

Monetizing the Digital Economy

Platforms, Convergence and New Digital Services

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Product Marketing
Amdocs Digital



In focus

**Experience
in
disruption**

Service
providers'
opportunities

Amdocs
approach

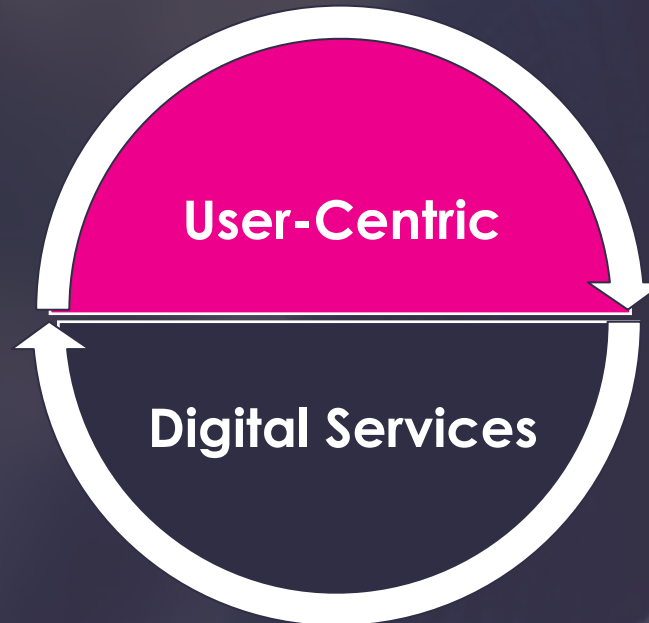
Digital Leaders in the Digital Economy

The leading digital players are the world's most valuable companies



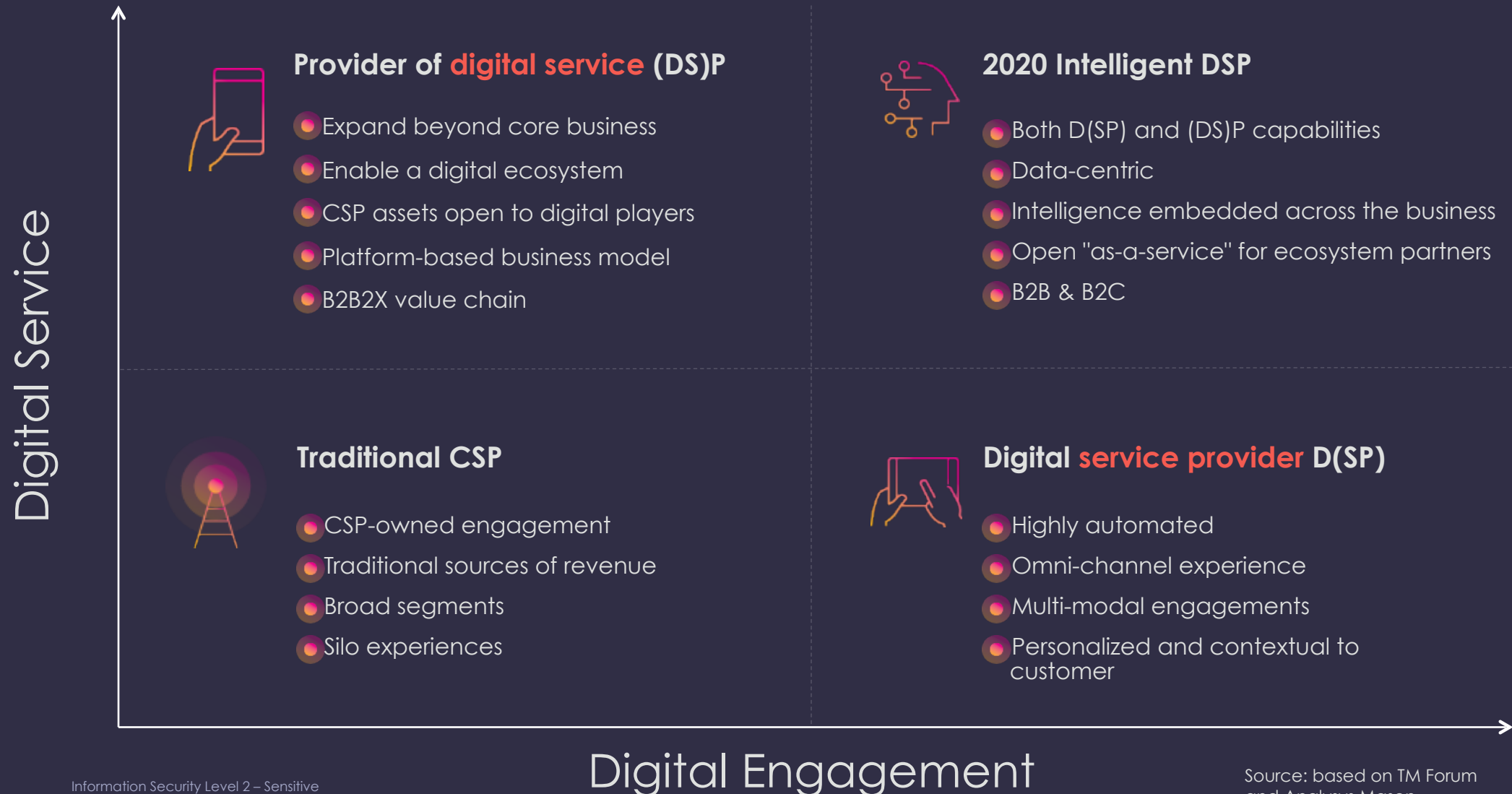
CSPs' traditional mode of doing business has now been disrupted, thanks to evolving requirements for supporting the **digital economy**.

