

Sponsored Data Go to Market

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Next Big Revenue Opportunities for Operators



Wireless
Voice

SMS

Mobile
Data

OTT
Services

Phones, tablets, sensors, IOT, connected car, connected home, health, enterprise

Device
Proliferation

New opportunities require greater agility

Selling Free Data – Go To Market



Technology

- Minimal integration, agile, flexible
- Single integration for Apps



Open to all

- Content partners – can scale for small & big
- Easy to use for all platforms and content types



User messaging

- Discovery – how does user know its available
- Assurance – user should know it is not charging



Value more than “free” data

- Targeted customer acquisition and engagement
- Remove constraints on usage of selective content

Making wireless networks agile for incremental business models

Current Solutions

User receives immediate toll free access to a specific app or content (App or mobile Web)

One Click Access

Free Data Window

Offer users limited toll free browsing of specific mobile web content through a web window added to your app.

User receives a future reward of data. Reward can be general (MB) or specifically tied to an app or content

Data Rewards

BYOD Split Billing

Enterprise can cover employee's data charges for specific work-related apps (i.e. email)

DataMi Provides New Capabilities for Operators

- **Leverage existing network assets to drive incremental revenue**
 - OTT solution (Policy 3.0)
 - No additional Capital Expense
- **Increase market agility**
 - Days not months to new deployments (NVF)
 - Target toll free data – analytics plug in
- **Enable affiliate selling**
 - Easy to provision, track and optimize
 - Target advertisers, brands, enterprises
- **Test and launch new use cases**
 - Be first to understand market opportunities

Making wireless networks flexible to drive incremental revenue

Thank you