



Proving the Business Model for Sponsored Network Slices: Mobile Gaming

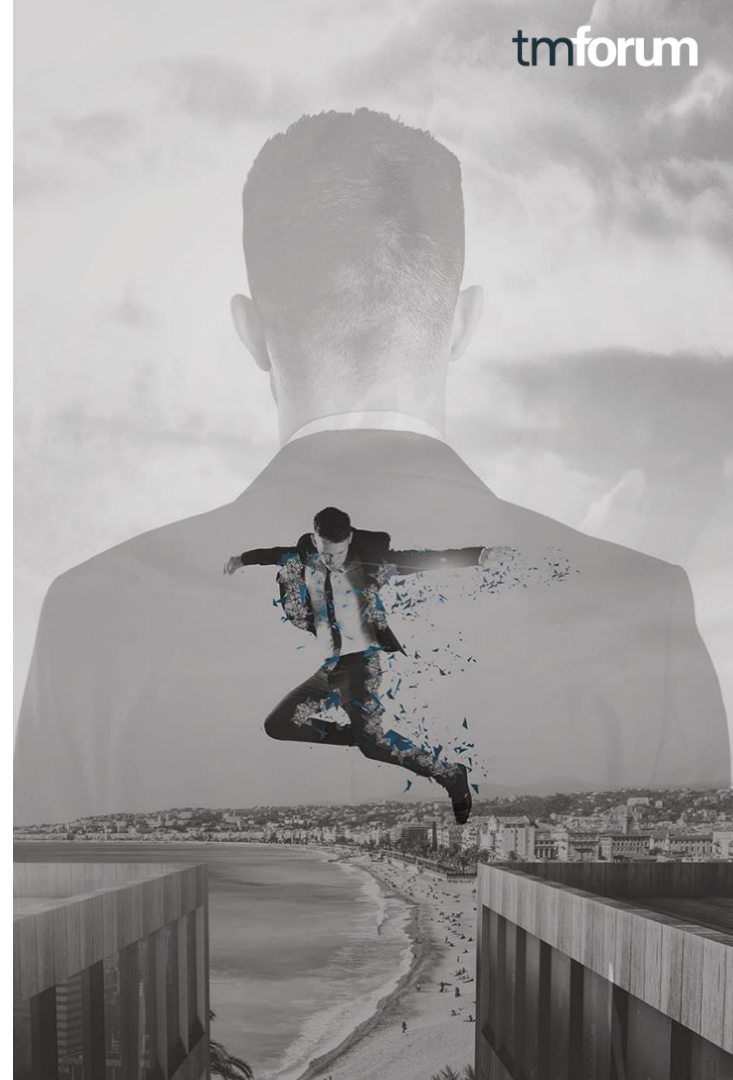
Champions:

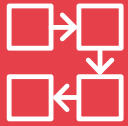


Participants:



Pitch Deck





Why sponsored data?

Executive Summary
The Background, Business, CSP and Customer Benefits



Why we're unique?

Catalyst Overview
What we are, where we've come and where we are going



Why Mobile Gaming?

Focus Use Case
How the Network Slicing rubber meets the road for gaming



How we solve the problem

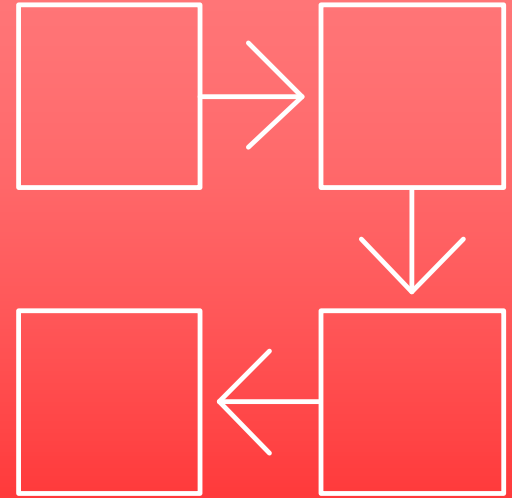
Solution Architecture
A sequence of detailed business and tech diagrams



What are the results?

