

New Age VAS Services for Global Telcos-Offerings and Forecast: 2013-2017

<https://marketpublishers.com/r/N3BE6DCCBE1EN.html>

Date: October 2013

Pages: 195

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

ID: N3BE6DCCBE1EN

Abstracts

The telecom operators are now transforming their service delivery context from voice & traditional VAS services (like ringtones and SMS) towards the new age VAS services like Social Networking sites, Mobile Gaming, Mobile Apps, Mobile Video, Mobile Money service etc, to name a few. The telcos by facilitating the accessibility to these services to the users are also able to increase the monetization of their data services offerings, which has now emerged as an complimentary factor to access these services on one hand and providing the telcos with increased revenues and increased customer loyalty benefits on the other hand.

Further, increasing penetration of smartphones, competitive data services offerings, emergence of social networking media and instant messaging services (OTT), would further provide the telcos with accessibility to increased target base and a potential opportunity to deliver a stack of services to the end users.

This research report summarizes the various new age VAS service being offered by the global telecom operators, the current scenario for these offerings across select geographies, Drivers and Obstacles for the services, suggestion for the telecom operators. It also provides insights on the trend of Mobile OS and Handset popularity trends across key select countries, the finding of which can be leveraged upon by the telecom operators, app developers, and content providers etc to enhance their services offering capabilities.

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 equal the global population count by the end of 2013 and is further estimated to reach 7.5 billion by 2015.

The global mobile broadband connection is expected to reach 2.9 billion by 2015, being led by 3G services and its evolution.

The total smartphone shipment, as a percentage of total worldwide handset shipments is expected to rise considerably and reach 1,021.8 million units by 2016.

More than 268 million apps are expected to be downloaded by 2016, of which free apps downloaded would constitute around 94.5% of the total downloads. The total revenue from the apps is expected to reach \$26 billion in 2016.

The total smartphone sales has increased from 24.9 million units in Q1-2007 to 225.32 million units in Q2-2013 as compared to the total sales of mobile phones which increased from 259.03 million units in Q1-2007 to reach 435.18 million units in Q2-2013.

Android OS is the most popular mobile OS in smartphone with 79% market share in Q2-2013. New Age VAS Services for Global Telcos Offerings and Forecast 2013-2017 Page 3

Samsung had the highest market share in terms of sales by handset vendor in Q2-2013 with 24.7% share in the total global phone sales.

The increased usage of smartphones has facilitated in penetration of mobile internet services, and has become the most popular medium to access social networking sites, use mobile apps, watch videos and play games online.

Samsung is gaining popularity across all the major regions with sales of Nokia declining in the recent years.

Android OS is also gaining popularity especially across developing regions like Asia-Pacific and Africa, whereas Symbian is losing its user base in these regions.

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.

Facebook is the most popular social networking site with more than 1,589 million users in September 2013, of which around 73.5% were mobile users.

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

Global gaming revenues is expected to reach \$86.1 billion by 2016, of which 16.2% would be from smartphones and 11.6% from tablets.

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

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

- 2.1 Background
- 2.2 Global Mobile and Broadband Connectivity
- 2.3 Global Smartphone Shipments
- 2.4 Conclusion

3. SOCIAL NETWORKING

- 3.1 Overview
- 3.2 Categories of Social Networking sites
- 3.3 Drivers for Increased adoption of Social Networking sites
- 3.4 Challenges for Social Networking
- 3.5 Opportunities in Social Networking
- 3.6 Steps carriers can take to enhance mobile social networking adoption
- 3.7 Few Initiatives by the Mobile Operators and Device Manufacturers to monetize Social Networking
- 3.8 Conclusion

4. MOBILE APPLICATIONS

- 4.1 Overview
- 4.2 Types of Mobile Application Stores
- 4.3 Drivers for adoption of Mobile Applications
- 4.4 Major Free and Paid Apps Downloads from Major App stores
- 4.5 Mobile Application Scenario in Select Markets
 - 4.5.1 Mobile Application in South Africa
 - 4.5.2 Mobile application In China
 - 4.5.3 Mobile Application in East Africa
- 4.6 Challenges for Mobile Applications Adoption
- 4.7 Mobile Application: Opportunity to be tapped
- 4.8 Conclusion

