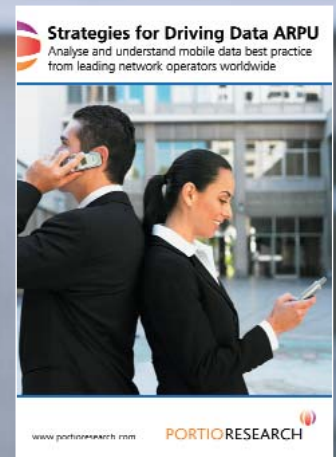




Strategies for Driving Data ARPU

Analyse and understand mobile data best practice from leading network operators worldwide



KEY FEATURES OF THIS ESSENTIAL NEW MARKET STUDY:

- Understand how 'best-of-breed' services are driving higher data ARPU
- Analyze 20 exciting new case studies from around the world
- Learn strategies to maximise mobile content downloads
- Understand operator best practice for mobile data services
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- Examine how operators are driving non-voice service adoption
- Case studies from Verizon, O2, Vodacom, Orange, 3, AT&T, NTT DoCoMo, Vodafone, Bharti Airtel, China Mobile and many more
- Includes a second bonus previous report FREE!

20
DETAILED
NEW
CASE STUDIES

Strategies for Driving Data ARPU

Analyse and understand mobile data best practice from leading network operators worldwide.

Following on from our extremely popular December 2006 report **Strategies for Creating End User Demand for Mobile Data Services**, this all-new study looks again at how class-leading non-voice mobile services are being delivered to consumers around the world. We show you the strategies network operators have used to create best-of-breed services in messaging, entertainment and mobile commerce.

This exciting new report identifies the successful strategies adopted by mobile network operators in advanced countries to drive data ARPU from the following data services:

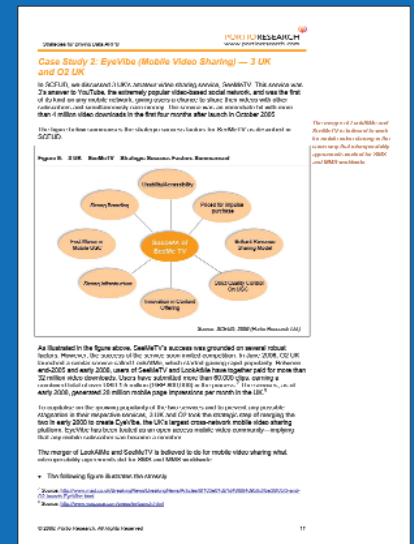
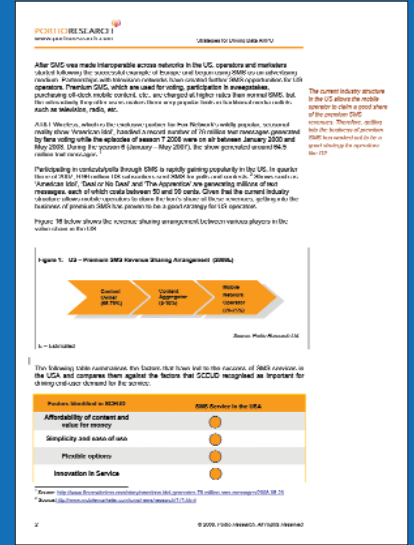
- **Messaging services**
 - SMS
 - Mobile e-mail
 - Mobile IM
- **Non-messaging mobile services**
 - Mobile music
 - Mobile games
 - Mobile TV and video
 - Mobile user generated content
 - Mobile commerce
 - Mobile portals

Additionally, the report looks at the impact of Apple's iPhone on data ARPU, and we examine non-voice service adoption in several emerging markets to see how network operators have been developing best-in-class mobile data services in lower-ARPU markets too.

Case Studies in this all-new report

- O2, UK: SMS
- US market: SMS
- Japan: Consumer mobile email
- AT&T, US: Enterprise mobile email
- SK Telecom, South Korea: Mobile IM
- 3, UK: Mobile IM
- Orange, UK: Mobile music downloads
- Verizon Wireless, US: Mobile music downloads
- Verizon Wireless, US: Mobile games
- NTT DoCoMo, Japan: Mobile credit card service
- KDDI, Japan: Mobile web portal
- SK Telecom, South Korea: Mobile Social Networking
- 3, UK: Mobile Video Sharing
- O2, UK: Mobile Video Sharing
- 3, Italy: Broadcast mobile TV
- Orange, France: Streaming mobile TV
- Etisalat, UAE: Streaming mobile TV
- Handset case study - iPhone from Apple: Effects on data ARPU
- Bharti Airtel, India: Caller ringback tones
- Vodafone, Egypt: Voice SMS
- Vodacom, South Africa: Ad-funded Missed Call alerts
- Vodafone, Egypt: Missed Call alerts
- Vodafone and Safaricom, Kenya: Mobile banking
- China Mobile, China: Mobile IM

Looking at the growth of non-voice mobile services from 2006 to 2013, we see how mobile data revenues, expressed as a percentage of total mobile services revenues, are growing from just 16 percent in 2006 to reach over 25 percent in 2012. As data services become increasingly important, operators and other players in the value chain must learn best practice operating procedures from class-leading services, and this report delivers those best practice procedures to you in a concise, easy-to-use format. Building on our previous report, this new report refers back repeatedly to the findings from 'Strategies for Creating End-User Demand for Mobile Data Services', re-confirming our earlier conclusions and building and refining new best practice recommendations based on the new case studies we have conducted for this study.



Learn all this and so much more in this fantastic new detailed 179-page market report.

Free Bonus
For any buyers of this new report, as a bonus for you we also include a free copy of the previous study – **Strategies for Creating End-User Demand for Mobile Data Services** – as essential background reading in this growing, valuable report series.

Strategies for Driving Data ARPU

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