

# Monetization and Optimization Index™

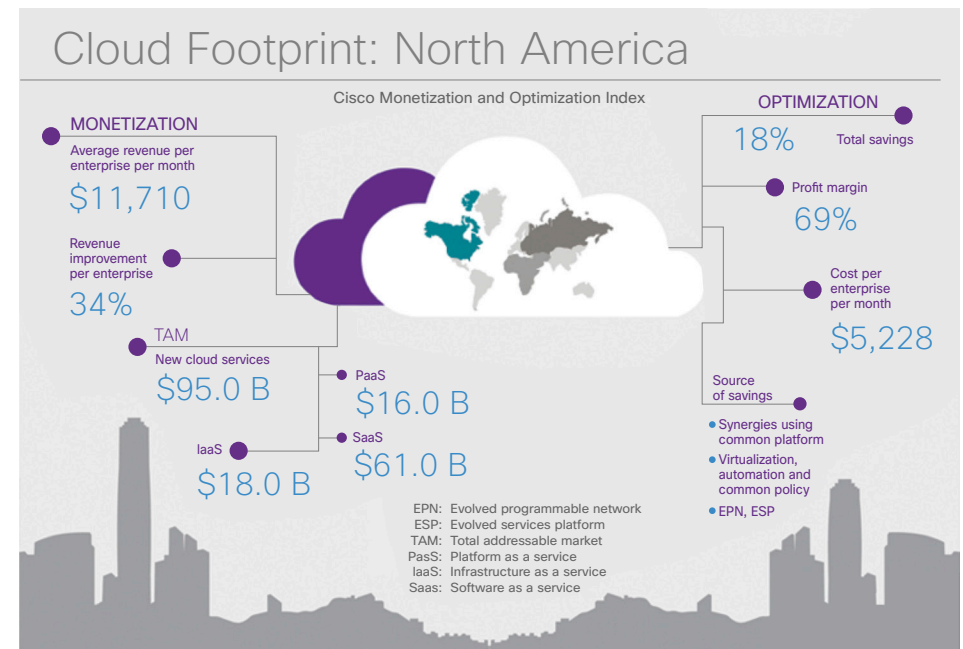
## Great Opportunities Forecast for Innovative Services

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](http://cisco.com/go/moi) and [monetization.cisco.com](http://monetization.cisco.com)

Figure 1. 2019 Cloud Monetization & Optimization Forecast



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

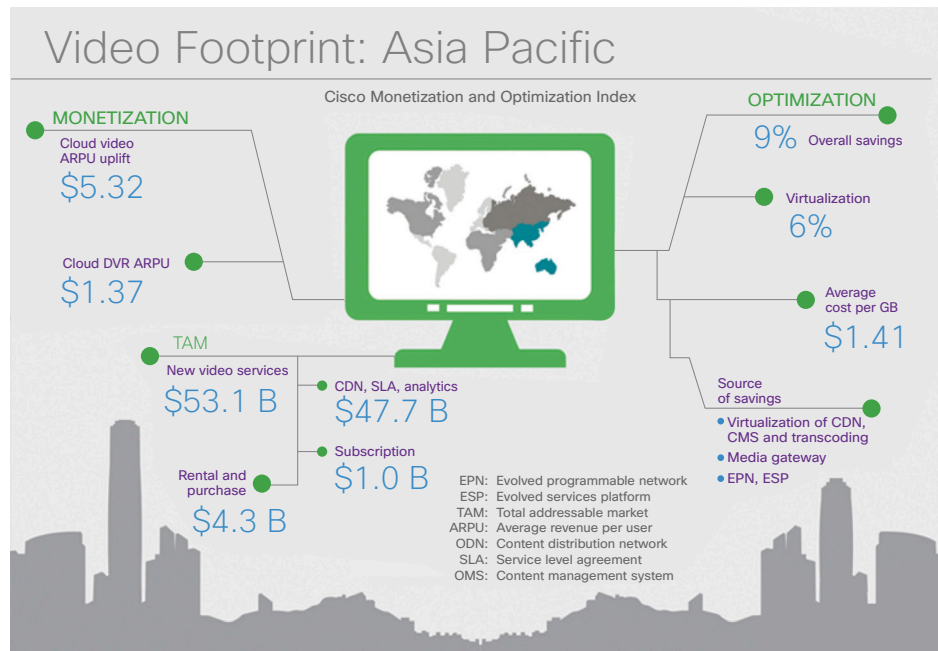


Figure 3. 2019 Mobile Monetization & Optimization Forecast

