



Content Game – the challenge for mobile operators

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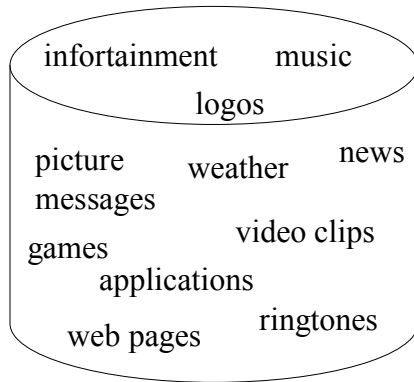
Presentations topics

- Mobile content
 - Different content types
 - Distribution channels
 - Pricing and charging
- Participants in content game
 - Roles of different players
 - Interconnections between different players
- Mapping the content environment into Mobile Operator Game (MOB)

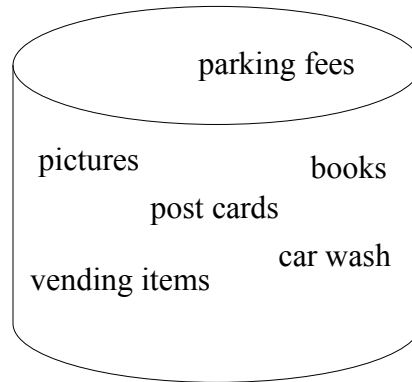


Mobile content types

Digital content



Physical content



Distribution channels today

Multiple content types
and feasible file size

Limited content
size and types

SMSC

MMSC



Wide variety of content
and large file sizes

WAP
GW

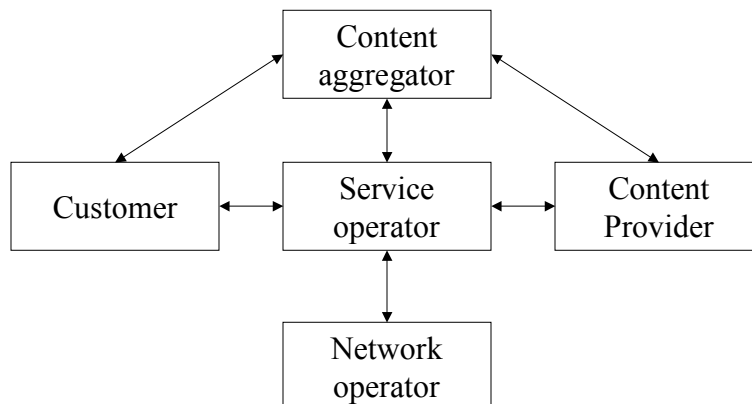


Content pricing and charging

- Pricing
 - willingness to pay (WPT)
 - service differentiation
 - content service bundling
 - price discrimination: different price for different customers
- Charging
 - operator billing
 - third party (operator offers only the bit-pipe)
 - mixture of previous models



Players in mobile content game



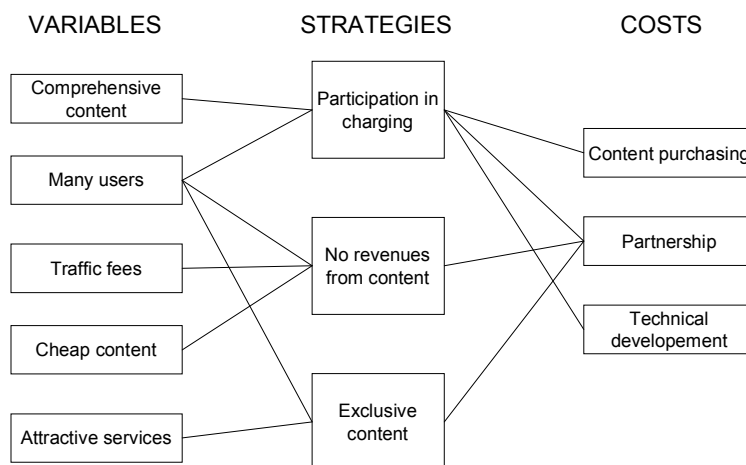


Revenue sharing exmples

<i>User activity</i>	<i>Service Operator</i>	<i>Content provider</i>
NTT DoCoMo official services	9%	91%
TeliaSonera contact service	20% - 65%	80% - 35%
US: mp3 file	30%	70%
US: checking stock quotes	50%	50%
US: purchase of hiking boots	9%	91%



Decision parameters in MOB





Conclusions

- The focus of mobile communications will stay on peer-to-peer communication
- Service operator is the most important link to customer, a natural choice for service bundling
- Service operator's strategic decision to be platform provider, plain bit pipe for content providers or to offer charging functions for certain services
- Network operator will participate in decisions when new content channels are enabled (technological development)



Q & A

Thank you