Service and business model innovation: why agility will be key in enabling new revenue streams from 5G

STL Partners

10th May 2023

In partnership with:





Agenda



1 Introduction and housekeeping

5 min.

2 Enabling new revenue streams for CSPs through live video capture

15 min.

3 Poll question

2 min.

4 5G innovation

15 min.

5 Q&A

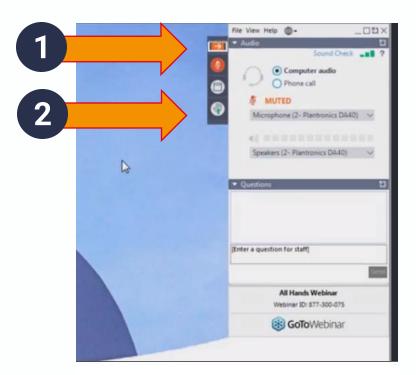
20 min.

6 Wrap up

5 min.

GoToWebinar

- You're in listen only mode
- If you need us, please type a comment
- Feel free to type questions throughout the session for Q&A at the end
- We'll send you the slides and a recording shortly after the session - do share with colleagues
- On Twitter? Tweet us @STLPartners #STLthinks



Service and business model innovation: why agility will be key in enabling new revenue streams from 5G



CSG

MALCOLM CROUCH Regional CTO

PHIL LAIDLER Director, Consulting



HENRY OSBORNE Consultant

STL Partners

STL Partners





Agenda



Introduction and housekeeping

Enabling new revenue streams for CSPs through live video capture

Poll question

2 min.

5G innovation

15 min.

Q&A

20 min.

Wrap up

5 min.

PARTNERS

The Coordination Age: A new era for connecting technologies



Need Result What's new?

1850

Faster remote communications





- Connects: people to each other
- Form: voice (and text) comms
- Business model: subscription, per unit pricing
- Benefits: distance overcome & time saved

1990

Universal access





- Connects: People and computers
- Form: digital infotainment, transactions
- Business models: Freemium, B2B2C platforms
- Benefits: lower transaction costs

2020

Resource availability, efficiency, and conservation Coordination Age



- Connects: computers, people, processes, things...
- Form: information, insights, & automated action
- Business models: decentralised B2B2X platforms
- Benefits: better resource outcomes

PARTNERS

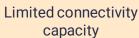
Coordination age: A transition towards new business opportunities



Supply

Demand









Dedicated hardware running software



Text & video infotainment



Diversification of enddevices



Cloudified, digitized workloads



Advanced robotics enabling automation



Sustainable & efficient outcomes



The availability of insights derived from AI & Analytics



Coordinated, ondemand experiences

Telco business models must adapt to meet these new demands

8

5G offers telcos the opportunity to enable new revenue streams





CSPs have heavily invested in 5G architecture



5G consumer revenue streams have mostly already been commoditised



CSPs need to look towards new monetisation opportunities, typically around B2B



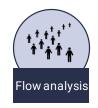




































The live media industry is undergoing transformational changes...

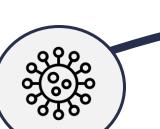


PARTNER

Rise of 'live' social media streaming

- Social media is pivoting towards increasingly live content (e.g. TikTok, Twitch)
- Influencers & vloggers have become professionalised



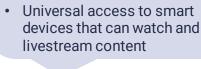


The impact of the pandemic

- Increased the total consumption of digital media
- Lockdown forced employees to produce & refine content from home

Democratisation of production skills

- · Virtual businesses can now enable a full suite of production software from the cloud
- Al are already enabling amateurs to create professional edits

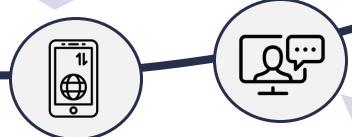


downlink bandwidth

Technology accessibility

Improved cellular capabilities

can support higher uplink and



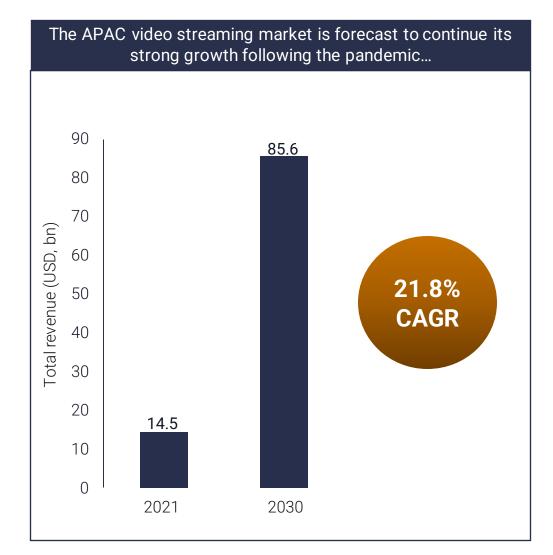
Established media business models are under pressure