Business Impact
In a data-focused world we look at the business case for CSPs

Executive Summary



→ Catalyst Background

Problems to Solve

- Brands & CSPs struggle to meet consumer desire for personalized, contextual engagement
- Today, brands touch consumers via a complex multiplicity of channels
- CSPs want to better monetize quality of experience
- Network Slicing solves the problem, but needs clearly defined, proven business models



[Learn More](#)

→ Enterprise Benefits

Co-Branded Gaming

- Gaming companies can dramatically improve the mobile gaming experience, throttled by network saturation
- Advertisers can touch customers in context and association with high-value experiences
- Gaming Studios and Advertisers can interface fluidly through a central, multi-CSP exchange



[Learn More](#)

→ CSP Benefits

CSPs Monetize QoE

- Carriers become a fluid touchpoint between advertisers and gamers
- Operators can simultaneously generate revenue while refining the business model for sponsored network slices
- Open exchange, and open APIs allow multiple carriers to take the opportunity



[Learn More](#)

→ Customer Benefits

Better Gaming Exp.

- Mobile gamers enjoy a flawless gaming experience
- Advertising sponsorship of data will dramatically reduce their monthly bill
- Carrier-agnostic exchange means flawless mobile gaming slices are available to all



[Learn More](#)

Catalyst Overview



Catalyst Evolution

Brand/
Sponsor

Brand/
Sponsor

Brand/
Sponsor

Brand/
Sponsor

SPONSORED DATA EXCHANGE

CSP

CSP

CSP

CSP

A fabric for providers connecting a broad set of enterprises into multiple sponsored data business models

PHASE 1 - 2017


May 15-18, 2017 • Nice, France

**Sponsored Data:
eCommerce
Application**

PHASE 2 - 2017


December 7-8, Singapore
December 6 - Pre-event NFV Focus Day

**Location-Based
Sponsored Data:
Shopping mall**

PHASE 3 - 2018



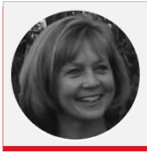
**Sponsored
Network Slices:
Mobile Gaming**

