

# Global Mobile Vertical Markets 2016-2020

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## Abstracts

Mobile Network Operators (MNOs) are exploring various ways to expand their vertical markets. SIM-based NFC mobile payment service which is slowly and steadily catching on is being looked upon as the next big thing in vertical market by MNOs for varied reasons especially as an enabler in revenue generation.

GSMA estimates suggest there were in excess of 150 SIM based-NFC launches in 2015. Consequently, the growth trend for NFC-enabled SIM shipments as units soared by 69 per cent from 78 million in 2013 –to- 132 million units in 2014. Now in 2016, there are over 60 MNOs which are leveraging SIM-based NFC mobile payment service. And to add to it, according to GSMA, 50 per cent of all smartphones were NFC enabled in 2015.

It all started when in the year 2011 on the eve of Mobile Asia Congress, GSMA announced commitment of 45 of the world's leading mobile operators have committed to support and implement SIM-based Near Field Communications (NFC) solutions and services.

Who those (new) operators are; their demographics; size of the opportunity; detailed terms of engagements; vendor knowhows, and their 'bowling alley' models...visit the latest research published by Teleresearch Labs: Global Mobile Vertical

Markets 2016 to 2020 (February 2016 edition). Click here (link) for more details.

## GUIDING PRINCIPLES

Bringing under one roof—all the formulary involved in “wealth creation, accumulation, and preservation” of the super-perceptive mobile operator businesses.

Inspecting operator establishments in the wake of 4G/ 5G/ NGN makeovers—across the globe; breaking - down their wealth - blueprint into—roadmaps taken, key wealth attributes—in-use, and decisions involving B2B partnerships, future investments, and more.

With more & more antiquated industries being made efficient through the internet—what're some new markets (—or rather an “old market” that's underserved)/ niches/ sub-niches waiting to abridge?

The stepping stones for vendors looking to provide cost-effective innovation across 'wealth laden' intrinsic, extrinsic, and mixed 'operator business' environments; also revealing potential vendor engagement terms, assets, responsibilities, costing for emulation & practice.

Jump ahead of time and learn how revenues are converging (/dividing) across multiple demographics and rural–urban setups; refine and ramp-up your portfolio, next generation—role while prioritising your investments toward 2020.

Presenting value cash flows of operator businesses in decline—the last mover advantage.

How are 2G/ 3G players perpetuating their growth and earnings? What other aspirants can still invigorate to their advantage?

## KEY QUESTIONS ANSWERED

How operators can quickly revive and post profits in the next quarter after consecutive quarterly losses?

How operators can break into a market/ market segment that appears saturated?

How a new entrant (MNO/ MVNO) can quickly transform its mobile wealth into revenues/ profits?

Which were the potential opportunities that operators failed to monetise effectively?

What kind of innovative ideas helped the operators to transform their business?

How operators can ride on the next wave of organic growth by helping small/medium businesses turn into digital?

How can service providers team up with incumbents and collaborate vertically/horizontally in the value chain?

What new value propositions and revenue models will be required for mobile operators to compete against direct as well as indirect competitors?

Which of the collaboration strategies can help for strengthening position in the fragmented telecom market?

How to develop strong mobile wealth proposition, while securing investors' confidence?

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