

# Mobile VAS

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# MVAS constraint in India

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*Premium VAS Applications are Bandwidth hungry*

3/3.5 G now Leading to

*Mobile Internet Broadband*

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# Speed Gap

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	Claimed	Actual	
GPRS	115 Kbps	30-40	Kbps
EDGE	473 Kbps	100-130	Kbps
WCDMA	2 Mbps	220-320	Kbps
HSDPA	14 Mbps	550-1100	Kbps
CDMA 1-X	153 Kbps	50-60	Kbps
EVDO	2.4 Mbps	300-500	Kbps

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# Mobile Device

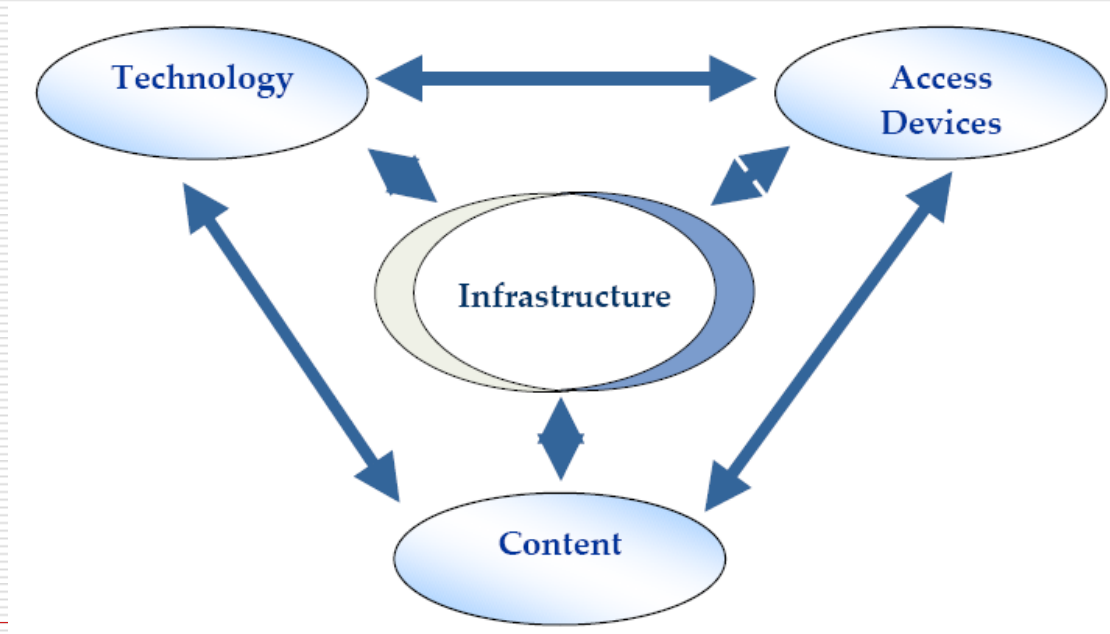
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- A Multimedia Phone
  - A Computer
  - A Television
  - A Camera/Watch
  - Paging device
  - Videoconference Centre
  - A Newspaper
  - A Diary
  - Eventually .....A Credit Card
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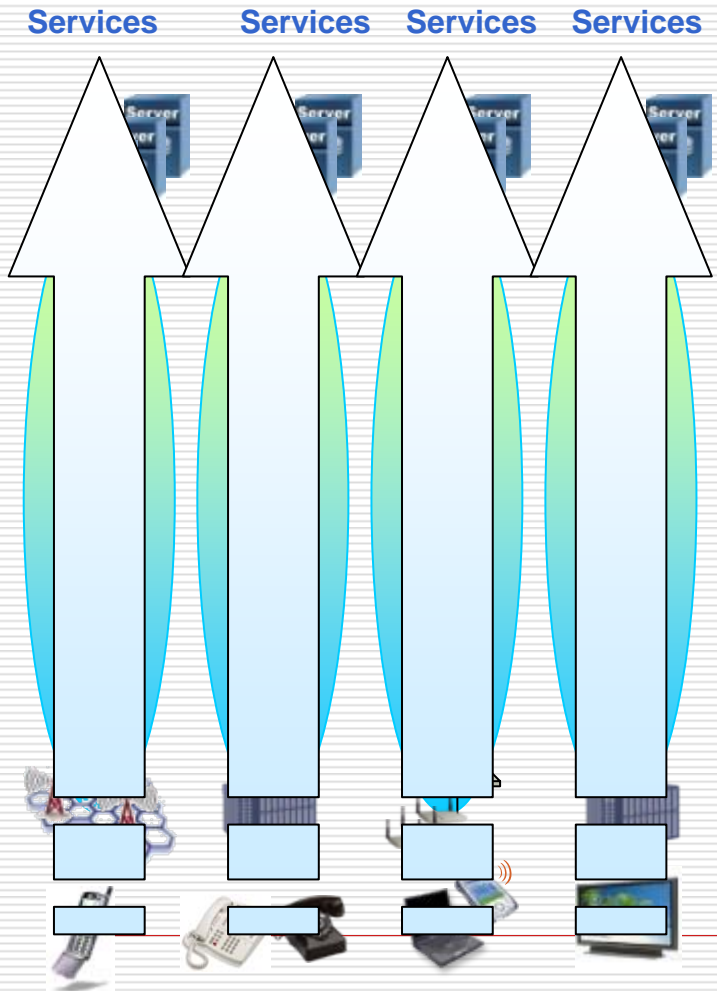
# Pillars of MVAS

