



the Multimedia Research Consultancy

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Experts predict cull of Mobile Games Development Platforms and Operating Systems

Whilst the Multimedia Research Consultancy's (TMRC) **Mobile Games Industry Experts Panel** has been quick to praise the impact of Apple's iPhone and App Store, as well as Google's Android in the mobile games space (See Press Release – March 12th), it has also raised serious concerns about the long term viability of a number of competing development platforms (DP) and operating systems (OS).

Palm, iMode/Doja, N-Gage, Symbian and even Java/J2ME and BREW all face serious long term challenges if TMRC's panel of 147 senior mobile games executives in 38 countries is to be believed. When measured against a number of key performance parameters ...

Most Successful Now and in 5 Years Time
Rising Star or Fading Star
Here to Stay or Unlikely to be around in 5 Years Time
Likely to be adopted or dropped in the next couple of years

... the results raised some serious concerns about how a number of these DPs/OSs are currently perceived by the mobile games industry.

Vic Whiting TMRC's MD commented, "Some of the scores attained by individual DPs/OSs were nothing short of dismal and will raise alarm bells amongst their management teams. For instance only 15 per cent of respondents feel that Palm is 'Here to Stay', **43 per cent** saw N-Gage as a 'Fading Star' and **22 per cent** feel that Java/J2ME is 'Unlikely to be around in five years time'".

He added – "We acknowledge that these results represent industry sentiment at a particular point in time and we do not expect rival DPs/OSs to simply lie down and die. (In fact, Palm unveiled its new Palm Pre and Web OS in the middle of our survey.) However, they will all have to raise their games quickly and forcefully if they are to counter the momentum and impact being achieved by the likes of Apple's iPhone and Google's Android. A report based on the results from the survey is now available and anyone in this industry trying to effectively orientate their business strategy would find it invaluable."

The report, which also covers reactions to the Credit Crunch and other industry issues, is available for sale from The Multimedia Research Consultancy. More details can be found at <http://www.multimedia-research.com/EP-report-1-update.html>

Survey – Technical Details:

The survey was carried out in January & February 2009 amongst 147 senior executives from 136 mobile games enterprises in 38 countries. 73% were involved in development, 39% in publishing, 21% in content aggregation, 23% in distribution and 27% in running portals. 85% of respondents were CEOs, MDs, Presidents, Directors, SVPs, VPs, EVPs, COOs, CTOs or Studio Heads.

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