

Juniper Research forecasts Indian Sub Continent mobile data revenues to hit \$8.3 billion by 2013, driven by music, games and browsing

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Hampshire, UK: Wednesday 23rd July 2008 -- The burgeoning market for rich-media content and services will push operator-billed data revenues in the Indian Sub Continent from \$3.0 billion in 2008 to more than \$8.3 billion by 2013, according to a new report from Juniper Research.

The Indian sub continent report found that while ringtones are currently the most lucrative service across the region, games, mobile TV and full-track downloads would all constitute substantial revenue streams by the end of the forecast period, with mobile browsing revenues continuing to climb steadily.

According to report author Dr Windsor Holden, "With the limited availability and relatively high cost of fixed broadband Internet across the sub continent, the mobile handset has become the de facto means of accessing Internet services. Regional operators were among the first to realise that low data pricing was central to encouraging service adoption, and it has paid dividends for them."

The report also observed that growth would be further bolstered as 3G networks were deployed, although noting that in India, 3G services were now unlikely to be launched until 2009.

Other findings from the Juniper report include:

- The Indian Sub Continent mobile user base is expected to rise from 431 million in 2008 to nearly 740 million in 2013
- Blended ARPU levels are expected to decline steadily across the region, although the sharp fall in voice ARPU will be partially offset by the steady increase from data services
- India will provide the largest share of cumulative regional revenues over the forecast period, followed by Pakistan

The detailed report provides in-depth coverage and forecasts for the five Indian Sub Continent markets (Bangladesh, India, Nepal, Pakistan and Sri Lanka). It also includes regional overviews for key revenue drivers including mobile advertising, mobile entertainment services, mobile financial services and mobile ticketing.

Whitepapers and further details of the study 'Mobile Indian Sub Continent: Opportunities, Markets & Forecasts 2008-2013' can be freely downloaded from <http://www.juniperresearch.com> Alternatively please contact John Levett at john.levett@juniperresearch.com, telephone +44(0)1256 830002.

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