

Use Case: Content Blackout/Geofencing



ADD NEW SUBSCRIBER AND AD REVENUE WITH LOCATION-BASED SERVICES



What Is the Value of the Content Blackout/Geofencing Offer?

Operators can override a content blackout in partnership with a content owner or programmer to allow users in a specific geographic zone or venue to view the content. This opens up new revenue opportunities for operators based on making location-based services available to consumers with additional revenue potential from advertising, sponsorships, and other partnering opportunities.

What Problems Does It Help Solve?

Concerts, sporting events, and other commercial gatherings that are broadcast on TV or streamed on the Internet are often “blacked out” in the areas where they are held, leaving consumers unable to watch them. Operators can partner with athletic or entertainment organizations (such as professional sports leagues and concert promoters for a specific venue) to override blackouts in specific areas for subscribers who pay a monthly or per-event fee.

Based on the location setting of a mobile device, the subscriber is able to view the live, streamed content. Sidebar information (e.g., relevant baseball statistics) could be added, sponsored by nearby advertisers to generate even more venue for operators and event partners. The Content Blackout/Geofencing can be lifted for subscribers per-device, per-venue, and even for digital signage on a moving vehicle such as a bus when it moves into the geofence zone, accompanied by advertising.

What Do I Need?

The ability to selectively lift Content Blackout/Geofencing 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; enable multiple Wi-Fi features; and leverage the application awareness and policy enforcement of the operator’s intelligent mobile packet core.

What Are the Benefits of the Ability to Lift a Content Blackout/Geofence?

- Generate new subscriber revenue for location-specific events
- Generate new advertising and sponsorship revenue in partnership with events promoters and content providers

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:

- Evolve your network into a platform for 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>.



Cisco solutions to enable you to selectively life Content Blackout/Geofencing along with offering many other revenue-generating services include:

Cisco Solution	Description
Cisco ASR 5500 Multimedia Core Platform	<p>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.</p>
Cisco Quantum Policy Suite	<p>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.</p>
Cisco Quantum Services Bus (QSB)	<p>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 offer its subscribers a premium video service with high Quality of Service (QoS) by taking advantage on the API access to the Operator's deployed Cisco Quantum Service Bus.</p>
Cisco Service Provider Wi-Fi Solution	<p>Service providers can offer ubiquitous services and benefits across Wi-Fi networks for location-based advertising across Wi-Fi. Operators can engage with customers in a targeted contextual manner through their mobile devices within the provider's Wi-Fi network (for example, to enable customers to navigate a retail mall, stadium, airport or other large venue, and to receive relevant information based on location, interact with personnel, and enhance their overall experience). In addition, service providers can utilize such capabilities as location analytics to leverage context-aware intelligence to understand subscribers' activities and optimize resources and monetize Wi-Fi users in innovative ways.</p>
Cisco Connected Mobile Experiences (CMX)	<p>Cisco Connected Mobile Experiences is built upon new and existing technologies from Cisco and our partners, now more tightly integrated to power a new type of solution.</p> <ul style="list-style-type: none"> • Using the Cisco Service Provider Wi-Fi (SP Wi-Fi) solution, part of our integrated small-cell architecture, Cisco helps service providers capture the Wi-Fi opportunity with solution for mass-market deployments. • Cisco Mobility Services Engine (MSE) uses Cisco access points to capture contextual information. The context includes indoor location, dwell time, and other environmental metrics. The captured contextual information is analyzed using base location services and advanced location services supported by the Mobility Services Engine. The resulting data can then be routed by Cisco MSE to trigger the delivery of content and services through applications developed by Cisco and our growing ecosystem of third-party application developers. • Through APIs, third-party applications are able to use the Cisco MSE-supplied context to deliver a wide range of mobile applications and services. The scope and types of services are limited only by the providers' imaginations.