



# Mobile Market Development

## **Vodafone live! Impact Assessment**

Program: Maximising Wireless Profit

Price: 5000.00 EUR

Description: Mobile operators worldwide are looking for new revenue streams to compensate for declining voice revenues resulting from increased competition. To date, text messaging has performed well in delivering non-voice revenue growth, particularly in Europe. However, operators continue to struggle in their efforts to grow non-voice non-messaging revenues. In the current paper we explore how Vodafone has performed in this regard, focusing in particular on the impact of its Vodafone live! service. With deep pockets and the scale and synergy advantages of a group with operations in 22 global markets, Vodafone is arguably best positioned among mobile operators, to develop a portal capable of delivering valued content and services to customers. The current paper provides an assessment of the performance of Vodafone live! to date. Analysis of the market impact claims reported by Vodafone on a groupwide basis is complemented by a detailed examination of end user experiences in one of the most highly penetrated Vodafone live! markets, Ireland.