Multimedia Mobile Content Distribution

Description: The migration and distribution of multimedia web content to mobile devices has only just scratched the surface. There is expected to be an explosive growth in mobile content in the next 5 to 10 years. Revolutionary audio and video rich mobile devices capable of accessing multiple mobile and wireless networks concurrently will shape the future of mobile content distribution technologies. Combining this with people's willingness to communicate anytime, anywhere will redefine key assumptions that govern the delivery of content into the mobile world.

Traditionally mobile content has always been fed from the content distributor or publisher to the end-user. However, the rising popularity of user-generated content, which in turn is being driven by trends like mobile social networking, citizen journalism and the ubiquitous presence of camera phones, is leading to mobile content being shared between end-users. Currently the sharing of mobile content is done using a client-server based architecture, which is not the most efficient way of sharing content. The key value addition that will enable effective and efficient mobile content distribution will stem from the re-engineering of the mobile content network architecture itself. This refers to the emergence of distributed peer to peer architectures replacing the current client server based architectures.

This report highlights opportunities within the mobile content distribution market, as well as emerging threats and concerns of how new technologies might impact the current content delivery model. This report covers:

- Evolutionary sketch of the content distribution paradigm of the web
- Emerging trends that help shape the future of mobile content distribution
- Mobile content distribution value chain analysis
- Exploring strategies for content value chain players
- Market forecasts of the mobile content distribution market

Overall, the report aims to provide mobile network operators, content distribution network operators, content publishers, web advertisers and content owners a fresh perspective and a strategic rethink of the mobile content distribution market and the opportunities within it. It also explores the key question whether the peer-to-peer collaborative paradigm is likely to have a disruptive effect on mobile content distribution and the global mobile services market.

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