

Maximising ARPU through triple-play services

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Abstracts

From an ARPU point of view, the benefits of triple-play services are obvious: increase the number of paid services per customer – increase the revenue that customer generates. However, getting the right mix of services is important if ARPU is to be truly maximised, and not all players will have the capability to achieve the optimum balance.

In order to maximise ARPU, the triple-play mix needs to favour the largest individual revenue opportunity within the service bundle, and usually this is pay-TV. The message for telcos is therefore clear – either become a TV/video-focused company, or look beyond triple play for new revenue opportunities. Both prospects provide a significant challenge to operators, but the alternative looks to be a slow decline in consumer ARPU and thus revenues.

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