5. MOBILE GAMING

5.1 Overview

5.1.1. The three major advancements in technology for Mobile Gaming Industry

5.2 Distribution Model for Mobile and Tablet Games

5.3 Drivers of Mobile Gaming

5.4 Challenges for Mobile Gaming

5.5 Opportunities in Mobile Gaming

5.5.1. Telecom Operators and Internet Service Providers

5.5.2. Device Makers

5.6 Conclusion New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017 Page

6. MOBILE VIDEOS

6.1 Steps involved in creation of charging model by telcos

7. MOBILE PHONES/SMARTPHONES AND MOBILE OS

7.1 Overview

7.2 Roadblocks/ Hurdles in Smartphones gaining momentum

7.3 Mobile Phone Operating System- Market Share and Trends

7.4 iOS (Apple) vs Android (Google)

7.5 What makes Android gain more popularity than iOS

7.6 Monthly trends of popular Mobile OS, Jan2011-Sep2013

8. MOBILE HEALTH (MHEALTH)

8.1 Overview

8.2 Drivers of mHealth services

8.3 Challenges for the uptake of mHealth Services

8.4 Potential of mHealth Services

9. MOBILE MONEY

9.1 Business Models for Mobile Money Transfer

9.2 Key Success Factors for Mobile Money Applications

9.3 Challenges for the Mobile Money Services

9.4 Opportunities to encash upon in Mobile Money Transfer Services

9.5 Some instance of Mobile Money services launched in various Countries

9.6 Conclusion

10. MOBILE ADVERTISING AND MARKETING

10.1 Outlook of mobile advertising

11. TRENDS IN EMERGING MARKETS

11.1 Emergence and disruptive role of the OTT players

11.2 SMS to stage a slow comeback

11.3 Emergence of new alternative business models to strengthen business dynamics

11.4 Youth population to contribute significantly to drive new services adoption

11.5 Availability of basic and high speed internet services

11.6 Revenue sharing between the content providers and telecom operators

11.7 Increased focus on the services for the customers

11.8 Focus on the enterprise segments

11.9 Availability of wide variety of handsets for end users

12. SUGGESTION FOR TELECOM OPERATORS

12.1 Classification of services offered to customers

12.2 Enabling Partner Ecosystem through Collaboration

12.3 Customization of Pricing models

12.4 Leveraging the partnership with device manufacturers/vendors and other elements of the Telecom ecosystem
New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017

12.5 Localized version of contents

12.6 Subsidize

12.7 Focus on emerging services like m-commerce/m-health via consumer education

13. FORECASTS AND ESTIMATES

13.1 Social Networking

13.2 Mobile Social Advertising

13.3 Global Mobile Games

14. SOCIAL NETWORKING SITES: PROFILE SNAPSHOTS

14.1 Facebook

14.2 Twitter

- 14.3 LinkedIn
- 14.4 Myspace
- 14.5 Pinterest
- 14.6 deviantART
- 14.7 LiveJournal
- 14.8 Tagged
- 14.9 Orkut
- 14.10 Cafemom
- 14.11 Ning
- 14.12 Meet up
- 14.13 Mylife
- 14.14 Badoo
- 14.15 Ask.fm

15. MOBILE GAMING COMPANIES: PROFILE SNAPSHOTS

- 15.1 Zynga
- 15.2 EA (Electronic Arts Inc)
- 15.3 GameLoft
- 15.4 Glu
- 15.5 Com2uS
- 15.6 DeNA

16. POPULAR SMARTPHONES

- 16.1 Nokia Lumia
- 16.2 Samsung Galaxy Note
- 16.3 Galaxy S4 Zoom
- 16.4 Samsung Galaxy Mega 6.3 I9200
- 16.5 Samsung I9505 Galaxy S4
- 16.6 Samsung Galaxy Grand I9080
- 16.7 Sony Xperia Z1
- 16.8 Sony Xperia C
- 16.9 Sony Xperia M
- 16.10 Apple iPhone 5s New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017
- 16.11 Apple iPhone 5c
- 16.12 HTC Desire
- 16.13 HTC Butterfly S

