



TelecomTiger



Go

LTE

Payment, Gaming, Healthcare and Music over mobile driving growth in Asia

TT Correspondent | Mumbai | 23 Nov 2009

[Hanoi-Halong 4D3N](#)[eliteasiatravel.com](#)

Halong cruise. US\$165/pax only. Customize your trip. Book now!

AdChoices 

The Asian contingent is now witness to some of the fastest growing markets around the world in the mobile services world. And this growth has been triggered by two parameters, functionality and affordability, says the Mobile Marketing Association (MMA).

In a new whitepaper titled, 'Asia Mobile Telecommunication Innovations' MMA says that affordability in the region has mainly be brought about by availability of affordable handsets and lowering of prices due to competitive market

forces.

The functionality quotient has been increased due to increased popularity of smartphones.

“Undoubtedly, the mobile device is the most personal technology in use today, a fact that presents immense potential for engagement through mobile advertising and marketing. The increase of function-rich smartphones in the market with larger screen size, better web browsing capabilities and longer battery life, combined with ‘all you can eat’ data packages is driving the growth of mobile Internet making it a ready channel to connect with customers,” says Rohit Dadwal, Managing Director, Asia Pacific, Mobile Marketing Association.

According to the trade association, the four key emerging mobile functionalities that are driving growth in Asia include mobile payment, mobile gaming, mobile healthcare and mobile music.

“Currently, Singapore and Hong Kong are the most mature electronic payment markets in Asia. The industry is growing rapidly and provides significant opportunities for all electronic payment Channels including mobile platforms. With a focus on services/product innovation, mobile operators and value added services providers are aggressively working on payment options through mobile platforms – which will be the most lucrative segment in the medium term across Asia,” adds Damien Duhamel, Managing Director, Solidiance.

The increased uptake of gaming services allows a scope for advertising thereby opening up new avenues of revenue generation for publishers, distributors and service providers.

Mobile healthcare too is picking up in the Asia Pac region with a reported growth rate of 80% with estimates valuing the segment to notch up \$ one billion by 2010. Some of the popular applications include remote patient monitoring, mobile nursing, mobile medical records access, access to free mobile healthcare information etc.

Cont-->>1 2

Other Stories in this Section

- Anritsu showcases LTE voice test solution, LTE advanced test solutions at Mobile World Congress
- U.S. Cellular launchers 4G LTE Mobile hotspot ZTE Unite
- ZTE launches ultra-speed 4G uFi mobile hotspot device

 Like 0 Tweet SHARE  mail this article  print this article  Show and Post comment

23 Nov 2009(IST)

Related Stories

- MMA applauds launch of Mobile Media Metrics in UK
- MMA transforms operating regions into business units
- Oracle's new MMA solution promises operators enhanced targeted campaigns
- MMA establishes local body in Turkiye
- Ericsson elevates Frykhammar as CFO

Whitepaper

Cisco SP Wi-Fi: A Platform for Business Innovation and Revenue Generation



Operators are looking at both licensed and unlicensed (Wi-Fi) technologies to meet this demand. One option is increasin...[read more](#)

Other Whitepapers



Generation

Cisco SP Wi-Fi: A Platform for Business Innovation and Revenue

Mobile Phone Reviews



Review: Samsung Galaxy Tab GT-P6200

Price: Rs. 25,990

★★★★★



Review: Karbonn A 1 Plus

Price: 4990

★★★★☆



Review: HTC One V

Price: 19,999

★★★★☆

Other Stories of the Day

- Government working on tie-ups with six countries in telecom sector-Report
- Apple developing watch with features of smartphone-Report
- Huawei launches industry's first FTDD solution for ultra-broadband
- Tata Communications reports Q3 net loss of Rs.201.01
- Dual-SIM business smartphone Idea Ivory launched on Infibeam
- Amazon introduces Coins for purchasing apps, games, and in-app items on Kindle Fire
- Microsoft Surface Pro, new accessories now available
- Times Mobile launches GreetZAP with voice cards concept

