



## DOWNLOADABLE PLATFORMS INSTALLED BASE - Q4 2004

This data gives a picture of the potential market size for any mobile game distributed via downloads. Of course, just because a user has a phone capable of playing games does not mean that they will play. The various consumer research studies seem to agree on an overall figure of around 5% of users actually playing games.

However, it is worth keeping in mind that this figure does not apply equally to all of the platforms. **J2ME** is on every mass market device in developed countries, whereas many **Symbian** devices are bought by 'early adopters' (or 'hard core geeks' if you prefer!) who are much more likely to download games and other content.

These figures are worldwide; of course there are considerable geographic variations. **BREW** has a much larger market share in the US and South Korea, while **ExEn** and **Mophun** are almost non-existent outside Europe.

**Downloadable Platforms Installed Base, Q4 2004**

BREW	26
J2ME or DoJa	400 estimate
ExEn + J2ME	28
Symbian + J2ME or DoJa	14
Mophun + J2ME	1 estimate

