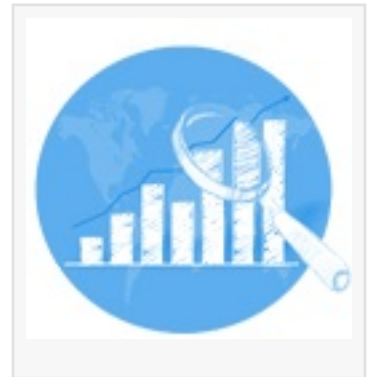


Mobile Value Added Services Market Analysis, Segments, Key Players, Drivers and Trends by Forecast to 2023

Mobile Value Added Services Market, By Solutions (SMS, MMS), By Product (Mobile music, Mobile wallet, Mobile games) - Forecast 2023

PUNE, MAHARASHTRA, INDIA, July 10, 2017 /EINPresswire.com/ -- [Mobile Value Added Services Market](#) Overview:

Value added services are the extra services other than calls and fax transmissions offered by the telecom industry. Mobile Value Added Services includes short message services, multimedia messaging service, mobile email, mobile money, location based services among others. Nowadays, smartphones and tablets became an integral part of an individual's life which is boosting the mobile value added services market.



VAS spurs mobile subscribers to increasingly use their mobile device in order to allow operator to pull up their average revenue per user. While the value added services are something extra offered to the customer either at a nominal extra charge or at no additional charge.

“

OnMobile Global Limited
(India), InMobi (Singapore),
Apple (U.S.), A&T Intellectual
Property (U.S.), KONG.net.
(China), Gemalto NV
(Netherlands)”

Market Research Future

The global market of Mobile Video Surveillance is forecasted to witness a thriving growth of USD 1131 Billion by end of 2023, at a striking CAGR of 20% during forecast period 2017-2023.

The factors contributing to the growth of the Mobile Value Added Services Market are the growing penetration of smartphones and tablets among various subscribers, increasing demand for entertainment content, increasing adoption of location based services, rising demand for mobile

phones and the increasing usage in the social networking apps. Also, service providers been offering effective 3G and 4G solutions and the increasing demand for wireless mobile technology are boosting the growth of the mobile value added services.

Major Key Players:

- Alibaba Group Holdings Limited (China)
- Google (U.S.)
- Vodafone Group (U.K.)
- Comviva Technologies Limited (India)
- OnMobile Global Limited (India)
- InMobi (Singapore)
- Apple (U.S.)
- A&T Intellectual Property (U.S.)
- KONG.net. (China)

- Gemalto NV (Netherlands)

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Mobile Value Added Services Market Segments:

The Mobile Value Added Services Market is segmented into 4 key dynamics for the convenience of the report and enhanced understanding;

Segmentation by Solutions: Comprises SMS, MMS, Mobile email, Mobile money and others.

Segmentation by Product: Comprises Hypotonic, Isotonic and Hypertonic.

Segmentation by Vertical: Comprises BFSI, Healthcare, IT & Telecommunication, Banking and Finance, Retail, Government, Education, Media & Entertainment, and others.

Segmentation by Regions: Comprises Geographical regions - North America, Europe, APAC and Rest of the World.

Mobile Value Added Services Market Synopsis:

Future Speculation: Today, in the value chain, maximum revenue is going to mobile operators followed by mVAS service providers then comes the content owners. It is expected that mobile operators will lose prominence in the value chain as the market for content aggregators will consolidate with their better bargaining power making the higher revenues shift to the content aggregators from mobile operators. The mobile users add to a good amount of revenues for mobile operators thus making mobile VAS (mVAS) a significant part of Mobile Telephony. It is also predicted that there will be increasing demand from Commerce, video streaming and infotainment services with the launch of 5G services.

Today, Service providers are offering different range of mobile value added services to suit every end users requirement. The different category of services such as Music, Astro and Devotional, Social Networking, Video Search, Utility VAS, Infotainment, Rural, m-Education to name a few. Soon we are going to witness hyper personalization in the field of mobile Value Added services. For instance; Education is soon to see a wave of hyper personalization which will be tailored to every individual student's needs and focused on learning outcomes that enable one to do something meaningful with their learning. This is a far shot from the current "one size fits all" approach of textbooks – which trips out on the individual capacity and interest of a student to absorb.

Currently the mode of education is mostly linear in terms of learning a theory and application of the theory to get standard set of observations and answers. The learning methodology is a well versed on vertical path with no scope for horizontal discoveries along it. For instance, a discovery and learning of a particular word is not followed up by a thesaurus mode of synonyms and antonyms or the formation of the word (origins and semantics). The objective is memory by rote accessed by stress inducing examinations as against application, self-discovery and aided learning of the concepts beyond the scope of the text book syllabus.

Mobile Value Added Services Market Regional Analysis:

Regionally, North-America accounted for the largest market share from countries such U.S. among others. The accelerating demand for voice over internet protocol (VoIP) in the region has grown at a rapid pace, whereas the rise in the number of digital media players such as Netflix, Amazon among others is also adding fuel in the growth of mobile value added service market. Asia-Pacific is expected to grow at a fast pace over the forecast period, 2017-2023. The reason is attributed to large consumer base and service providers have already been offering 4G and 3G solutions.

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