

Assessment of the Indian MVAS Industry

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Abstracts

Executive summary

The Indian MVAS industry is witnessing rapid growth and evolution, wherein leading players are moving up the value chain and creating platforms to leverage the existing content aggregation and commercial model. With declining Average Revenue Per User (ARPU) and the saturation telecom markets, it has become imperative for players to explore innovative MVAS revenue avenues.

The industry's growth is driven by factors such as increasing affordability, rising convergence of content and entertainment and growing need for mobile entertainment & social networking. While battling with challenges including revenue sharing and high content costs, the MVAS segment is encouraged by the launch of 3G services. These services are expected to enable MVAS players in providing higher volume of existing services and innovative data related services to the consumers.

Why should the report be purchased?

Our report 'Assessment of the Indian MVAS Industry' highlights key trends and developments emerging in the Indian MVAS industry. It analyses the challenges being faced by the industry that can hamper its future growth. The report also studies the impact of the 3G launch on the future landscape of the Indian MVAS segment. A detailed study of key players in the market has also been presented.

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.

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About

Traditionally, MVAS was introduced as an additional feature along with the standard voice communication services. However, over the period it has evolved as an independent revenue-generating vertical for telecom operators. The segments growing popularity and high potential it has gained attraction of various investors globally and they are keen to invest in the industry at different nodes of the value chain. With the rising number of global mobile subscribers and the increasing telecom spending by customers, many companies are making efforts to gain a foothold in this market.

Value creation in the MVAS segment was originally dependent on and driven by the telecom operators. However, the value proposition of the industry is witnessing a gradual shift, as many companies are entering the VAS market to serve specific needs of customers. While, MVAS was previously limited to certain applications such as SMS and ringtones, now the scope of MVAS services has expanded to include education and banking. With ongoing innovations and introduction of new applications, the significance of these services is likely to increase in improving the quality of life.

The MVAS revenue model pursues the reverse order of the MVAS value chain, initiating from subscribers who are billed as either prepaid or post-paid customers. Currently, subscribers can buy content directly from content generators, content developers, and content aggregators, and pay them online, or via cash card, without necessarily buying through telecom operators. This allows them to save on operator charges towards transaction facilitation.

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