

Global and Chinese Mobile Value Added Services (MVAS) Industry, 2018 Market Research Report

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Abstracts

The 'Global and Chinese Mobile Value Added Services (MVAS) Industry, 2013-2023 Market Research Report' is a professional and in-depth study on the current state of the global Mobile Value Added Services (MVAS) industry with a focus on the Chinese market. The report provides key statistics on the market status of the Mobile Value Added Services (MVAS) manufacturers and is a valuable source of guidance and direction for companies and individuals interested in the industry. Firstly, the report provides a basic overview of the industry including its definition, applications and manufacturing technology. Then, the report explores the international and Chinese major industry players in detail. The companies include: Apple, Comviva Technologies, AT&T, Vodafone, OnMobile, KongZhong, One97 Communication, Comverse, InMobi, NowSMS, Mozat, Cycos, Redknee, Canvasm Technologies, Tapjoy, Vormetric, Opencode Systems, Gemal et al. In this part, the report presents the company profile, product specifications, capacity, production value, and 2013-2018 market shares for each company. Through the statistical analysis, the report depicts the global and Chinese total market of Mobile Value Added Services (MVAS) industry including capacity, production, production value, cost/profit, supply/demand and Chinese import/export. The total market is further divided by company, by country, and by application/type for the competitive landscape analysis. The report then estimates 2018-2023 market development trends of Mobile Value Added Services (MVAS) industry. Analysis of upstream raw materials, downstream demand, and current market dynamics is also carried out. In the end, the report makes some important proposals for a new project of Mobile Value Added Services (MVAS) Industry before evaluating its feasibility. Overall, the report provides an in-depth insight of 2013-2023 global and Chinese Mobile Value Added Services (MVAS) industry covering all important parameters.

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Contents

CHAPTER ONE INTRODUCTION OF MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

- 1.1 Brief Introduction of Mobile Value Added Services (MVAS)
- 1.2 Development of Mobile Value Added Services (MVAS) Industry
- 1.3 Status of Mobile Value Added Services (MVAS) Industry

CHAPTER TWO MANUFACTURING TECHNOLOGY OF MOBILE VALUE ADDED SERVICES (MVAS)

- 2.1 Development of Mobile Value Added Services (MVAS) Manufacturing Technology
- 2.2 Analysis of Mobile Value Added Services (MVAS) Manufacturing Technology
- 2.3 Trends of Mobile Value Added Services (MVAS) Manufacturing Technology

CHAPTER THREE ANALYSIS OF GLOBAL KEY MANUFACTURERS(APPLE, COMVIVA TECHNOLOGIES, AT&T, VODAFONE, ONMOBILE, KONGZHONG, ONE97 COMMUNICATION, COMVERSE, INMOBI, NOWSMS, MOZAT, CYCOS, REDKNEE, CANVASM TECHNOLOGIES, TAPJOY, VORMETRIC, OPENCODE SYSTEMS, GEMAL ET AL.)

- 3.1 Company A
 - 3.1.1 Company Profile
 - 3.1.2 Product Information
 - 3.1.3 2013-2018 Production Information
 - 3.1.4 Contact Information
- 3.2 Company B
 - 3.2.1 Company Profile
 - 3.2.2 Product Information
 - 3.2.3 2013-2018 Production Information
 - 3.2.4 Contact Information
- 3.3 Company C
 - 3.2.1 Company Profile
 - 3.3.2 Product Information
 - 3.3.3 2013-2018 Production Information
 - 3.3.4 Contact Information
- 3.4 Company D
 - 3.4.1 Company Profile

- 3.4.2 Product Information
- 3.4.3 2013-2018 Production Information
- 3.4.4 Contact Information
- 3.5 Company E
 - 3.5.1 Company Profile
 - 3.5.2 Product Information
 - 3.5.3 2013-2018 Production Information
 - 3.5.4 Contact Information
- 3.6 Company F
 - 3.6.1 Company Profile
 - 3.6.2 Product Information
 - 3.5.3 2013-2018 Production Information
 - 3.6.4 Contact Information
- 3.7 Company G
 - 3.7.1 Company Profile
 - 3.7.2 Product Information
 - 3.7.3 2013-2018 Production Information
 - 3.7.4 Contact Information
- 3.8 Company H
 - 3.8.1 Company Profile
 - 3.8.2 Product Information
 - 3.8.3 2013-2018 Production Information
 - 3.8.4 Contact Information

