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**Press Release: Mobile music revenues to approach \$18 billion by 2012, fuelled by demand for subscription services, according to Juniper Research**

HAMPSHIRE, UK: Tuesday, 8<sup>th</sup> January 2008 - Mobile subscriptions which include music downloads on a rental basis are expected to surge in popularity and account for the majority of mobile revenues derived from original recordings, according to a new report from Juniper Research.

According to the report, the market for subscription-based music rental services is expected to reach \$3.3 billion by 2012, eclipsing the market for paid-for original recordings.

According to report author Dr Windsor Holden, "Music rental services such as those offered by Omnipone are incredibly 'sticky', in that once consumers have invested time and effort to build up an extensive playlist, they will be increasingly reluctant to unsubscribe from that service and from the operator, thereby providing a significant boost to ARPU levels."

However, the report also states that as 3G services are rolled out in earnest, then full-track download sales will mushroom, with the volume of downloads in the Indian sub-continent alone rising from less than 2 million in 2007 to nearly 10 million in 2012.

"India and China represent a tremendous opportunity for the mobile music industry. Both have experienced quite remarkable levels of ringtone and ring-back tone and full-track services are deployed, then it is likely that the mobile handset will become the personal music player in these and other emerging markets."

Other findings from the Juniper report include:

- The global market for end-user generated mobile music revenues is expected to grow from \$8.9 billion in 2007 to nearly \$17.6 billion in 2012
- Total revenues from original recordings delivered to the handset (on a combination of paid-for and rental basis) will increase from \$960 million in 2007 to \$2.2 billion in 2012
- Revenues from ringtones/realtones will peak in 2010, subsequently decline as a result of competitive pricing allied to a steady migration to legal and/or self-created ringtones
- The report praises the iPhone's user interface, but argues that the decision to eschew 3G in favour of a greater battery life was a mistake

Juniper Research assesses the current and future status of mobile music services through interviews, case studies and analysis from representatives of some of the leading growing mobile music services industry.

White papers and further details of the study 'Mobile Music Services: Ringtones, Realtones and Original Recordings (4<sup>th</sup> edition)' can be freely downloaded from <http://www.juniperresearch.com>. Alternatively please contact John Levett at [john.levett@juniperresearch.com](mailto:john.levett@juniperresearch.com), telephone +44 (0)1252 830002.

Juniper Research provides research and analytical services to the global hi-tech c sector, providing consultancy, analyst reports and industry commentary.

### Author

[Dr Windsor Holden](#)

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