Description: Mobile network operators are focusing on Application-to-Person (A2P) SMS to increase their average revenue per user/subscriber (ARPU). Application-to-person (A2P) SMS is a part of mobile value added services (VAS). It enhances the average revenue per user by providing mobile content to subscribers that generates stimulation and acts as a gateway to reach mobile subscribers in minimum time. This report analyzes the market for Application-to-Person (A2P) SMS in United Kingdom.

Scope of the report:
The report provides an extensive analysis of United Kingdom A2P SMS Market that includes pricing, current market trends, industry drivers, and challenges for better understanding of the market structure. The A2P SMS market is segmented on the basis of type which includes standard and premium. The report analyses the market for Application-to-Person (A2P) in terms of volume and percentage split of standard and premium SMS.

Market overview:
This section discusses the market definitions of application-to-person market in UK. They also discuss the way market is segmented and the methodology and assumptions considered for forecasting the messaging traffic. The drivers, restraints, and opportunities for “United Kingdom: A2P SMS Market Analysis & Forecast” and its impact have also been covered in this section. The market share analysis of mobile network operators is covered in this report.

Market segmentation:
This research report categorizes the UK mobile messaging market into the following sub segments:

On the basis of origin of messages:
Application-to-Person (A2P) or Mobile Terminated

On the basis of geography:
- United Kingdom

Ensure that your strategy is viable:
Our study will help you examine the length and breadth of possibilities you may encounter when planning future strategies and product launches. It will help you create plans that are resilient enough to meet the full range of unanticipated events.

Discover new opportunities:
This market research study will forecast the future roles, uses, and acceptances of new products, services, and applications emerging in the marketplace. It will identify opportunities where companies can get a leg up on the competition.

Key questions answered:
- What is the market size of “United Kingdom “Mobile Subscription & Mobile VAS” market?
- What are the major trends that influence the United Kingdom A2P SMS Market at the macro and micro level and track United Kingdom specific trends?
- What are the opportunities present in the market?
- What are the factors which will drive the “United Kingdom A2P SMS Market Analysis & Forecast”?
- What factors are inhibiting “United Kingdom A2P SMS Market Analysis & Forecast” market?

- What is the market size and forecast (2010-2016) of “United Kingdom A2P SMS Market Analysis & Forecast” market?

- How is the communication & technology outlook and who are the major mobile network operators in United Kingdom?

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