



## Monetizing the Mobile Internet

#ciscospchat

Transcript from January 20, 2011

All times are British Time (BST)

**January 20, 2011**

---

- 1:00 am **i7AndiasS:** RT @CiscoSP360: Mobile monetization tweet chat starts 10am PST, 1pm PST Thurs Jan 20, #ciscospchat <http://csc0.ly/6012uFNg>
- 1:08 am **CiscoSP360:** Will you be attending our Mobile Monetization #ciscospchat Thurs 10am PST, great speakers are standing by, <http://csc0.ly/6011uFNU>
- 2:02 am **i7AndiasS:** RT @CiscoSP360: Will you be attending our mobile Monetization #ciscospchat Thurs 10am PST, great speakers are standing by, <http://csc...>
- 5:02 am **CiscoSPMobility:** @B\_A\_Melton Don't miss out on our first #ciscospchat on mobile monetization, Thurs 10am PST (corrected time) <http://csc0.ly/6010uF4r>
- 5:06 am **CiscoSPMobility:** @Ew4n Sorry I gave you the wrong start time. It's 10 am PST for our mobile monetization #ciscospchat. Details -<http://csc0.ly/6011uF4T>
- 5:09 am **CiscoSPMobility:** @ciscopress Our first #ciscospchat mobile monetization, Thurs 10am PST Speaker & prize details <http://csc0.ly/6012uF4p>
- 5:10 am **CiscoSPMobility:** @krehbehn Correction: Our tweetchat on mobile monetization #ciscospchat -Thurs 10am PST. Please join us <http://csc0.ly/6013uF4V>
- 5:12 am **CiscoSPMobility:** Put tomorrow's #ciscospchat RE mobile monetization on your calendar: 10am PST, 1pm EST <http://csc0.ly/6014uF4n>
- 5:12 am **CiscoSP360:** Put tomorrow's #ciscospchat RE mobile monetization on your calendar: 10am PST, 1pm EST <http://csc0.ly/6015uF4X>
- 5:31 am **i7AndiasS:** RT @CiscoSP360: Put tomorrow's #ciscospchat RE mobile monetization on your calendar: 10am PST, 1pm EST <http://csc0.ly/6015uF4X>
- 2:03 pm **CiscoSPMobility:** Prep for today's #CiscoSPChat on mobile monetization by reading about different monetization models for SPs: <http://csc0.ly/6015uFf5>
- 2:06 pm **jamncl4:** Prepare for today's #CiscoSPChat on mobile monetization by reading the Monetization Pendulum -<http://tinyurl.com/45gbbd4> #Ciscospchat
- 2:13 pm **jamncl4:** Today's #CiscoSPChat is at 1:00 ET/10:00 PT on mobile monetization. #Ciscospchat
- 4:24 pm **jamncl4:** An hour and a half until the first Cisco Tweetchat on mobile monetization. #CiscoSPChat
- 4:58 pm **CiscoSP360:** Join @CiscoSPMobility for a tweetchat about mobile monetization, starting in 1 hour <http://csc0.ly/6019uF7z> #ciscospchat

5:01 pm **CiscoSPMobility**: First in a series of #mobility tweetchats starts in just 1 hour. Today's topic is mobile monetization. <http://csc0.ly/6015uF7R> #ciscospchat

5:03 pm **CiscoSP360**: RT @CiscoSPMobility First in a series of #mobility tweetchats starts in just 1 hour. <http://csc0.ly/6017uF7T> #ciscospchat

5:28 pm **Gabeuk**: What would you pay extra for that isn't already offered by your operator? I'd like to add extra devices to my mobile data plan #ciscospchat

5:33 pm **Gabeuk**: But having several devices on different operators means you're more likely to get a good signal. Strategic thinking, huh. #ciscospchat

5:41 pm **disruptivedean**: @GabeUK best is devices on different operators that bond connections together via WiFi. Load-balancing, operator diversity #ciscospchat

5:44 pm **CiscoSPMobility**: Join us in 15 mins for the 1st in a series of discussions leading up to #MWC11 <http://csc0.ly/6011uF7S> #ciscospchat

5:51 pm **jamncl4**: @Gabeuk Hi Gabe. I'd pay extra to have a family data plan where I can control what my kids do. #CiscoSPChat

5:53 pm **jamncl4**: @Gabeuk Need it to be real time where I can change their cap or change what apps they are allowed to access and where. #CiscoSPChat

5:53 pm **Gabeuk**: @disruptivedean hmm. need to think on that. also would like one number for two phones. can't believe we don't have that yet #ciscospchat

5:55 pm **MsMobileConverg**: Grabbin a cuppa for #ciscospchat w @CiscoSPMobility !

