

Push-To-Talk Technology: Market Research Report

<https://marketpublishers.com/r/PAAD172438BEN.html>

Date: December 2011

Pages: 62

Price: US\$ 1,995.00 (Single User License)

ID: PAAD172438BEN

Abstracts

The global outlook series on Push-to-Talk Technology provides a collection of market briefs, concise summaries and highlights of research findings.

The report offers a rudimentary overview of the industry with an on-the-fly focus on the US market, and details trends, such as, changing customer perceptions, market acceptance, and adoption of PTT services, emerging customer clusters i.e.

young mobile subscribers, and use of PTT services by service providers as a tool for differentiation.

Factors challenging the market such as interoperability & inter carrier issues are also covered.

Regional markets elaborated upon include United States, Europe, Asia-Pacific, and Latin America.

The report also offers a recapitulation of noteworthy strategic corporate developments and service launches, in addition to providing an indexed, easy-to-refer, fact-finder directory listing the addresses, and contact details of major 95 companies worldwide.

Contents

1. GLOBAL MARKET OVERVIEW

A Quick Primer

Sanguine Climate in Presence Based Services Market Bodes Well for PTT

The Truth About PTT Technology...

Is It Just Commoditization of Mobile Voice Service?

Is PTT A Disruptive Technology?

What Does It Take to Survive in the Marketplace?

Closer Focus On the 3 Major Ps of Marketing

Ensuring Network Performance

Market Trends & Issues

Low Cost, Convenience & Ease of Use Drive Market Adoption

Changing Customer Perception & Growing Awareness Encourage Growth

Advancements in Standardization Lend Hope

PTT Services Help Stem Falling ARPU of Traditional Voice Services

Push to X (PTX) Expands the Functionality of PTT technology

Strong Uptake Forecasted Among Commercial/Corporate Subscribers

Benefits Accorded to Business Users

Mushy Teens Also On the Radar

Service Providers Continue to Push the Boundaries of PTT Services

Service Providers Wield PTT Services As a Tool for Differentiation

PTT Helps Lower Churn Rate Among Service Providers

Challenges to Reckon With...

Interoperability & Inter Carrier Issues

Poor User Experience Leads to End-User Disillusionment

The Need of the Hour...

OMA: Built to Chase the "Interoperability" Dream

OMA – PoC Specifications

Table 1. World Recent Past, Current and Future Analysis for Push-to-Talk Technology by Geographic Region – US, Europe, Asia-Pacific, and Rest of World Markets Independently Analyzed with Annual Subscriber Base in Millions for the Years 2010 through 2015

Table 2. World 5-Year Perspective for Push-to-Talk Technology by Geographic Region – Percentage Breakdown of Subscriber Base for US, Europe, Asia-Pacific (including

Japan), and Rest of World for Years 2011 & 2015

2. TECHNOLOGY OVERVIEW

Push-To-Talk (PTT): A Definition

Push to Talk (PTT): An Evolution Scan

PTT Over Cellular (PoC)

Key Features of PTT Service

Presence Information

Instant Call Set Up

Small Call Hold Duration

Group Calling Feature

Low Cost

Technology Bottlenecks

PTX: An Extension of PTT

Push-to-Video

Push-to-Voicemail

Push-to-Portal

Target Markets

Business Users

Blue and Grey Collar Workers

White Collar Workers

Government and Public Safety

Personal Users

Social Groups

Leisure Groups/Communities

Youth

3. STRATEGIC CORPORATE DEVELOPMENTS

4. SERVICE LAUNCHES

REGIONAL MARKET OVERVIEW

1. THE UNITED STATES

Market Overview

Table 3. US Recent Past, Current and Future Analysis for Push-to-Talk Technology Market - Annual Subscriber Base in Millions for the Years 2010 through 2015

Customer Preferences: Key Statistical Findings

Table 4. Subscriber Preferences in the United States for Next Generation Mobile Communication Services/Applications As of the Year 2010 (In %)

Table 5. Latent Demand for PTT Among Non-Subscribers in the United States: Percentage Breakdown of Subscriber Preference by End-Use Sector

PTT Service Overcomes Initial Snub from Leading Network Carriers
PTT Services Over CDMA – A Debatable Strategy

2.EUROPE

Market Overview

Italy

Hungary

Table 6. European Recent Past, Current and Future Analysis for Push-to-Talk Technology by Geographic Region – France, Germany, Italy, UK and Rest of Europe Markets Independently Analyzed with Annual Subscriber Base in Millions for the Years 2010 through 2015

Table 7. European 5-Year Perspective for Push-to-Talk Technology by Geographic Region – Percentage Breakdown of Subscriber Base for France, Germany, Italy, UK and Rest of World for Years 2011 & 2015

3.LATIN AMERICA

Mexico

Peru

Chile

Brazil

4.ASIA PACIFIC

India
Korea
China

Table 8. Asia-Pacific Recent Past, Current and Future Analysis for Push-to-Talk Technology Market - Annual Subscriber Base in Millions for the Years 2010 through 2015

Global Directory

I would like to order

Product name: Push-To-Talk Technology: Market Research Report

Product link: <https://marketpublishers.com/r/PAAD172438BEN.html>

Price: US\$ 1,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PAAD172438BEN.html>