

# Use Case: Sponsored Data



## INCREASE REVENUE FROM NEW SOURCES



### What Is the Value of Sponsored Data?

Operators can partner with content providers, advertisers, major brands, and other business entities to drive consumption of content and advertising by subsidizing subscribers' data traffic costs. With Sponsored Data, operators offer mobile subscribers data connectivity to certain sites "toll-free" (i.e., without counting any data usage against their monthly data quota). In return for "zero-rating" the data usage, the operator shares advertising revenue from the sites or charges the advertiser or sponsor for the bandwidth consumed by the subscriber.

### What Problems Does It Help Solve?

Content providers seeking to encourage mobile users to consume their content while exploiting new modes of rich media targeted advertising now have a new way to influence this behavior. Users in mature mobile markets are becoming increasingly data usage-aware, especially with the operator trend toward offering Volume-based Data Plans. Combining this with the plethora of new high resolution mobile devices and the ever-increasing amount of high quality streaming video consumed on fast LTE networks, many subscribers are running up against their monthly data quota limits.

This could present challenges to operators and content providers if users ration consumption of video and other rich-media content on mobile networks, thereby decreasing ad revenues that fund many of these mobile services. Subscribers who are offered Sponsored Data access to mobile Web, video, gaming or other types of content without impacting their monthly data usage quota are more inclined to consume the service. Furthermore, Sponsored Data access can encourage traditionally low-ARPU customers as well as new subscribers in developing mobile markets to use more mobile data services. For example, a video content provider that wants to grow the usage of its service might occasionally offer "toll-free" movies or sporting events to increase the consumption rate of its ad-funded mobile content. The operator zero-rates subscribers' data usage and the video service provider pays the operator for this audience's data consumption and/or shares the advertising revenue.

This type of marketing has broad appeal among many types of media companies, content providers, advertisers, governments, and others who wish to reach consumers effectively irrespective of users' mobile data plan quotas.

### What Are the Benefits of the Sponsored Data Plan?

- Gain new revenues from subscribers who are resistant to upgrade data plans to higher data quotas
- Encourage subscribers in developing mobile markets to use more mobile data services
- Increase partnership opportunities with content providers for entirely new sources of "non-access" revenue

### What Do I Need?

Sponsored Data requires intelligent network technologies that control the allocation of network resources based on subscriber plans. Operators also benefit from solutions that provide a fast, easy way to introduce new business models; gather network analytics per subscriber; and leverage the application awareness and policy enforcement of the operator's intelligent mobile network.



Cisco solutions to enable you to deliver the Sponsored Data along with many other revenue-generating services include:

Cisco Solution	Description
<a href="#">Cisco ASR 5500 Multimedia Core Platform</a>	Part of the Cisco ASR 5000 Series packet core platform, the Cisco ASR 5500 Multimedia Core Platform combines massive performance and scale with flexibility, virtualization, and intelligence so network resources are available exactly when they are needed. The Cisco ASR 5000 Series' elastic architecture enables its software-based mobile functions to utilize system resources across the entire platform to optimize performance and maximize efficiency. This approach allows operators to deploy more efficient mobile networks that can scale to support a greater number of concurrent sessions, optimize resource usage, and deliver enhanced services. Integrated Deep Packet Inspection (DPI) and value-added services on the Cisco ASR 5000 Series are deployed within the data session instead of requiring it to be off-loaded to standalone platforms.
<a href="#">Cisco Quantum Policy Suite</a>	A comprehensive policy, charging, and subscriber data management solution that allows service providers to control and monetize their networks and to profit from personalized services. The solution supports the rapid and efficient deployment, management, and monetization of basic and advanced service offerings, such as service tiers, personal price plans, prepayments and a growing array of application-based services.
<a href="#">Cisco Quantum Services Bus (QSB)</a>	Provides a common bus architecture that allows mediation, connectivity, and communication among and between network elements through a standardized framework. The QSB facilitates network data collection, aggregation and orchestration to augment information in all decision processes. It helps service providers quickly create and modify use cases for monetization while optimizing network costs. It can help introduce new business models by exposing network capabilities and information with SLAs to third-party application and content providers. For example, a video content provider can dynamically offer its subscribers "toll-free" videos by taking advantage of the API access to the Operator's deployed Cisco Quantum Network Abstraction Suite to request the operator to zero-rate that content.
<a href="#">Cisco Prime Analytics</a>	Provides business and network analytics capabilities that can enable both historical trend and real-time predictive policy decisions. Includes dashboards for data visualization and programmable interfaces to create system alerts in conjunction with policy. It includes indoor location analytics such as foot-fall, dwell time, and more. It includes the ability to leverage the DPI capability within the Cisco ASR 5000 Series of packet core solutions to correlate massive volumes of dynamic usage data and catalog data to deliver up-to-the-minute insights. Provides visibility to marketing to help determine impact of Sponsored Data Plans, and to create new tariff plans for new revenues and customer retention.

## Why Cisco?

The Cisco Open Network Environment (ONE) converges physical hardware and virtual software technologies to make the network easier to program, access, use, operate, and manage. Cisco ONE can help you drive new revenues and monetize your network in new and profitable ways. Cisco's solutions, platforms, and technologies provide a scalable, standards-based intelligent IP architecture that enables you to integrate subscriber knowledge with network and application intelligence in real-time to offer an expanding portfolio of "Use Cases," which are innovative, revenue-generating applications and services that:

- Drive profitable data revenues by providing user personalization and seamless, secure heterogeneous access across 3G, LTE, and Wi-Fi networks

- Evolve your network into a platform for both direct and third-party partner monetization
- Enable you to establish profitable new business-to-business-to-consumer (B2B2C) revenue models
- Help you enter new, growing markets such as cloud services, content delivery, enterprise services, location-based services, machine-to-machine (M2M) applications, and more

To help deploy mobile Internet solutions efficiently and successfully, Cisco Services offers consulting for design, implementation, integration, and support.

For more information, please visit: <http://www.cisco.com/go/mobile>.