

A2P SMS Market and P2A SMS Market - Premium Messaging Market: Global Analysis, Trends, Size and Forecast 2007 to 2017



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Summary

The global premium messaging market volume is expected to reach 1,134.2 Billion by the year 2017 at a CAGR of 36.8% from 2012 to 2017.

Message

Premium messaging is an opportunity which opens up an additional revenue stream for mobile network operators as the value added services which they offer to customers are chargeable over and above the standard rate SMS or MMS. As the mobile network operators have a wide customer base; they make use of these value added services increases the APRU (Average Revenue per User). Customers prefer to access these services as they are user friendly provide, value to customer and are exciting. Browse All Report: [Premium Messaging Market](#) Premium messaging is segmented into Premium SMS (PSMS) and Premium MMS (PMMS) with the earlier commanding the most of the market volume and revenue. There would be a slight shift of revenue concentration from PSMS to PMMS as a result of penetration of camera mobile phones and reducing PMMS prices. Entertainment is the most popular premium SMS services segment, which includes songs, videos and games, ringtones and TV voting. The global premium messaging market volume is expected to reach 1,134.2 Billion by the year 2017 at a CAGR of 36.8% from 2012 to 2017. Scope and overview The objective of the study on "Premium Messaging Market: Global Analysis and Forecast" is to gain detailed market insights in premium messaging segments. The market is analyzed on the basis of growth trends, ongoing developments, market penetration and revenue share. Browse: [A2P SMS Market](#); Segmentation & Analysis The report segments and analyzes the "Premium Messaging Market: Global Analysis and Forecast" on the basis of following sub-categories: • Geographic Markets o North America o South America o EMEA o APAC This section provides in-depth analysis of "Premium Messaging Market" that includes market size and growth forecast for each geography and segments. • By Segment o Premium SMS (PSMS) o Premium MMS (PMMS) • By Origin (or Termination) o A2P (Application to Person) o P2A (Person to Application) This section provides in-depth analysis of Premium Messaging market size and growth forecast for each segment and challenges prevailing in the overall market levels and future outlook for all the levels. Browse: [P2A SMS Market](#) • By Industry Verticals (at country level) • Entertainment • Media, Advertising and Publications • Retail • Banking, Financial Services and Insurance (BFSI) • Hospitality and Tourism • Shipping and Logistics • Outsourcing & Call Centers <http://www.transparencymarketresearch.com/premium-messaging-market.html>

Contact Information

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