CHAPTER FOUR 2013-2018 GLOBAL AND CHINESE MARKET OF MOBILE VALUE ADDED SERVICES (MVAS)

- 4.1 2013-2018 Global Capacity, Production and Production Value of Mobile Value Added Services (MVAS) Industry
- 4.2 2013-2018 Global Cost and Profit of Mobile Value Added Services (MVAS) Industry
- 4.3 Market Comparison of Global and Chinese Mobile Value Added Services (MVAS) Industry
- 4.4 2013-2018 Global and Chinese Supply and Consumption of Mobile Value Added Services (MVAS)
- 4.5 2013-2018 Chinese Import and Export of Mobile Value Added Services (MVAS)

CHAPTER FIVE MARKET STATUS OF MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

- 5.1 Market Competition of Mobile Value Added Services (MVAS) Industry by Company
- 5.2 Market Competition of Mobile Value Added Services (MVAS) Industry by Country (USA, EU, Japan, Chinese etc.)
- 5.3 Market Analysis of Mobile Value Added Services (MVAS) Consumption by Application/Type

CHAPTER SIX 2018-2023 MARKET FORECAST OF GLOBAL AND CHINESE MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

- 6.1 2018-2023 Global and Chinese Capacity, Production, and Production Value of Mobile Value Added Services (MVAS)
- 6.2 2018-2023 Mobile Value Added Services (MVAS) Industry Cost and Profit Estimation
- 6.3 2018-2023 Global and Chinese Market Share of Mobile Value Added Services (MVAS)
- 6.4 2018-2023 Global and Chinese Supply and Consumption of Mobile Value Added Services (MVAS)
- 6.5 2018-2023 Chinese Import and Export of Mobile Value Added Services (MVAS)

CHAPTER SEVEN ANALYSIS OF MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY CHAIN

- 7.1 Industry Chain Structure
- 7.2 Upstream Raw Materials
- 7.3 Downstream Industry

CHAPTER EIGHT GLOBAL AND CHINESE ECONOMIC IMPACT ON MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

- 8.1 Global and Chinese Macroeconomic Environment Analysis
 - 8.1.1 Global Macroeconomic Analysis
 - 8.1.2 Chinese Macroeconomic Analysis
- 8.2 Global and Chinese Macroeconomic Environment Development Trend
 - 8.2.1 Global Macroeconomic Outlook
 - 8.2.2 Chinese Macroeconomic Outlook
- 8.3 Effects to Mobile Value Added Services (MVAS) Industry

CHAPTER NINE MARKET DYNAMICS OF MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

- 9.1 Mobile Value Added Services (MVAS) Industry News
- 9.2 Mobile Value Added Services (MVAS) Industry Development Challenges
- 9.3 Mobile Value Added Services (MVAS) Industry Development Opportunities

CHAPTER TEN PROPOSALS FOR NEW PROJECT

- 10.1 Market Entry Strategies
- 10.2 Countermeasures of Economic Impact
- 10.3 Marketing Channels
- 10.4 Feasibility Studies of New Project Investment

CHAPTER ELEVEN RESEARCH CONCLUSIONS OF GLOBAL AND CHINESE MOBILE VALUE ADDED SERVICES (MVAS) INDUSTRY

Tables & Figures

TABLES AND FIGURES

Figure Mobile Value Added Services (MVAS) Product Picture

Table Development of Mobile Value Added Services (MVAS) Manufacturing Technology

Figure Manufacturing Process of Mobile Value Added Services (MVAS)

