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*Acacia Research Group:*

## **Global mobile media spending nears USD\$100 billion by 2011**

*Timo Poropudas*

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Apple's iPhone is a new age multimedia device. Media for mobile devices will generate USD 98.6 billion worldwide by 2011, says Acacia Research Group's

latest market study Mobile Media 2006: The Future of Personal Media Distribution.

The number is larger than 2006 worldwide box office receipts, packaged audio sales, or basic pay TV subscriptions.

By 2011, the number of media-capable mobile devices worldwide - including media phones, personal media players, and handheld gaming devices - will have grown to more than 3.2 billion.

Total device shipments will near a record 1.1 billion that year. Media-enabled phones will lead the way, with more than 2.2 billion handsets capable of advanced audio playback, 1.2 billion video-capable handsets, and 1.1 billion 3D-enabled handsets in use worldwide by 2011.

Personal audio and video players will reach more than 835 million and handheld gaming devices will top 239 million that year.

"Some say that multipurpose devices, such as media phones, will push dedicated media devices out of the market," said Acacia Senior Analyst **Christine Arrington**, "This will never happen. There will always be room in the mobile space for devices that focus exclusively on delivering one or two forms of entertainment - because these devices have been, and will continue to be, better at what they do than multipurpose systems."

Audio downloads and subscriptions will generate \$33.1 billion and video content will contribute \$26.5 billion annually by 2011. Game publishers and distributors will net \$25.4 billion from downloaded and packaged mobile games and content that year. And, by 2011, mobile pay TV subscriptions will be worth an estimated \$13.4 billion annually.

"Platform-appropriate must become a buzzword in the mobile media space," said Arrington, "Realizing the true potential of mobile media will require device manufacturers, content producers and distributors, and service operators to develop specialized, and even wholly new, technologies, media formats, and distribution methods to take full advantage of the distinctive qualities of the mobile entertainment experience."

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