

# Emerging Opportunities in 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. It can safely be said that MVAS space in India is on a high-growth path, and newer opportunities in sector are being created continuously. Nevertheless it is crucial that stakeholders throughout the value chain will need to work in collaboration to overcome hurdles and create a business ecosystem that is able to give fair returns to all the players.

### 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.

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### **About Smart Research Insights (SRI)**

SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis.

Undertaking in-depth secondary research we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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