People Power Catalysts



Anand Adhiappan
Catalyst Lead

Nokia



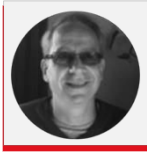
Nancy Lyness
Mentor

TM Forum



Naotaka Morita
Champion

NTT



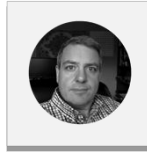
Karim Jammal
Champion

Orange



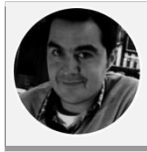
Christophe Thomas
Champion

Orange



Drew Jordan
Member

Cerillion



Leonardo Hodgson
Member

Cerillion



Dominic Smith
Member

Cerillion



Brian Coombs
Member

Cerillion



Umut Karabudak
Member

Nokia



Mikko Jarva
Member

Nokia



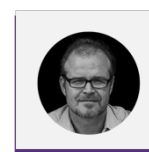
Mika Skarp
Member

Cloudstreet



Tomas Granö
Member

Cloudstreet



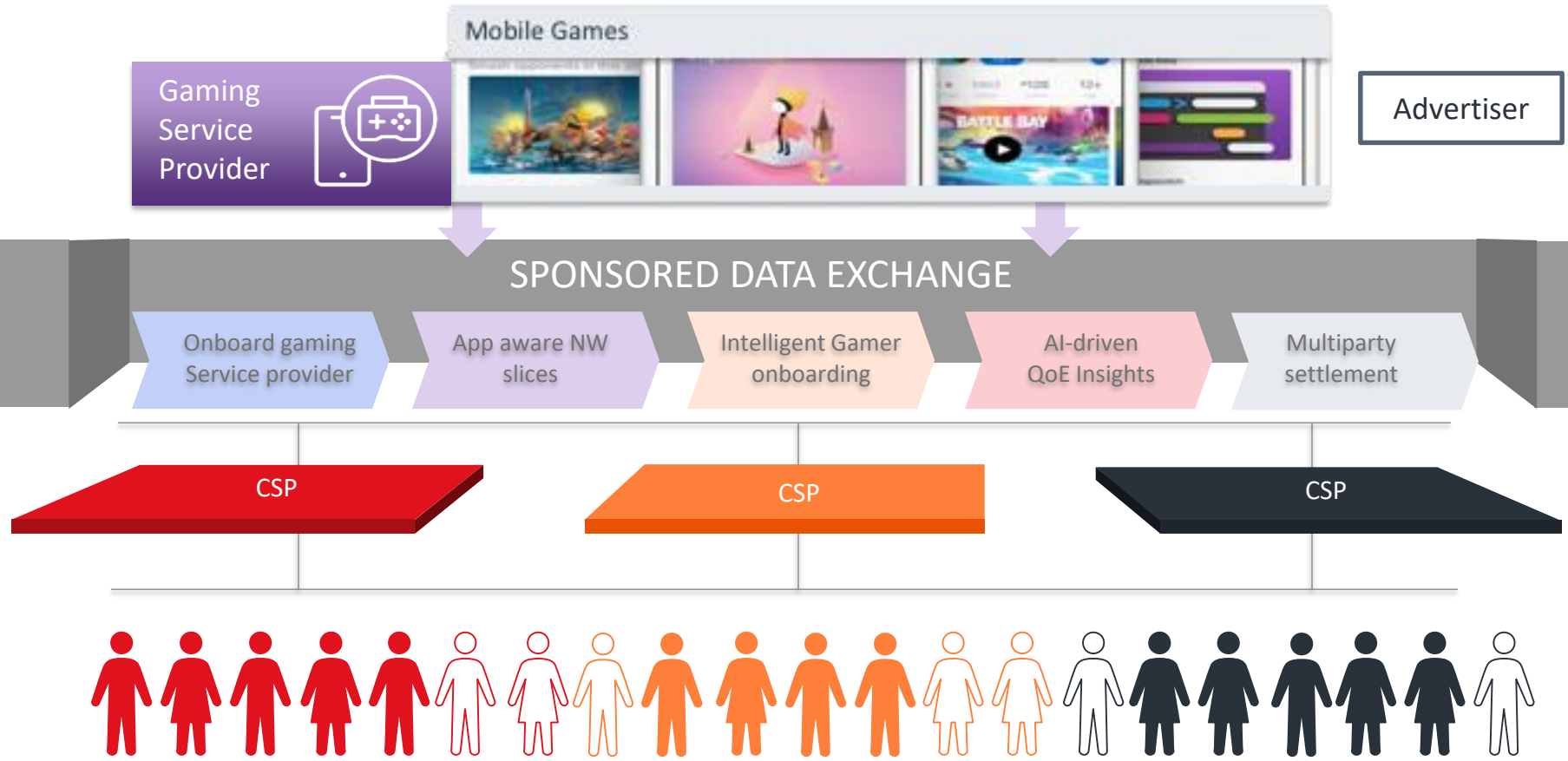
Brendan Tully Walsh
Marketing Lead

Cloudstreet

Focus Use Case

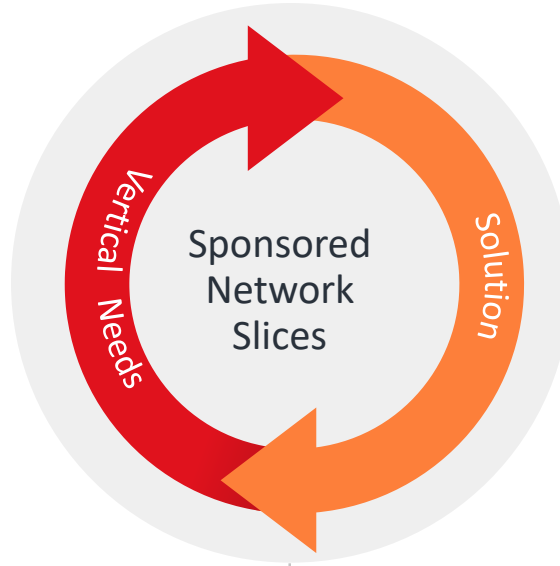


Focus Use Case: Mobile Gaming



Catalyst Value Architecture

- Acquire new customers
- Incentivize customer to engage longer
- Create a guaranteed gaming experience



Sponsored data exchange Offers:

