

# Telecoms 2020: digital content and advertising

<https://marketpublishers.com/r/T1B4F83B37AEN.html>

Date: January 2010

Pages: 42

Price: US\$ 2,495.00 (Single User License)

ID: T1B4F83B37AEN

## Abstracts

By 2020, most of consumer content and applications will be delivered over IP/web-based platforms. This means the coming decade will bring considerably more disruption and significant change to the digital content and advertising landscape. Players with strong brands, significant content and software assets and skills, and strong consumer relationships will succeed. By 2020, telcos that have successfully developed into SMART players will have built a range of digital content subscription services. Equally as important, they will have established sophisticated and valuable databases of consumer information, which can be mined by advertisers in a more integrated and targeted way than today. Search and discovery will be key to enhancing consumer experiences, and interaction and personalisation will be much more embedded.

## Contents

Executive summary

In a nutshell

Ovum view

Key messages

Telco media convergence is a continuing theme

Content verticals of various types will make their mark

More specialist devices are on the way

Brace yourself for the consumer of the future

Search and discovery take centre stage

New user interface technology impacts applications and the device

Fully immersive environments are still a long way off

Expanding content 'currencies' and business models

Not everything is in the cloud

Ad networks dominate the Internet

Ad inventory loses value to ad metrics and CRM assets

Consumer moderation of the ad message

Building online trust becomes critical

Digital content and advertising in 2020 – the broad view

Industry overview

Ubiquitous access, digital content on tap

A complex, crowded content ecosystem

The device landscape has changed its contours

Major shift of traffic from websites to applications

Advertising industry has been through dramatic changes

On-demand audiences bigger than linear audiences

Market development – core scenario

Recommendations for operators

SMART operators must build a rock solid content foundation

Fine-tune support for a demanding, contradictory consumer base

Aim for a finely balanced business model with multiple revenue streams

Telcos must focus on permission marketing

Set course for most trusted telecoms brand

Think device ecosystems that extend across platforms

Telcos need to develop applications and exploit RIA platforms

SMART players own content or strong content partnerships

Industry structure and player positioning

How it will look by 2020: the content ecosystem

An increasingly crowded, competitive content value chain  
Telco media convergence accelerates  
Owners of music rights have taken the lion's share of the cake  
Pay-TV operators dominate Internet TV  
Some content providers move more aggressively into mobile – to become 'virtual mobile operators'  
Application stores peak and then consolidation kicks in  
Close up on telco positioning in the content ecosystem  
Brace yourself for major change  
A fork in the road: smart enabler or SMART player?  
Becoming a content and media and powerhouse: the SMART player path  
Driving upstream revenues, honing downstream content: the smart enabler route  
How it will look by 2020: the digital advertising ecosystem  
The digital advertising value chain is in a period of disruption  
Search market more fragmented  
Ad networks and exchanges dominate the Internet  
The content and advertising consumer of the future  
The world of 2020  
Transparency means consumers are increasingly savvy and demanding  
Generation Y and Z grow up and set the agenda  
BRIC and emerging market consumers assume more influence on the shape of services  
Compelling content services and anti-piracy measures combine to reduce piracy  
Digital lives become complex and confusing for many people  
But some digital adventurers will create their own content portals  
Privacy and security take on a new meaning  
Attention management: a 2020 solution to consumer distrust  
Beware a widening digital content divide  
Content and applications  
The world of 2020  
Search and discovery will be paramount  
Greater personalisation and a new generation of personalised devices  
Interactivity becomes an intrinsic part of the user experience/interface  
Prepare for a new wave of interactivity  
Cloud services  
The next chapter in the device side of the 2020 content story  
Closing the content/applications and the device/user interface gap: enter specialist devices  
Smartphones become more general purpose and take on the laptop

Prepare for a revolution in the user interface for digital content

Digital advertising

The world of 2020

A revolution in advertising services and value

Ad metrics bring complete transparency to consumer touch points

Advertising becomes highly viral: consumers moderate the brand message

Engagement is paramount, behavioural targeting the norm

Advertising firmly embedded in content and applications

Digital content and advertising revenues

The world of 2020

A range of 'currencies' come into play, along with complex finely-tuned business models

Free services are pervasive but part of a wider business model

Digital advertising dominates global ad revenues

Advertising spend has shifted further online

Mobile advertising grows but revenues are still modest

Mobile inventory finally moves beyond SMS

## List Of Tables

### LIST OF TABLES

Table 1: Market development – core scenario

## List Of Figures

### LIST OF FIGURES

- Figure 1: Digital content value chain: the old guard and challengers
- Figure 2: Current telco positioning and revenue flows in the content ecosystem
- Figure 3: Telco positioning as a SMART player
- Figure 4: Telco positioning as a smart enabler
- Figure 5: Digital advertising value chain: the old guard and challengers
- Figure 6: The changing face of the consumer
- Figure 7: The interactive world of future TV
- Figure 8: Core content/application clusters and user requirements
- Figure 9: Digital content currencies in 2020

## I would like to order

Product name: Telecoms 2020: digital content and advertising

Product link: <https://marketpublishers.com/r/T1B4F83B37AEN.html>

Price: US\$ 2,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T1B4F83B37AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970