

Leveraging MVAS Potential

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Mobile value-added services (MVAS) have assumed significant importance in recent times due to the rapid growth in wireless subscriber base. They have enhanced the utility of mobile phone as a powerful medium to deliver information, viz., news, entertainment, advertisement, music, games, commerce, education, and health. Simultaneously, they help service providers in generating new revenue streams as well as the consumers in receiving the benefits of personalized applications.

On growth drivers for the VAS market:

Mobile is a widespread and effective channel for banking, education, and healthcare sectors. Banking can cater to the larger un-banked/under-banked segment of population. Sending banking alerts and offering mobile purchasing and payment services can and will provide tremendous benefits to consumers.

M-education has emerged as a critical MVAS application. In order to increase the accessibility of the Indian rural population to affordable basic education, the Government of India, along with private education players, has planned to leverage wireless technology and offer m-education services, such as basic education lessons, examination tips, and result alerts.

Effective and improved level of healthcare can be provided through m-health services. These services include awareness about diseases, training of healthcare workers, and much more by effective m-health initiatives. In India, the concept of m-health is still at a nascent stage. Going forward, voice-based applications are expected to be more prevalent as these can be provided in local languages for making communications easier and simpler.

“Mobile value-added services help service providers in generating new revenue streams as well as the consumers in receiving the benefits of personalized applications, says Arun Gupta, Founder & CEO, MoMagic Technologies.”

On plans for the Indian VAS market:

MoMagic is currently working on Android, Java, and MRE (MediaTek’s platform) for feature phones. The company will keep moving in the present direction creating more and more VAS services and applications that cater to mobile users of every user segment. Infotainment, rural, social media, and education have been identified as the company’s primary focus segments for now.

On major customers:

MoMagic works with most of Indian brands as a service provider. The company’s solutions are available in more than 50 handset models in Indian market.

On key technology trends:

There are many services that are emerging as potential revenue sources for the future. Location-based mobile marketing is a prospective source for operators and advertisers who can deliver information relevant to the user as per their convenience. The operators can capture the user behavior and create a profile for every customer for a more customized information disbursement.

On road map for next-generation networks:

NGN has seen a lot of demands from various businesses, consumers, and the government. They use economies of scale to enable low-cost services. Though a huge cost will be involved initially, it will pay off very soon for the operators. NGNs have systems that enable operators to provide better quality signals for all services. These networks help reduce capital expenditure by offering all services over a single Internet protocol infrastructure.

4G is poised to be the most important technology in the Indian telecom sector. 4G services have been rolled out in some circles and expected to be introduced in rest of the circles in the months to come. Though the use of 4G initially will be less as the handsets are available at high price points, they will eventually pick up as income levels are increasing and India has a large and fast-growing telecom market.
