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## MEASURING THE EFFECTIVENESS OF THE STRATEGIES USED BY MOBILE OPERATORS IN DEVELOPING ECONOMIES, TO ADDRESS THE OTT CHALLENGE



GRIN Verlag GmbH Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x4 mm. Neuware - Project Report from the year 2014 in the subject Communications - Multimedia, Internet, New Technologies, , language: English, abstract: Thanks to the advances in telecommunications and mobile computing, smartphones have emerged as a vital tool for enhanced communication, connectivity and productivity. With the increased penetration of smartphones and mobile applications, Over-The-Top (OTT) mobile messaging applications now constitute a significant threat to mobile network operators' SMS-messaging revenues...

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- Authored by Luc Olou
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