



Mobile Market Development

Growing Third Party Revenue

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction Operator revenue is no longer growing at historic rates. Digital trends are exposing new opportunities for operators to add value and grow their relevance in the digital environment. Their ability to add value will enable them to command revenue from new sources. Some MNOs have established value-adding services to benefit non-traditional third party audiences. This report explores what they are doing in order to inform the approach of operators hoping to diversify their sources of revenue. Three i3