

# Tariff Trends SnapShot 42 - Asian Mobile Value Added Services

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Date: September 2015

Pages: 0

Price: US\$ 299.00 (Single User License)

ID: TB966C47162EN

## Abstracts

About the Tariff Trend SnapShot Service. It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

The TCL Tariff Trends SnapShot #42 (Series 2015) Asian Mobile Value Added Services.

In SnapShot 42, TCL analyses the types of value added service being provided by MNOs in Asia. In some Asian countries, including Sri Lanka, Indonesia & Cambodia, there is a huge range of applications being offered, accessible by SMS or as a downloadable app or via a mobile web site. Popular applications include -social networking, information & news alerts, gaming, music, TV & video services. Typically, the services use content tailored to each local market & have a variety of payment methods (per use, per day or per month). Payment can be via top up, or be added to a monthly MNO bill.

## Contents

### **1. INTRODUCTION – TYPES OF ASIAN MOBILE VALUE ADDED SERVICES**

### **2. EXAMPLES OF ASIAN MOBILE VAS SERVICES – BY COUNTRY**

### **3. THE USER SEGMENTS FOR MOBILE VAS IN ASIA**

### **4. CONCLUSION – THE IMPORTANCE OF MOBILE VAS IN ASIA**

#### **KEY COMPANIES MENTIONED IN THIS SNAPSHOT INCLUDE:**

3 (Indonesia), AIS (Thailand), Beeline (Cambodia), Beeline (Laos), Celcom (Malaysia), Chunghwa Telecom (Taiwan), Dialog (Sri Lanka), DiGi (Malaysia), Dtac (Thailand), Etisalat (Sri Lanka), FarEasTone (Taiwan) Globe (Philippines), Indosat (Indonesia), Laotel (Laos), Maxis (Malaysia), Mobilink (Pakistan), qb (Cambodia), Smart (Cambodia), Taiwan Mobile (Taiwan), Telenor (Pakistan), Telkomsel (Indonesia), Unitel (Laos) & XL (Indonesia).

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