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

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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

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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
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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

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Globe Philippines
Safaricom
MTS
Airtel
LINE
EA
Zynga
Facebook
LinkedIn
Twitter

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