



Mobile Market Development

Monetising Mobile Data: New Service & Revenue Models

Program: Maximising Wireless Profit

Price: 2500.00 EUR

Author: Pippa Walton

Description: Mobile data is a key focus for all MNOs in markets around the world as data usage continues its inexorable rise. The days of unlimited data are now in the past as operators seek to persuade their customers to pay a realistic price for the data they use. Although data revenues are increasing and represent an ever higher proportion of ARPU, blended ARPU is still falling as the prices for voice services are decreasing and regulatory impacts such as cuts in roaming and MTRs take their toll. Operators now face a major challenge in deploying successful pricing strategies for new data services, whilst also optimising service uptake. They need to develop strategies to optimise tariffs and monetise data services as consumer use of mobile data grows. The drive to mass adoption of data services could also lead to price erosion if the introduction of new tariffs and services is not carefully handled. The challenge is further complicated by the need to address vertical markets and regulatory issues including net neutrality and data privacy. Operators must traverse these minefields at the same time as introducing new business models that focus in partnerships and upstream as well as downstream revenue sources. This report looks at examples of innovative mobile data services and business models that are being developed by MNOs and their partners. It concludes with a set of recommendations that should be given consideration by any operator wishing to deliver revenue generative mobile data services in the future.