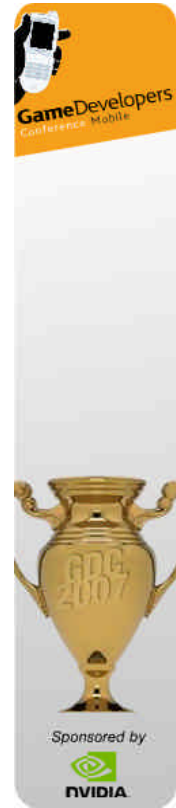




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Acacia Claim Mobile Games Industry Worth \$26.5 Billion By 2011 [01.11.07]



Media for mobile devices will generate \$98.6 billion worldwide by 2011, according to Acacia Research Group's latest market study Mobile Media 2006: The Future of Personal Media Distribution, a number larger than 2006 worldwide box office receipts.



By 2011, the study claims that 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, and that total device shipments will near 1.1 billion.

The study argues that 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, of specific interest to the mobile games industry, 1.1 billion 3D-enabled handsets in use worldwide by 2011, as well as 239 million handheld gaming devices.

The research group continues that game publishers and distributors will net \$25.4 billion from downloaded and packaged mobile games and content 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."

"Platform-appropriate must become a buzzword in the mobile media space," she added, "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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