

The Content Clearing House

What is the Solution?



Delivery of Content: The Problems



- CAPEX and OPEX
- Time to Market
- Marketing - Focus on Tech not on Services
- Data Services - Am I profitable?
- Managing Content Relationships

Choices: Pipe or Innovator



- Telcos under pressure?
- Become Wireless ISP?
- Revenue only from data delivery?
- Revenue from enhanced services?
- Control Technology or Control services?

Operator and Aggregator



- Traditional Aggregators - Defined
- Focus on brand building and Core Network
- Partner Provides Content
- Risks:
 - Brand - Yours? His?
 - Loss of Control of Services
 - Potential Competitor

Build In-house



- Require Technical Ability
- Everyone else failed on Version 1.0
 - What makes you think you can outspend Global Mobile Network Operators?
- Time to market?
 - Can you afford 12-18 Month wait?
- Content Service Life Cycle
 - When its built it might be obsolete

Outsource



- Focus on Brand, Core Network and Billing
- Focus on Services Bundles
- Focus on Customer requirements
- Do not Focus on Services Platform
 - Decrease Friction, Time to market
- Do not Focus on Acquiring Content
 - “Raw” Material is available for fast and flexible Services Creation

Conclusion



It's the Operator's choice to empower themselves, as TMM can provide the enabling managed environment to achieve the benefits.

Thank you

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