Future of SMS Aggregators: Business Model, Ecosystem and Value Chain

Description:
Mobile marketing, media and entrainment, mobile information services, mobile commerce, off-portal content providing are becoming the core of the mobile business success story. Numerous applications in many business areas have been designed to reach wide mobile audience by SMS. According industry players the 2010 and years to come are bringing the call for shaping the business models using the SMS channel in more ways than one. Content, application and brand providers, SMS aggregators and SMS services providers are facing the challenges of exercising viable business models able to trade mass volumes of SMS traffic, real-time delivery, collection, reporting, billing and all other operations making their business more valuable.

This report addresses many questions raised around the SMS aggregators as service intermediaries and penultimate link in the enterprise SMS chain, and brings to the reader concise information from both a business and technical perspective. The report also evaluates the present enterprise messaging business model, revenue model, strengths and issues and desired changes for further success in the business. It also provides reliable survey from in-depth analysis of the mobile text messaging market, current players and opportunities for SMS wholesalers, content and application vendors and service providers.

Key Findings:
- Revenue share models vary largely around the world
- Enterprise text messaging market is deeply fragmented and very competitive
- Messaging service models that succeeded in developed countries moving to the developing ones
- Risk factors and issues in the current business model do not influence equally all participants in the chain
- The model will evolve as technically also in services and size, allowing new players to join and merging with other mobile channels

Questions Answered in Report:
- Basics of SMS Aggregators
- What services do SMS aggregators provide, what is their business model and ecosystem
- When can aggregators be used for an application?
- Advanced Areas
- What are the SWOT factors that will outline the future business model?
- What are the SMS aggregator players in the world and their comparison?
- Analysis of the enterprise SMS business model, revenue shares, etc.
- Analysis of significant issues in the SMS Aggregator business model
- Analysis of the four expected top markets for enterprise messaging by emerging regions

Target Audience:
- Mobile content and application companies
- Media brands and content owners
- Messaging resellers
- Mobile application developers
- Advertising and marketing agencies
- Industry analysts and consultants
- The investment community

Contents:
- Introduction
- Background
- What are SMS Aggregators?
- Type of SMS Aggregators
- Aggregator Service Spectrum
- When to Use SMS Aggregators
- SMS Ecosystem and Value Chain
- Mobile-to-Mobile Value Chain: General Model
- Application-to-Mobile Value Chain: Aggregator's Model
- SMS Purchaser
- Aggregator
- Mobile Operator
- Revenue Share Models and Billing
- Interconnection Agreements
- Regulations
- Current Issues in the Present Value Chain
- Number Portability
- Interconnect Charges and Lack of Regulations
- Favored Revenue Share
- Other Observed Issues
- Usage Areas of SMS Aggregators and Emerging Markets
- SMS Usage Drivers
- Usage Areas and Markets
- Mobile Banking and Financial Services (MFS)
- Location Based Services (LBS)
- M-Payment
- Mobile Marketing and Advertisement
- SWOT Analysis
- SMS Aggregator Architecture and Technologies
- Basic SMS Network Structure
- Protocols and Interfaces
- Messaging Types
- Case Studies
- SMS Aggregators Products and Solutions
- Bulk SMS Termination
- Short-codes
- Virtual Mobile Numbers (VMN)
- Service Implementation
- Comparisons
- Conclusion
- References

List of Figures
- Figure 1 SMS aggregator services
- Figure 2 Mobile-to-mobile typical value chain
- Figure 3 Application-to-mobile value chain
- Figure 4 Bulk SMS termination revenue model
- Figure 5 Premium SMS revenue share
- Figure 6 Premium messaging revenue by category in UK
- Figure 7 SMS termination wholesale arrangement
- Figure 8 M-banking & financial services consumers worldwide (2008-2015)
- Figure 9 SWOT summary
- Figure 10 Short messaging entities in the GSM network
- Figure 11 SMS network layers
Figure 12 Aggregator architecture and protocols
Figure 13 Aggregator business support services

List of Tables
Table 1 Summary of Mobile Termination Rates (MTR) regulations by region
Table 2 Estimated revenue leakage due to non-delivery of messages
Table 3 Mobile messaging future 2010-2014
Table 4 Sample usage areas of SMS aggregators
Table 5 Examples of SMS transactions in m-banking and financial services
Table 6 SMS aggregators comparison table

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