

Mobile VAS and Telcos - Global Synergies and Trends: 2012-2017

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Abstracts

The telcos continue to witness decline in their voice revenue growth and have shifted their focus to data services offerings. The increased availability of affordable smartphones, competitive pricing by telcos for mobile voice and data services, has resulted in the increased penetration of data services for the telcos. The mobile subscriber count is expected to witness a CAGR of 8.3% over the period 2009-14 as against a CAGR of -1.8% for the fixed line telephony during the same period. The active mobile broadband subscribers, which was 615 million in 2009 is expected to reach 2.3 billion in 2014 and would therefore account for nearly 33.5% of the overall mobile subscriber base by the end of 2014.

The increasing mobile broadband penetration, active subscriber base count of which has increased by 30.4% (CAGR over the period 2009-14) would provide the telcos with an opportunity to increase their monetization levels from the existing & new subscribers, through the provisioning of VAS services. With the traditional VAS services such as CRBT (ringtones) and P2P sms witnessing a downward trend, the telcos have now shifted the focus towards VAS services which leverage upon data services to drive their revenues. Services such as Mobile Gaming, Mobile Video, Mobile Apps, Instant messaging, Social Networking, Mobile Money etc, are bound to emerge as additional service revenue areas to focus on by the telcos. Few of the services such as Social Networking (such as Facebook, LinkedIn, Twitter) and Instant Messaging services like (WhatsApp, WeChat, Line etc) continue to witness increased popularity, however the telcos are now increasingly focusing upon the services such as mobile money in the emerging regions and advanced data reliable services such as mobile video, video streaming, mobile gaming etc; which continue to gain increased adoption across all the geographic regions. This has been aptly supported by affordable feature rich smartphones and mobile content availability which is easily accessible by the users

globally.

This research report provides an insight on the various mobile VAS services which continue to gain popularity globally. It also includes finding on the trends of smartphones and Mobile phone OS across select countries in graphical form. It also contains profile snapshots of leading social networking sites, mobile gaming companies alongwith features list of leading smartphones. Beside this, select insights on key service like Mobile Money, Mobile Video and Mobile gaming further makes this report a value buy for leading telecom operators, app developers, content providers, Mobile devices manufacturers etc.

The report is generated through secondary findings available on the internet and the relevant sources of data have been mentioned wherever applicable.

Key Findings

The global mobile subscription count is expected to reach 6.9 billion by 2014, with the active mobile broadband subscription expected to reach 2.3 billion by 2014

The increased popularity of VAS services has been driven by availability of affordable smartphones, mobile inter.net services and content (even in the localized format).

Nokia and Symbian OS continues to witness declines across all the major geographic regions, whereas Android driven by increased sales of Samsung handsets and increased sales of it amongst the emerging as well as developed countries continues to witness the popularity wave.

The youth population within the age group of 15-29 years would constitute around 40% of the entire world's population by 2015 and would be the major driver for increased adoption of mobile linked services.

Dynamic business models are expected to emerge with Telcos partnering with OTT players for offering specialized products for target segment.

The total number of social networking users is expected to reach 2.55 billion by 2017, with more than 1.23 billion from Asia-Pacific region.