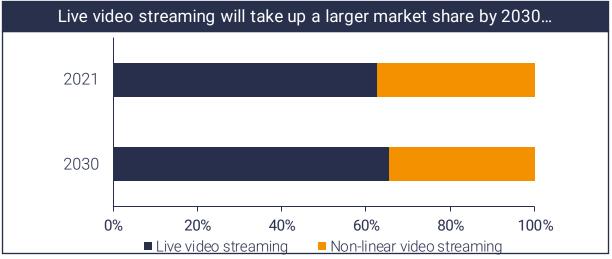
- Revenue generation from live sports is stagnating
- · Broadcasters are losing market share across TV & on demand services

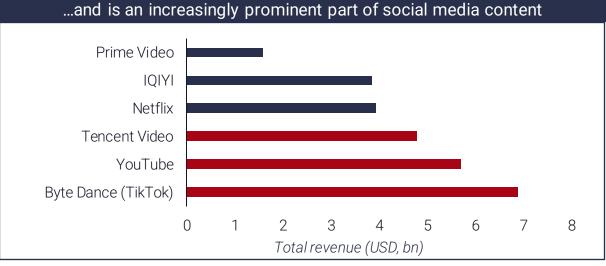
*Ofcom Media nations: UK 2022 © STL Partners **Proprietary and Confidential**

The APAC live video capture market is growing rapidly...









Telecom customers for the live video capture opportunity fall into three distinct categories



Focus on upstream

Refers to the video and audio signals that are transmitted from a stadium etc. to the production studio over the 5G network





Each market is broken down into particular sub segments:

Tier 1

Larger broadcasters, typically national state owned television e.g. ABC Top sports, typically in arenas (football, F1) News live events and other sports



Tier 2

Newer and smaller companies, which evolved since the deregulation of TV

News, live events and challenger sports Public agencies, B2B and worship



Tier 3

Small nice players that have the internet as their bases e.g. influencers, vloggers and YouTubers

Vloggers, influencers and web TV players



5G network slicing offers several customer benefits for live video capture



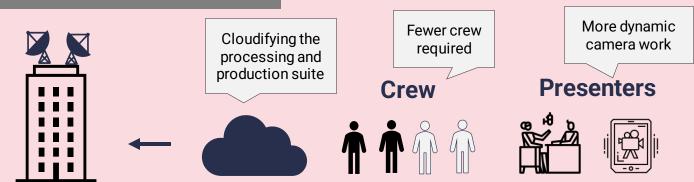
Traditional broadcast operations

Tier 1

Larger broadcasters, typically national state owned television e.g. ABC



5G slice enabled operations



Proprietary and Confidential 12 © STL Partners

PARTNER

The slicing opportunity spans multiple sub-sectors of the live-capture market



Tier 1

Tier 2

Tier 3

National sports Broadcasters broadcaster



Specialist news organization



eSports event livestream



Influencer/vlogger



Enable the capture of tier 1 & 2 sports events with fewer camera and production crew

Flexibility to capture & broadcast breaking news with limited equipment

'Pop-up' media capabilities that can engage its large livestream audience

Fast video production turnaround and reliable social media live functions

Why slicing?

- Operational cost savings
- Remote production capabilities
- Greater coverage flexibility

- Dynamic camera work
- Separated traffic
- Large uplink demand

- Lightweight camera
- Separated traffic
- ✓ Cloudified production

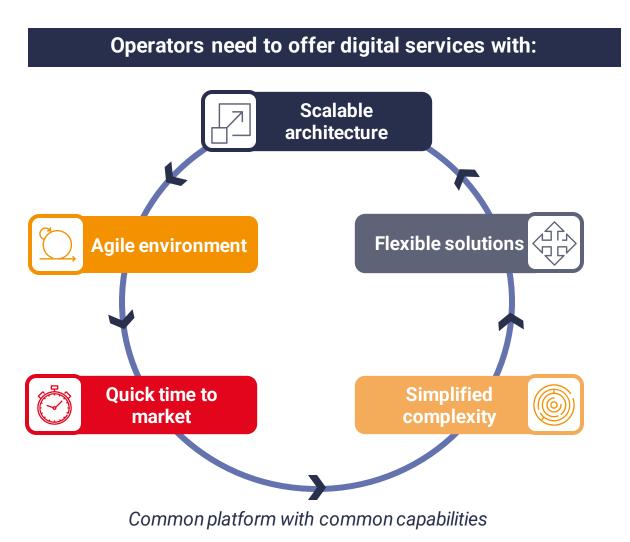
- **UHD** livestreaming
- Prioritized traffic
- ✓ Guaranteed services

