

## Mobile innovation in focus: BeeTV and i-concier



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Date:	September 1, 2010
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Pages:	7
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Price:	US\$ 295.00
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ID:	ME02EBDAD4DEN
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**License Price:** US\$ 740.00

BeeTV and i-concier have been launched into the Japanese market as innovative new mobile services from NTT DoCoMo. BeeTV is a video service that charges viewers for watching short video clips, and i-concier offers users a variety of information feeds including weather, transport, sports, and special offers. While neither service is unique in the market, both provide further evidence of DoCoMo's ability to successfully bring innovative products to market.

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Executive summary

In a nutshell

Ovum view

Both BeeTV and i-concier are successful services in the Japanese market.

BeeTV and i-concier have strategic value to DoCoMo.

The success of BeeTV and i-concier is unique to the Japanese market.

Both services highlight the importance of partnerships.

Although BeeTV has been successful, its financial standing is questionable.

Despite the positives for i-concier, there are two major concerns for any other operator hoping to replicate its success.

The performance of BeeTV and i-concier pose wider questions for value-added services.

BeeTV

About BeeTV

Strategy and business model

Performance so far

i-concier

About i-concier

Strategy and business model

Performance so far

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Methodology

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Figure 1: Four pillars for BeeTV

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