Target Audience

Mobile Network Operators

Mobile Software Developers

Mobile Application Developers

Handset and Tablet Manufacturers

Content and Applications Aggregators

Wireless Privacy and Security Specialists

Mobile Marketing and Advertising Providers

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

3. SOCIAL NETWORKING

3.1. Overview

3.2. Categories of Social Networking sites

3.3. Select Initiatives to monetize Social networking by Telcos and Device Vendors

3.4. Conclusion

4. MOBILE APPLICATIONS

4.1. Overview

4.2. Types of Mobile Application Stores

4.3. Overview of Global Mobile Application scenario

4.4. Mobile Application Scenario across Various Geographic regions

4.4.1. Mobile Application Scenario in North America

4.4.2. Mobile Application Scenario in Europe

4.4.3. Mobile Application Scenario in Latin America

4.4.4. Mobile Application Scenario in Middle East

4.4.5. Mobile Application Scenario in Asia-Pacific

4.5. Conclusion

5. MOBILE GAMING

5.1. Evolution of Mobile Games

5.2. Three advancements in technology for Mobile Gaming Industry

5.2.1. Mobile phones supporting the downloading of mobile games

5.2.2. Downloading mobile games is now network technology standard independent

5.2.3. Games technology standard to which the mobile phones manufacturers

5.3. Distribution Model for Mobile and Tablet Games

5.3.1. Telecom operators as distributor

5.3.2. Telecom Manufacturers as distributor

5.3.3. Company websites and third-part websites as distributor

5.4. Key Factors for growth in Mobile revenues

6. MOBILE VIDEOS

6.1. Key Trends in Mobile Video segment

7. MOBILE OTT SERVICE

8. MOBILE PHONES/SMARTPHONES AND MOBILE OS

8.1. Overview

8.2. Device Vendors- Market Share/Trends in Key regions and countries

8.3. Roadblocks/ Hurdles in Smartphones gaining momentum

8.4. Mobile Phone Operating System- Market Share and Trends

8.5. iOS (Apple) vs Android (Google)

8.6. What makes Android gain more popularity than iOS

8.7. Monthly trends of popular Mobile OS, Jan-12-to-Aug-14

9. MOBILE MONEY

9.1. Categories of mobile money products based on their availability

10. SOCIAL NETWORKING SITES: PROFILE SNAPSHOTS

10.1. Facebook

10.2. Twitter

10.3. LinkedIn

10.4. MySpace

10.5. Pinterest

10.6. deviantART

10.7. LiveJournal

10.8. Tagged

10.9. Orkut

10.10. Cafemom

10.11. Ning

10.12. Meet up

10.13. Mylife

10.14. Badoo

10.15. Ask.fm

10.16. Classmates

10.17. Flickr

- 10.18. Tumblr
- 10.19. VK
- 10.20. Instagram

11. MOBILE GAMING COMPANIES: PROFILE SNAPSHOTS

- 11.1. Zynga
- 11.2. EA (Electronic Arts Inc)
- 11.3. GameLoft
- 11.4. Glu
- 11.5. Com2uS
- 11.6. DeNA
- 11.7. Kabam Games
- 11.8. Gamevil

12. POPULAR SMARTPHONES

- 12.1. BlackBerry Z3
- 12.2. BlackBerry Porsche Design P'9982
- 12.3. Apple iPhone
- 12.4. Nokia Lumia 530 Dual SIM
- 12.5. Nokia Lumia
- 12.6. Nokia X2 Dual SIM
- 12.7. Samsung Galaxy S5 mini Duos
- 12.8. Samsung Galaxy Ace NXT
- 12.9. Samsung Galaxy Core Lite LTE
- 12.10. Samsung Galaxy S5 Active
- 12.11. Samsung Galaxy Core II
- 12.12. Samsung Galaxy S5
- 12.13. Sony Xperia E3
- 12.14. Sony Xperia Z3
- 12.15. Sony Xperia T3
- 12.16. LG L60
- 12.17. LG G Vista (CDMA)
- 12.18. LG G3 LTE-A
- 12.19. HTC One Remix
- 12.20. HTC One (E8)
- 12.21. HTC One (M8)
- 12.22. HTC Desire

- 12.23. HTC One mini
- 12.24. Huawei Ascend G7
- 12.25. Huawei Ascend Mate7
- 12.26. Huawei Honor
- 12.27. Micromax A65 Bolt
- 12.28. Micromax Canvas Win W092
- 12.29. Spice Mi-506 Stellar Mettle Icon
- 12.30. Lava Iris

LIST OF INSIGHTS

Insight 1: Usage of Social Networking Sites

Insight 2: Emergence of KakaoTalk as the most popular instant messaging service provider in South Korea

Insight 3: Leading telcos in China partner to leverage mobile gaming opportunities

Insight 4: Bharti Airtel benefitted by its Re1 Video Store

Insight 5: du enhances its revenue through its video store service

Insight 6: Viber Partners with Globe Telecom to increase its users count

Insight 7: bKash increases user count through focus on rural/underdeveloped regions

Insight 8: Insights: Telenor and Easypaisa in Pakistan

Insight 9: M-PESA continues to drive revenue growth Safaricom in Kenya.

