Mobile Data Deployment Strategies

2004 - 2010

Worldwide analysis of mobile data usage and mobile network operator go-to-market strategies, including case studies and forecasts

Key features of this new market study:

- Worldwide market sizing of non-voice mobile services in 2004
- Non-voice value-added service offerings from the worlds largest mobile operators
- Understand mobile data go-to-market strategies
- Analyze your position in the value chain and understand revenue sharing agreements
- Case studies demonstrate how companies have actually made money out of mobile data
- Future opportunities between now and 3G mass adoption
- Forecasts for mobile data growth worldwide
- Recommended actions for driving uptake of mobile data services

Mobile Data Deployment Strategies 2004-2010

Uptake of advanced handsets and value-added non-voice services is growing, and mobile network operators worldwide are inspired by the success they have seen in Japan and South Korea. However, mass availability and adoption of full 3G services still remains some way off in the future, and this detailed strategic market study attempts to help you identify the opportunities that are available for making money out of mobile data services in the immediate future.

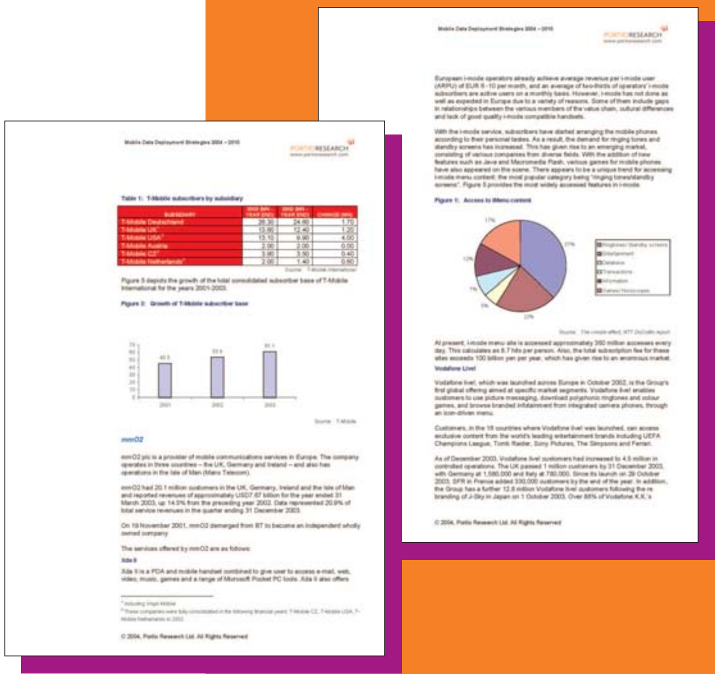
This report looks at the mobile data services that are available today, in 2004, and the extent of uptake of those services. We also cover the strategies operators, applications developers and content owners are using to drive revenue and ARPU growth from subscribers.

Key questions addressed in this study:

- Why are data services so important?
- How are mobile operators pushing data services to subscribers?
- How do operators share the revenue and how much money can brand and content owners make from data services?
- Who are the most valuable customers - consumers or business users?
- Who owns the “customer relationship” and how do you protect your brand?
- How will data services drive up ARPU?
- What different strategies are operators adopting in different world regions?
- Who controls the value chain and where do you fit in?
- What are the major market growth opportunities in the next few years?

Worldwide, mobile operators in most mature markets are facing a difficult time delivering financial returns to their shareholders. Most MNOs accept that subscriber penetration in mature markets has reached near-saturation level, and with voice revenues static or declining amid fierce competition in some markets, operators must drive the uptake of new value-added services in order to sustain revenue growth and profit. Added to this, operators face increasing levels of competition from MVNOs and airtime resellers, as market forces are driving down the price subscribers are willing to pay for voice, whilst driving up churn. As if all that was not enough to worry about, operators continually have to balance this declining ARPU against the ongoing cost of upgrading and building new advanced 2.5G and 3G networks.

Mobile data service revenues are forecasted to account for almost 20% of total mobile operator revenues by 2008, representing a significant growth trend for the mobile data services market over the next five years, with revenues more than doubling from the 2003 level. While voice revenues are forecast to grow at a slower pace, the total mobile market will continue to expand, as usage of services such as messaging, games and music start to penetrate the mass market.



Outside of Japan and South Korea, the only non-voice service to have gained mass market use so far is SMS, but that picture is starting to change as increasing numbers of subscribers, equipped with advanced, feature-packed handsets, begin using MMS, mobile email and other mobile data services.

Read about all this and much more in this in-depth new 200-page market study…

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