- 16.14 HTC One mini
- 16.15 BlackBerry Z30
- 16.16 LG G Pro Lite Dual
- 16.17 LG Optimus L2 II E435
- 16.18 Micromax A74 Canvas Fun
- 16.19 Motorola Moto X
- 16.20 Motorola DROID Ultra

17. WISESTROKES VIEWS AND ANALYSIS

LIST OF INSIGHTS

- Insight 1: Mobile data usage in the Middle East region
- Insight 2: Usage of Social Networking Sites
- Insight 3: MTS selects Teradata to enhance its sales and reduce customer churn
- Insight 4: Globe Telecom partners with Viber to create a Win-Win situation
- Insight 5: Chat Apps overpowering the SMS in India
- Insight 6: Mobile Messaging Application Line targets 20 million users in India within 6 months in India
- Insight 7: Airtel Entertainment Store video section has more than 10 million customers within 3 months
- Insight 8: Number of People Who Share or Post Videos Online Has Doubled Since 2009
- Insight 9: MEDafrica
- Insight 10: Safaricom M-PESA
- Insight 11: Brand Image may get Tarnished owing to Bad experience of users on Mobile sites

COMPANIES DISCUSSED IN THE REPORT

- Globe Philippines
- Safaricom
- MTS
- Airtel
- LINE
- EA
- Zynga
- Facebook
- LinkedIn
- Twitter

Gameloft

List Of Tables

LIST OF TABLES

- Table 1: Global Telecom Indicators for the World Telecommunication Service Sector in 2013
- Table 2: Mobile subscriber growth trend worldwide, 2005-2013
- Table 3: Most popular App Stores
- Table 4: Worldwide Cost/MB (in \$) mobile data v/s Monthly mobile data traffic (in MB) per smartphone user
- Table 5: Mobile OS Comparators
- Table 6: Generations of iPhone
- Table 7: Global Sale of iPhone (in million) from Q1-2008 to Q3-2013
- Table 8: Android OS versions
- Table 9: Comparison of iOs and Android OS Market Share, Q1-2011-to- Q2-2013
- Table 10: Global Population Forecast by Age Groups, 2010-2050
- Table 11: Social Network Users Worldwide (in billions), 2011-2017
- Table 12: Social Networking Users Worldwide forecast, 2011-2017 (in Millions)
- Table 13: Social Networking User Penetration worldwide (by Region), 2011-2017 (% of Population in each group)
- Table 14: Social Networking User Penetration Worldwide (by Region), 2011-2017 (% of internet user in each group)
- Table 15: Global Mobile Advertising Revenues Forecast by Region, 2012-2016
- Table 16: US Social Media Advertising Revenues and Social Display Ad Revenues and Native Display Ad revenues, 2012-2017
- Table 17: Global Gaming Revenue Forecast, 2012-2016
- Table 18: Facebook Worldwide and Regional ARPU Trend, Q2-2010 - Q3-2013
- Table 19: Linkedin Quarterly Revenues (in \$mn) and Total members (in mn), Mar-10 to Sep-13
- Table 20: Country-wise visitors (in %) for Various Social Networking Sites (1 of 3)
- Table 21: Country-wise visitors (in %) for Various Social Networking Sites (2 of 3)
- Table 22: Country-wise visitors (in %) for Various Social Networking Sites (3 of 3)
- Table 23: Zynga User Base Trends (Annual), 2009-2012
- Table 24: Zynga User Base Trends (Quarterly), Mar-2010-to- Sep-2013 New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017
- Table 25: EA Quarterly Revenues by Console, Q1-11-to-Q2-14
- Table 26: EA Quarterly Revenues by Mobile & Handhelds, Q1-11-to-Q2-14
- Table 27: GameLoft - Key Metrics
- Table 28: Gameloft Revenue Trend by Activity, 2008-2012

