Description: During this unprecedented time of change for legacy communication service providers (CSP), network operators must leverage new technologies and solutions to provide next generation applications to meet the challenge from non-traditional CSPs, Over-the-Top (OTT) service providers, and other competitors. Web Real-time Communications (WebRTC) is one tool in the toolkit along with Telecom APIs and integration with carrier and OTT apps for a greatly enhanced and blended service experience.

This report sees an emerging Telecom API enabled marketplace that will leverage incumbent CSP data to enhance enterprise services and consumer applications for both third-parties as well as value-added services for carriers themselves. This new marketplace will allow network operators to monetize raw data assets in a Data-as-a-Service (DaaS) model as well as add value to an emerging new class of WebRTC enabled services that will benefit greatly from both carrier data as well as third-party data integration.

This research represents the most comprehensive analysis focused on this convergence of WebRTC, Telecom APIs, and mobile applications. It includes technology evaluation, solution assessment, company analysis and forecasts for each area from 2015 to 2020.

Target Audience:
- WebRTC companies
- Mobile API providers
- Mobile VAS companies
- Mobile device manufacturers
- Application stores/aggregators
- Cloud application management companies
- Mobile network operators and their partners
- Mobile VAS application development companies

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