5:56 pm **Gabeuk**: @jamncl4 would your kids go for it thou? It's like when you turn up at the disco at 9.30pm to take them home :) #ciscospchat

5:57 pm **disruptivedean**: @jamncl4 No control when they're connecting via WiFi, unless you have a handset client as well. & they'll have PAYG SIMs too #ciscospchat

5:58 pm **jamncl4**: @Gabeuk @disruptivedean Enterprise has this today with fixed and mobile. Shouldn't be too hard to do one number two phones #CiscoSPChat

6:00 pm **CiscoSPMobility**: Hi everyone, thank you for joining our first chat, Twitter seems really slowww now #ciscospchat

6:01 pm **jamncl4**: @Gabeuk What they don't know won't hurt them. They don't know we control the PC as well. Of course, they follow me :) #CiscoSPChat

6:01 pm **MsMobileConverg**: @CiscoSPMobility Yesssss sssssllllllloooooowwwww but no whale! #ciscospchat

6:02 pm **jamncl4**: @disruptivedean May need a client, but more key is that the WiFi traffic goes through the packet core to enforce same policies #CiscoSPChat

6:03 pm **disruptivedean**: Twitter is an awful medium for interactive sessions like chat, or even P2P messaging. Worse than a 1997-era Yahoo chat forum #ciscospchat

6:03 pm **brwalsh**: example: I want to cut off 'Johnny' from video, gaming, and cap him at 100MB for month til grades improve #ciscospchat

6:05 pm **disruptivedean**: Absolutely zero chance of that. Operators are trying to offload traffic, not onload WiFi via core. UMA-style FAIL #ciscopchat

6:06 pm **kitkilgour**: @jamncl4 @disruptivedean You would need the traffic to get as far as something with a PCRF not necessarily full packet core #ciscopchat

6:06 pm **CiscoSPMobility**: @disruptivedean so true, it must be we're just too fast. So Jon -what are the hot topics in monetization? #ciscopchat

6:07 pm **kitkilgour**: BBF are considering architecture enhancements for 3GPP so that you can get PCRF close to the user and enforce rules #ciscopchat

6:08 pm **jamncl4**: @disruptivedean I disagree on that. The main cost is in the radio and backhaul. We see more of this than you think. #Ciscopchat

6:10 pm **disruptivedean**: @jamncl4 Not a cost issue. How insert PCRF in path from open free WiFi in school or cafe to the Internet? Or via a tether? #ciscopchat

6:10 pm **jamncl4**: One of the interesting topics in monetization is who will pay who for content. Will SPs charge content providers or vice versa? #CiscoSPchat

6:13 pm **kurtcisco**: @jamncl4 good question. thinking about this post-CES. will mobile operators every make money from mobile TV? #ciscopchat

6:14 pm **disruptivedean**: @jamncl4 Like cable model. SP's pay for premium content (Facebook, BBC iPlayer, Google search), but maybe get paid by others? #ciscopchat

6:14 pm **givolvy**: RT @kurtcisco: @jamncl4 good question. thinking about this post-CES. will mobile operators every make money from mobile TV? #ciscopchat

6:15 pm **jamncl4**: @disruptivedean In my opinion the user doesn't care if it's WiFi or 3G, but expect the same service #CiscoSPchat

6:15 pm **kitkilgour**: @givolvy @kurtcisco @jamncl4 Depends what you mean by Mobile TV. Clipcasting has been proposed as a viable model #ciscopchat