List Of Figures

LIST OF FIGURES

- Fig 1: Worldwide Population and Mobile cellular subscription growth, 2005-2013
- Fig 2: Worldwide Mobile penetration in 2013 and subscription growth rates, 2005-2013
- Fig 3: Internet users by development level, 2003-2013, and by region, 2013
- Fig 4: Global Mobile Connections Forecast, 2007-2015
- Fig 5: Global Mobile Subscriber Growth Regionwise, 2005-13
- Fig 6: Active Mobile Broadband Subscriber Growth Regionwise, 2010-2013
- Fig 7: Active Mobile Broadband Subscriber Penetration Regionwise, 2010-2013
- Fig 8: Time spend on iOS and Android connected devices
- Fig 9: Global Mobile Applications User Base Forecast, 2011-2015
- Fig 10: Popular App Categories
- Fig 11: Global Smartphone Sales Forecast, 2011-2016
- Fig 12: Components of the existing telecom VAS Value Chain Systems
- Fig 13: Mobile driving active usage on Twitter and Google+
- Fig 14: Percentage of active user between Q2-2012 and Q1-2013 by age groups
- Fig 15: Top 15 Social media sites worldwide Ranked on the basis of active user penetration, Q1 2013 (% of internet users)
- Fig 16: Percentage Change in Worldwide Facebook User's activities on Facebook by Device in Q1-2013 v/s Q2-2012
- Fig 17: Active Users on Facebook- Total Users and Mobile Users
- Fig 18: Usage of Social Networking sites
- Fig 19: Usage of Social Networking sites to communicate views
- Fig 20: Social Networking Usage still being driven by the Young Age group population
- Fig 21: Access to Social Networking is the most popular activity on smartphones
- Fig 22: Top Messaging Apps Globally
- Fig 23: Mobile Internet usage via Apps on Smartphones
- Fig 24: Inter-relationship between Learning Curve and User Experience
- Fig 25: Top 5 Free Apps on Apple App Store, September 2013
- Fig 26: Top 5 Paid Apps on Apple App Store, September 2013
- Fig 27: Top 5 Free Apps on Google Play, September 2013
- Fig 28: Top 5 Paid Apps on Google Play, September 2013
- Fig 29: Top 5 Free Apps on Amazon AppStore, September 2013
- Fig 30: Top 5 Paid Apps on Amazon AppStore, September 2013
- Fig 31: Total Mobile Apps Downloads Forecast Worldwide, 2012-2017
- Fig 32: Forecast of Mobile Gamers in US, 2012-2016
- Fig 33: Time Watched by Video Length and Device

Fig 34: Frequency of watching Videos on Computer/PC

Fig 35: Frequency of Video Watching on Smartphone

Fig 36: Worldwide Total Mobile Phone and Smartphone Sales, Q1-2007-to- Q2-2013

New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017

Fig 37: Worldwide Smartphone Sales by Mobile OS, Q1-2007- to-Q2-2013

Fig 38: Global Smartphone Market Share (in Percent) by Mobile OS, Q2-2013

Fig 39: Global Mobile Phone Sales to End Users by Vendor in Q2-2013

Fig 40: Global Phones Sales by Vendors to End Users by Vendor in Q2-2013 (Market Share in Percentage)

Fig 41: Global Smartphone Sales to End Users by Vendor in Q2-2013

Fig 42: Global Smartphone Sales to End Users by Vendor in Q2-2013 (Market Share in Percentage)

