

Increasing ARPU - Raising revenue in a saturated market

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Abstracts

Average revenue per user or other revenue-generating unit is a key metric for any telecom operator. Maintaining or ideally increasing ARPU directly translates into higher levels of profitability and an improved capacity to invest ?? provided that parameters like SAC, SRC and churn are kept under control.

When comparing different services such as fixed broadband and mobile as well as the evolution of ARPU in various regions of the world, one can observe significant differences. The reasons for this are manifold. They are partly rooted in consumer behaviour but also in such factors as market structure and the level of competition

Mobile markets have become increasingly saturated with penetration rates standing well above 100% of population, and the adoption of fixed broadband has reached levels where future growth is limited. Increasing ARPU has thus become a priority for operators, even more so as price competition is eating into their margins.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY & DEFINITIONS

- 2.1. General methodology of IDATE's reports
- 2.2. Market assessment and forecasts
- 2.3. Definition

3. ARPU EVOLUTION

- 3.1. A (challenged) key metric
- 3.2. Contrasting trends

4. LEVERS FOR INCREASING REVENUE

- 4.1. Tiered pricing
 - 4.1.1. Differentiation by volume and speed
 - 4.1.2. Differentiation by quality of service
- 4.2. Bundling and up-selling
 - 4.2.1. Bundling
 - 4.2.2. Premium options
- 4.3. Two-sided markets
 - 4.3.1. Connected cars
 - 4.3.2. Sponsored data
 - 4.3.3. Telco CDN
 - 4.3.4. Paid peering

List Of Tables

LIST OF TABLES

Table 1: Pricing for the Swisscom Natel Infinity range

Table 2: Telcos' connected car involvement

Table 3: Telco CDN implementation, by operator

List Of Figures

LIST OF FIGURES

- Figure 1: Mobile retail ARPU evolution in EU5 and USA
- Figure 2: Mobile retail ARPU evolution in EU5 and USA
- Figure 3: Fixed broadband retail ARPU evolution in EU5 and USA
- Figure 4 : Mobile penetration rates
- Figure 5 : ARPU vs. revenue per capita in USA vs. EU5
- Figure 6: Market share of major MNOs in the USA and in Europe
- Figure 7: Competitive choice of broadband provider in the USA
- Figure 8: Decoupling of traffic and revenues with flat rate pricing
- Figure 9: Deutsche Telekom wireline broadband tariffs
- Figure 10: AT&T mobile tariffs
- Figure 11: ATT wireless ARPU
- Figure 12: Comcast traffic cap and top-up
- Figure 13: BT broadband tiered pricing
- Figure 14: Deutsche Telekom fixed wireless tariffs
- Figure 15: Swisscom Natel infinity speed tiers
- Figure 16: API to develop a 'turbo' button for a smartphone
- Figure 17: Superonline 'Turbo button'
- Figure 18: Vodafone Spain prioritisation
- Figure 19: Free Priority Pass
- Figure 20: Virgin Media: Seven steps to select the most adequate package
- Figure 21: 'Package-building tools' from AT&T and BT
- Figure 22: Open, the quadruple play solution by Orange
- Figure 23: Verizon and AT&T shared data plans
- Figure 24: Verizon wireless ARPU
- Figure 25: Sprint's changing stance on shared offers
- Figure 26: Time Warner Cable Signature Home
- Figure 27: Movistar Gurú
- Figure 28: Virgin Media Live Expert Help
- Figure 29: Virgin Media F-Secure Safe solution
- Figure 30: AT&T sponsored data
- Figure 31: Implementation of a CDN within the BT network

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