

Push To Services Take the Lead

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"Push To" Services Take the Lead - 16 March 2006

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Services included in the assessment were conferencing, instant messaging, interactive gaming, location-based services and mapping, mobile blogging and voice over WLAN amongst others. Total revenues for these services, on cellular networks enabled with IP multimedia subsystems, were estimated by IMS Research to ramp up from 2008, exceeding \$50 billion by 2010. This figure was calculated after careful assessment of current pricing trends in different regions for existing cellular and Internet services such as SMS, MMS, video calling, VoIP, e-mail, IM and location-based services.

Report author, John Devlin, said "it should be realised that the total number of users of these services will actually be bigger than this but usage patterns will vary considerably depending upon access technology, location and requirement. Some users will be very sporadic whereas others will be using selected services nearly every day. The figure of 400 million is an average level of use." He continued, "the biggest single factor affecting the uptake of these services on cellular networks will be operator strategy with regard to the positioning and pricing of these services and also the upgrade path to 3G and beyond. IMS is seen by some operators in the industry as an enhancement for 3G networks and they are intending to use it as an enabler to encourage subscriber migration and service uptake."

About IMS Research

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*IMS Research is always willing to work with journalists to provide market information for articles.

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