

# **Mobile Value Added Services (MVAS) Market by Solution (SMS, MMS, Mobile Money, Mobile Infotainment, and Others), by End User (SMBs and Enterprises), by Vertical (BFSI, Government, and Others), & by Geography - Global Forecast and Analysis to 2020**

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## **Abstracts**

MVAS solution generates large revenue opportunity for network operators as more and more number of user access communication, utility, transaction, and infotainment services on mobile. The network operators are adding innovative MVAS services in their portfolio to provide an enhanced customer experience and generate new revenue. MVAS solution providers are focusing on agreements, collaborations, partnership, and expansion strategies to compete in this market.

The MVAS market has been broadly segmented by types of solution, end user, industry verticals, and regions. The major drivers, restraints, opportunities and challenges; and their impact have been briefly described in this report. The notable market players in this domain include Google, Apple, Comviva Technologies, AT&T, Vodafone, OnMobile, KongZhong, One97 Communication, Comverse, and InMobi. The report on the MVAS market also provides in-depth analysis of the key players in solutions and services ecosystems with their profiles, recent developments, key issues, global adoption trends, opportunities in market, and future growth potential.

The report will help the market leaders/new entrants in this market in the following ways:

1. This report segments the market into categories, services, end users, and verticals covering this market comprehensively. It provides the closest approximations of the

revenue numbers for the overall market and the sub segments. The market numbers are further split across different regions.

2. This report will help them better understand the competitor and gain more insights to better position their business. There is a separate section on competitive landscape, including mergers and acquisition and venture capital funding. Besides, there are company profiles of top players in this market. In this section, market internals are provided that can put organizations ahead of their competitors.

3. This report will help supplier understand the pulse of the market and provide information on key market drivers, restraints, and opportunities.

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