6:16 pm **jamncl4**: @disruptivedean If you connect to the mobile core over WiFi, the PCRF does get involved. Let's talk at MWC on this. #CiscoSPChat

6:17 pm **jamncl4**: @kitkilgour @givolvy @kurtcisco We see many offerings today already. Do they make money? Any research out there yet? #CiscoSPChat

6:18 pm **kurtcisco**: @jamncl4 @disruptivedean agree. intelligence has to make its way closer and closer to the edge for effective monetization. #ciscopchat

6:18 pm **MsMobileConverg**: #ciscopchat audience experience should be same on mobile as fixed-line

6:19 pm **kurtcisco**: @MsMobileConverg couldn't agree more. customers don't care about access, they care about the experience. #ciscopchat

6:19 pm **disruptivedean**: Operators may be able to monetise Mobile TV, but only if they do own-brand OTT, not via core, or only to own access customers #ciscopchat

6:20 pm **MsMobileConverg**: #ciscopchat monetization should take models for original tv golden era

6:20 pm **jamncl4**: I personally think mobile gaming is going to be huge. My teenage user group at

home supports this. #CiscoSPChat

6:21 pm **kitkilgour:** @jamncl4 But would you game over WiFi (with data offload), or 3G (or even LTE) #ciscopchat

6:22 pm **kurtcisco:** @disruptivedean no other opportunities to differentiate? what about optimized or personalized experiences? #ciscopchat

6:22 pm **disruptivedean:** @kurtcisco @MsMobileConverg Problem is that SP often offers zero or negative experience value vs. raw fast Internet access #ciscopchat

6:22 pm **jamncl4:** @MsMobileConverg What models are you thinking about? #CiscoSPChat

6:23 pm **brwalsh:** we will shortly release a study by leading research firm showing "Use Case" operators are considering and revenues expectation #ciscopchat

6:24 pm **MsMobileConverg:** #ciscopchat yes agree w mobile gaming -very social, and video next

6:25 pm **disruptivedean:** @kurtcisco Plenty of oppo's for some. Speed, customer svc, device range, offload. "Happy pipe". Unconvinced by personalisation #ciscopchat

6:25 pm **jamncl4:** @kitkilgour Does the average user care which network they are on in general? They just care about the experience. #CiscoSPChat

6:26 pm **MsMobileConverg:** #ciscopchat gaming & video will grow as smartphones grow

6:26 pm **jamncl4:** @kitkilgour If WiFi is available, they will probably use WiFi, but in the car, etc. use 3G/4G. #CiscoSPChat

6:27 pm **MsMobileConverg:** #ciscopchat models -perceived free, ads & like cable subscription

6:27 pm **kitkilgour:** @jamncl4 @kitkilgour Comment was more about the operator caring rather than the user... if have SIPTO and femto in the home... #ciscopchat

6:28 pm **disruptivedean:** @jamncl4 @kitkilgour They certainly care if there's a price/speed/control delta. eg they know to switch off 3G when roaming. #ciscopchat

6:29 pm **kurtcisco:** @disruptivedean @kurtcisco agree. location and device intelligence alone provides opportunities to differentiate. #ciscopchat

6:29 pm **brwalsh:** Here's a taste: Speed Tiers are the obvious #1 monetization approach. Group data plans and time-based charging were 2nd and 3rd. #ciscopchat

6:30 pm **MsMobileConverg:** @disruptivedean #ciscopchat totally w experience comparison but they will CHANGE!

6:32 pm **disruptivedean:** @MsMobileConverg No it won't. Physics means that fixed+WiFi always >>> mobile unless you're only person in the cell #ciscopchat

6:33 pm **kurtcisco:** @disruptivedean @kurtcisco @MsMobileConverg that will change as the challenge moves from network access to network capability. #ciscopchat

6:33 pm **kitkilgour:** @disruptivedean @MsMobileConverg ? and the backhaul isn't a limiter in the fixed scenario... #ciscopchat

6:33 pm **jamncl4**: @disruptivedean That's where the family plan becomes important. Kids won't know which network to use necessarily. #CiscoSPchat

