



Process:

- Mobile is manufactured with necessary software and applications – the default application in your phones like “Browser” “Contacts/Phonebook” “Dialer” “Camera” etc. Example of mobile manufacturers are Samsung, BlackBerry, Sony, Nokia, Motorola, Windows Phone, Nexus.
- Users buy phones and subscribe to plans with carriers. If needed, buys/uploads applications for the device. Ex: When you buy a phone from China Mobile Limited it comes with a plan, depending on which type you will get. Another example is if you are playing “Honor of Kings” where you buy gems for you character.
- From time to time, new applications or features are uploaded or upgraded in the device as and when the need arises.



Mobile ecosystem is similar to ecosystem we know at school, each individuals, users, companies, manufacturers, carriers, applications are interacting as a system. They are linked together.

With today’s modern world, the mobile ecosystem serves a big place to reach out for potential customers. You can reach them by video advertising, banner advertising or other advertising to promote your products, company or services.