particular attention to the trend towards online retail, the effect of maturing markets on distribution and retail strategy, and the move towards customer retention over acquisition.



NEW IN THIS EDITION

Exclusive regional forecasts to 2012

– including mobile retail forecasts by device and by sector

Key case studies and profiles

– highlighting the strategies of major operators, distributors, retailers and handset vendors

Online distribution forecasts

– for device retail sales through online channels

Expanded regional updates

– analysing distribution and retail trends in Asia Pacific, North America, Latin America, Europe, Middle East and Africa

Industry survey

– results of an exclusive industry-wide survey of mobile distribution and retail professionals.

See inside for full details



Mobile Distribution & Retail: Channel Trends, S

“With competition increasing in the fight for margins, retail and distribution strategies are the final frontier between the mobile industry and the end user. Softer, experience-led approaches will drive retention in the developed markets, whilst emerging markets will see a radically changed environment as focus shifts to organised distribution. Players from further up the value chain will increasingly look to control their brands in front of the end user, forcing operators and established retailers to redouble their efforts to remain a driving force in the market”

Angela Stainthorpe, Research Analyst, Mobile Distribution & Retail: Channel Trends, Strategies and Forecasts to 2012



Mobile Distribution & Retail assess the effect of investment in the distribution and retail infrastructure of emerging markets and considers the outcome of the global move to consumer-led retail. The increasing importance of handset replacement sales and the drive by vendors to take a more active role in the marketing and sales of their product are analysed with particular respect to the operator's evolving role in the handset value chain.

The operators' role is also closely examined in the case of content distribution, with the music and games sector reviewed and major distribution strategies evaluated. This report pays attention to the growing visibility of non-traditional players in the mobile content chain, analysing the launch of several new offerings from handset vendors and internet giants and considers how this will affect the market for mobile content over the next five years.

WHO SHOULD READ THIS REPORT:

OPERATORS

- ✓ Manage distribution channel conflicts
- ✓ Find out the best way to incentivise supply chain partners
- ✓ Learn from leading edge case studies
- ✓ Identify effective business models to grow revenues

DISTRIBUTORS AND RETAILERS

- ✓ Explore how the distribution and retail market will evolve to 2012
- ✓ Discover new opportunities for value added services

HANDSET AND ACCESSORIES MANUFACTURERS

- ✓ Access global forecasts and plan your distribution and retail strategy
- ✓ Evaluate new merchandising and branding opportunities in retail (eg online retailing)

CONTENT PROVIDERS

- ✓ Discover opportunities to partner with distribution outlets, operators and handset manufacturers to promote and supply content

CONSULTANTS, SYSTEM INTEGRATORS AND VENTURE CAPITALISTS

- ✓ Gather reliable qualitative and quantitative data to support decisions
- ✓ Provide support to investment recommendation
- ✓ Gain an insight into the important trends and key industry drivers
- ✓ Understand emerging business models and identify key players and potential partners

KEY CASE STUDIES

Mobile Distribution & Retail feature profiles and case studies of leading distributors and retailers.

Profiles:

Brightpoint
Metro Group
Nokia
Brightstar
Motorola
Carphone Warehouse

Case Studies:

O2 Franchise (UK)
Vodafone Group
Inphonic (USA)
Open Handset Alliance and Android

KEY FORECASTS 2007 – 2012

Global retail forecasts

- » Global mobile retail revenues by region
- » Global mobile retail revenues, devices versus services
- » Global mobile devices retail revenue by region
- » Global mobile devices retail revenue by region by sector
- » Global mobile data retail revenues
- » Global mobile data retail revenues by region

