

# Indian MVAS Market Forecast to 2014

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## Abstracts

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India mobile value-added services (MVAS) market has been witnessing phenomenal growth since 2005 and has by far, outpaced other markets around the world. The sector has emerged as the most vibrant and transforming division of the overall Indian telecom industry. It had witnessed a series of developments on the back of various factors, such as rising Internet and broadband penetration, double-digit growth in terms of number of mobile phone users, innovation in product development, and commercialization. The economic slowdown had no effects on the industry's growth and the market performed remarkably well, compared to the other major mobile VAS markets including the US, Japan, and the UK.

According to our report, "Indian MVAS Market Forecast to 2014", Indian mobile VAS market has been growing at a rapid pace and outpaced in all market dimensions. Apart from subscriber's base growth, various other factors including innovation, scale, value chain supremacy, and insight into the evolving VAS user base supported VAS players to achieve astonishing revenue results. Strong interest of domestic and global investors in the country's 3G and BWA auctions confirms the strong future market developments in demand of data and content-based services and enable MVAS market to grow at around 32% CAGR during 2011-2014.

Despite such an optimistic industry projections, there exist some growth hurdles which can dent market growth in the long run. For instance, with the growth in mobile VAS industry, mobile subscriber's demand for data rich VAS and user centric VAS is advancing fast. At present, there are not enough incentives available for content developers to create innovative content. If better VAS has to be offered, it is necessary

to offer enough incentives to non-operator segment of the ecosystem.

Our report, “Indian MVAS Market Forecast to 2014”, has been authored to evaluate future growth potentials of India mobile value added service market. The report provides extensive research and analysis on MVAS historical, current, and projected market trends. It thoroughly includes statistics/information on MVAS segments, such as information VAS, entertainment VAS, and m-commerce VAS to provide deep understanding on market dynamics. It also segregates MVAS market in urban and rural categories and includes statistical analysis on the same.

Most importantly, the report has also given the industry forecast based on correlation of past drivers, challenges, and opportunities for expansion. In this way, the report presents a complete and coherent analysis of the India MVAS industry and will prove to be decisive for clients.

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