

Mobile Applications & Services

The mobile market is shifting: from voice to data; from operator-centric to application-centric; from fixed-function to programmable. Influenced by the emergence of smartphones, open source operating systems and app stores, these shifts impact companies ranging from operators to handset manufacturers.

In-Stat's Mobile Applications & Services service provides analysis and forecasts of the markets for mobile applications and content, including consumer perspectives, usage models, competitive business models, mobile applications and operating systems (OS). The service also examines the changing dynamics of the mobile software stack, including the operating systems (OS), user interfaces (UI), internet browsers, and native, remote, and hybrid applications.

Areas of Coverage:

- Browsers, operating systems (OS) & user interfaces (UI)
- Social networking
- VoIP
- TV & video services
- Content & delivery platforms
- Consumer applications
- Business applications
- Messaging

About In-Stat:

In-Stat's market intelligence combines technical, market and end-user research and database models to analyze the Mobile Internet and Digital Entertainment ecosystems. Our insights are derived from a deep understanding of technology impacts, nearly 30 years of history in research and consulting, and direct relationships with leading players in each of our core markets. In-Stat provides its research through reports, annual subscriptions, consulting and advisory services to inform critical decisions. Technology vendors, equipment manufacturers, service providers and media companies worldwide rely on In-Stat to support critical business, product and technology decisions.