

Assessment of the Global Mobile VAS Industry

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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 ARPUs, since the voice ARPUs are 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.

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