Analysis Mason, 2017



The three industries to be most disrupted by 2025 are banking, insurance and telecom - Ovum

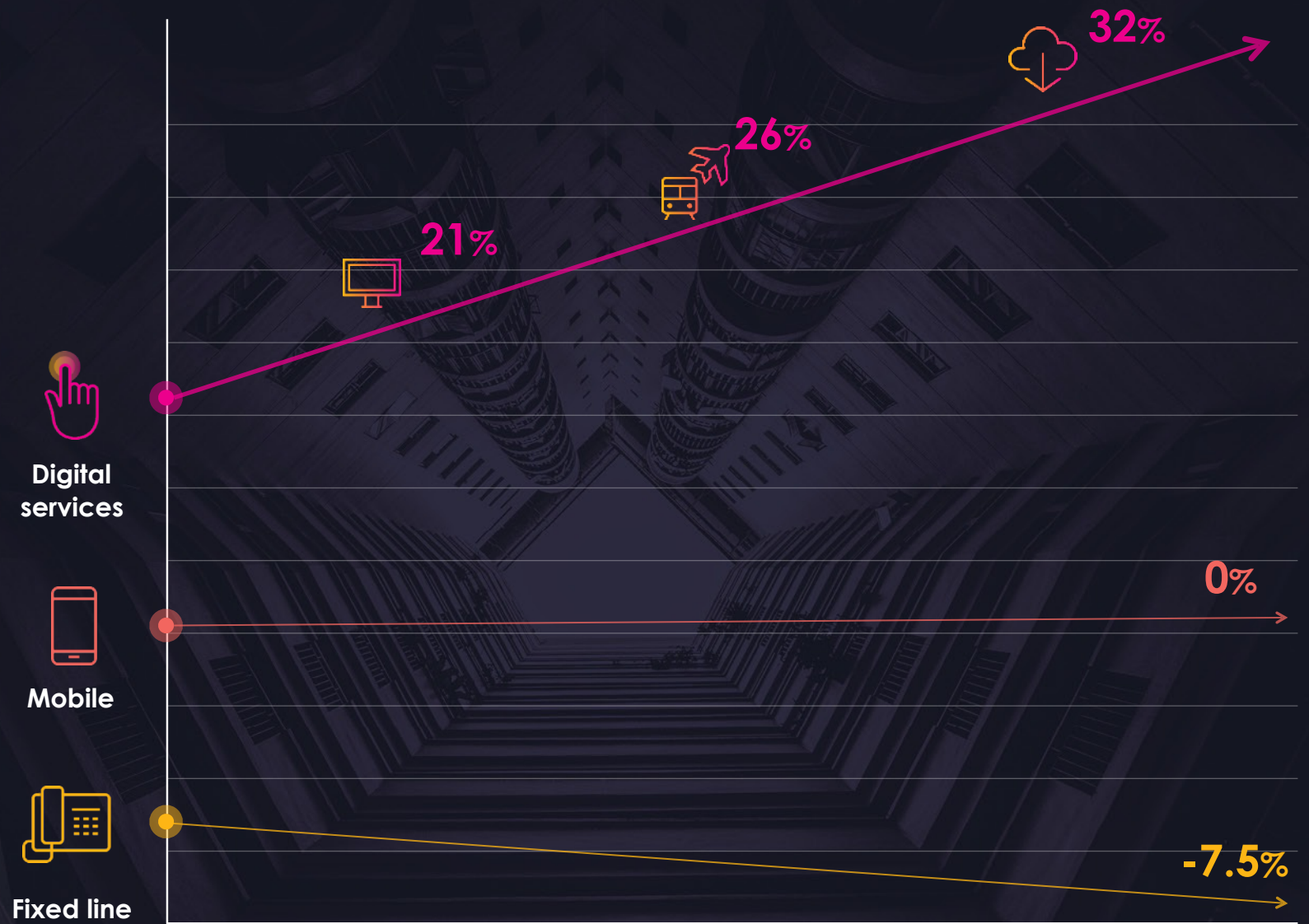
Digital Service Providers progress in all directions