Operators can best meet customers' needs by offering more than connectivity: bespoke -> packaged



Operators must be more agile, flexible and robust to monetise these new 5G-enabled use cases

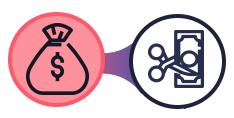




Partnering for these capabilities enables operators to:



Focus on core business and secure the ability and agility to improve time to market for new services



Avoid, unnecessary risk, cost and time in complex transformation of operational processes

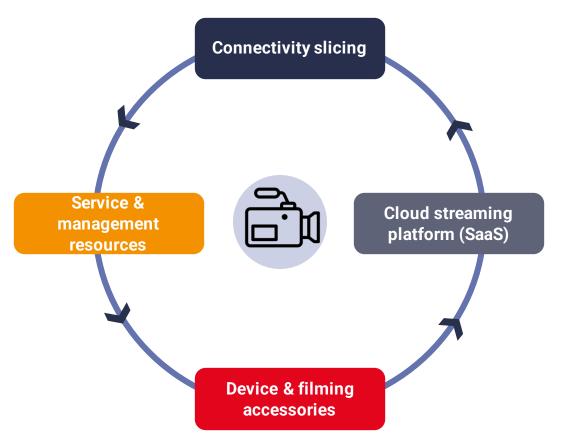


Availability of broader perspectives and capabilities from potential provider

Proprietary and Confidential

Live video capture represents just one potential revenue stream for CSPs





















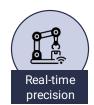




















Agenda



Introduction and housekeeping

Enabling new revenue streams for CSPs through live video capture

Poll question

2 min.

5G innovation

15 min.

Q&A

20 min.

Wrap up

5 min.

Poll: Where do you see the bigger challenges in addressing this growth opportunity?



Where do you see the biggest barrier in addressing this growth opportunity?

- 1. Lack of customer understanding and knowledge of their needs
- 2. Lack of technical capabilities for delivery
- 3. Lack of clear demand for underlying services
- 4. No clear route to market/channel
- 5. Other (please state)

Agenda



Introduction and housekeeping

Enabling new revenue streams for CSPs through live video capture

Poll question

2 min.

5G Innovation

15 min.

Q&A

20 min.

Wrap up

5 min.

T Z E ∇

Everything changes but everything stays the same

"A solution looking for a problem"



October 16, 1960

JUST LIKE SCIENCE FICTION

Death Ray Possibilities **Probed by Scientists**

written by Ralph Dighton for the Associated Press,



Before long the distinctive qualities were being harnessed very broadly.

January 2020

5G CORONAVIRUS THEORY

millimeter wave spectrum used by 5G technology and Covid-19, the disease caused by the novel coronavirus,

Les moutons enragés, website post



Like the laser it will be embedded and enable innovative solutions. services & products.





disruptive in-no-va-tion

noun /inəˈveɪʃ(ə)n/

Innovation happens when someone "improves on or makes a significant contribution" to something that has already been invented.





















Live Video

Capture







































in-no-va-tion

noun /inəˈveɪʃ(ə)n/

Innovation happens when someone "improves on or makes a significant contribution" to something that has already been invented.

If necessity is the mother of invention, then innovation is its monetization.























© STL Partners **Proprietary and Confidential** 24

PARTNER

Deconstructing Innovation



Reinventing requires finding the crux that if done different changes the game



Challenge norms

Revisit the fundamentals.
Resolving these with new capabilities and approach.



Changing the experience

How we interact and consume a service (ease of use). Speed and convenience. In control for users and providers.



Making complex easier

Bring threads together for an E2E timely service enabling elevated experiences.



Enabling scale

Automation and orchestration of the service across all user journeys across users and suppliers.

Marrying innovation with distinctive qualities of 5G

Challenge norms

Revisit the fundamentals. Resolving these with new capabilities and approach.

Changing the experience

How we interact and consume a service (ease of use). Speed and convenience. In control for users and providers.

