Games Set to Lead $4.8bn Mobile Java™ Market by 2009

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Hampshire, UK (12.10.04) --- New findings from Juniper Research show that Java™ downloads will generate over $4.8bn in mobile revenues by 2009, with Mobile Games accounting for the vast majority of revenues.

The firm interviewed over sixty leaders across the mobile industry to formulate a unique market sizing and growth model for the sector.

Carl Potter, Senior Analyst and report author said "Now that most network operators have invested in the infrastructure required to provide Java™ download services, one of the biggest hurdles that remains is persuading new customers to make their first Java™ download. But as they begin to take the plunge, 2004 is becoming the year when mobile Java™ services have really started to take off, both in Europe and North America. The vast majority of service revenue will be generated from mobile games; with Java™ business applications still very much a developing opportunity".

Other top level findings include:

· Java™ was widely expected to remain the dominant platform for delivering mass market mobile applications until at least 2009.

· The strongest barriers to selling mass market mobile applications were found to be the complexity of customer billing, difficult to use services coupled with the challenge of delivering a never ending choice of compelling content.

· The APAC region was expected to remain the leading market for Java™ downloads through to 2009 when services are expected to generate almost $2bn.

Information for Journalists
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