

# The players paradigm pdf free download

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- EE, the first CSP to launch 4G in the U.K., offers a movie-streaming service, EE Films, in conjunction with its 4G service plans. Content purchased from EE Films does not count toward users' data allowance.

#### 4. The Collaborative Approach

This strategy involves partnering with select OTT players to develop a mutually beneficial relationship. The CSP leverages its core competencies (distribution channel, control over the network, customer insights, customer care) to promote and add value to the partners' services. The business model is often a revenue share between both parties. CSPs are also experimenting with fixed or variable fees for offering OTT players services such as guaranteed quality of service (QoS), access to anonymized customer data and customer support. However, this business model has yet to take off. There are several levels of CSP-OTT collaboration, which range from simple partnerships to investments or joint ventures. A lighter form of collaboration can involve the CSP simply acting as an aggregator of OTT services.

##### Pros:

- CSPs can offer consumers a broad service portfolio with minimal upfront investments (no design and development costs) and a faster time to market. They can also differentiate their service offering from their peers.
- They can acquire new customers (who are attracted by the OTT player's brand) and generate new revenue streams based on revenue share with the OTT player.
  - Please note that revenue share deals vary significantly across the different OTT battlegrounds. While CSPs may earn up to 30% commission when partnering with music-streaming services such as Spotify, they can only aspire to a maximum of 5% when offering direct CSP billing services to Facebook.
- CSPs can differentiate the partner OTT player's services by providing additional value for example: direct CSP billing, customer care, marketing, guaranteed QoS.

##### Cons:

- In this model, the OTT player's brand is often the consumer-facing brand, which means that

the consumers are more likely to engage and identify with the OTT player rather than the CSP.

- Some OTT services have the potential to cannibalize the CSPs' core services and increase the strain on the network, resulting in revenue decline and increased costs.
- Such partnerships are often not exclusive. This means that an OTT partner could be free to move to a competitor that offers a better deal, or possibly work with all CSPs in a given market.

##### Examples of a collaborative strategy:

- Verizon's joint venture with Coinstar enables it to leverage the latter's content and advertising deals as well as its media skills and expertise. It also enables Verizon to bring to market an online video-streaming service much faster.
- CSPs such as Telenor, Vodafone, NTT Docomo, AT&T and Verizon are hosting carrier channels in Google Play and offering direct CSP billing for apps and content sold via Google Play.
- T-Mobile in Germany and KPN in the Netherlands are bundling Spotify Premium with select data plans; while Orange is doing the same in conjunction with Deezer and Dailymotion.

#### 5. The Competitive Approach

This approach sees CSPs develop their own branded OTT services to compete against the established OTT players. They either develop the necessary expertise in-house or acquire a company with the relevant skills and know-how. Some of them may choose to outsource the services to white-label service providers (the CSPs then rebrand and sell these services as their own).

##### Pros:

- The new digital services are marketed under the CSP's own brand or a new consumer brand is launched by the CSP. This enables the CSP to own the consumer relationship. Such an approach positions the CSP as an innovator and improves its brand equity.
- CSPs' OTT services can help them expand into adjacent markets and have the potential to generate new revenue streams, resulting in growth. In addition, OTT services are often

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