Making complex easier

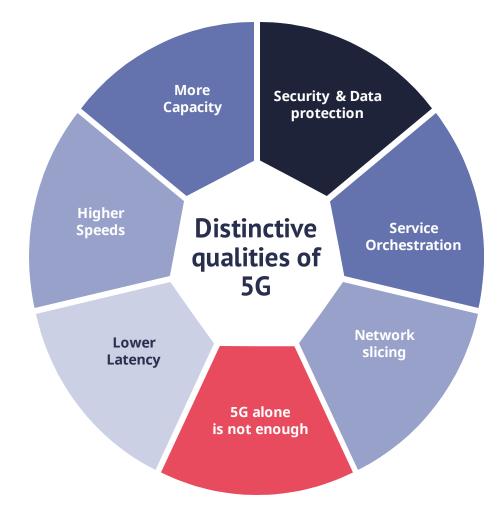
Bring threads together for an E2E timely service enabling elevated experiences.

Enabling scale

Automation and orchestration of the service across all user journeys across users and suppliers.

Expand addressable market

Revisit constraints and existing solutions





PARTNERS

Understanding B2B2x relationships

An end-to-end view across partners, service provider and customers.

Understanding roles in the Concept to Cash Journey

Key to expanding the portfolio and entering new markets using a streamlined ecosystem across a diverse range of partners (big, small, simplex, complex and niche) with zero-touch processes.

Journey Focused



Concept to Offer

Onboarding a partner, innovate, co-create, commercialize, launch & settle new products that meet customer needs & expectations



Order to Activate

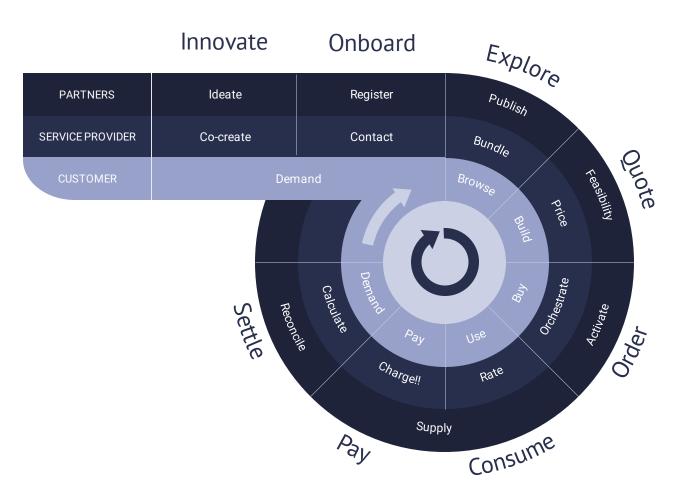
Understand how to market, price, quote, contract, fulfil & deliver multi-party solutions



Usage to Cash

Providing connectivity, and core competencies as a Service to partners, collect revenue and settle with partners

You need to understand the various players, their roles and how they relate to each other.



© STL Partners

Agenda



1 Introduction and housekeeping

5 min.

2 Enabling new revenue streams for CSPs through live video capture

15 min.

3 Poll question

2 min.

4 5G innovation

15 min.

5 Q&A

20 min.

6 Wrap up

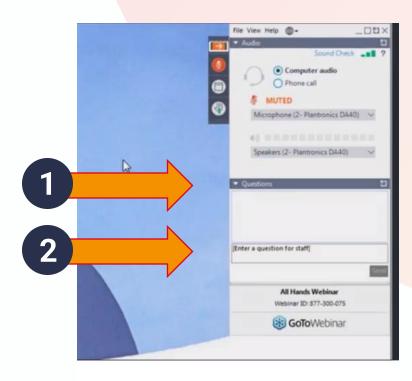
5 min.

Q&A



Q&A session

Please submit any questions using the GoToWebinar control panel



Our Q&A panellists

Moderator



THOMAS QUINN
Consultant





MALCOLM CROUCH
Regional CTO

CSG





PHILIP LAIDLER

Managing Director,

Consulting

STL Partners



HENRY OSBORNE
Consultant

STL Partners

Agenda



1 Introduction and housekeeping

2 Enabling new revenue streams for CSPs through live video capture

3 Poll question 2 min.

4 5G innovation 15 min.

5 Q&A 20 min.

6 Wrap up 5 min.

Thank you to everyone for joining

We hope you enjoyed the session!

If you have any further questions, please email:

- Henry Osborne, henry.osborne@stlpartners.com
- Philip Laidler, philip.laidler@stlpartners.com
- Malcolm Crouch, malcolm.crouch@csgi.com

