

Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge



Filesize: 1.14 MB

Reviews

A top quality publication and also the font employed was interesting to learn. It is really simplistic but excitement within the fifty percent from the book. Its been designed in an remarkably basic way in fact it is only following i finished reading this pdf where in fact changed me, modify the way i believe.

(Rachel Stiedemann)

MEASURING THE EFFECTIVENESS OF THE STRATEGIES USED BY MOBILE OPERATORS IN DEVELOPING ECONOMIES, TO ADDRESS THE OTT CHALLENGE



To read **Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge** PDF, remember to access the link beneath and save the ebook or gain access to additional information that are highly relevant to MEASURING THE EFFECTIVENESS OF THE STRATEGIES USED BY MOBILE OPERATORS IN DEVELOPING ECONOMIES, TO ADDRESS THE OTT CHALLENGE book.

GRIN Verlag GmbH Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x4 mm. Neuware - Project Report from the year 2014 in the subject Communications - Multimedia, Internet, New Technologies, , language: English, abstract: Thanks to the advances in telecommunications and mobile computing, smartphones have emerged as a vital tool for enhanced communication, connectivity and productivity. With the increased penetration of smartphones and mobile applications, Over-The-Top (OTT) mobile messaging applications now constitute a significant threat to mobile network operators' SMS-messaging revenues. The literature available today shows that OTT applications like WhatsApp, Viber, Facebook Chat, Skype, etc will cost \$54 billion lost in revenue to mobile network operators. As a result, it becomes critical for mobile network operators to put in place effective strategies that will slow the impact of OTT apps. This research investigates the pro-active measures that mobile operators have taken in developing countries to address this challenge and also measures the effectiveness of these measures in their respective markets. Data was collected through questionnaires from over 400 pre-paid subscribers in Accra. The findings of the research show that OTT apps are changing the behaviour of smartphone users regarding text messaging. The research revealed that more than half smartphone users send less than 5 SMS messages a day. However, with the introduction of 'bundles' by mobile operators in Ghana as a strategy to generate a sustainable average revenue per user seems to be working. Majority of subscribers perceive data bundle as a cheaper and better option than Pay-As-You-Go. However, the introduction of SMS bundle seems not to be an efficient strategy against OTT apps since they are limited to on-net communications only. 60 pp. Englisch.



[Read Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge Online](#)



[Download PDF Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge](#)

Relevant PDFs



[PDF] Report from the Interior

Access the hyperlink beneath to read "Report from the Interior" PDF document.

[Save PDF »](#)



[PDF] Report from the Interior. Bericht aus dem Inneren, englische Ausgabe

Access the hyperlink beneath to read "Report from the Interior. Bericht aus dem Inneren, englische Ausgabe" PDF document.

[Save PDF »](#)



[PDF] Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Access the hyperlink beneath to read "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications ." PDF document.

[Save PDF »](#)



[PDF] Dom's Dragon - Read it Yourself with Ladybird: Level 2

Access the hyperlink beneath to read "Dom's Dragon - Read it Yourself with Ladybird: Level 2" PDF document.

[Save PDF »](#)



[PDF] Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape

Access the hyperlink beneath to read "Shlomo Aronson: Making Peace with the Land, Designing Israel's Landscape" PDF document.

[Save PDF »](#)



[PDF] Let's Find Out!: Building Content Knowledge With Young Children

Access the hyperlink beneath to read "Let's Find Out!: Building Content Knowledge With Young Children" PDF document.

[Save PDF »](#)