

Global Mobile Value Added Services 2015 - Mutual Synergies to drive Revenue Growth

<https://marketpublishers.com/r/G58929D6DC5EN.html>

Date: October 2015

Pages: 154

Price: US\$ 2,995.00 (Single User License)

ID: G58929D6DC5EN

Abstracts

Global Mobile Value Added Services 2015 - Mutual Synergies to drive Revenue Growth- report provides an overview of the popular MVAS services being offered by the telcos, the factors/VAS offerings which is driving the adoption of VAS services. The report also includes a brief overview of popular MVAS drivers like smartphones, apps and social networking sites and other innovative services- in addition to the adoption trends globally and across regions (wherever applicable). It also highlights the pricing strategies being adopted for the delivery of the MVAS services and discusses about the evolution of MVAS services. The report provides a basic background of some of the popular MVAS services offered by the telcos, the understanding and feature offerings of which can provide a blue-print for the launch of successful MVAS services in 2016.

Key Features:

An overview of the MVAS offerings, MVAS value chain and various MVAS services categories.

Offers a profile snapshot of the leading 20 global social networking sites like their global traffic rank, no of sites linking to them, page view per user etc

Includes a summarized version of more than 20 innovative MVAS services being offered by telcos.

Highlights the various drivers involved in the increased adoption of MVAS services in different sections like Social Networking, Mobile Applications, Mobile Gaming, Mobile Video, Smartphones, Mobile Entertainment, Mobile Information, Mobile Finance, Mobile Education, Mobile Health

The details (forecast) related to adoption of key drivers like app revenues, app downloads etc upto 2017 has also been provided in the report.

Additionally the Smartphone section further highlights the adoption trends of leading handset vendors and mobile OS over the last 20 month on a global and regional basis. The trends are also included for more than 15 countries including UAE, Turkey, Nigeria, Qatar, Ghana, Kenya, Brazil, Bahrain, Indonesia, Oman, Singapore, Saudi Arabia

Executive Summary

The telcos globally are increasingly inclined towards the VAS services being offered by them in order to differentiate themselves and strengthen their competitive positioning as compared to other telcos, as the competition in the mobile segment continues to increase.

The traditional MVAS services like CRBT, P2P/P2A SMS services is being overshadowed by the new age VAS services like mobile video, m-health, m-money etc, which has further help the telcos to enable them regain the loss the mobile voice revenues incurred owing to increased competition.

Increasing numbers of telcos globally are now partnering with device vendors and content providers to foster the VAS adoption amongst users through innovative pricing and delivery strategies. In the recent times, MVAS has been increased traction owing to increased penetration of the data services and smartphones. Hence, an large number of VAS services being introduced by the telcos are dependent on – mobile data connectivity and smart devices which can support their functioning.

This report “Telcos and MVAS Mutual Synergies to drive Revenue Growth” consists of 5 major sections namely

Overview of Global Mobile Telephony Market- Highlights the trends in the emergence of mobile telephony globally and on a regional basis, and also includes the comparison of adoption of various technologies.

Introduction to MVAS- It provides a snapshot of the MVAS value chain and the various categories of MVAS services.

Drivers of MVAS: This section includes the various factors which are driving the MVAS services. It also includes the adoption trends of leading handset vendors and mobile OS on a global, regional and country level basis (trends of more than 15 countries included).

Social Networking Sites-Profile Snapshots: Includes short profiles of leading 20 social networking sites.

MVAS Offering by Telcos: Highlights the details of more than 22 MVAS offering by leading telcos globally.

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Mobile Video

Smartphones

Mobile Entertainment

Mobile Information

Mobile Finance

Mobile Education

Mobile Health

SOCIAL NETWORKING SITES-PROFILE SNAPSHOTS

Facebook

Twitter

Linkedin

MySpace
Pinterest
devianArt
LiveJournal
Tagged
Vine
Cafemom
Ning
MeetUp
MyLife
Badoo
Ask.fm
Classmates
Flickr
Tumblr
VK
Instagram

Popularity of Social Networking sites across various countries

MVAS OFFERINGS BY TELCOS

Telenor Pakistan- EasyPaisa
Safaricom Kenya- MPesa
SK Telecom South Korea- Syrup
Bharti Airtel India- Mobile Money
MTN Africa- Mobile Money
Vodacom Africa- MPesa
Airtel Uganda- Mobile Money
Telenor Pakistan- EasyPaisa Khushal Beema
Telesom Somaliland- Zaad
Econet Wireless Zimbabwe- Ecocash
EE UK– Entertainment add ons
T-Mobile USA– Streaming radio services
Bell Canada- TV Anywhere
Smartone Hong Kong- Watch & Plus Service
Mobifone Vietnam- mStudy
Telcel Mexico- Mobile Money transfer service
du UAE- Video store, Talk to the Stars and Games service
Rogers Wireless Canada- Advertising alerts system

Ooredoo Tunisia- Najja7ni
Telia Sweden- Storytel
Dialog Axiata Sri Lanka- Hospitalization support plan
MTN South Africa- Hello Doctor

COMPANIES MENTIONED IN THE REPORT

Facebook
Twitter
Linkedin
MySpace
Pinterest
devianArt
LiveJournal
Tagged
Vine
Cafemom
Ning
MeetUp
MyLife
Badoo
Ask.fm
Classmates
Flickr
Tumblr
VK
Instagram
Telenor Pakistan
Telesom Somaliland
Econet Wireless Zimbabwe
EE UK
T-Mobile USA
Bell Canada
Smartone Hong Kong
Mobifone Vietnam
Telcel Mexico
du UAE
Rogers Wireless Canada
Ooredoo Tunisia

Telia Sweden
Dialog Axiata Sri Lanka
MTN South Africa
Apple
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