

Geotagging发展研究分析报告

报告大纲

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一、报告简介

观研报告网发布的《Geotagging发展研究分析报告》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

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二、报告目录及图表目录

摘要 Geotagging, sometimes referred to as Geocoding, is the process of adding geographical identification data to various media. It is usually used to tag photos or images of a certain location, but clearly has potential beyond this into the realms of mobile search, mapping and advertising. How can you utilize it within the marketing mix of your company? How can you make the most from mobile geotagging? You must be aware of this technological development today. The technology is nearly here to enable you to offer these services. In fact, subscribers are increasingly using their handsets as mapping and navigation tools, and this coupled with the spread of mobile advertising, Internet and search applications has created an exciting revenue opportunity. A revenue opportunity you should be capturing. So how will these services grow and how quickly? Can you afford to get left behind? This market will expand and taking first-mover position will be vital to securing your place in it. The latest visiongain report, Geotagging - the next killer wireless application? Analysis and Forecasts 2008-2013, is amongst the first to provide you with the insight to this growing market area. It examines the opportunities offered by geotagging and how advertisers, operators and manufacturers can all get involved to provide profitable location-based services. There is no doubt that GPS will become the technology of choice for mobile LBS. Once a clear geotagging technology emerges, that works with all GPS mapping applications and is user-friendly and available to all, geotagging will take off. The growth of GPS in mobile is key to the future of geotagging. The spread of GPS, coupled with the huge improvements in the quality of cameras on handsets, mean that many users have now bought into device convergence – their phone is also their digital camera, and their MP3 player, and much more besides. The astronomical success of the iPhone is testament to this. By reading this 100 page report you will understand all of the exciting opportunities that will be available to increase your revenues and brand awareness. Reading this exclusive management report will tell you the following:

- Who are the main players in mobile geotagging and what are they doing?
- What different forms of geotagging are available and expected to appear in the future?
- Why is geotagging so important to mobile?
- When will geotagging start to make traction in the market? When will it become a mass market proposition?
- How successful will it be?

Find out the answers to these and many other questions by buying this vital industry insight. Mobile mapping and geotagging has great potential due to the relationship between a mobile subscriber and their handset, where the mobile device is often with the end-user for most of their waking time. With mobile penetration reaching 100 per cent in

many developed markets, the mobile camera phone will soon be in virtually everyone's pocket. Advertising is currently a major area of growth in the mobile world and is set to become even more specialised than it is at the moment. Do you understand this market? Do you know how it will develop? Is this an issue that you need to act on and find out about now? Who needs to read this report: Directors, VP and Senior managers in: - Mobile/ Cellular carriers and operators- Digital and Mobile Advertising agencies- Mobile Search companies- Online/mobile mapping providers- Handset manufacturers- Location Based Service Providers- Brands looking to tap into the mobile audience

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