Growth is in the Digital Services

Service providers must grow beyond connectivity to create new revenue streams, and lead the digital ecosystem

By 2019, CSPs will derive 11% of operating revenue from adjacent market sectors, and leading players will nearly double this proportion into the range of 18% to 20%.
- Gartner, 2017



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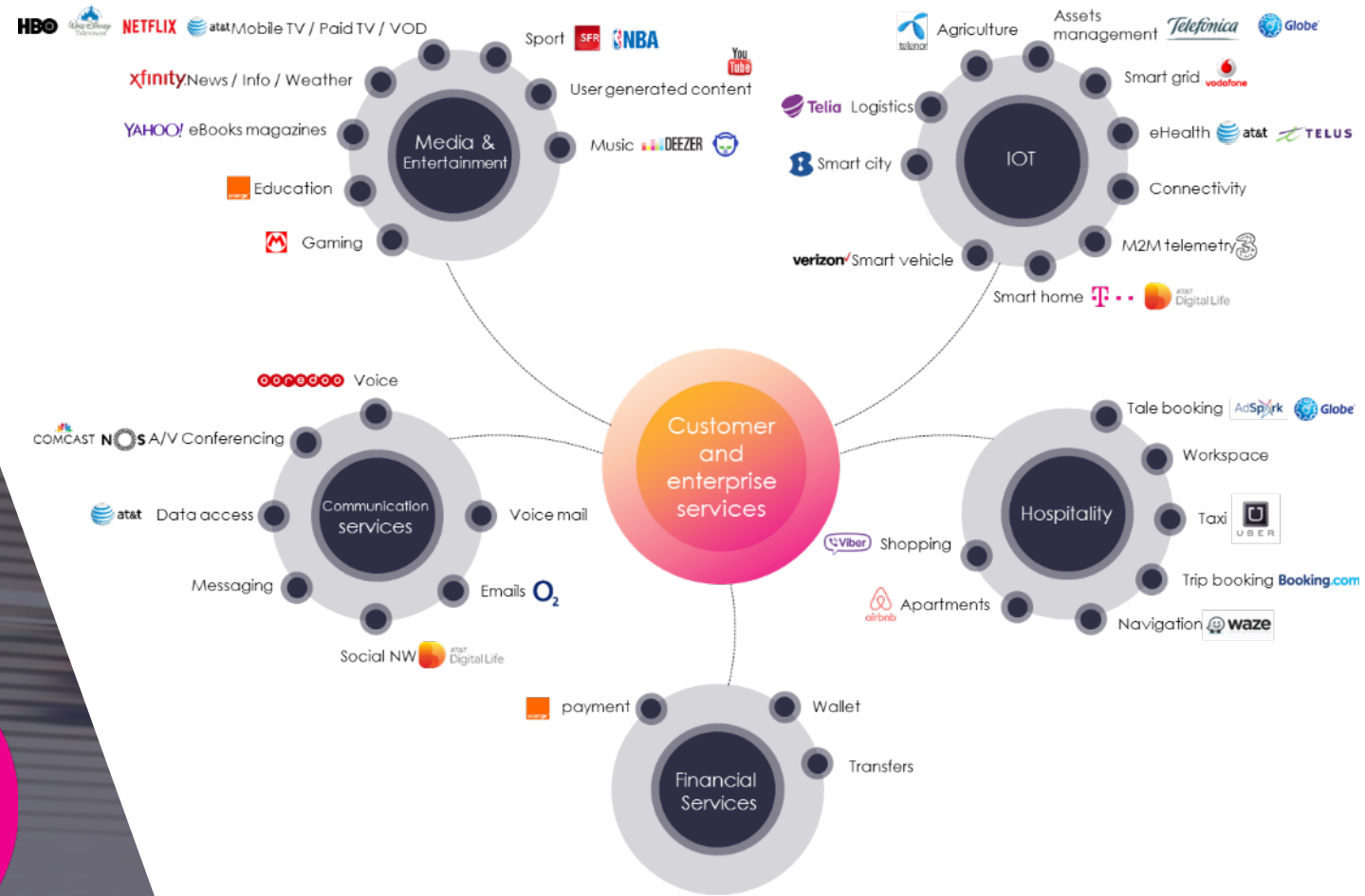
Strategies are different but the goal is the same

