

CIOL NETWORK DATAQUEST FORCAST VOICE+DATA Digital THE DOUBLES Channels CYBER MEDIA



[Videos](#)
[Audio](#)
[Contest](#)
[Newsletters](#)
[Specials](#)
[RSS](#)
[Blogs](#)

[Home](#)
[News](#)
[Technology](#)
[Developer](#)
[Enterprise](#)
[SMB](#)
[Semicon](#)
[Custom Sites](#)
[Enterprise Next](#)

[Mobility](#)
[Networking](#)
[Security](#)
[Storage](#)

Top 10 Mobile App Trends in 2012

Gartner reports that location-based services will be one of the most disruptive in the next few years

Monday, November 23, 2009

[BOOKMARK](#)
[Email This](#)
[Print This](#)
[Comments](#)
[RSS](#)

SYMANTEC IS RECOVERY.
 Symantec Data Center Solutions
BETTER RECOVERY STARTS HERE
 Learn more. →
 Confidence in a connected world.

NEW YORK, USA: The recent Gartner report on Top 10 [Mobile App](#) Trends in 2012 throws light on what will be the top mobile apps of the future: "Money Transfer".

What's more interesting to us mobile marketers is what lands in the #2 and #3 spots on their list: "Location-Based Services" and "[Mobile Search](#)." Also, the #8 spot goes to our favorite "Mobile Advertising." My post earlier this morning on location-based advertiser 1020 Placecast's latest round of funding supports the thesis that when it comes to mobile, people expect to be able to discover things around them. That makes sense — after all, what good is a mobile device if you can't have access to information that you need in the moment?

Gartner reports that location-based services will be "one of the most disruptive in the next few years." Gartner predicts that the LBS user base will grow globally from 96 million in 2009 to more than 526 million 2012. "Its high user value is the result of its ability to meet a range of needs, ranging from productivity and goal fulfillment to social networking and entertainment."

Mobile search, which Gartner notes has an ultimate purpose "to drive sales and marketing opportunities on the mobile phone," is only lacking now in user experience. Once "the industry improves the user experience of mobile search so that people will come back again," Gartner predicts it will be the third most popular app in 2012.

Coming in at #8, mobile advertising is no laughing matter. Total spending on mobile

Most Commented

- Is China speaking English to beat Indian IT?
- Tech beauties strip for an Indian cause
- DoT not to extend IMEI implantation program
- India beats Europe in techies' salary hike
- Toon porn star Savita Bhabhi back in new avatar

Unified Communication for your Biz

Improve your contact center performance. See how you can make a difference.

[Watch Now](#)

[Know more](#)

Would you like to [Comment](#) on this article?

Read Comments

Muthukumar said on 11/24/2009 8:05:39 AM:

Interesting List - But there are many applications available for these purposes...!! still, the market is wide open to build new-age applications..

[Reply](#) to Muthukumar

<ul style="list-style-type: none"> ▪ Stop squeezing the data. Use ILM! ▪ Carry your Dream, Convey your Value with ZTE ▪ Unify & Rule your Business World with EMC 	<p>Custom Sites:</p> <ul style="list-style-type: none"> ▪ How to make your enterprise productive ▪ Unified Communication can impact business. Know how 	<p>Demo Downloads On:</p> <ul style="list-style-type: none"> ▪ Making Web3.0 a Reality! ▪ CIOL Enterprise Next :What's NEXT in IT? : ▪ Decrease Total System Costs With Cyclone IV FPGAs 	<p>Business-Media Solutions:</p> <ul style="list-style-type: none"> ▪ Reach your desired Target Audience and realize high ROI ▪ Effective ways of Customer Acquisition through Demand Generation ▪ Reach 2,500 potential Enterprise Customers!
--	---	---	--

[C-Change 2010](#) | [Enterprise Virtual Conference](#) | [Opt-In-Newsletters](#) | [RSS Feeds](#) | [Link Partners](#) | [Videocast](#)
[Podcast](#) | [White Papers](#) | [Case Studies](#) | [Specials](#) | [Tutorials](#) | [Ask the Expert](#) | [Forums](#) | [Product Reviews](#) | [Discussion Board](#)

+ Worth a click +

[CyberMedia](#) | [PCQuest](#) | [Dataquest](#) | [Voice&Data](#) | [Living Digital](#) | [DQ Channels](#) | [DQ Week](#) | [Global Services Media](#) | [CyberMedia Events](#)
[Cyber Astro](#) | [CyberMedia Digital](#) | [DQChannelFinder](#) | [BioSpectrum](#) | [BioSpectrum Asia](#) | [Voice&DataConnect](#) | [DARE](#)

[About CIOL](#) | [Media Kit](#) | [Site Map](#) | [Contact Us](#) | [Help](#) | [Write to CIOL](#) | [jobs@Cybermedia](#) | [Privacy Policy](#)

Copyright © CyberMedia India Online Ltd.

All rights reserved. Reproduction in whole or in part in any form or medium without written permission is prohibited.

Usage of the content from the web site is subject to [Terms and Conditions](#)