Great Opportunities Forecast for Innovative Services

By 2019, service providers can tap into more than $800 billion annually in incremental revenues for new services in cloud, mobile, and video.

Service provider infrastructure costs are growing 25 to 50% each year as traffic keeps multiplying at a rate faster than revenues. You can see how our solutions can help control costs while capturing new opportunities.

To learn more, go to cisco.com/go/moi and monetization.cisco.com
The Cisco Monetization and Optimization Index™ (MOI) will show you how you can capitalize on innovative services while managing your costs.

The Cisco MOI gives you the following **market and technology insights for your region** to help you focus your strategy on new services and technology architectures.

- **Total Addressable Market (TAM):** Global and regional forecasts for new services
- **Average Revenue Per User (ARPU) increases:** Revenue uplift from new services
- **Cost Savings:** Cost benefits from new technologies

**Figure 2.** 2019 Video Monetization & Optimization Forecast

**Video Footprint: Asia Pacific**

**MONETIZATION**
- Cloud video ARPU uplift: $5.32
- Cloud DVR ARPU: $1.37
- New video services: $53.1 B
- CDN, SLA, analytics: $47.7 B
- Subscription: $1.0 B
- Rental and purchase: $4.3 B

**OPTIMIZATION**
- Overall savings: 9%
- Average cost per GB: $1.41
- Virtualization: 6%
- Source of savings:
  - Virtualization of CDN, CMS and transcoding
  - Media gateway
  - EPN, ESP

**Figure 3.** 2019 Mobile Monetization & Optimization Forecast

**Mobile Footprint: Western Europe**

**MONETIZATION**
- New mobile services ARPU uplift: $3.55
- M2M monthly revenue per connection: $4.06
- M2M monthly revenue per connection: $1.78
- Targeted ads: $4.1 B
- Sponsored data: $4.4 B
- M2M: $90.3 B

**OPTIMIZATION**
- Overall savings: 20%
- Average cost per GB: $1.78
- Virtualization: 22%
- Source of savings:
  - Virtualization
  - Video optimization
  - EPN, ESP