48%

aspire to become **full digital service providers**

45%

aspire to become **platform providers**



Extract value from the digital ecosystem



Digital Platform Play



Characteristics of the Digital Platform Play

Openness

This play requires openness in both systems and business in order to attract partners Open

Partner Ecosystem

This will require a rich partner ecosystem of services in order to compete

Adjacent Services

This will lead to modest **monetization of adjacent market services** as well as increased data usage

Monetizing data driven services

Un-carrier disruption

No long term contracts - leasing models

Simple single plan

From access to platform: Netflix, Layer3

Family focus

QoS based data offers

Merger with Sprint to compete on 5G

BRING YOUR FAMILY TO T-MOBILE

Get 4 lines of unlimited for just \$35 each.

- Unlimited talk, text, and data. All on America's best unlimited network.
- Netflix at no extra charge. For almost any device, even TV, with 2+ qualifying lines.
- Taxes & fees included. No surprise fees on your monthly plan bill.
- Texting & data abroad. In 140+ countries and destinations.
- Stream unlimited entertainment. Video at DVD-quality, 480p.
- In-flight texting + 1 hour of data. On all Gogo-enabled flights.
- Unlimited in Mexico & Canada. Talk, text, and up to 5GB of 4G LTE data.
- Free mobile hotspot data. Keep all your devices connected at max 3G speeds.

Amp up T-Mobile ONE

Boost your data speed abroad, stream Netflix in HD, and more when you choose ONE Plus or ONE Plus International.

+\$10/line/mo with ONE Plus

You're all about speed, streaming, and staying connected. Anytime. Anywhere.

- Unlimited HD streaming. Enjoy high definition content in the US.
- 10GB of 4G LTE mobile hotspot data. With unlimited 3G data.
- 2x the data speed abroad. In 140+ countries and destinations.
- Unlimited in-flight Wi-Fi. On Gogo-enabled flights.
- Voicemail to Text. Read voicemails on the go.
- Name ID. Identify calls from unknown numbers.

TelKom South Africa – Entertainment Bolt-On

Telkom

Entertainment Bolt-On

Are you an extreme streamer? Get some extra gigs for your entertainment!

Get gigs just for streaming.

If you're a Telkom Fibre, DSL or LTE customer, this deal is about to change your life. For just R99pm, you get data dedicated to online streaming. So if you're watching a video on selected streaming services, We'll deduct data from your Entertainment Bolt-On instead of your normal monthly allocation.

Stream it all.

NETFLIX

Apple iTunes

showmax

DStv Now

Your Entertainment Bolt-On can be used for streaming on Netflix SA, iTunes, DStv online, Box Office or Catch Up. And let's not forget ShowMax, Africa's biggest and best online streaming service with over 25,000 titles.

Get Bolt-On on your bill

Getting this sweet deal won't mean any extra paperwork – you can add an Entertainment Bolt-On to your Telkom bill!



Digital Platform Play - Globe – build your own plan

Choose Basic Plan

Plans	Plan 599	Plan 799	Plan 999	Plan 1299	Plan 1499	Plan 1799	Plan 1999	Plan 2499
Your Plan's Value with Device 24-month contract period	P599	P799	P999	P1299	P1499	P1799	P1999	P2499
Your Plan's Value for SIM-only 6-month contract period	P599 -FREE P200 per month	P799 -FREE P500 per month	P999 -FREE P500 per month	P1299 -FREE P600 per month	P1499 -FREE P500 per month	P1799 -FREE P500 per month	P1999 -FREE P500 per month	P2499 -FREE P500 per month

Add Data Plan

Surf Pack 1.5 GB P299. Choose one (1) freebie. 1 GB allocation per month for 24 months. Post, like, tweet, chat, and play with extra 1 GB data for only P99.

