



Q2-Q4 2012 Deliverable Schedule



Yankee Group is the preeminent research and advisory firm equipping companies to profit in a mobile world.

We research the attitudes, behaviors and usage patterns of mobile users and explore enabling technologies and emerging business models across the mobile ecosystem, including **Mobile Applications and Cloud**, **Mobile Broadband** and **Mobile Money**.

Based on these capabilities, we provide a range of actionable data, insights and advice to marketing, strategy and product executives driving the mobility revolution in leading companies worldwide.

Publish Date	Title	Description	Author(s)	Research Categories	Type
Q2 2012	Mobile Video Optimization Landscape	This report evaluates the landscape of specialized solutions designed to alleviate the pressure created by OTT video adoption on mobile networks.	Brian Partridge	Service Delivery Architecture, Mobile Video	Technology Roadmap
Q2 2012	E-Books: The New Mobile Content Opportunity	A booming population of e-reader products offers independent authors the opportunity to make the types of money only mobile app developers have seen before. This report updates our U.S. e-book forecast.	Carl Howe	Mobile Applications	Data Insight
Q2 2012	The Four Horsemen Gallop into 2012	Despite accounting for now more than \$980 billion in market capitalization, the Four Horsemen of Mobility have divided into three groups: Amazon and Google are all making billions each year from mobile devices, Facebook is still trying to figure out how to get there, and Apple is making more money from mobility than all three combined. This report evaluates the current status of these four companies.	Carl Howe	Mobile Applications, Consumer Mobile Services	Data Insight

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Q2 2012	Clouds Engulf Mobile Applications in the Enterprise?	This report assesses the potential for cloud players such as EMC and Cisco to disrupt the mobile enterprise applications landscape as applications move onto platforms and into the cloud.	Chris Marsh	Mobile Applications, Enterprise Mobility, Mobile Cloud	Technology Roadmap
Q2 2012	Enterprise Mobility Exchange, Rotterdam	This report uses the Mobility Exchange Event in Rotterdam as the basis for an analysis of the enterprise mobility market, including challenges and actions companies are taking to implement their mobility projects.	Chris Marsh	Mobile Applications, Enterprise Mobility	Event Impact
Q2 2012	MDM Is Dead; Long Live MDM	This report looks at the evolution of mobile device and application management solutions, the blurring of functionalities and terminology and what 2012 and beyond will hold.	Chris Marsh	Mobile Applications, Enterprise Mobility, Mobile Cloud	Market Vision
Q2 2012	The Good, the Bad and the Ugly of Operators' Managed Mobility Portfolios	This report, based on extensive recent research, provides a scorecard of the managed mobility portfolios of nine operators in the U.S., Europe and Asia, highlighting in the process best practice.	Chris Marsh	Mobile Applications, Enterprise Mobility, Mobile Cloud	Battleground
Q2 2012	Mixed Outlook for UK Mobile Market	This report presents Yankee Group's latest five-year forecast for the U.K. mobile market,	Declan Lonergan	Service Provider Strategies, Consumer Mobile Services	Data Insight
Q2 2012	Orange's Four Pillars of Mobile Data Success	This report assesses Orange's key priorities and strategy for sustainable mobile data growth during 2012.	Declan Lonergan	Service Provider Strategies, Consumer Mobile Services	Business Case

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Q2 2012	Mobile Advertising Vendor Profile	This report presents a case study of a leading provider of contextual mobile advertising.	Jason Armitage	Mobile Applications	Business Case
Q2 2012	Mobile Advertising Forecast: Marketing Goes Through the Looking-Glass	Mobile advertising is still a fraction of digital advertising spend. This report looks at why a small corner of marketing continues to attract huge investment and where the opportunities lie.	Jason Armitage	Consumer Mobile Services	Data Insight
Q2 2012	Tablet Media Goes Gold	Mobile media usage on tablets is booming. This report analyzes user preferences in mobile apps, video and advertising.	Jason Armitage	Mobile Applications, Mobile Video	Data Insight
Q2 2012	Connected Devices and Retail	This report looks at how connected devices including tablets, PoSs, kiosks, digital signage and vending machines are transforming core business processes in the retail environment.	John Keough	Mobile Transactions	Battleground
Q2 2012	Market Landscape: Small Cells for HSPA and LTE	This report examines the small cell base station market for HSPA and LTE.	Ken Rehbehn	Mobile Infrastructure	Battleground
Q2 2012	Spectrum Shakeout, 4G Network Impact	This report provides an in-depth look at current spectrum holdings as well as planned and would-be spectrum deals, analyzing the impact on operator deployment plans and infrastructure strategies and the evolving mobile industry structure.	Ken Rehbehn	Service Provider Strategies, Mobile Infrastructure	Technology Roadmap

