

Economic downturn? Not for IT & consumer electronics, which will reach \$2.1 trillion in 2012 – Gartner reports

[ComputerWorld](#) today reports a [Gartner](#) projection for 2012: the spending amount for IT, consumer electronics, mobile phones, digital media and services will reach \$2.1 trillion by the end of the year. That's \$114 billion more than 2011 (roughly +5%) which is good news considering we're in the middle of a worldwide economic downturn.



Projections for 2016 report of a grand total \$2.7 trillion, where the largest segments will be mobile-related.

*Consumer spending on mobile apps stores and e-text content is expected to triple by 2016 – from \$18 billion in 2012 to \$61 billion, Sabia added. Spending on e-text content (e-books, online news, magazines and information services) will rise from \$5 billion in 2012 to \$16 billion by 2016.*

Moreover mobile phones will account for 10% or \$222 billion of the total consumer tech market in 2012. The total is expected to climb to almost \$300 billion by 2016.

Which business model will drive **multimedia content selling and delivery**?

*Entertainment services, including cable, satellite, IPTV and online gaming is expected to grow from \$210 billion this year to almost \$290 billion in 2016, according to Gartner.*

*“Our research consistently shows that consumers are willing to pay for content they deem ‘worth it’,” said Gartner analyst Amanda Sabia.*

*“However, our research has also found that consumers are willing to tolerate an ad-supported business model in exchange for free functions and content such as personal cloud storage, social networking, information searching, email, IM, person-to-person (P2P) voice (Skype and mobile voice over IP [VoIP]), streaming/downloading video and musical content when accessing the Internet,” she added.*

So is the dreaded **freemium** or **ad-supported** business model still a winning choice (considering consumers' sentiment)?  
Looks like it is...

[Via [Gartner](#) and [ComputerWorld](#)]

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