

Forum speaker

In *Defining new business models: working with price point zero*, there was plenty of debate around optimal approaches for operators. How the industry engages with customers is more crucial than ever – with willingness to pay in continuing decline, operators need to educate consumers more around the true cost of providing services. This may involve picking apart traditional business models – the handset subsidy was highlighted as one industry norm that may need to be overhauled. The way services are packaged was also highlighted as a route to value. For example, the “freemium”⁹ approach that has worked for many web players has resulted in some successful music download services in both developed markets, such as Denmark, and emerging markets like Indonesia.

⁹Freemium is a business model that works by offering basic services for free, while charging a premium for advanced or special features.
Source: Wikipedia