Surf Pack 4 GB P599. Choose one (1) freebie. 1 GB allocation per month for 24 months. Multi-task and accomplish more with extra 1 GB data for only P99.

Surf Pack 8 GB P999. Choose one (1) freebie. 1 GB allocation per month for 24 months.

Add Lifestyle Plan

WATCH the season's most talked about shows and just chill. HBOO P149, Disney P129, NBA P149, Netflix* P160. *FREE Netflix for six (6) months for Plans 999 and up.

LISTEN to great music and live your day with great vibes. Spotify Premium P129.

PLAY like a pro, catch Pikachu, and show your might in gym battles. Pokémon GO P99.

SHARE the love with family and friends as you chat all day, all night. Facebook Messenger P99, Viber P99.

Personalized Plan Creation

Build your own plan
Share personalized plans

Real-time activation

Real-time APIs for activation
Real-time update of subscriber profile

Partner Monetization

Bundle partner apps with either zero rate or premium subscriptions



Integrated Operator Play



Characteristics of the Integrated Play

Investment

This play requires significant investment in acquisition or joint ventures

Strategic

It requires a strategic approach to investment that tackles adjacent markets

Convergent

Offerings to market should be Convergent in order to maximize revenues from adjacent services

Next Generation Multiplay

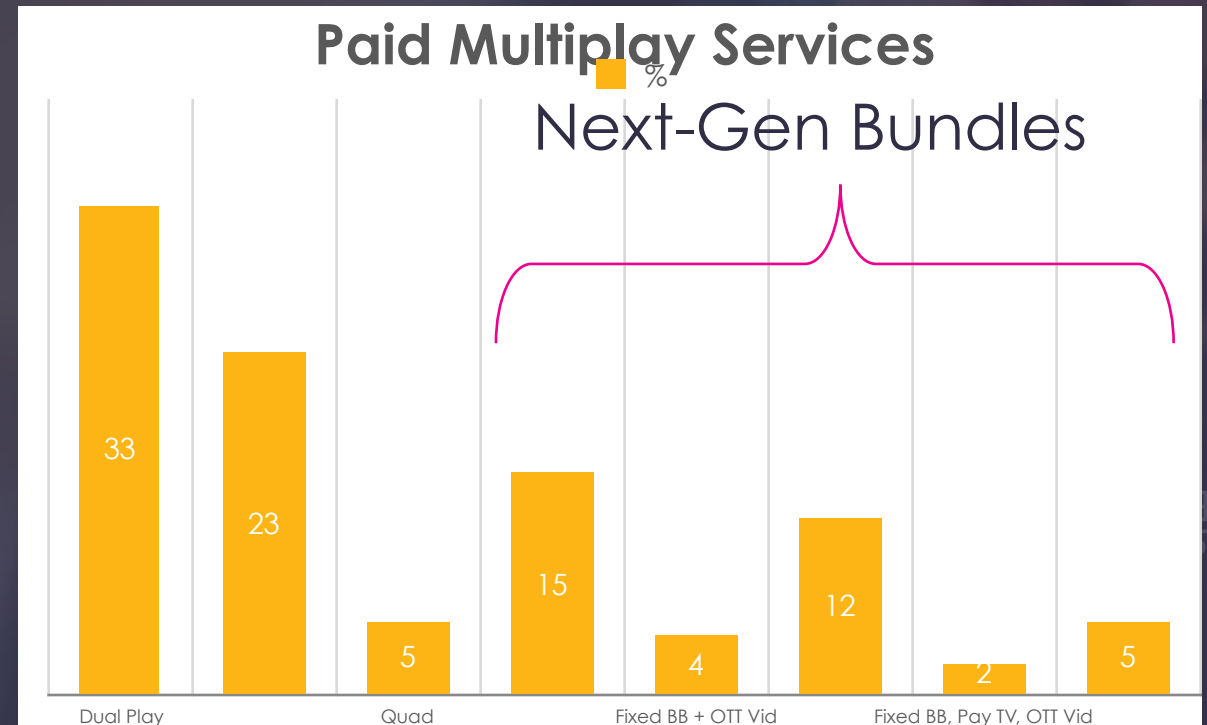
Multiplay bundles create stickiness

Bundle	Churn
Single play BB	20-25%
Dual	15%
Triple	10%
Quad	5%



Almost 40% purchased a next-generation multiplay service.