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Q2 2012	LTE World Summit Read-Out	This report provides an update on announcements and presentations from Informa's LTE World Summit in Barcelona.	Ken Rehbehn, Declan Lonergan	Mobile Infrastructure, Service Provider Strategies	Event Impact
Q2 2012	Chip Card Forecast	This report presents Yankee Group's forecast for the chip card industry.	Nick Holland	Mobile Transactions	Data Insight
Q2 2012	Consumer Attitudes to Mobile Payments	Based on Yankee Group's consumer survey, this report assesses changing attitudes towards mobile banking, payments, commerce and marketing.	Nick Holland	Mobile Transactions	Data Insight
Q2 2012	Is NFC Needed?	This report assesses global NFC payment initiatives to determine what is fundamentally stalling deployment. What can be done to accelerate NFC payments to market?	Nick Holland	Mobile Transactions	Technology Roadmap
Q2 2012	M-Everything Revisited: The Current Mobile Transactions Landscape	The ability to transact using a mobile device--whether to pay directly for goods and services or to interface with couponing, ticketing or other access systems--is on the verge of becoming commonplace. This report examines the current m-transactions landscape and offers tips for ensuring wide-scale adoption.	Nick Holland	Mobile Transactions, Service Provider Strategies	Market Vision
Q2 2012	The Non-NFC M-Payment Players	This report maps the current-generation alternatives to NFC-based payments at the point of sale.	Nick Holland	Mobile Transactions	Technology Roadmap

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Q2 2012	4G Deployment Case Study Series: AT&T, Verizon	This report kicks off a series of 4G case studies covering the U.S. market.	Rich Karpinski, Ken Rehbehn	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure	Business Case
Q2 2012	CTIA: What the Operators Said, What It Means	This report reviews how the big four U.S. operators used CTIA to set their 2012 LTE agenda.	Rich Karpinski	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure	Event Impact
Q2 2012	Direct-to-Carrier Billing	This report assesses the business models for mobile operators billing for physical goods and services.	Rick Karpinski, Nick Holland	Mobile Transactions, Service Provider Strategies	Business Case
Q2 2012	Operators and the Appverse	This report evaluates carriers taking a last shot to insert themselves via APIS, QOS, HTML5, incubators, etc.	Rich Karpinski	Mobile Applications, Service Provider Strategies	Technology Roadmap
Q2 2012	Prepaid Rides the Data Wave	This report looks at the continued growth of the U.S. prepaid market and the smartphones and data that are now front and center.	Rich Karpinski	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure	Data Insight

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Q2 2012	Customer Experience Winners: Users Speak Out 2012	This report presents the final results of what users want from their providers.	Sheryl Kingstone	Service Provider Strategies, Consumer Mobile Services, Customer Experience	Data Insight
Q2 2012	Don't Be Showroomed Out of Business	This report evaluates which companies are winning the war on price comparisons.	Sheryl Kingstone	Mobile Transactions, Service Provider Strategies	Battleground
Q3 2012	Diameter Signaling Infrastructure Market Forecast	This report evaluates global revenue opportunity for Diameter infrastructure suppliers as the next generation of signaling networks are built out along with LTE.	Brian Partridge	Service Delivery Architecture	Data Insight
Q3 2012	The Business Case for Mobile CDN	This report evaluates the business case drivers for deploying internal CDNs among telecom operators and how that business case is evolving.	Brian Partridge	Service Delivery Architecture	Business Case
Q3 2012	Enterprise Mobility Surveys	This report reviews the recently returned data from Yankee Group's IT Decision-Maker and Employee Enterprise Mobility surveys, looking at key trends and insights that emerge.	Chris Marsh	Mobile Applications, Enterprise Mobility, Devices	Data Insight
Q3 2012	Everything but the Application	This report explores the forgotten side of MEAP differentiation, looking at platform value-add beyond the app UI itself.	Chris Marsh	Mobile Applications, Enterprise Mobility, Mobile Cloud	Technology Roadmap

