



Premium messaging Market 2017 – Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2022

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, September 25, 2017 /EINPresswire.com/ -- [Premium messaging](#) is referred to a special program which can be subscribed by giving an additional fee. For such subscription, an increased amount is charged for the service which either reflects on the bill if the phone is postpaid or is deducted from the prepaid credit. The premium messaging services are widely used for participation in various types of contests or lucky draws being broadcast on TV or radio, for spoil alerts, horoscopes, weather alerts or to participate in the interactive radio or TV shows. Moreover, premium messaging are mostly text based and are also used for making donations, subscription or voting services.

Market Outlook

Few factors including rising subscription base of mobile services, emphasis on improving customer interaction and wide utilization of communication devices are responsible for the global growth of premium messaging market. Moreover, the cost-effectiveness of SMS coupled with continuously dropping prices of premium messages and instant delivery of messages are some factors contributing to the market growth significantly. However, increasing instances of mobile messaging spam and adoption of illegitimate routes for sending messages can hamper the market growth.

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Geography Outlook

Geographically, the Asia Pacific region would contribute significantly to the Global Premium Messaging Market due to continuously increasing population as well as rising number of mobile subscription. Similarly, Latin America will also contribute to the market growth on account of increased mobile devices penetration.

Research Methodology

Firstly, the report provides a brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

Market Dynamics

Next, the section provides comprehensive market dynamics through an overview section along with growth drivers, challenges, and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and

regional regulations which are determining the market growth and a brief technological aspect of Premium Messaging. Complete industry analysis has also been covered by Porter's five forces model as a part of this report section.

Segmentation

Thirdly, Premium Messaging Market has been segmented on the basis of application, traffic, industry and geography as follows:

By Application

- Inquiry and Search Related Services
- Voting and Entertainment
- Authentication Services
- Notifications and Alerts
- Promotional and Marketing Services
- Others

By Traffic

- Multi-Country
- National

By Industry

- Telecom and IT
- BFSI
- Retail and e-Commerce
- Travel and Tourism
- Media and Entertainment Enterprises
- Small and Medium Enterprises

By Geography

- Americas
 - North America
 - South America
- Europe Middle East and Africa
 - Europe
 - Middle East and Africa
- Asia Pacific

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Market Players

Finally, competitive intelligence section deals with major players in the market, their market shares, growth strategies, products, financials, and recent investments among others. Key industry players profiled as part of this section are Dialogue Communications Ltd., CLX, Beepsend, Infobip Ltd., and Tyntec.

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