Industry Report

Mobile Data Services: Business Model Assessment

Table of Contents
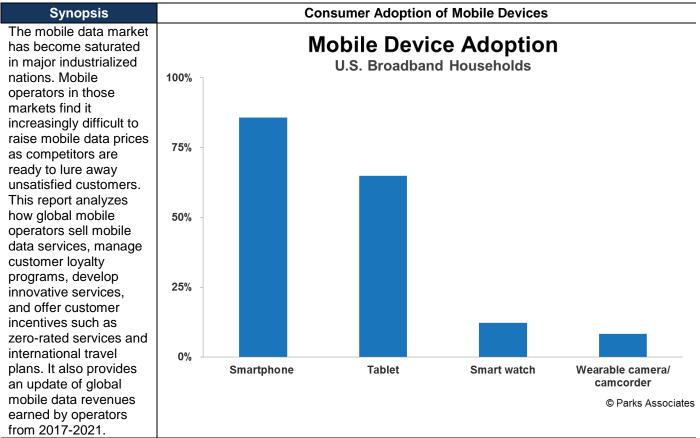

PARKS
ASSOCIATES

By Kristen Hanich, Research Analyst

Synopsis	Consumer Adoption of Mobile Devices
The mobile data market has become saturated in major industrialized nations. Mobile operators in those markets find it increasingly difficult to raise mobile data prices as competitors are ready to lure away unsatisfied customers. This report analyzes how global mobile operators sell mobile data services, manage customer loyalty programs, develop innovative services, and offer customer incentives such as zero-rated services and international travel plans. It also provides an update of global mobile data revenues earned by operators from 2017-2021.	**Mobile Device Adoption** **U.S. Broadband Households** A bar chart of mobile device adoption in U.S. Broadband Households. Smartphone approximately 85%, Tablet approximately 65%, Smart watch approximately 12%, Wearable camera/camcorder approximately 8%. © Parks Associates
Publish Date: 3Q 17	"The re-introduction of affordable unlimited data plans brings challenges to MSPs, who must find new ways to invigorate ARPU growth. MSPs are addressing this challenge with strategies such as introducing unlimited plans with tiered service experiences, service add-ons, cross-selling and bundling with digital content, and exploring alternative revenue models such as sponsored data and advertising," said Kristen Hanich, Research Analyst, Parks Associates.

Contents	

Figures	

List of Companies	
Accedo	Oberthur
Airtel	Orange
Apple	Qualcomm
Aquto	Reliance Jio
AT&T	SFR
Bezeq	Singtel-Optus
British Telecommunications/EE	SK Telecom
China Mobile	Sky Sports
Cisco	Sling TV
Deutsche Telekom	Snapchat
Ericsson	SoftBank
Facebook	Spotify
Free	Sprint
Gemalto	Swisscom
Gigsky	Telcel
Globe Telecom	Tele2
GoGo Air	Telefónica
Google	Telenor
Idea Cellular	Telstra
Instagram	Three
Intel	T-Mobile
iPass	Transatel
KDDI	Tumblr
Live Nation	TVPlayer
Microsoft	Twitter
Movistar	Verizon
Nazara Technologies	Virgin Mobile
Netflix	Vodafone
Niantic Labs	YouTube