



Understanding
the
Digital World

Mobile Internet Services

Conditions for market take-off

Project leader
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Conditions for market take-off

The mobile Web services market has become a central preoccupation for Internet players, mobile operators and handset vendors, all of which are working to forge a toehold before the market takes off.

This report analyzes the market's growth momentum up to 2012 and the strategies being rolled out by the players, factoring in technological challenges and expected developments in new services adapted to the mobile Internet.

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