Table Trends of Mobile Value Added Services (MVAS) Manufacturing Technology

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity Production Price Cost Production Value List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity Production Price Cost Production Value List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Figure Mobile Value Added Services (MVAS) Product and Specifications

Table 2013-2018 Mobile Value Added Services (MVAS) Product Capacity, Production, and Production Value etc. List

Figure 2013-2018 Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Figure 2013-2018 Mobile Value Added Services (MVAS) Production Global Market Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Capacity List

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Capacity Share List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Manufacturers Capacity Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Production List

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Production Share List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Manufacturers Production Share

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Capacity Production and Growth Rate

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Manufacturers

Production Value List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Production Value and Growth Rate

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Production Value Share List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Manufacturers Production Value Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Capacity Production Cost Profit and Gross Margin List

Figure 2013-2018 Chinese Share of Global Mobile Value Added Services (MVAS) Production

Table 2013-2018 Global Supply and Consumption of Mobile Value Added Services (MVAS)

Table 2013-2018 Import and Export of Mobile Value Added Services (MVAS)

Figure 2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Capacity Market Share

Figure 2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Production Market Share

Figure 2018 Global Mobile Value Added Services (MVAS) Key Manufacturers Production Value Market Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Capacity List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Capacity

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Capacity Share List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Capacity Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Production List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Production

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Production Share List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Production Share

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Consumption Volume List

Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Consumption Volume

Table 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Consumption Volume Share List
Figure 2013-2018 Global Mobile Value Added Services (MVAS) Key Countries Consumption Volume Share
Figure 78 2013-2018 Global Mobile Value Added Services (MVAS) Consumption Volume Market by Application
Table 89 2013-2018 Global Mobile Value Added Services (MVAS) Consumption Volume Market Share List by Application
Figure 79 2013-2018 Global Mobile Value Added Services (MVAS) Consumption Volume Market Share by Application
Table 90 2013-2018 Chinese Mobile Value Added Services (MVAS) Consumption Volume Market List by Application
Figure 80 2013-2018 Chinese Mobile Value Added Services (MVAS) Consumption Volume Market by Application
Figure 2018-2023 Global Mobile Value Added Services (MVAS) Capacity Production and Growth Rate
Figure 2018-2023 Global Mobile Value Added Services (MVAS) Production Value and Growth Rate
Table 2018-2023 Global Mobile Value Added Services (MVAS) Capacity Production Cost Profit and Gross Margin List
Figure 2018-2023 Chinese Share of Global Mobile Value Added Services (MVAS) Production
Table 2018-2023 Global Supply and Consumption of Mobile Value Added Services (MVAS)
Table 2018-2023 Import and Export of Mobile Value Added Services (MVAS)
Figure Industry Chain Structure of Mobile Value Added Services (MVAS) Industry
Figure Production Cost Analysis of Mobile Value Added Services (MVAS)
Figure Downstream Analysis of Mobile Value Added Services (MVAS)
Table Growth of World output, 2013 ?C 2018, Annual Percentage Change
Figure Unemployment Rates in Selected Developed Countries, January 2008 ?C March 2015
Figure Nominal Effective Exchange Rate: Japan and Selected Emerging Economies, September 2013-March 2015
Figure 2013-2018 Chinese GDP and Growth Rates
Figure 2013-2018 Chinese CPI Changes
Figure 2013-2018 Chinese PMI Changes
Figure 2013-2018 Chinese Financial Revenue and Growth Rate
Figure 2013-2018 Chinese Total Fixed Asset Investment and Growth Rate
Figure 2018-2023 Chinese GDP and Growth Rates

Figure 2018-2023 Chinese CPI Changes

Table Economic Effects to Mobile Value Added Services (MVAS) Industry

Table Mobile Value Added Services (MVAS) Industry Development Challenges

Table Mobile Value Added Services (MVAS) Industry Development Opportunities

Figure Map of Chinese 33 Provinces and Administrative Regions

Table Selected Cities According to Industrial Orientation

Figure Chinese IPR Strategy

Table Brief Summary of Suggestions

Table New Mobile Value Added Services (MVAS)s Project Feasibility Study

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