

“MVAS WILL MOVE FROM TRADITIONAL ABC TO NEW DATA DRIVEN APPLICATION USAGE”

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What are the latest market trends in MVAS Industry?

Traditional MVAS is losing its sheen and new trends in terms of application based services are up taking. Games still are the hot selling business in MVAS, but with more and more data centric approach, multi user games are leading the trend. Focus is slowly shifting to mCommerce based services which will redefine this market .

MVAS industry: Issues and Challenges

MVAS is going through evolution and challenges are ever changing regulatory needs some for good and some which are impacting the health of this industry. Educating customers across the class is also a challenge , which gets many a times misused across this business. If we have a very well defined regulation and MVAS players have platform/application/ customer centric approach to business then just the mere SMS based services, should bring out some positive changes in this industry.

With the advent of 4G, how do you see the future of VAS in Indian market?

4G will bring in a change at application and device layer. Devices with backward compatibility and application driven strategy will help in creating a new business model . For any new segment to grow you need to have a strong highway to support the growth. 4G provides that pipe and due to this we will see different applications coming on the forefront for this growing industry.

What are the challenges and opportunities for infrastructure providers and application developers?

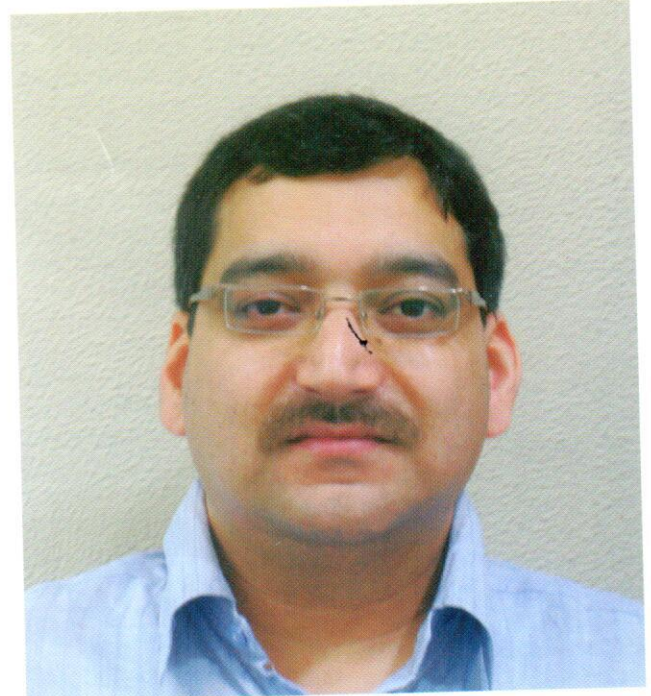
This market has evolved and lots of things are getting redefined. Application developers are getting their direct space in this market, especially when it is service driven. Examples like Facebook, WhatsApp, messenger services etc. But I have a strong opinion on this. Operators should continue to drive their business with more usage on data layer. That is what they need to focus and build their revenues on. Voice will become commodity very soon and data packaging will lead the way for uplifting the operator business. This way all in the value chain will start making money.

What are the key MVAS applications that will rule the market in near future?

We feel Indian market needs lots of education in various areas which touch our lives on day to day basis. Hence market has to be Citizen Centric Applications. This will open up host of services in the market like, mCommerce, mHealth, mEducation etc.

Strategy to boost the MVAS market and increase the ARPU

As stated above, we need to focus on the those areas which touch our day today life and all the applications in these areas will drive the future of business growth. MVAS will move from traditional ABC to new data driven application usage.



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