

Global Mobile Value-Added Services (VAS) Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Mobile value added services (MVAS) are defined as mobile services that are offered by mobile service providers apart from the voice communication services.

Scope of the Report:

This report studies the Mobile Value-Added Services (VAS) market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Mobile Value-Added Services (VAS) market by product type and applications/end industries. The quick innovations in technology have led to the evolution of MVAS beyond the voice communication services. It helps mobile service providers to create and sustain new revenue streams and drive ARPU. Rising mobile phones, network penetration, and increased return on marketing spend are some of the factors driving the mobile value added services market. Social media offer new opportunities for the vendors. Whereas, privacy concerns is the key challenge being faced by the marketers in the MVAS ecosystem.

The global Mobile Value-Added Services (VAS) market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend

of Mobile Value-Added Services (VAS).

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

America Movil

Apple

Comviva Technologies

Google

AT&T

Blackberry

CanvasM Technologies

KongZhong

Near (AdNear)

Nokia

OnMobile

Samsung

Sprint

Vodafone

ZTE

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Short Messaging Service (SMS)

Multimedia Messaging Service (MMS)

Location Based Services

Mobile Email & IM

Mobile Money

Mobile Advertising

Mobile Infotainment

Market Segment by Applications, can be divided into

BFSI

Media and Entertainment

Healthcare

Education

Retail

Government

Telecom & IT

Others

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