The two key next-gen bundles were fixed broadband and mobile telephony (15%) and fixed broadband with pay TV (12%).



Source: Ovum, "Digital Consumer Insights: Multiplay and the Mobile-Only Consumer" 2017

The New Dual Play

DIRECTV NOW

Rules free TV

Stream 60+ live channels and all of the entertainment you can handle with no annual contract. It's the dream.

\$10/mo.

when you have a qualifying AT&T unlimited wireless plan. After \$25 video credit. After 22GB data usage, AT&T may slow speeds. **DIRECTV NOW pricing subject to change at any time without notice.**

Req's AT&T Unlimited Plus or AT&T Unlimited Choice (data speeds limited to max of 3 Mbps; video streaming to max of 1.5 Mbps). Credit starts w/in 3 bills. \$10/mo.=\$35/mo. "Live a Little" pkg - \$25/mo. credit. Pay \$35/mo. until credits start; svc renews & is billed monthly until cancelled. Customers who eligible video svcs receive credit on non-streaming svc. See offer details

Get a Roku Premiere, on us

when you prepay 2 months of DIRECTV NOW

Non-refundable. See offer details.

Rates and Products | **Vodafone Benefits** | **Support**

ADSL offer | IperFibra Offer | **IperFibra and Vodafone offer TV** | Offer Fixed Phone

TODAY, online

Offer **IperFibra** and Vodafone TV **NOW TV** da **30€** ogni 4 settimane **PROMO** Chiamate senza limiti verso mobili include

Vodafone TV and NOW TV Entertainment, also in HD for the first 12 renewals

With IperFibra you			With Vodafone TV and NOW TV Entertainment have			
INTERNET	CALLS	SIM INTERNET	TV BOX	NOW TV	NOW TV	PROMO
without limits up to 1 Gigabit per second *	without limits to mobile national including 5G+ ONLINE	included with 1GB 4G to navigate away from home	all channels of digital terrestrial and many content on demand	Entertainment always included. In HD for the first 12 renewals	TV 's best series of the moment. Including 3 months	

Omni-Convergence

Any customers
Any offering

Partner Monetization

Bundle partner offers
Partner payments and settlement

OTT-like experience

App based experience for TV
everywhere

Integrated Operator Play

NOS Portugal - The “Millennial” Triple Play

- July 2017, NOS Portugal launched a youth-focused bundle aimed at users moving out of home, for €49.99 a month.
- Called NOS Indie, it includes: Fixed broadband, 3GB mobile data, 20GB zero-rated data for popular apps, NOS Play
- Additional services include: UMA TV for an additional €7.50
- Two-for-one movie tickets from NOS Cinemas

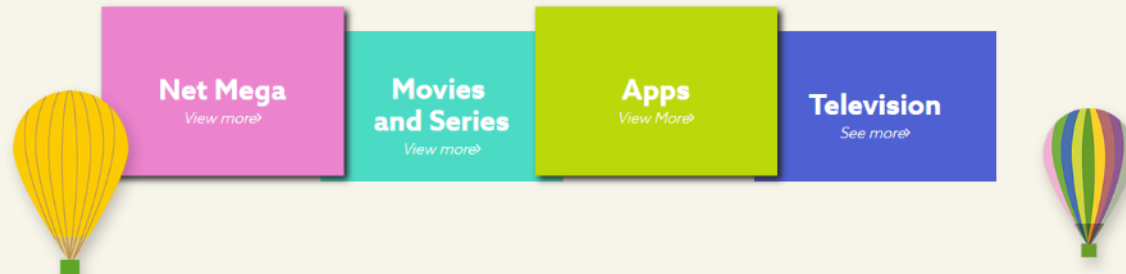
20GB to spend on the apps you use most ⁽²⁾

You'll always have data for apps that are really important to your life.
You have 20GB of data to use in any of these apps.



And still 1,000 minutes or SMS for all networks per card

NOS **INDIE** is the solution for anyone who uses the net for everything.
Always, everywhere.



Television where and how you want it



NOS TV App

Watch TV as you want,
on your smartphone, tablet or PC
in and out of the house.



More than 110 channels

With NOS INDIE you do not need
a box to see your
favorite TV shows.
Just turn on the television.



Box with a TV

If you want the most
advanced experience on the
market, add a
UMA TV box to your NOS INDIE
for € 7,5 ⁽⁴⁾.