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Q3 2012	Expectations and Delivery of Enterprise Applications: Best and Worst Case Studies of User Experiences in the Enterprise Today	This report addresses employees' changing expectations for the UI of enterprise applications, driven by consumerization, and includes best and worst case studies of application design and usability.	Chris Marsh	Mobile Applications, Enterprise Mobility, Mobile Cloud	Technology Roadmap
Q3 2012	Communication Goes OTT	This report assesses the future direction of mobile communications, focusing on the role of OTT services.	Declan Lonergan	Service Provider Strategies, Consumer Mobile Services	Technology Roadmap
Q3 2012	Mobile Broadband: The Big Picture	This report assesses global status and opportunities in MBB services.	Declan Lonergan	Service Provider Strategies, Consumer Mobile Services	Market Vision
Q3 2012	Mobile Payments and Enterprise	This report evaluates whether more enterprises are using mobile devices to capture payments.	Eugene Signorini, Nick Holland	Mobile Transactions, Enterprise Mobility	Data Insight
Q3 2012	IBC Exhibition Event	This report reviews service providers, content owners and technology providers presenting the latest in video.	Jason Armitage	Mobile Applications, Mobile Video	Event Impact
Q3 2012	Mobile Video Goes Primetime	This report identifies changes to video viewing and assesses which business models will generate revenues.	Jason Armitage	Mobile Video	Data Insight

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Q3 2012	Antenna Advancements for High-Performance, Cost-Effective LTE Deployment	Integrated antennas, DAS and active antenna arrays are important elements of operator deployments supporting high-speed mobile broadband service. This report looks at the state of the art for mobile infrastructure antenna offerings.	Ken Rehbehn	Mobile Infrastructure	Technology Roadmap
Q3 2012	Mobile P2P in Developing Countries: Where Is This Working?	This report scopes adoption levels of P2P mobile transactions in developing markets, assessing where these programs have been effective and why.	Nick Holland	Mobile Transactions, Consumer Mobile Services, Customer Experience	Battleground
Q3 2012	Mobile Payments Security	This report presents results from Yankee Group's survey of stakeholders' perception of mobile money security threats.	Nick Holland	Mobile Transactions, Security	Data Insight
Q3 2012	NFC Hardware Forecast	This report presents Yankee Group's forecast for the NFC hardware industry.	Nick Holland	Mobile Transactions	Data Insight
Q3 2012	NFC Payments Europe	This report reviews announcements and trends from the NFC Payments Europe show.	Nick Holland	Mobile Transactions	Event Impact
Q3 2012	TSM Smackdown	This report evaluates which player will win the role of trusted service manager.	Nick Holland	Mobile Transactions, Service Provider Strategies	Battleground

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Q3 2012	4G Deployment Case Study Series: T-Mobile, Sprint	This report is part of a series of 4G case studies covering the U.S. market.	Rich Karpinski, Ken Rehbehn	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure	Business Case
Q3 2012	The New Mobile Bundle: The Changing Face of Operator ARPU	This report explores how yesterday's bundle has evolved, impacting carrier revenue mix and growth.	Rich Karpinski	Consumer Mobile Services, Service Provider Strategies	Technology Roadmap
Q3 2012	Operator Device Strategies, Successes and Failures	This report evaluates how device strategies are impacting operator service and infrastructure choices.	Rich Karpinski	Service Provider Strategies, Mobile Infrastructure, Devices	Technology Roadmap
Q3 2012	US 4G/LTE Operator Battleground	This report evaluates and ranks U.S. operator LTE service and infrastructure strategies/ deployments.	Rich Karpinski	Mobile Infrastructure, Consumer Mobile Services, Service Provider Strategies	Battleground
Q3 2012	Customer Experience Driver: Using Network Data to Improve Customer Experience	This report reviews the various vendors in the market and how their approaches can improve customer experience along with the state of adoption in the mobile service provider market.	Sheryl Kingstone	Customer Experience	Battleground
Q3 2012	European Customer Experience Round-Up	This report analyzes customer experience data from European users.	Sheryl Kingstone	Customer Experience	Data Insight

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Q3 2012	ISVs and Application Developers: The Next Hot Target Market—Mobile Retailer Applications	This report looks at how ISVs and application developers can help brick-and-mortars win the war on showrooming.	Sheryl Kingstone	Customer Experience	Technology Roadmap
Q3 2012	Loyalty Programs: What Users Want	This report compares the state of customer loyalty programs in 2011 and 2012.	Sheryl Kingstone	Service Provider Strategies, Consumer Mobile Services, Customer Experience	Business Case
Q3 2012	Measuring Mobile Operator Customer Experience	This report evaluates and ranks mobile operators on customer experience.	Sheryl Kingstone	Service Provider Strategies, Consumer Mobile Services, Customer Experience	Battleground
Q3 2012	Mobile Shopping Platforms: From Point Coupons Solutions to Complete Shopping and Ordering Platforms	This report looks at different solutions in the marketplace.	Sheryl Kingstone	Mobile Transactions, Mobile Applications, Customer Experience	Technology Roadmap

