Tariff Trends SnapShot 51 - Mobile Messaging Services

Description: The Tariff Trend SnapShot Service is a Research & Analysis Service providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by the author. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

In SnapShot 51, the author analyses the current state of mobile messaging services worldwide, with SMS & MMS services, together with the growth in OTT-based messaging services. It looks at the examples of MNOs offering services in partnership with OTT service providers, and also offering their own OTT-style Apps as an alternative. Finally, it also gives examples of SMS & MMS packages for Pre Pay and Post Pay segments, with the emphasis on service innovation.

Contents:
1. Introduction – Trends in mobile messaging & mobile IM
2. A survey of unlimited mobile messaging worldwide
3. Examples of new mobile messaging services
4. Conclusion – Mobile messaging trends

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