Application-aware (game-aware) branded network slicing for sponsoring data

Guaranteed network experience for improved gaming experience

Branded Slices

Network Slices defined Gaming brands SLA Needs

Visibility to Brands

AI driven Customer Experience Insight for visibility to gaming brands

Onboarding to Settlement

An end to end automated processes for onboarding, usage & settlement

Solution Architecture



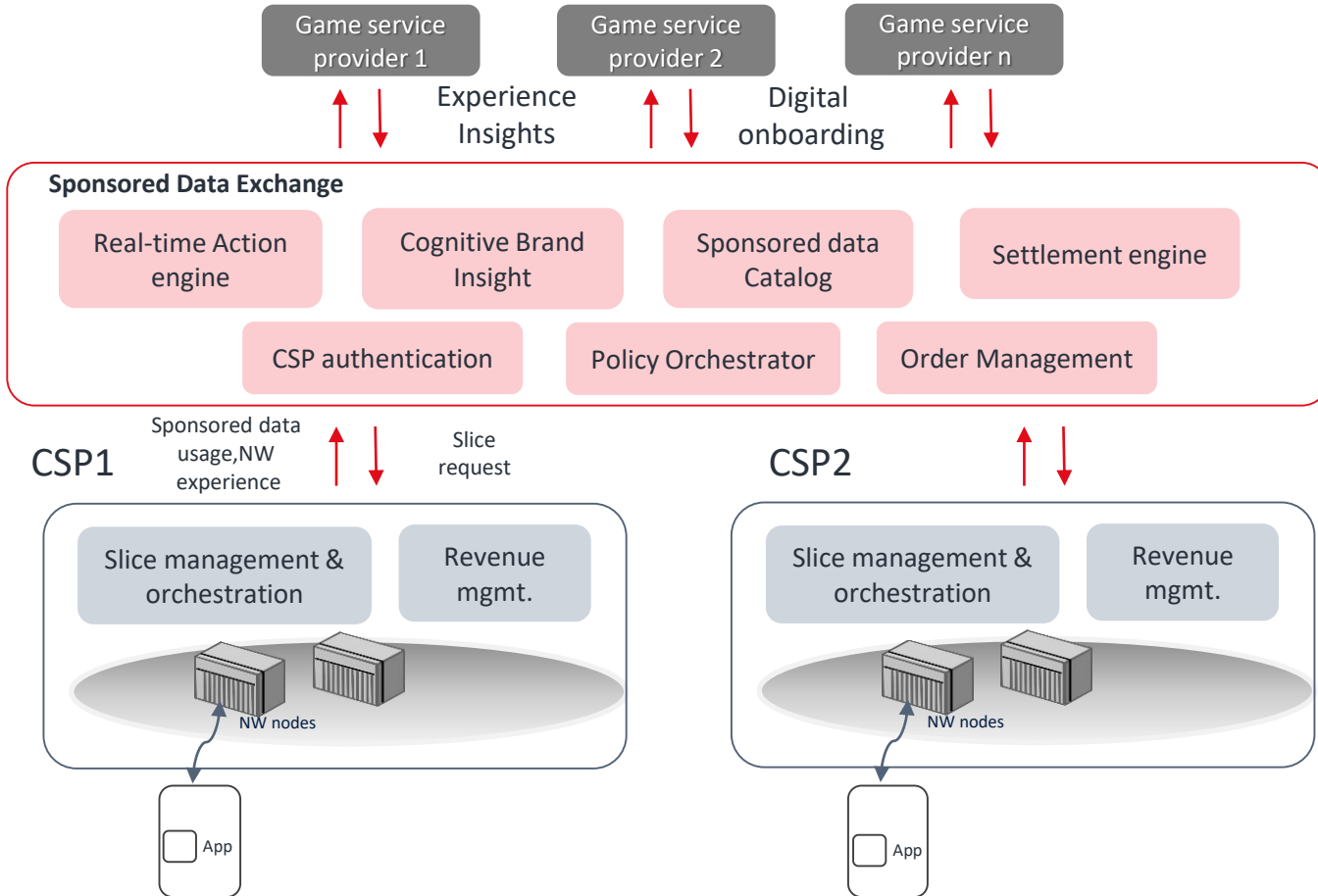
Champions

CSP authentication & architecture			Business model validation
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Participants

		 The Network Slicing Company	
Cognitive Customer Insight	Sponsored data Catalog	Policy Orchestrator	Settlement engine
Real-time Action engine	Order Management		

High level Functional Architecture



[Detailed Flows>](#)

Business Impact



Mobile Gaming Growth

- Beyond 2022, we believe that new uses such as TV channels via apps and others streaming apps will require editors to sponsor this bandwidth-intensive content.
- TV watching / hour = 21Gb / month
- Video will represent 75% of mobile data traffic



\$5 Billion

LATAM, MEA
&APAC. Potential
market is

10 Billion

Mobile games
will be
downloaded

\$380 Billion

Mobile games
will be
downloaded

\$448 Billion

In spending
73% from
apps

Thankyou

