

# Business Aspect of Mobile Data: An Investment Perspective

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## Abstract

Wireless data services represent a significant revenue growth opportunity to mobile operators worldwide. In many markets around the world, wireless voice penetration rates are beginning to slow as they reach 80% and higher. The price per minute of voice service continues to decline and while minutes of use are increasing revenue growth from voice services will likely slow over the next several years. Therefore, data services will become increasingly important to drive revenue growth<sup>1</sup>.

Currently, the mobile Internet has been a hot topic frequently discussion. From a user's point of view and on a global perspective, the mobile Internet has not materialized into anything much else than mostly talk. The objective has been to study the mobile Internet phenomenon in basic technologies, services and applications, develops business plan for evaluates the investment of mobile data services. The focus of the study has been on the network provisioning, selecting application, and revenue sharing with content providers.

Most interesting, Japan is one country where the number of users has increased tremendously since the launch of a mobile Internet service there. In Japan three different mobile Internet solutions called i-mode, EZweb and J-Sky have attracted almost 30 million active subscribers<sup>2</sup>.

This paper presents a methodology for understanding the mobile network technologies, mobile data services and applications, current market situation, and final develops business plan for evaluates the mobile data investment.

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<sup>1</sup> The Economics of Wireless Mobile Data [Qualcomm]

<sup>2</sup> Mobile Internet Content Providers and their Business Models [Alice Devine, Sanna Holmqvist 2001]