

# **Global Direct Carrier Billing (DCB) Market Size study, by Content (Applications & Games, Video & Audio Contents, Others), by Operating System (Android Device, iOS Device, Other Devices) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Direct Carrier Billing (DCB) Market is valued at approximately USD 110.30 million in 2023 and is anticipated to grow with a healthy growth rate of more than 14.7% over the forecast period 2024-2032. Direct Carrier Billing (DCB), also known as operator billing, is a payment method allowing users to pay for online goods, products, support, services, and content via devices such as mobile phones, tablets, and Smart TVs by charging the amount to their monthly mobile bill. This mobile payment technology enables seamless transactions, enhancing user convenience and promoting digital content consumption. The DCB platform acts as an intermediary, connecting content providers and mobile network operators (MNOs), supporting merchants in offering DCB, acquiring customers, and converting them into loyal, paying customers.

The market for DCB is primarily driven by the increasing adoption of mobile devices and the rising demand for seamless, user-friendly payment solutions. Additionally, the growth in digital content consumption, especially in applications and games, video, and audio contents, is propelling the market forward. The surge in over-the-top (OTT) providers and their integration with DCB platforms, such as Disney, is becoming a significant trend in the market. Moreover, continuous advancements in mobile payment technologies and the increasing collaborations between platform providers and content creators further augment market growth. However, the market faces challenges such as security concerns and the need for standardization and interoperability between different platforms. Despite these challenges, the expansion of DCB into new industry domains and the integration of emerging technologies like artificial intelligence and machine learning present lucrative opportunities for market growth.

The key regions considered for the global Direct Carrier Billing (DCB) Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is a dominating region in the Direct Carrier Billing (DCB) Market in terms of revenue. The market growth in the region is being attributed to factors including increased usage of DCB platforms, rising demand for digital content, and collaborations between platform providers and content creators. Whereas, the market in Asia Pacific is anticipated to grow at the fastest rate over the forecast period fueled by increasing penetration of smartphones and the internet, along with the rising popularity of digital content.

Major market players included in this report are:

Bango, Plc.

Ntt Docomo

Comviva

Digital Turbine Inc.

Boku, Inc.

Dimoco

Mobiyo

Fortumo O?

Centili

Singtel

The detailed segments and sub-segment of the market are explained below:

By Content

- Applications & Games
- Video & Audio Contents
- Others

By Operating System

- Android Device
- iOS Device
- Other Devices

By Region:

North America

- U.S.
- Canada

Europe

- UK
- Germany
- France
- Spain
- Italy

- ROE

Asia Pacific

- China
- India
- Japan
- Australia
- South Korea
- RoAPAC

Latin America

- Brazil
- Mexico
- RoLA

Middle East & Africa

- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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