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Mobile value added services industry in China exhibits strong growth potential, finds Netscribes

Netscribes (India) Pvt. Ltd., launches Mobile Value Added Services - China report covering one of the major segments in China's Telecom Industry. The report is part of Netscribes' Telecom Industry series.

Mumbai, India – January 13, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its report Mobile Value Added Services - China. The MVAS market has been growing at 29% per annum. Growth in this sector is being propelled by increasing mobile penetration, growing popularity of mobile entertainment, rising income levels, declining ARPU and introduction of 3G.

The report begins with an introduction of China's mobile market. It analyzes the MVAS value chain. The report also outlines market entry procedures and key government regulations in this space. Market overview gives a brief overview of the existing scenario with market size and growth figures as well as data for VAS's share of total revenue of major mobile operators. The drivers explain the factors influencing growth of the industry including increasing mobile penetration, growing popularity of mobile entertainment, rising income levels, declining ARPU and introduction of 3G. The key challenges identified encompass the dependency on telecom operators, competition from free WAP sites, and billing and transmission failures. The competitive landscape profiles the major players including their business description. The report also provides details regarding the key developments in this sector.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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