6:34 pm **Gabeuk**: @jamncl4 if I'm a content provider, do I fancy giving money to the telco? Hmm..... <thinking/>..... No!#ciscospchat

6:34 pm **disruptivedean**: @brwalsh Makes sense. #4 should be device-based. #5 should be transactional / non-subscription models. #6 is "Kindle model" #ciscospchat

6:36 pm **MsMobileConverg**: @disruptivedean Physics may now be constant, but programming will change, and as delivery speeds, video will flourish. #ciscospchat

6:36 pm **kitkilgour**: @Gabeuk @jamncl4 No -but if you want to preserve brand you might pay for QoS #ciscospchat

6:36 pm **disruptivedean**: @jamncl4 Family plans are weird N American anomaly. Don't fly in markets with lots of prepay & open vanilla phones. #ciscospchat

6:36 pm **jamncl4**: @Gabeuk I don't like giving money to the telco either :) The recent Netflix issue is interesting on this topic. #CiscoSPchat

6:37 pm **MsMobileConverg**: telco providers are in a unique position to be the new broadcasters #ciscospchat

6:37 pm **CiscoSPMobility**: So guys, we're over our time, glad you're so engaged. Session #2 is Jan 27, 10am PST#ciscospchat

6:38 pm **CiscoSPMobility**: We'll let you know who wins the \$50 Amazon gift card. #ciscospchat

6:39 pm **disruptivedean**: @jamncl4 @Gabeuk Netflix is a peering issue, not "upstream QoS" payment. Coverage & RF is gating factor on mobile QoS anyway #ciscospchat

6:39 pm **MsMobileConverg**: @CiscoSPMobility Thank you for hosting this #twitterchat ! #ciscospchat and thank for allowing me to participate.

6:39 pm **jamncl4**: @disruptivedean Agree on the family plan being market specific. We see that in general that many use cases are market specific. #CiscoSPchat

6:41 pm **jamncl4**: @disruptivedean @Gabeuk Not clear it's purely a peering issue -all depends on which side of the story you are on. #CiscoSPchat

6:42 pm **Gabeuk**: @disruptivedean @jamncl4 you can't really do QoS in 3G networks. One thing a few operators are doing is priority access #ciscospchat

6:42 pm **jamncl4**: I'm signing off for now. #CiscoSPchat

6:44 pm **CiscoSPMobility**: @jamncl4 Thanks Jon for your time. We'll catch up next Thurs for session #2 -mobile optimization, 10am PST #ciscospchat

6:45 pm **brwalsh**: we just launched an interactive flash showcase of Monetization "Use Cases". #ciscospchat

6:45 pm **brwalsh**: see; [http://www.static-cisco.com/assets/sol/sp/mobile\\_internet/monetization/index.html](http://www.static-cisco.com/assets/sol/sp/mobile_internet/monetization/index.html) #ciscospchat

6:47 pm CiscoSPMobility: Thx again to all participants! Same time, same place next week! Topic will be mobile optimization <http://csc0.ly/6010uFC6> #ciscospchat

6:49 pm CiscoSPMobility: Appreciate everyone's energy & great questions. We'll let you know which two of you get the Amazon gift cards. #ciscospchat

6:50 pm CiscoSPMobility: Signing off now. Join us again next week, 10am PST, details here <https://www.myciscocommunity.com/docs/DOC-20211> #ciscospchat

7:00 pm i7AndiasS: RT @CiscoSP360: RT @CiscoSPMobility First in a series of #mobility tweetchats starts in just 1 hour. <http://csc0.ly/6017uF7T> #ciscospchat

7:00 pm i7AndiasS: RT @CiscoSP360: Join @CiscoSPMobility for a tweetchat about mobile monetization, starting in 1 hour <http://csc0.ly/6019uF7z> #ciscospchat

7:54 pm victorpascual: RT @disruptivedean: Operators may be able to monetise Mobile TV, but only if they do own-brand OTT, not via core, or only to own access customers #ciscospchat

9:19 pm rgruia: @CiscoSPMobility @jamncl4 I regret missing your #ciscospchat and unfortunately it looks like I won't be able to make it next week either...