

Assessment of the Global Mobile VAS Industry

<https://marketpublishers.com/r/A130C3C4EB0EN.html>

Date: October 2011

Pages: 25

Price: US\$ 800.00 (Single User License)

ID: A130C3C4EB0EN

Abstracts

Executive summary

With mobile penetration rates in the developed markets crossing 100 per cent, operators have shifted their focus from voice to data services. Emerging markets such as China and India that have significant telecom penetration levels, are also witnessing a noticeable shift towards data applications. The Mobile-VAS segment is expected to grow significantly, owing to the increasing adoption of 3G & 4G services in many countries.

Mobile data services and value-added services would facilitate telecom operators in differentiating their offerings and improve their revenues. Mobile internet and entertainment services will be the key drivers of telecom ARPU, since the voice ARPU is estimated to fall by almost 20 per cent during the next few years.

Why should the report be purchased?

Our report 'Assessment of the Global Mobile VAS Industry' highlights the key trends and developments of the Global MVAS industry. It also analyses the performance of the leading markets, along with their market size, key players and emerging trends. The report also studies the evolution of the industry and its revenue model.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 3-5 business days, as each hard copy is custom printed for the client.

About Smart Research Insights (SRI)

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

Contents

1 INTRODUCTION TO MOBILE VAS

2 INDUSTRY VALUE CHAIN AND REVENUE MODEL: AN OVERVIEW

3 EMERGING TRENDS & DRIVERS

4 KEY REGIONS

4.1 USA

4.2 Russia

4.3 Brazil

4.4 India

4.5 China

5 OPPORTUNITIES IN EMERGING MARKETS

5.1 Poland

5.2 Italy

5.3 South Africa

6 CONCLUSION

7 RESEARCH METHODOLOGY

8 ABOUT SMART RESEARCH INSIGHTS

I would like to order

Product name: Assessment of the Global Mobile VAS Industry

Product link: <https://marketpublishers.com/r/A130C3C4EB0EN.html>

Price: US\$ 800.00 (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/A130C3C4EB0EN.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**

Customer 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