

Mobile Internet Market in India 2017

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Abstracts

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Netscribes' latest market research report titled Mobile Internet Market in India 2017 illuminates the internet usage scenario in the domestic market. Mobile internet provides access to an abundance of circumstantially appropriate information available on the World Wide Web on a number of mobility devices across multiple wireless networks. Smartphones, Featurephones, Tablets or mobile broadband modems can take advantage of mobile data services for web surfing, emails, video and music streaming, file download and upload, and mobile applications amongst others. Evolving demographics and consumer behavior strongly support the concept of modern mobile-based services, which creates a favorable impact on the growth of the mobile internet market. The Government's 'Digital India' initiative which aims to utilize the potential of digital technologies to address significant socioeconomic challenges in the country also acts as a major growth driver of the market.

The rise in the number of local broadband players providing low cost data plans is one of the main barriers which mobile internet network operators are currently facing. Moreover, several non-users of mobile internet lack awareness of the full range of internet usage and content available as they lack the digital skills to be able to access mobile internet which stops them from taking up internet content by mobile network operators and service providers. Despite these challenges in the industry, the market is expected to grow with more players entering the market and introducing cost effective mobile internet subscription plans to increase the rate of mobile internet adoption among the consumers.

COVERAGE:

Overview of the mobile internet market in India and forecasted market size data

over 2013 to 2020

Access Service Provider-wise growth in Wireless Subscriber Base in 2016 and
Area-wise Growth in Wireless Subscriber Base in 2016

Data Usage in India By Device as of Sep 2016

Qualitative analysis of the major drivers and challenges affecting the market

Market dynamics through major trends and opportunities

Analysis of the competitive landscape and detailed profiles of major public and
private players

Detailed description of the 'Digital India' initiative by the Government of India

Key recent developments associated with the mobile internet market in India

WHY BUY?

Get a broad understanding of the mobile internet market in India, the dynamics
of the market and current state of the same

Be informed regarding the major trends of adoption for mobile internet and the
prime opportunity areas in the market

Strategize marketing, market-entry, market expansion, and other business plans
by understanding factors influencing growth in the market

Understand major competitors' business, market dynamics, and respond
accordingly

Make more informed business decisions with the help of insightful
recommendations provided to succeed in the market

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About

Mobile Internet - Overview

Mobile internet provides access to an abundance of circumstantially appropriate information available on the World Wide Web through a number of mobile devices functioning across multiple wireless networks

The concept incorporates data-optimized telecom networks and takes advantage of pre-established web resources as an execution platform

Presentation schema of the readily-available web content adapts to multi-device communications enabled by wireless data gateways

Variety of purposes such as smartphones, featurephones, tablets or USB modems can take advantage of mobile data services for web surfing, emails, media streaming, file download and upload, and mobile applications, among others

Numerous Web-based technologies have emerged in recent times for delivery of mobile internet services efficiently

They include modern web-based software and web 2.0 community-generated applications

With the growing usage of mobile devices prompted by the busy modern-day lifestyles of consumers, there is an increasing need for on-the-go internet-based services

Drivers

Colossal Wireless Subscriber Base

Soaring Adoption of Mobile Devices and Reduction in their Prices

Increase in Disposable Income and Economic Advancement

Growing Demand for Content-Rich Applications & Services

Challenges

Inferior or Inconsistent Services

Low Smartphone & Tablet Penetration in Rural Areas

Affordability of Next Generation Mobile Networks

Market Trends

Reduction in Data Tariff

Abolition of Data Cap

Flexible Data Packs

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