

2011 India's Mobile Services Market - with Forecast of the Mobile VAS, Applications and Cloud Services Market to 2015

Description: With 700 million mobile subscribers in India, mobile service providers are putting significant focus on mobile applications and value-added services, including mobile Internet, to sustain loyalty, reduce churn, and increase profit margins. APRG forecasts that revenue for mobile VAS (value added services) and applications to exceed of US \$4 billion by 2015. And across India, consumers have responded with increased adoption of mobile content services and applications, and the uptake of mobile SNS to applications like Facebook was explosive in 2010.

Mobile Service Providers Airtel, Reliance, and Vodaphone all launched app stores in 2010 with thousands of titles. We are already seeing an earnest shift in the handset market to smartphones, and with the deployment of 3G networks in 2011, combined with Indian consumers appetite for faster bandwidth, the next five years will provide technology vendors ample opportunity to participate in transformation of India to a data centric mobile environment.

A trend we expect to see developing further with several India telecommunications service providers in 2011 is an investment in a technology infrastructure to offer cloud-based services to enterprise and SMB customers, and certain consumer segments for mobile services.

APRG's market research examines how India's operators, application and content providers are competing in India's mobile market. This report evaluates the opportunities, strengths, weaknesses and the risks of this emerging mobile market of over one billion people, and provides insight into many topics framing the mobile communications market in India. In developing this report, APRG polled over 1,000 urban and rural consumers to understand their preferences. Some of the key metrics provided include:

- Survey of mobile applications and content that Indian users are willing to pay for
- Outlines the emerging mobile app stores and mobile content providers in India
- Forecasts the growth of mobile subscribers, penetration, and ARPU trends in India to 2015
- Forecasts the revenue growth for mobile VAS and mobile applications in India to 2015
- Outlines the mobile cloud services market in India to 2015

Key Questions Answered

Our research provides immediate answers to a number of opaque topics of the mobile market in India:

- How much revenue has and will mobile VAS and applications generate in India?
- What is the market size for cloud based services in India?
- What are the opportunities for mobile content and mobile app providers in India?
- How many consumers hold multiple SIM cards and what is a sensible view of active mobile subscribers?
- What are the new mobile applications being adopted by consumers in India?
- How do consumers learn about new mobile content services and applications?
- When and where do consumers use their mobile applications?
- What mobile applications are likely to succeed with the new 3G infrastructure in India?

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