Regional mobile retail forecasts: devices versus data

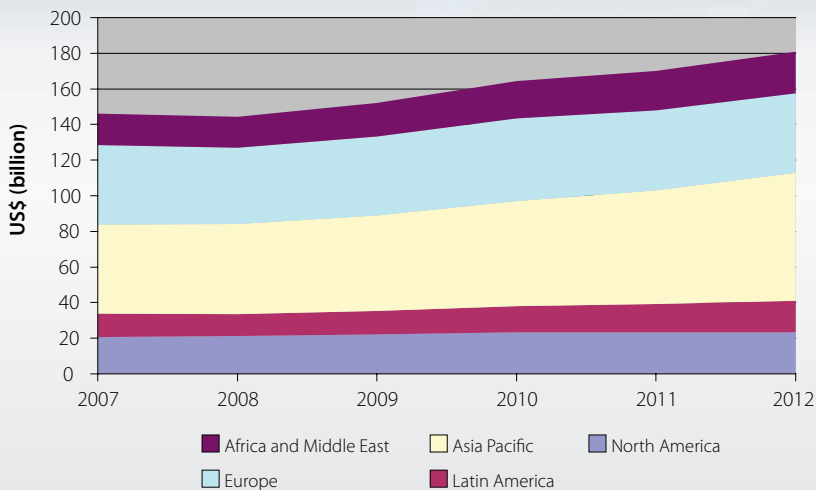
- » North America mobile retail revenue
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- » Europe mobile retail revenue
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Regional mobile retail forecasts by channel

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Mobile Distribution & Retail puts the forecasts into context enabling you to base your decisions on the most comprehensive and reliable market data available.

GLOBAL MOBILE DEVICES RETAIL REVENUE BY REGION 2007-2012



Source: Informa Telecoms & Media

MOBILE DISTRIBUTION & RETAIL ANSWERS CRITICAL STRATEGIC BUSINESS QUESTIONS:

- How large is the retail market for mobile devices?
- What are the key drivers of growth?
- What are the channel trends and how will they shape the future market?
- How will operators fare in the future handset and content value chains?
- Who are the major players in retail and distribution?
- What effect are wider industry trends having on the retail and distribution of devices and content?
- What are the most effective strategies for distributing devices and content?

HOT TOPICS ADDRESSED

There has been a great deal of activity in the global mobile retail space over the last 12 months:

- Nokia continues to open flagship stores and has identified retail as one of its key priorities as it moves into consumer-focused retention environment.
- China continues to see significant changes to its retail sector
- Carphone warehouse has launched an ambitious partnership with Best Buy in the US
- China's GoMe is rolling out a network of 500 specialist mobile retail stores over the next 12 months
- Specialist chains are opening across the Indian sub-continent.

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GLOSSARY

*contents correct at time of printing

Informa Telecoms & Media is the leading provider of market intelligence to the global telecoms and entertainment industries. Our clients receive business-critical strategic information, advice and forecasting on all aspects of converging mobile, entertainment and fixed telecoms markets.

Future Mobile Handsets

Now in its 9th edition, Future Mobile Handsets is the definitive guide to the worldwide handsets market now, and over the next five years. This report provides unrivalled coverage and in depth analysis of mobile handset device trends, highlighting the important role they will play in supporting future generation wireless communications network.

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Mobile Entertainment: country profiles

Clarifies the market, giving insight and direction for anyone operating in this industry. It details growth areas, provides case studies of successful services and enables readers to make an informed judgements about mobile entertainment business strategy.

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Portal Strategies: Driving revenues through content discovery

This report introduces a 'smart pipe' strategy for mobile operators, they can create marketplaces where third-party content owners and advertisers can reach consumer directly without operators giving up their central role in the mobile ecosystem.

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Mobile Content and Services: Leveraging converging channels for content delivery:

This report analyses the important changes underway in the market, notably in the way services are provisioned and the ways by which the end user can actually access and consume content.

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About the author

Angela Stainthorpe – Research Analyst

Angela Stainthorpe is lead author on Informa's Mobile Distribution & Retail report, and has contributed research and analysis to a number of other successful reports and database products. Her experience also includes tracking the Asia Pacific mobile market for Informa's World Cellular Information Service and analysing UMTS900 strategies in the Asia Pacific region. Prior to her role as research analyst, Angela produced market-leading events covering diverse topics in mobile content and applications. Angela holds a first-class Bachelors degree and Master's with distinction from the University of Manchester.



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