List Of Tables

LIST OF TABLES

- Table 1: Key Indicators of Global Telecommunication Service Sector, 2009-2014
- Table 2: Social Networking Users growth trend across key countries, 2011-2017
- Table 3: Social Networking Users growth trend across key regions, 2011-2017
- Table 4: Social Networking Users growth trend across key regions, 2011-2017
- Table 5: Major activities of smartphone users, 2013
- Table 6: Application Scenario in Select Countries
- Table 7: Smartphone App Statistics, 2014
- Table 8: Key Mobile Gaming Metrics across regions, 2013
- Table 9: Select partnership of Telcos and WhatsApp
- Table 10: Global Device Shipments Forecast, 2013-2015
- Table 11: Global Device Shipments by Operating System, 2013-2015
- Table 12: Leading-10 mobile manufacturers in 2013
- Table 13: Global Smartphone Average Selling Price (ASP) across region and CAGR growth
- Table 14: Global Shipment of Top Five Smartphone Operating Systems and its Market Share, Q2-14
- Table 15: Global smartphone shipment forecast across region, 2013 and 2017
- Table 16: Mobile OS Comparators
- Table 17: Global Sale of iPhone, Q1-08-to-Q3-14
- Table 18: Android OS versions
- Table 19: Regionwise count of registered mobile money accounts per 100,000 adults
- Table 20: Regionwise count of Active mobile money accounts of total registered accounts, June 2013
- Table 21: Leading mobile money services offerings by telcos across key countries
- Table 22: Facebook Worldwide and Regional ARPU Trend, Q1-11-to-Q2-14
- Table 23: Country-wise visitors for Various Social Networking Sites (1 of 4)
- Table 24: Country-wise visitors (in %) for Various Social Networking Sites (2 of 4)
- Table 25: Country-wise visitors for Various Social Networking Sites (3 of 4)
- Table 26: Country-wise visitors for Various Social Networking Sites (4 of 4)
- Table 27: EA Games revenue trends of Digital, Q1-12-to-Q2-14
- Table 28: GameLoft –Revenues by Business Segments, 2010-2013

List Of Figures

LIST OF FIGURES

- Figure 1: Global Cellular subscriber growth trend, 2009-2014
- Figure 2: Global Mobile broadband subscriber growth trend, 2010-2014
- Figure 3: Global Mobile broadband subscription per 100 inhabitants, 2010-2014
- Figure 4: Comparison of Global Subscribers by Technology, 2013 and 2019
- Figure 5: Usage of Social Networking sites
- Figure 6: Usage of Social Networking sites to communicate views
- Figure 7: Global Social Networking Users Forecast, 2011-2017
- Figure 8: Social Networking Users growth trend across key regions, 2011-2017
- Figure 9: Global Social Networking users growth trend, 2011-2017
- Figure 10: Global Social Networking users growth trend, 2011-2017
- Figure 11: 100 improvement projects of KakaoTalk
- Figure 12: Mobile App usage by software segment and region
- Figure 13: Total Mobile Apps Downloads Forecast Worldwide, 2012-2017
- Figure 14: App interest by Type in Middle East
- Figure 15: Global Mobile App revenue forecast, 2011-2017
- Figure 16: Global contribution of Free and Paid App revenue, 2011-2017
- Figure 17: Global count of Free and Paid App download, 2012-2017
- Figure 18: Download of Various Apps based on category, 2013
- Figure 19: Global mobile gaming revenues by region in June-2014
- Figure 20: Global Mobile Gaming revenues forecast across segments, 2012 & 2016
- Figure 21: Mobile Gaming users based on geography and age groups, 2013
- Figure 22: Percentage of Mobile Gaming paid users across region, 2013
- Figure 23: Spending Type of Mobile Gaming paid user across region, 2013
- Figure 24: Comparative study for parameters considered while selecting mobile game, Netherlands and China
- Figure 25: Mobile Gaming Download Revenue Forecast in US, 2010-2017
- Figure 26: Multi-Screen Engagement and Video Length in Q2-14
- Figure 27: Global Mobile Video Traffic forecast, 2013-18
- Figure 28: Global Mobile Average Hour & Busy Hour traffic forecast, 2013-2018
- Figure 29: Global Voice and SMS revenues lost to OTT Applications, 2012-2016
- Figure 30: Impact of OTT on Telecom revenues - SMS, Data, Interconnect
- Figure 31: Viber and Globe Telecom promotions partnership
- Figure 32: Global Market share of Leading Handset Vendors, Jan-12-to-Aug-12
- Figure 33: Market share of Leading Handset Vendors in North America, Jan-12-to-Aug-12

