



# Mobile Market Development

## **New Digital Content Opportunities for Network Operators**

Program: Maximising Wireless Profit

Price: 5000.00 EUR

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Description: Content services today are dominated by video services in the form of TV, movies, sports and gaming plus music streaming services. Video already dominates the internet and Sandvine reported that it currently accounts for 58% of current global downstream internet traffic. There has been some major merger and acquisition activity as the traditional media and the telecom industry restructures to deal with new digital players. Network operators have adopted one of two strategies or tried to mix both – purchasing content producing assets or partnering with content players from the traditional media as well as new digital content players. The first approach is very expensive but can guarantee exclusivity. The partnership model is a less expensive non-exclusive model that incurs less debt and may offer the best return on capital employed. As an example, a tier two operator who previously purchased rights to soccer content has found poor investment returns for its sports proposition in the face of increasingly expensive soccer rights, and is now considering that general entertainment services such as movies and TV series have a much wider appeal and a better chance of influencing the broadband and TV purchase decision. This report looks at the content propositions of network operators in North America, Europe and selected markets across rest of the world and provides an insight into the strategic approach each operator has taken, before delivering our own analysis of the optimum way forward for network operators looking to retain relevance in a digital world dominated by customer content decisions. The report draws on and describes both the most advanced content offerings available today and also how network operators in price sensitive markets are delivering content services thanks to dramatic falls in data pricing and the use of innovative content delivery methods.