Targeted Bundle

Bundle the services that appeal to
millennials – no fixed voice

Separate buckets

20GB for popular apps and 3GB
for general use

Un-Box


A box for the home is extra, otherwise
just use the app

Integrated Operator Play

Orange Poland targets gamers



Orange Love gamers

Orange Love for players

- Internet for home: up to 100 Mb / s
- Mobile subscription: calls, SMS, MMS in the country and the EU **Unlimited**
- Home telephone: landline calls in the country and the EU **Unlimited**
- Television: Optimal package **98 channels (41 HD)**

99⁹⁹ zł / mc [Details](#)

Value proposition they understand

Instant reaction time

Modern fiber optic technology ensures that your data will be transmitted with unbelievable speed, guaranteeing reliability and operational efficiency. We know that delays and big ping can ruin every online game - with Orange Fiber you do not have to worry about it anymore. With speeds up to 600 Mb / s you can forget about any problems caused by delays in transmission.

+ can buy a gaming computer

Super gear for players

LEGION Y520

by Lenovo

A light, portable gaming computer on which you can easily launch your favorite games.

Screen: 15,6"
processor: Intel® Quad Core i5-7300HQ
RAM: 8 GB DDR3L SDRAM
Graphics Card: Nvidia GeForce GTX 1050M 4 GB
System: Windows 10 Home 64

More




+ buy various games through carrier billing

Games and additions

Want to buy a new game or add-ons on Xbox, Windows 10, Kinguin, or Wargaming? Forget about card payments on the Internet. Take advantage of the Orange invoice payment - it's an easy, safe and affordable way to buy what you need.

You simply make a purchase and the right amount will be added to your next invoice. In addition, Orange is the only operator in Poland offering this method of payment on Kinguin, Xbox and Windows 10 platforms, and when shopping at the Wargaming store you will receive special discounts.





<https://www.orange.pl/gamers>

Integrated Operator Play

UK, Germany, Italy, Spain – Connected Life



V-Auto	V-Pet
	
V-Auto £85 upfront cost £4 monthly subscription	Kippy Vita ^S £55 upfront cost £4 monthly subscription

V-Camera	V-Bag
	
Arlo Go £339 upfront cost £4 monthly subscription	Alcatel MOVETRACK £59 upfront cost £3 monthly subscription



AT&T Mexico – Control Flotilla



AT & T Flotilla Control
Manage your fleet remotely



Driving safety

Reduces accidents, fines and mechanical failures.

Cost reduction

Optimizes your fuel, decreases idle time and downtime.

Higher productivity

Improve your routes, increase productive time and generate electronic reports.

Locate and monitor

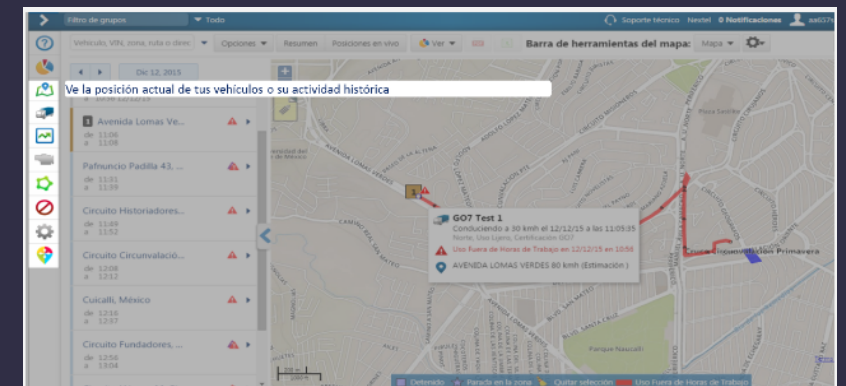
Locate in real time, monitor speed; sends notifications to route changes and changes in driving rules.

Everything from a single tool and from anywhere (Computer, Tablet or Smartphone):

For more information about our benefits call: 01800 200 9311

	Control AT & T Basic Flotilla	AT & T Plus Flotilla Control
• Location	X	X
• Notification of possible accident	X	X
• Dashboard	X	X
• Speed report	X	X
• Register positions out of coverage	X	X
• Tracking of routes	X	X
• Maintenance reminder		X
• Driver behavior (sudden braking, dangerous turns and rapid acceleration)		X
• Sound alerts and notifications		X
• Vehicle fault notifications		X
• Registration of fuel loads, fuel leakage and theft		X
• Corrective alert (seat belt use, vehicle reverse and engine revolution)		X
• Vehicle status (use of fuel, voltage, antifreeze and temperature)		X
Monthly rent:	\$ 260	\$ 340

* Prices in pesos with VAT included.