Fig 43: Market Share of Popular Mobile OS in United States

Fig 44: Market Share of Popular Mobile OS in United Kingdom

Fig 45: Market Share of Popular Mobile OS in Germany

Fig 46: Market Share of Popular Mobile OS in France

Fig 47: Market Share of Popular Mobile OS in Italy

Fig 48: Market Share of Popular Mobile OS in Spain

Fig 49: Market Share of Popular Mobile OS in Australia

Fig 50: Market Share of Popular Mobile OS in Urban China

Fig 51: Market share of Mobile OS (Forecasted), 2012 and 2016

Fig 52: Worldwide trend of popular mobile OS, Jan2011-Sep2013

Fig 53: Trend of popular mobile OS in North America, Jan2011-Sep2013

Fig 54: Trend of popular mobile OS in Africa, Jan2011-Sep2013

Fig 55: Trend of popular mobile OS in Europe, Jan2011-Sep2013

Fig 56: Trend of popular Mobile OS in South America, Jan2011-Sep2012

Fig 57: Trend of popular Mobile OS in Oceania, Jan2011-Sep2012

Fig 58: Trend of popular mobile OS in Asia, Jan2011-Sep2013

Fig 59: Trend of popular mobile OS in Indonesia, Jan2011-Sep2013

Fig 60: Trend of popular mobile OS in India, Jan2011-Sep2013

Fig 61: Trend of popular mobile OS in Sri Lanka, Jan2011-Sep2013

Fig 62: Trend of popular mobile OS in Malaysia, Jan2011-Sep2013

Fig 63: Trend of popular mobile OS in Philippines, Jan2011-Sep2013

Fig 64: Trend of popular mobile OS in Singapore, Jan2011-Sep2013

Fig 65: Trend of popular mobile OS in Russia, Jan2011-Sep2013

Fig 66: Number of Mobile Money Deployment by World regions, March 2012

Fig 67: Mobile money services deployed and planned globally

Fig 68: Global Mobile money account registered users globally

Fig 69: Common Activities performed using the Mobile Money service

- Fig 70: Countries where airtime top-ups are available through mobile money
- Fig 71: Competitive moves of the players in the mobile advertising chain
- Fig 72: Key challenges for mobile advertising from Brand/Buyer perspective
- Fig 73: Percentage of Time Spent in Media vs. % of Advertising Spending, USA 2011
- Fig 74: Mobile Handset Manufacturer Market Share Trend in Brazil, Jan'11- Sep'13
- Fig 75: Mobile Handset Manufacturer Market Share Trend in Indonesia, Jan'11- Sep'13
- Fig 76: Mobile Handset Manufacturer Market Share Trend in India, Jan'11- Sep'13
- Fig 77: Mobile Handset Manufacturer Market Share Trend in Malaysia, Jan'11- Sep'13
- Fig 78: Mobile Handset Manufacturer Market Share Trend in Russia, Jan'11- Sep'13
- Fig 79: Mobile Handset Manufacturer Market Share Trend in Thailand, Jan'11- Sep'13
- New Age VAS Services for Global Telcos - Offerings and Forecast 2013-2017
- Fig 80: Mobile Handset Manufacturer Market Share Trend in South Africa, Jan'11- Sep'13
- Fig 81: Mobile Handset Manufacturer Market Share Trend in Philippines, Jan'11- Sep'13
- Fig 82: Mobile Handset Manufacturer Market Share Trend in China, Jan'11- Sep'13
- Fig 83: Facebook Advertising Revenues by Region Trend, Q2-2010 - Q3-2013
- Fig 84: Facebook Payment and Other Revenue by Regions Trend, Q2-2010 - Q3-2013
- Fig 85: Facebook Monthly Active Users by Regions Trend, Q1-2010 - Q3-2013
- Fig 86: Facebook Daily Active Users by Regions Trend, Q1-2010 - Q3-2013
- Fig 87: LinkedIn Quarterly Revenues (in \$mn) and Total members (in mn), Mar-10 to Sep-13
- Fig 88: Zynga Revenue Trends, 2008-2012
- Fig 89: Zynga Revenue Trends for major game offerings, Q1-2011 to Q4-2012
- Fig 90: Zynga Quarterly Revenue break-up by Geography (in %), Q1-2011 to Q3-2013
- Fig 91: EA Quarterly Revenues by Geography, Q1-2011-to-Q4-2013
- Fig 92: EA Quarterly Revenue by Composition, Q1-2011-to-Q4-2013
- Fig 93: GameLoft Revenue Trend, 2008-2012
- Fig 94: GameLoft Revenue split by Geography, 2011 & 2012
- Fig 95: Glu Revenue Trend, 2008-2012
- Fig 96: Com2uS Revenue Trend, Q1-2010-to-Q2-2013
- Fig 97: DeNA Revenue Trend, 2009-2013

I would like to order

Product name: New Age VAS Services for Global Telcos-Offerings and Forecast: 2013-2017

Product link: <https://marketpublishers.com/r/N3BE6DCCBE1EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N3BE6DCCBE1EN.html>