Value Added Telecom Services in India

Description: India's telecommunications market is fascinating to analyse. Quite simply, it has replaced China as the country to admire in terms of market growth. The Indian Telecom industry is one of the fastest emerging markets in the world from the perspective of Tele-density and services. Its vast scope and lucrative market is roping in major telecom players from all over the world.

Key Findings & Highlights
- Increase in subscriber base - India has around 150m telecom subscribers as of June 2006 and is expected to reach 250m by 2007
- VAS services are dominated by SMS - VAS has a lion's share of market at 65% followed by ring tones at 13% and other types of services like games, MMS, LBS making up the balance.
- Integration of value chain - the integration of value chain is possible only with the support of IT which plays a key role in the telecom market.

Reasons to Purchase
- Target Business Opportunities & Risks in India's Value Added Services Sector - through our reviews of latest industry trends, regulatory changes, and major services, major operators.
- Understand - various vistas of entertainment for mobile users, how alliances are made of media companies with VAS/telecom providers and also the revenue models.
- Explore – The future potential aspects in the telecom market and the convergence to facilitate all kinds of communications that would take place at one stage.

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