

## Case Study

Telcordia, E-biz Mobility, Call Genie, Microsoft, Motorola, Subex

# Generating revenue in a Telco 2.0 World

### Companies submitting case study:

Telcordia, Call Genie, Microsoft, Motorola, E-biz mobility, Subex

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### Viewpoint:

Service provider perspective, Network operator perspective, Software vendor perspective

### Services:

Video, Data, IPTV, Content

### Network Technologies:

Mobile GSM/GPRS, CDMA/EVDO, Edge/UMTS, Converged network, Cable, Broadband, Fixed Line

### Applicable TM Forum Technical Areas:

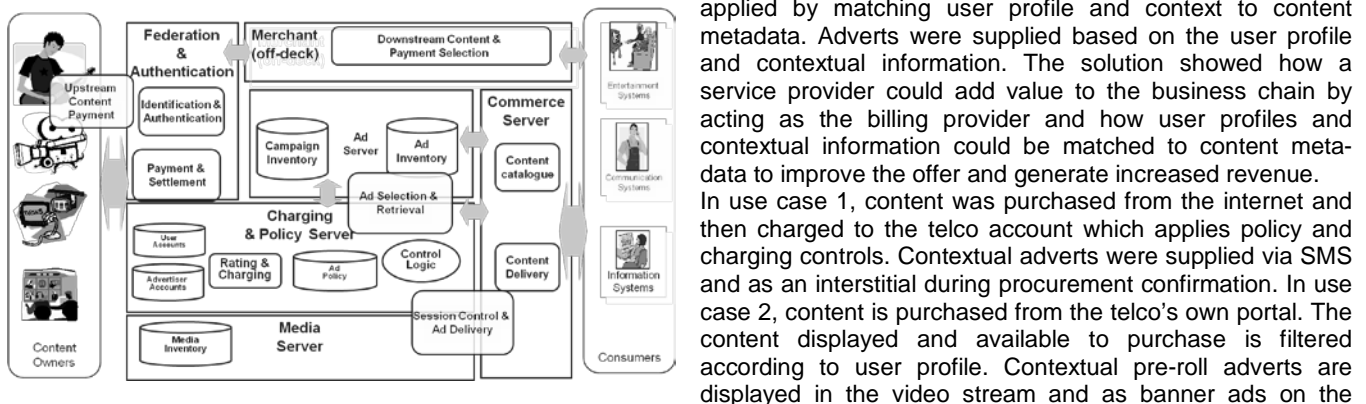
Business Process Management, eTOM – TM Forum Business Process Framework, GBA Map, Value Chain Initiative

### Business Problem:

This case study examines how to offer off-deck content from the open web and still make money. Also, how to improve customer acceptance by delivering targeted adverts in an IPTV or converged environment. The walled garden or “On-deck” content has not delivered the expected returns whilst Telco’s have found it difficult to find a way to add value to and monetize the delivery of “off-deck” (sometimes called off-portal) content. Telco’s have struggled to become credible carriers of advertising whilst trying to protect their existing customer base from spam and privacy concerns. The problem can be summarized quite simply, how to get content (which includes advertising as simply one form of content) from the owners to the end consumers and still make money for the delivery channel

### Solution Implementation:

The solution showed two different business models of content purchasing using a telco account. Limits and controls were applied by matching user profile and context to content metadata.



portal and contextual adverts are supplied via SMS

### Deployment and Results:

The goal was to establish a “80/20” set of critical data that can allow the content and communications industries to integrate. This would be achieved without the need for pairwise bonding and bespoke integration. The output has been fed as data requirements into the TM Forum’s Value Chains Initiative. In addition a number of business problems were identified to be resolved by future work:-

- Practical and performance issue in Advice of Charge for large catalog listings
- Definition and transmission of content meta data to allow policy controls by external (e.g. federated) entity
- Definition and transmission of context and profile information to Advert Decision Servers to improve relevance and targeting