

INDUSTRY INSIGHT: VALUE ADDED SERVICES IN TELECOM

An explosive subscriber and revenue growth, yet thin profit margin line has forced mobile service providers to look beyond voice based service. Be it a landline or mobile telephonic system value added services are acting as enabler to activate the falling revenue line of telecom service operators by providing bundle of non-voice based data services.

The non-voice Value Added services	Pure voice based value added services
<ul style="list-style-type: none"> ➤ SMS, ➤ MMS, ➤ email, ➤ advanced video features, ➤ peer to peer video sharing, etc ➤ taking part in the contests in TV through SMS ➤ Voice based SMS for blind people. ➤ subscribe Bollywood clips & ringtones ➤ Cricket and Games ➤ Dynamo Kid 	<p>(Available in both landline and mobile telecom system)</p> <ul style="list-style-type: none"> ➤ In a landline - voice based ring tone download facility, ➤ three party conference ➤ Tele- Horoscope/ Tele- Astrology ➤ Music-on-demand ➤ News-on-demand ➤ Opinion polls ➤ Quiz/ Contests ➤ City Infoline, etc

It is true that due to new networks, high bandwidth availability, transition from circuit-switched to packet networks, upgrades and rollouts of 3G happening globally and mobile handset standards and technology supporting new formats (3G, SIP, etc.) the concept of value added services has changed a lot.

SCOPE OF THE REPORT –

This report explains the current Scenario of Telecom Industry in India and tracks the Value added Services Market. It describes the Global overview of VAS market and its evolution.

- Profiles of key VAS providers
- Content creation and enterprise messaging - their revenue models, challenges and future potential.
- Role of technology and potential of IT application in VAS market
- Mobile and media & entertainment in VAS market – Their revenue models and alliances of media companies with VAS providers
- Future Potential and challenges ahead of VAS market in India

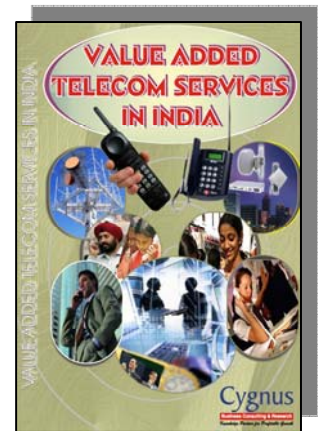
COMPANIES COVERED IN THE REPORT –

This report provides the profiles of major operators in the VAS market with the description of Basic information, Management team, milestones, VAS and Future Outlook. Also the report covers few profiles of those who play a major role in VAS market like content providers, software developers, media companies etc.

FOR WHOM –

- Telecom services providers
- VAS providers or IT companies willing to step in VAS market
- Management consultant / Market Analyst
- Content Providers
- Networking service providers
- Media & Entertainment Companies

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The report includes Executive summary, Current scenario of Indian Telecom Industry – subscribers, trends, issues & challenges etc., Global Vas Market, Value Added Services in India – its evolution and value chain, Content Creation, Enterprise Messaging Services, Technology, Mobile, Media & Entertainment and VAS in Future.

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List of Charts : 3

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