

The Saviour of 3G 2nd edition

This is the 2nd edition of the definitive review and analysis of the global mobile application and content industry. The most important developments in the mobile industry are not happening within the operators or infrastructure providers. They are happening with the growing army of companies that are bridging the divide between the media and entertainment, retail and telecom industries. This is the domain of the mobile internet industry and this report provides an in-depth analysis of the companies that make up this industry and in particular the developments of the industry and providers since the last edition. Highlights of this report include:



An analysis system – a system for evaluating the companies in the mobile internet industry is presented and has been updated since the last edition to reflect industry developments.

Company ranking – a ranking of the leading 75 global providers including the changes in ranking that have occurred since the last edition.

Financial analysis – a detailed breakdown of the financial performance of 5 leading providers from 5 different countries based on 20 measures.

2 versions available – the report is available on CD or as a paper copy.

A-list and B-list – due to the developments in the industry the leading providers are categorised into an A-list or B-list based on their financial stability.

Company profiles – detailed profiles of the leading 75 global mobile application and content providers based on the Mobile Metrix rating system.

Across 25 countries – the analysis of the companies is based on the profiles that we compiled on companies in 25 different countries around the world.

New Features for this edition

- Updated ranking system
- Updated ranking of all companies
- Trends in the industry development reviewed
- The A and B-list based on a company's financial strength
- Breakdown of the financials of 5 key providers in 5 different countries
- Service business models and innovative services

About Mobile Metrix

Mobile Metrix is a research and consulting company focusing on the mobile telephony industry. Mobile Metrix works primarily with network operator, MVNO and the mobile internet industry and related issues. The primary focus is on consumer & business research and business consulting/advising with particular reference to mobile internet and strategy. We publish reports in the area of mobile internet with a focus on mobile applications and content.

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