

SWOT Analysis of Indian VAS Industry & 3G Revolution

Description: This report on SWOT analysis of Indian VAS industry highlights the positive and negative factors corresponding to the opportunities, which can be converted to strengths and weaknesses that pose a fear to be converted to threats. The SWOT Analysis also identifies differentiating factors for the year 2009 and 2011. Last but not the least the SWOT Analysis report also covers the goals & project plans for current strengths & opportunities of VAS. Simultaneously, the report also covers the goals & project plans to overcome weakness and threats.

Although voice VAS continues to command a large revenue share, the contribution of Mobile VAS (Value-Added-Services) to Indian telecom industry is immense. VAS still continues to remain a key differentiator for telecom operators. The mobile VAS market has been growing around 60% year-on-year. This is mainly due to the factors attributed to mobile advertising, m-commerce, multi-media games, 3G, mobile internet for faster data upload and download and also the rural VAS market which has a huge potential in India.

Although voice VAS continues to command a large revenue share, the contribution of VAS is on the rise as it remains the key differentiator for telecom operators, in the arena of falling ARPU's. In India, VAS constitutes 9%-10% per cent of the operator's revenue, which contributes 20 per cent to global telecom revenues. In India the operators retain a major chunk of the revenues amounting to about 60-80 per cent of VAS revenue and the remaining is shared between the VAS aggregator, application developer, technology enabler and content owner.

In India, SMS, Ringtone, Caller Ring Back Tone (CRBT) and Games constitute the bulk of the VAS. VAS delivery has been mainly based upon SMS, IVR, GPRS and WAP platforms. Now with the plethora of value added services at their disposal, operators are turning toward an outsourcing model for VAS as well, in order to reduce costs. This shows the extent of involvement of each M VAS service in a positive and negative manner. With the much awaited 3G spectrum, the Indian telecom industry will see a high level of connectivity, de-congested networks and simultaneous data and voice network.

Scope of the Report:

1. The SWOT Analysis report provides a detailed analysis of the Indian VAS Industry.
2. The SWOT Analysis covers the business opportunities & risks in India's Value Added Services. Sector – through the latest developments, regulatory trends and major service offerings.
3. The SWOT Analysis identifies the key strengths, weaknesses, opportunities and threats for the VAS industry.
4. The SWOT Analysis also identifies differentiating factors for the year 2009 and 2011.
5. The SWOT Analysis report also covers the goals & project plans for current strengths & opportunities of VAS Industry. Simultaneously, the report also covers the goals & project plans in-order to overcome weakness and threats.
6. The SWOT Analysis identifies alternative ways for telecom operators to increase their revenues from VAS offerings; a substitute for the falling ARPU's in India.
7. The SWOT Analysis also covers the effect of 3G on VAS industry.
8. The SWOT Analysis addresses the key challenges and hurdles faced by VAS companies.

The SWOT Analysis is designed to help:

1. This report is designed to help VAS companies for identifying strengths, growth areas and innovative opportunities in the Indian market.
2. This report is designed to help VAS companies in identifying weaknesses, so that they can find measures

to curb them before it becomes a threat.

3. This report is designed to help VAS companies looking at expanding their service offering/customer base in inorganic way.

4. This report is designed to facilitate Investors/Venture Capitalists in decision making.

5. This report is designed to help Telecom Operators to identify key growth areas in VAS services which will help them to increase their revenues.

6. This report is designed to help Telecom operators and VAS companies planning to enter Indian VAS market.

7. This report is designed to help VAS companies develop strategies based on the latest trends in the Indian VAS Industry.

8. Government organizations like TRAI (Telecom Regulatory Authority of India) and DOT (Department of Telecom) to formulate strategies related to this sector.

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