

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

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Abstracts

The 'Global and Chinese Mobile Value-Added Services (VAS) Industry, 2013-2023 Market Research Report' is a professional and in-depth study on the current state of the global Mobile Value-Added Services (VAS) industry with a focus on the Chinese market. The report provides key statistics on the market status of the Mobile Value-Added Services (VAS) 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: America Movil, Apple, Comviva Technologies, Google, AT&T, Blackberry, CanvasM Technologies, KongZhong, Near (AdNear), Nokia, OnMobile, Samsung, Sprint, Vodafone, ZTE 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 (VAS) 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 (VAS) 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 (VAS) Industry before evaluating its feasibility. Overall, the report provides an in-depth insight of 2013-2023 global and Chinese Mobile Value-Added Services (VAS) industry covering all important parameters.

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