

2018-2023 Global Mobile Value Added Services?MVAS? Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Mobile Value Added Services(MVAS) market for 2018-2023.

Mobile value-added service is the service that the mobile operators can choose to use on the basis of mobile basic business (voice service) for different user groups and market needs.

The mobile value-added service is the result of the market segmentation. It fully excavates the potential of the mobile network and meets the various needs of the users, so it has achieved great success in the market. For example, the prepaid service (Shenzhou bank, as well as it), the short message value-added service (mobile dream network, the Unicom in the letter) has a large number of users, has become the main brand of the operators. Mobile value-added service has become the most important part of the value chain of mobile operators, and has huge market prospects and huge demand. It is predicted that the value added service market of China Mobile will grow by more than 30% per year.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World. Annual estimates and forecasts are provided for the period 2018 through 2025. Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research.

This report analyzes the worldwide markets for Mobile Value Added Services(MVAS) in US\$ by the following Product Segments: SMS, MMS, Mobile Money, Mobile Infotainment



Company profiles are primarily based on public domain information including company

Verizon
China Mobile
NTT
Deutsche Telekom
China Telecom Telefonica
Softbank
Vodafone
Orange
AT&T
Over the next five years, LPI(LP Information) projects that Mobile Value Added
Services(MVAS) will register a xx% CAGR in terms of revenue, reach US\$ xx million by
2023, from US\$ xx million in 2017.
This report presents a comprehensive overview, market shares and growth
opportunities of Mobile Value Added Services(MVAS) market by product type,
application, key companies and key regions.
To calculate the market size, LP Information considers value generated from the sales
of the following segments:
Segmentation by product type:
SMS
NANAO.
MMS
Mobile Infotainment
Others
Segmentation by application:

Personal Use

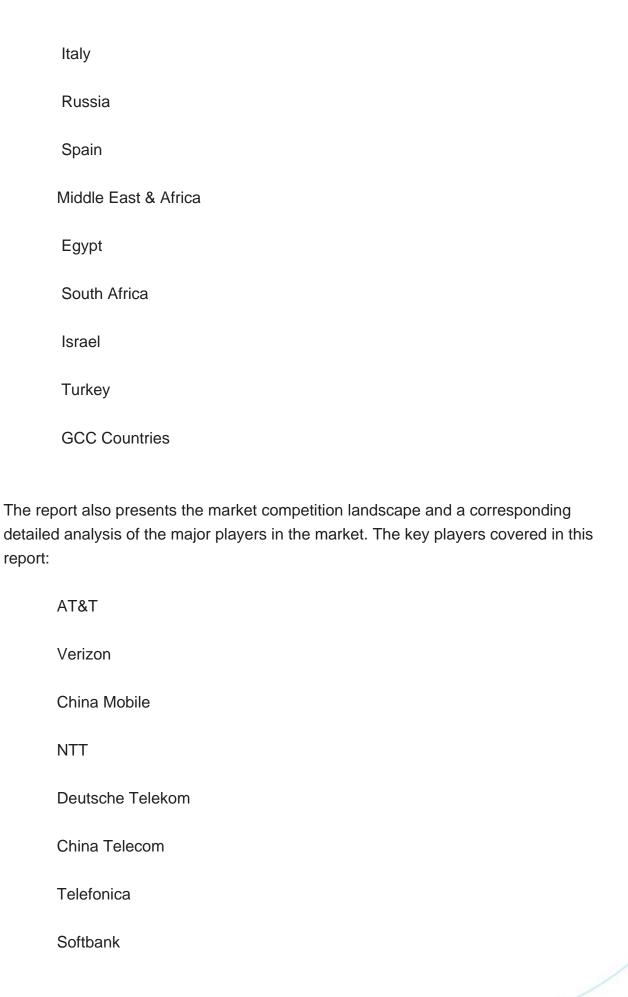


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APAC			
China			
Japan			
Korea			
Southeast Asia			
India			
Australia			
Europe			
Germany			
France			
UK			







Vodafone

Orange

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Mobile Value Added Services(MVAS) market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Mobile Value Added Services(MVAS) market by identifying its various subsegments.

Focuses on the key global Mobile Value Added Services(MVAS) players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Mobile Value Added Services(MVAS) with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Mobile Value Added Services(MVAS) submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.



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