

# Monetising Fibre: Competitive Pressure Pushing Operators to Monetise Fibre Beyond Their Core Business

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## Abstracts

This report delivers a detailed snapshot of the strategies that operators around the globe – USA, Europe, Asia – are using to monetise their fibre networks.

What marketing strategies and business models have operators developed to earn a return on their investments in FTTH networks?

What quality of service options (speed, latency, data allowances) can be monetised?

What are the most winning pricing scenarios?

What are the challenges involved in selling bundles? Is premium content a vital ingredient? Is it an effective tool for upselling?

What are the medium-term scenarios for monetising fibre, with a view to upcoming 5G rollouts?

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