“Smartphone ownership among U.S. broadband households jumped to 28% in 2009, compared with 9% in 2007 prior to iPhone’s launch,” said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. “Booming smartphone sales have shaken up the mobile world and redefined the mobile lifestyle by inspiring consumers to seek new uses and applications while on the go. We expect smartphone sales to continue to increase significantly over the next five years. By then, smartphones will become a major force blurring the line between the home and the mobile.”
Smartphone: King of Convergence

By Harry Wang, Director of Health & Mobile Product Research

1Q 2010

2.4.2 Preferred Smartphone Features and Functions
2.5 Emerging Players in the Mobile Ecosystems
  2.5.1 Mobile Solution Enablers
  2.5.2 Mobile Application Integrators
  2.5.3 Mobile Billing/Payment Technology Providers

3.0 Technology Analysis
  3.1 The Operating System Market for Smartphone
  3.2 Multi-Radio Integration
  3.3 4G Wireless Deployment Status

4.0 Market Forecasts
  4.1 Market Drivers and Barriers
  4.2 Forecast Methodology
  4.3 Sources of Information
  4.4 Smartphone Sales Forecasts: Five-year Projection

5.0 Market Implications and Recommendations

Figures

U.S. Smartphone Penetration
North America and Worldwide Smartphone Shipments
Smartphone Shipment Volume by Region
Major Smartphone Model’s Launch Statistics and Estimated Sales
Key Selling Features and Target User Groups: Selected Brands & Models
Smartphone Market Shares and Shipments by Brands
Smartphone Manufacturers’ Competitive Strategies
Mobile App Store by Smartphone Brand
Smartphone User Data Plan Adoption by Service Types
Carriers Data Plan Pricing Strategies and Initiatives
Smartphone Household’s Interest in Fixed-Mobile Applications
Mobile Carriers’ App Store Initiatives
Mobile Social Networks’ Business Models
Mobile LBS Content and Service Providers
Mobile Gaming Companies Benefiting from the Smartphone Platform
Mobile Multimedia Companies Benefiting from the Smartphone Platform
Smartphone User Segments
Smartphone User Segment Attributes
Smartphone High Intenders’ Demographics
Smartphone High Intenders’ Interest in Handset Features
Smartphone High Intenders’ Interest in Handset Capabilities
Major Mobile Solution Enablers: Opera, Packet Video, SlingMedia, Adobe
Profiles of Mobile Application Integrators
Profiles of Mobile Billing/Payment Solution Providers
U.S. Consumers’ Mobile Operating System Preferences
Reasons for Choosing iPhone, Blackberry, and Android OS
Smartphone Owners’ Interest in Android OS by Their Brand
Global Mobile Carriers’ LTE Deployment Plans and Status
Global Mobile Phone Sales Forecast Methodology
List of Companies Interviewed
Worldwide Smartphone Unit Sales Forecasts 2009-2014
Worldwide Smartphone User Forecasts 2009-2014