+44 20 8123 2220
info@marketpublishers.com

MTS: mobile broadband case study

https://marketpublishers.com/r/ME78336F2EDEN.html
Date: November 2009
Pages: 10
Price: US$ 895.00 (Single User License)
ID: ME78336F2EDEN

Abstracts

MTS has put mobile broadband at the heart of its mobile data services strategy. This case study focuses on how MTS is addressing the big-screen mobile broadband opportunity in Russia, its success to date and its future outlook.

+44 20 8123 2220
info@marketpublishers.com

Contents

EXECUTIVE SUMMARY
IN A NUTSHELL
KEY MESSAGES
OVUM VIEW
MTS AND MOBILE BROADBAND IN RUSSIA
GROWTH FOR MTS IN RUSSIA
HSPA PROVIDES A TESTED, COST-EFFECTIVE SOLUTION
MTS NEEDS TO DOMINATE MOBILE BROADBAND
PARTNERING FOR SUCCESS
MOBILE BROADBAND GO-TO-MARKET STRATEGY
TARGET MARKET
PRICING STRATEGY
PROMOTIONAL STRATEGY
SUCCESS TO DATE AND FUTURE OUTLOOK
STRONG GROWTH TO DATE
FUTURE OUTLOOK

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: MTS's mobile data tariffs

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Broadband forecast for Russia by technology type
Figure 2: MTS's value-added service revenues: 1Q08–2Q09

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: MTS: mobile broadband case study
Product link: https://marketpublishers.com/r/ME78336F2EDEN.html
Price: US$ 895.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ME78336F2EDEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970