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- ❖ Growth of VAS is based on 4 pillars – Access devices, Content, Technology and Infrastructure

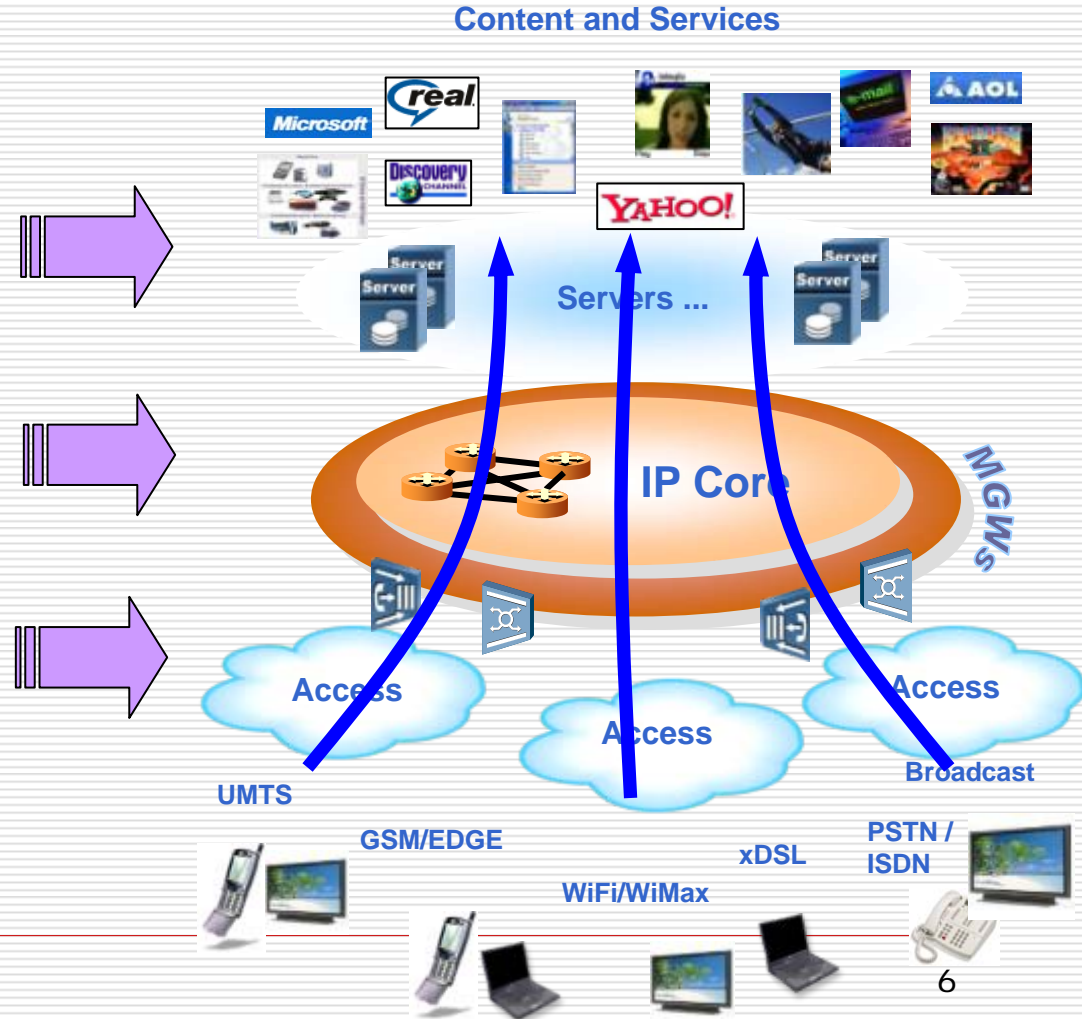


# Before NGN “Stovepipe” service model



Dedicated technologies – duplicated functions

# NGN promises “simplified” service model



# MVAS Technology

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- SMS
  - WAP
  - IVRS
  - USSD
  - Streaming
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# 3G Applications



Video Calling



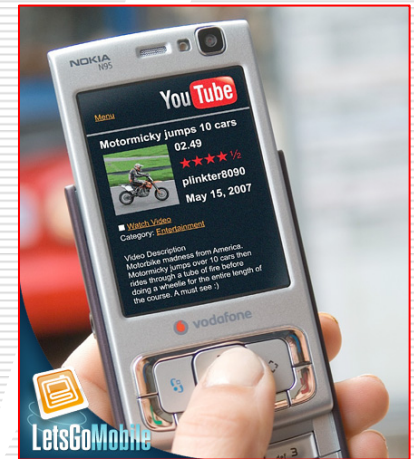
Emails



TV



Music and Movie Downloads



Not on Phone

# MVAS Challenges - Revenue

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- 70:30 more skewed in favor of Telcos
  - Lack of payment mechanism
  - Who should support Advertising ?
  - Transparency in Billing
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# MVAS Challenges - User

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- Awareness
  - User Confused About tariff – Premium SMS/IVR/Data Usage
  - User Experience
  - Exit barrier high
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# MVAS Challenges - Device

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- Feature support
  - Configuration
  - GPRS/3G enabled low cost handsets
  - Customer indecisive with rapid handset changes
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# MVAS Challenges - Content

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- No innovations beyond Cricket and Bollywood
  - Local/Regional languages
  - Content acquisition cost
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# Conclusion

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**3/3.5G will enable Quality User Experience triggering the growth of MVAS in India**

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