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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 contrinues 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.

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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

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