



Mobile VoIP

Plenty of talking the talk,
but can it walk the walk?

Innovation Reports

Mobile VoIP is often perceived as a threat to mobile network operators, eating into their voice revenues and reducing them to mere “dumb pipes”. It has also been perceived as “the next big thing” for a while now in the mobile market. This report will look at the myths and realities of mobile VoIP, the potential and threats of managed VoIP, and draw mobile VoIP penetration forecasts.

Key questions

- Is there potential to turn managed VoIP into increased data revenue?
- Why does Skype dominate the independent “cheap calls” VoIP market and how do the other players compete?
- Does Google, the latest big name to enter the mobile VoIP fray, have the potential to disrupt the market?
- How are mobile operators reacting: fighting or cooperating?
- How and when will operators start to offer managed mobile VoIP?
- What are the key factors for enabling mobile VoIP to take off?
- What will mobile VoIP user penetration levels be up to 2014?





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