Figure 34: Market share of Leading Handset Vendors in Africa, Jan-12-to-Aug-12

Figure 35: Market share of Leading Handset Vendors in Europe, Jan-12-to-Aug-12

Figure 36: Market share of Leading Handset Vendors in South America, Jan-12-to-Aug-12

Figure 37: Market share of Leading Handset Vendors in Oceania, Jan-12-to-Aug-12

Figure 38: Market share of Leading Handset Vendors in Asia, Jan-12-to-Aug-12

Figure 39: Market share of Leading Handset Vendors in UAE, Jan-12-to-Aug-12

Figure 40: Market share of Leading Handset Vendors in Turkey, Jan-12-to-Aug-12

Figure 41: Market share of Leading Handset Vendors in Qatar, Jan-12-to-Aug-12

Figure 42: Market share of Leading Handset Vendors in Nigeria, Jan-12-to-Aug-12

Figure 43: Market share of Leading Handset Vendors in Kenya, Jan-12-to-Aug-12

Figure 44: Market share of Leading Handset Vendors in Ghana, Jan-12-to-Aug-12

Figure 45: Market share of Leading Handset Vendors in Colombia, Jan-12-to-Aug-12

Figure 46: Market share of Leading Handset Vendors in Brazil, Jan-12-to-Aug-12

Figure 47: Market share of Leading Handset Vendors in Bahrain, Jan-12-to-Aug-12

Figure 48: Market share of Leading Handset Vendors in Argentina, Jan-12-to-Aug-12

Figure 49: Market share of Leading Handset Vendors in Russia, Jan-12-to-Aug-12

Figure 50: Market share of Leading Handset Vendors in Singapore, Jan-12-to-Aug-12

Figure 51: Market share of Leading Handset Vendors in Philippines, Jan-12-to-Aug-12

Figure 52: Market share of Leading Handset Vendors in Malaysia, Jan-12-to-Aug-12

Figure 53: Market share of Leading Handset Vendors in Indonesia, Jan-12-to-Aug-12

