

Global Premium A2P (MT) and P2A (MO) SMS/MMS Messaging Market Size and Forecast, 2010 – 2015

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Abstracts

Telecom providers are increasingly focusing on value-added services to boost up their average revenue per user (ARPU). Premium messaging is one of the value added services existing in the hi-tech work due to its ability to enhance the average revenue per users by providing contents to masses, which generates excitement as well as easy way of reaching subscribers in minimum time. This report analyzes the market for premium messaging services such as PSMS and PMMS.

Premium messaging market volume is expected to reach \$631.5 billion by the year 2015, growing at a CAGR of 40.8%. The main forces driving the volume are the decreasing price of premium messages and the convenience it offers to the users. Players in this market can gain competitive advantages by entering into agreements and collaborations and bundling their service offerings.

The report provides extensive analysis of the premium messaging industry including pricing, current market trends, industry drivers and challenges for better understanding of the premium messaging market structure. The premium messaging industry is segmented in terms of origination and termination type, applications and usage. This report covers the roles and strategies of key premium SMS wholesalers, content/platform providers and Mobile network operators.

In the value chain of premium messaging services on the whole, three points are involved; namely: Mobile Network operators, SMS wholesalers or aggregators and Content providers. Mobile network operators earn maximum revenue share in the value chain owing to their front ending ability with end users.

We have used a combination of primary and secondary research to arrive at the market

estimates, market shares and trends. To derive volume (messages/year) of the global premium messaging market, we have adopted bottom-up model and further validated numbers with the key market participants that include Chief Executive Officers, Vice-Presidents, global heads of strategy, etc.

Scope of the report

The report provides extensive analysis of the premium messaging industry including pricing, current market trends, industry drivers and challenges for better understanding of the premium messaging market structure. This report covers the roles and strategies of key premium SMS wholesalers, content/platform providers and Mobile network operators.

Market Overview

This section discusses the market definition of Global premium messaging market. It also takes a look at the way market is segmented and the methodology; along with the assumptions considered for forecasting the revenues. The above-mentioned section makes a point to cover the winning imperatives along with the burning issues in the market. Drivers, restraints and opportunities for the global premium messaging market have also been taken care of.

Market segmentation

This research report has segmented the global market for premium messaging to forecast the revenues and analyzing trends in each of the following submarkets:

On the basis of messaging technologies:

PSMS

PMMS

On the basis of origin and termination of messages:

Application-to-Person (A2P), mobile terminated (MT)

Person-to-Application (P2A) or mobile originated (MO)

On the basis of premium messaging applications:

Billing and micro payments

Subscriber services and Information on demand

Voting and Entertainment

Mobile Marketing

Others

On the basis of Geography:

North America (NA)

South America (SA)

Europe, Middle East and Africa (EMEA)

Asia-Pacific including Japan (APAC)

Geographic Analysis

This sections provides a brief overview of all the geographies pertaining to premium messaging; it covers the trends prevailing in each and every geography and the regulations which are impacting the overall premium messaging market in that particular geography.

Company Profiles

This section provides the profiles of major companies participating in the Premium messaging market. Company profiles include a brief overview of the company, primary business, strategies followed and developments.

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Discover new opportunities:

This market research study will forecast the future roles, uses, and acceptances of new products, services, and applications emerging in the marketplace. It will identify opportunities where companies can get a leg up on the competition.

Key questions answered

What are the winning imperatives, key burning issues and opportunities present in the market?

What are the factors which will drive the Global premium messaging market and its various sub-segments?

What factors are inhibiting Global premium messaging market and its sub segments?

What are the trends and regulations influencing the market at the macro and micro level?

How is the competitive outlook and who are the major players in premium messaging?

Powerful Research and analysis

The analysts working with MarketsandMarkets come from renowned publishing and market research firms globally, thereby adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies.

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