

Optimization & Monetization Mobile Data Traffic 4Q 2013

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Date: December 2012

Pages: 58

Price: US\$ 3,500.00 (Single User License)

ID: O208BBDDC6AEN

Abstracts

This report provides an updated analysis of the dynamic mobile data market from the perspective of the mobile operator, with an emphasis on optimized delivery of mobile data traffic over the network and opportunities to monetize the data. The report includes the latest consumer data from Parks Associates' Untapped Consumer Opportunities for Mobile Services consumer study.

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