Figure 54: Market share of Leading Handset Vendors in India, Jan-12-to-Aug-12

Figure 55: Smartphone usage trends in US, Jan-12-to-Aug-12

Figure 56: Smartphone usage trends in United Kingdom, Jan-12-to-Aug-12

Figure 57: Smartphone usage trends in Germany, Jan-12-to-Aug-12

Figure 58: Smartphone usage trends in France, Jan-12-to-Aug-12

Figure 59: Smartphone usage trends in Italy, Jan-12-to-Aug-12

Figure 60: Smartphone usage trends in Spain, Jan-12-to-Aug-12

Figure 61: Smartphone usage trends in Australia, Jan-12-to-Aug-12

Figure 62: Smartphone usage trends in Japan, Jan-12-to-Aug-12

Figure 63: Smartphone usage trends Urban China

Figure 64: Smartphone usage trends in Mexico

Figure 65: Smartphone OS Market Share trends, Q2-11-to-Q2-14

Figure 66: Smartphone shipment trends by vendors, Q2-11-to-Q2-14

Figure 67: Global usage trend of popular mobile OS, Jan-12-to-Aug-14

Figure 68: Usage trend of popular mobile OS in North America, Jan-12-to-Aug-14

Figure 69: Usage trend of popular mobile OS in Africa, Jan-12-to-Aug-14

Figure 70: Usage trend of popular mobile OS in Europe, Jan-12-to-Aug-14

Figure 71: Usage trend of popular mobile OS in South America, Jan-12-to-Aug-14

- Figure 72: Usage trend of popular mobile OS in Oceania, Jan-12-to-Aug-14
- Figure 73: Usage trend of popular mobile OS in Asia, Jan-12-to-Aug-14
- Figure 74: Usage trend of popular mobile OS in UAE, Jan-12-to-Aug-14
- Figure 75: Usage trend of popular mobile OS in Turkey, Jan-12-to-Aug-14
- Figure 76: Usage trend of popular mobile OS in Qatar, Jan-12-to-Aug-14
- Figure 77: Usage trend of popular mobile OS in Nigeria, Jan-12-to-Aug-14
- Figure 78: Usage trend of popular mobile OS in Kenya, Jan-12-to-Aug-14
- Figure 79: Usage trend of popular mobile OS in Ghana, Jan-12-to-Aug-14
- Figure 80: Usage trend of popular mobile OS in Colombia, Jan-12-to-Aug-14
- Figure 81: Usage trend of popular mobile OS in Brazil, Jan-12-to-Aug-14
- Figure 82: Usage trend of popular mobile OS in Bahrain, Jan-12-to-Aug-14
- Figure 83: Usage trend of popular mobile OS in Argentina, Jan-12-to-Aug-14
- Figure 84: Usage trend of popular mobile OS in Russian Federation, Jan-12-to-Aug-14
- Figure 85: Usage trend of popular mobile OS in Singapore, Jan-12-to-Aug-14
- Figure 86: Usage trend of popular mobile OS in Philippines, Jan-12-to-Aug-14
- Figure 87: Usage trend of popular mobile OS in Malaysia, Jan-12-to-Aug-14
- Figure 88: Usage trend of popular mobile OS in Indonesia, Jan-12-to-Aug-14
- Figure 89: Usage trend of popular mobile OS in India, Jan-12-to-Aug-14
- Figure 90: Fig: Types of Mobile Payment Services
- Figure 91: Number of live mobile money services for the unbanked by region, 2001-2013
- Figure 92: Percentages of live and planned mobile money services for the unbanked by region, December 2013
- Figure 93: Mobile money services (live) for the unbanked by country, December 2013
- Figure 94: Planned investments in mobile money for 2014
- Figure 95: Regionwise count of registered customer accounts and active customer accounts, June 2013
- Figure 96: Percentage of total revenues generated by mobile money for MNOs (June 2013)
- Figure 97: Percentage of airtime MNOs sold via mobile money (June 2013)
- Figure 98: Drivers of Mobile Money Services
- Figure 99: Mobile Money services in select countries
- Figure 100: Change in the different usages of Mobile Money by Urban and Rural citizens .
- Figure 101: Facebook Revenue trend by region, Q1-11-to-Q2-14
- Figure 102: Facebook Monthly Active Users by Regions Trend, Q1-11-to-Q2-14
- Figure 103: Facebook Daily Active Users by Regions Trend, Q1-11-to-Q2-14
- Figure 104: Facebook Monthly mobile and daily mobile user trend, Q1-12-to-Q2-14
- Figure 105: Twitter Quarterly Revenue trend, Q1-12-to-Q2-14

- Figure 106: Twitter Monthly Active Users trend, Q1-11-to-Q2-14
- Figure 107: Twitter Quarterly Timeline Views, Q1-12-to-Q2-14
- Figure 108: Twitter Quarterly Timeline View per Monthly Active User, Q1-12-to-Q2-14
- Figure 109: LinkedIn Quarterly Revenues and Total members, Q1-11-to-Q2-14
- Figure 110: LinkedIn Registered members, visitors and member page view trends, Q1-12-to-Q2-14
- Figure 111: Zynga Revenue Trends, 2009-2013
- Figure 112: Zynga Quarterly Revenue break-up by Geography, Q1-11-to-Q2-14
- Figure 113: Zynga Quarterly User Base Trends, Q1-10-to-Q2-14
- Figure 114: Zynga Booking Value and Average Booking per User Trends, Q1-11-to-Q2-14 .
- Figure 115: EA Quarterly Revenues Trends by Geography, Q1-12-to-Q2-14
- Figure 116: EA Quarterly Revenues Trends by Composition, Q1-12-to-Q2-14
- Figure 117: EA Games revenue composition by Device type, Q1-12-to-Q2-14
- Figure 118: GameLoft Revenue trend by Geography, 2011-2013
- Figure 119: Glu Revenue Trend by segment, 2011-2013
- Figure 120: Glu Revenue Trend by geography, 2011-2013
- Figure 121: Com2uS Revenue Trend, Q1-10-to-Q2-13
- Figure 122: DeNA Revenue Trend, 2011-2014
- Figure 123: Gamevil Revenue Trend, Q1-12-to-Q2-14
- Figure 124: Gamevil Overseas Revenue Trend, Q1-12-to-Q2-14
- Figure 125: Gamevil Revenue Trend by Gaming Segments, Q1-12-to-Q2-14
- Figure 126: Gamevil Revenue Contribution by games, Q1-12-to-Q2-14

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