Global Mobile Value Added Services 2015

Description: This report provides an overview of the popular MVAS services being offered by the telcos, the factors/VAS offerings which is driving the adoption of VAS services. The report also includes a brief overview of popular MVAS drivers like smartphones, apps and social networking sites and other innovative services- in addition to the adoption trends globally and across regions (wherever applicable).

It also highlights the pricing strategies being adopted for the delivery of the MVAS services and discusses about the evolution of MVAS services. The report provides a basic background of some of the popular MVAS services offered by the telcos, the understanding and feature offerings of which can provide a blue-print for the launch of successful MVAS services in 2016.

Key Features:
- Offers a profile snapshot of the leading 20 global social networking sites like their global traffic rank, no of sites linking to them, page view per user etc
- Includes a summarized version of more than 20 innovative MVAS services being offered by telcos.
- Highlights the various drivers involved in the increased adoption of MVAS services in different sections like Social Networking, Mobile Applications, Mobile Gaming, Mobile Video, Smartphones, Mobile Entertainment, Mobile Information, Mobile Finance, Mobile Education, Mobile Health
- The details (forecast) related to adoption of key drivers like app revenues, app downloads etc upto 2017 has also been provided in the report.
- Additionally the Smartphone section further highlights the adoption trends of leading handset vendors and mobile OS over the last 20 month on a global and regional basis. The trends are also included for more than 15 countries including UAE, Turkey, Nigeria, Qatar, Ghana, Kenya, Brazil, Bahrain, Indonesia, Oman, Singapore, Saudi Arabia

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