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**Amdocs
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Pillars of success: empowering the Intelligent DSP

Open and Integrated solutions



Operational **agility**
in a
hybrid reality

Cloud technology
API 1st architecture

Microservices360,
Open source
hybrid environment
DevOps

Largest NFV
ecosystem, Co-
founder of ONAP



Immersive
experiences for users
& businesses

User-centric
approach

Omni-channel
seamless
experience

Self service,
ordering and
fulfilment



Leveraging
intelligence
and data

Real time data
Leading AI engines

Embedded in >50
processes

360 customer profile,
continuously adapting



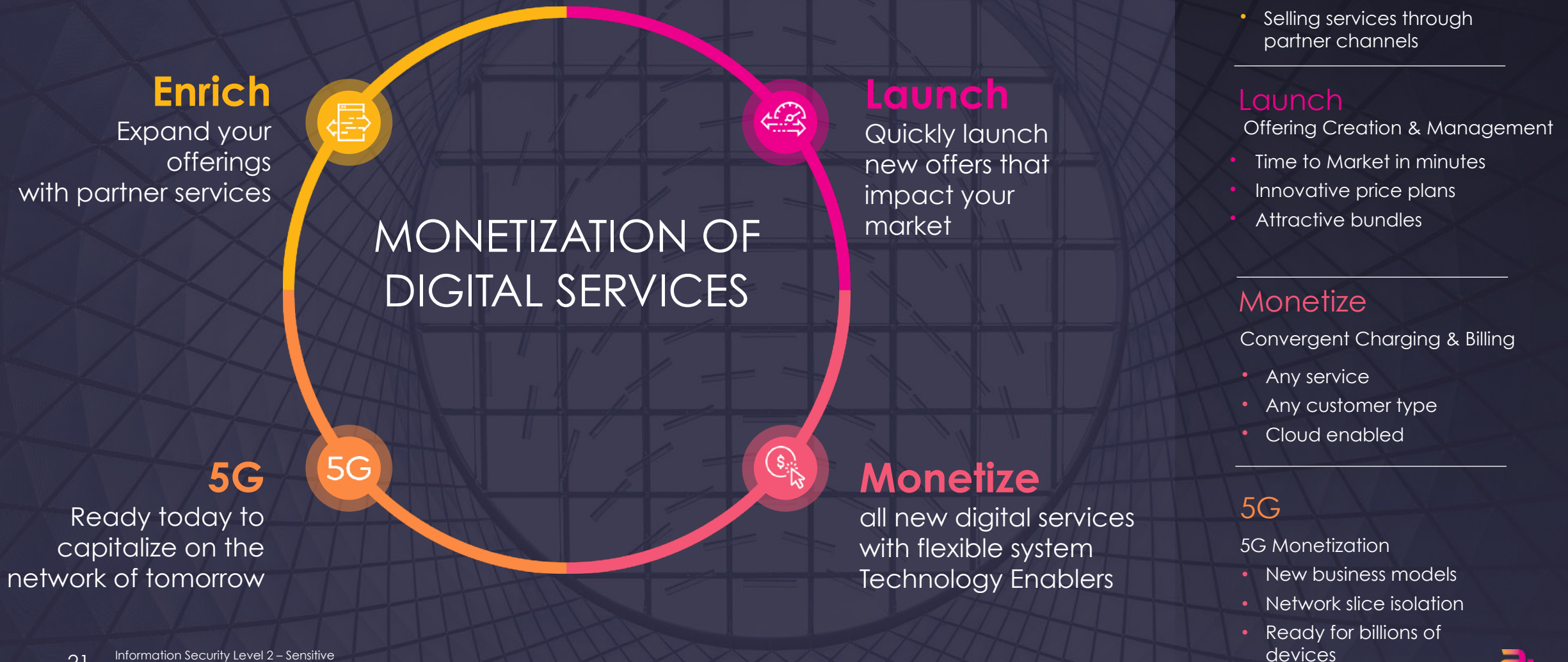
Driving growth
through effective
monetization

Intuitive, federated
catalog for rapid TTM

Partner ecosystem,
Onboarding,
bundling, settlement

Any customer, any
service, any payment
method

digital monetization: monetize the digital economy



Thank you