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Q3 2012	Colombian MBB Market Reveals Emerging Markets Trends	The Colombian government provides the most detailed statistics we have seen on the MBB market. This report analyzes trends to show how that market evolves and suggests how other emerging markets might be progressing.	Wally Swain	Consumer Mobile Services, Service Provider Strategies	Business Case
Q3 2012	Telefonica's App Strategy	Telefonica has firmly committed to an operator-oriented app strategy, somewhat swimming upstream against the tide of letting handset manufacturer or OS vendor app stores take the leading role. BlueVia is its flagship project, and it is a founding member of WAC. This report evaluates what is happening in Latin America, Telefonica's biggest market.	Wally Swain	Mobile Applications, Service Provider Strategies	Business Case
Q4 2012	Global Mobile Capex Spending Report 2012	This annual report evaluates MNO capital spending by region and explores key drivers and inhibitors.	Brian Partridge	Service Provider Strategies	Data Insight
Q4 2012	French Mobile Market at a Crossroad	Assessing the long-term impact of the entrance of a fourth competitor on the French mobile market.	Declan Lonergan	Service Provider Strategies, Consumer Mobile Services	Business Case
Q4 2012	Facebook's Mobile Marketing Revolution	This report evaluates how Facebook is shaping up in its bid to be the next heavyweight champion.	Jason Armitage	Mobile Applications, Mobile Video	Business Case
Q4 2012	Mobile Operator Video Strategies in a Multi-Screen World	This report evaluates how MNOs are positioned to profit from the explosion of video usage on tablets and handsets.	Jason Armitage	Mobile Video	Battleground

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Q4 2012	Alternative PoS Payments	This report looks at how Internet players such as PayPal and LevelUp are moving to the physical world via connected PoS devices.	John Keough	Mobile Transactions	Technology Roadmap
Q4 2012	Deconstructing the Base Station: Moving to the Cloud?	Centralizing baseband resources in the cloud promises cost savings, but will this trend have legs beyond a few Asian cities? This report looks at how vendors are responding.	Ken Rehbehn	Mobile Infrastructure	Technology Roadmap
Q4 2012	LTE Mobile Base Station Battleground	This report compares vendor portfolio offers for LTE eNodeB offerings from Ericsson, Huawei, Nokia Siemens Networks, Alcatel-Lucent and Samsung.	Ken Rehbehn	Mobile Infrastructure	Battleground
Q4 2012	Attitudes of Retailers to Mobile Money	This report assesses Yankee Group survey results on retailers' opinions of mobile transactions.	Nick Holland	Mobile Transactions	Data Insight
Q4 2012	BAI Retail	This report reviews announcements and trends from the banking industry show.	Nick Holland	Mobile Transactions	Event Impact
Q4 2012	MM Mobile Care Lowers Cost to Serve	This report presents case examples of good mobile care solutions, evaluating what works and what doesn't.	Nick Holland	Mobile Transactions, Consumer Mobile Services, Customer Experience	Technology Roadmap
Q4 2012	MM One-Time Tokens and CNP Fraud	This report evaluates ways to fix online card fraud with dynamic, mobile-generated tokens.	Nick Holland	Mobile Transactions, Security	Business Case

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Q4 2012	MBB 4G Deployment Case Study Series: Beyond Tier 1	This report wraps up a series of 4G case studies covering the U.S. market.	Rich Karpinski, Ken Rehbehn	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure	Business Case
Q4 2012	MBB How Are Consumers Using 4G?	This report looks at how bandwidth consumption usage is trending and impacting network and service planning.	Rich Karpinski	Consumer Mobile Services, Service Provider Strategies, Mobile Infrastructure, Mobile Applications	Data Insight
Q4 2012	MM Isis/Google Wallet Progress Report	This report evaluates the progress of Isis and Google Wallet and what they need to do to succeed.	Rich Karpinski	Mobile Transactions, Service Provider Strategies	Business Case
Q4 2012	Cloud Services Enable Emerging Markets Smartphones to be "PCs"	This report presents an update of Yankee Group's June 2009 report "Beyond the Poor Man's PC," which explored how lower economic strata access the Internet. It includes the PC vs. tablet vs. smartphone debate, government programs to improve penetration and the role of consumer mobile cloud.	Wally Swain	Devices, Mobile Applications, Mobile Cloud	Technology Roadmap
Q4 2012	Predictions 2013	This report presents Yankee Group's predictions of major events and market developments during 2013.	Yankee Group	TBD	Predictions