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Cloud-based Value-added Services (VAS) Market 2016 Analysis and Forecast to 2020

Analysts forecast the global cloud-based value-added services (VAS) market to grow at a CAGR of 14.56% during the period 2016-2020.

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About VAS

VAS provided by telecom industry can be defined as the beneficial mobile services that are apart from the voice communication services. Traditionally, mobile service providers have been offering only voice communication services. The rapid advancements in technology have led to the evolution of other mobile services beyond the voice communication services to include non-core services. In other words, VAS adds more value to the core mobile services, thereby enabling mobile subscribers to use cell phones and tablets for several non-voice purposes such as sending SMS, MMS, and pictures; accessing the internet for reading news headlines and astrology, retrieving flight information, listening to music, and playing online games; and for m-commerce and mobile banking.

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Covered in this report

The report covers the present scenario and the growth prospects of the global cloud-based value-added services (VAS) market for 2016-2020. To calculate the market size, the report covers the cloud-based VAS services provided by telecom companies.

The market is divided into the following segments based on geography:
• Americas
• APAC
• EMEA

Global Cloud-Based Value-Added Services (VAS) Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
• Cisco Systems
• Huawei
• IBM
• Infosys
• Ericsson

Other prominent vendors
• CALLUP
• Ethrix
• Gintel AS
• OCSBOX

Market driver
• Increasing adoption of mobile broadband
• For a full, detailed list, view our report

Market challenge
• Low quality of wireless networks
• For a full, detailed list, view our report

Market trend
• Increasing adoption of IM MVAS applications
• For a full, detailed list, view our report

Key questions answered in this report
• What will the market size be in 2020 and what will the growth rate be?
• What are the key market trends?
• What is driving this market?
• What are the challenges to market growth?
• Who are the key vendors in this market space?
• What are the market opportunities and threats faced by the key vendors?
• What are the strengths and weaknesses of the key vendors?

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Contact Us:

Norah Trent
wiseguyreports
+1 646 845 9349 / +44 208 133 9349
email us here

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