



## Marketing advice establishes new revenue stream for mobile data platform

Success in the generation of mobile data revenues relates directly to content, and how it is priced and presented. Pivotal to this content is the relationship with content providers who increasingly govern growth in mobile data revenues. Investment in this relationship is therefore a strategic imperative.

### Challenge

An operator had achieved success in marketing of global mobile data content. Yet, it perceived a potential demand for local content, and content providers were few and difficult to target.

Additionally, the government expected the operator to cultivate a community of local content providers.

### Solution

BT Telconsult provided an easy-to-use portal and underlying content management platform that allowed new content providers to quickly learn how to create and manage content.

This content supported the client's marketing programme, and was soon commercialised into the content and messaging business line.

### Benefit

Consumers could obtain new, local content, which they did, with download volumes increased by approximately 10%.

The operator cultivated a new economic community of content providers, with associated job creation and wealth creation attracting governmental praise.

### Offices worldwide

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BT Telconsult is a global telecommunications management and technology consulting business with 30 years experience in providing consultancy services to fixed and mobile telecoms operators in over 90 countries.

We are part of BT Global Services and leverage BT's experience and expertise as a 21C Next-Generation Communication Provider to help our clients overcome the challenges they face.

Our consultative practitioners have a deep understanding of how to address end-to-end business, technology and operational challenges using best practices and methodologies developed by BT to support your business transformation.

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