

FOR IMMEDIATE RELEASE:

Worldwide Mobile Content Tools Market to Top \$8 Billion in 2008, says INSIGHT Research Corp.

BOONTON, N.J., Aug. 27, 2008 (SEND2PRESS NEWSWIRE) -- Music and electronic game publishers, television broadcasters, video production companies, content aggregators, and telecommunications carriers worldwide are expected to spend more than \$8 billion on the tools needed to create, edit, manage, and load various forms of content onto mobile devices by year-end 2008, according to a new market research study from The INSIGHT Research Corporation.

INSIGHT's market analysis study, "Content Management for Wireless Networks, 2008-2013" describes the technology and market forces required to put music, video, and other types of information and entertainment content onto cell phones and other types of mobile devices. The study notes that current content management systems are primarily focused on the delivery of the content to a specific device type, and that within the forecast period attention will shift from discrete systems focusing on delivery of specific content using rudimentary content management integration to full-blown systems that are centered on reusable content suitable for multi-channel delivery.

"Today's tools are able to manage various types of content and put specific types of content onto specific devices," says Robert Rosenberg, INSIGHT Research president. "What is truly needed, however, and what we expect to see emerge over the next few years, are tools that unlock the value of content in the digital age by formatting and managing content for device-independence. When content becomes reusable across multiple delivery channels its value increases enormously, which will foster investment in developing the next generation of content management tools," Rosenberg concluded.

An excerpt of this research report, table of contents, and ordering information are online at:
<http://www.insight-corp.com/reports/content08.asp>.

This 112-page report is available immediately for \$3,995 (hard copy). Electronic (PDF) reports can be ordered online.

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