

Telecoms & Tech Academy

COURSE DESCRIPTION **MARKETING DIGITAL SERVICES**

Format:
Face-to-face

Duration:
2 Days



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COURSE SUMMARY

HIGHLIGHTS

- **Highly focused and in-depth training from the experts - including relevant updates from Ovum's extensive research team**
- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**
- **Training outcomes and competency development designed to meet industry and organisational requirements**



“The instructor was brilliant. I’m sure that the course will contribute in developing effective marketing strategies.”

RA, TURK TELECOM

COURSE SUMMARY

Most telecoms operators around the world are experiencing rapidly-declining voice and SMS revenues and are facing saturation in their traditional consumer business. Digital services are widely seen as key to driving growth linked to greater consumption of mobile broadband connectivity. However, very few operators globally have been able to build successful business models for the delivery of digital services that enable them to create clear competitive differentiation and deliver both revenue and profit growth for their organisations.

Marketing such services presents real challenges for many operators: redefining ‘markets’ and ‘customers’ for digital services, sourcing and managing OTT locally-relevant content, designing customer-centric digital services packages, creating entirely new pricing and bundling configurations that fit end customers’ expectations, finding new ways of distributing digital services, ensuring that customers engage with operator-delivered digital services and creating brand relevance in an entirely new environment—all while delivering profitable growth—are creating headaches for traditional telecoms marketing departments.

This interactive and hands-on programme examines the major trends and developments within the global digital services market, describes in detail the different digital services ecosystems and relative positions of the various players, explores segmentation and positioning options for different categories of digital services, and applies the advanced marketing mix to enable marketers to adapt their traditional skills to this demanding new environment.

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop or be able to:

- Analyse the various complex digital services ecosystems at global, regional and local level and the roles and responsibilities of the various players
- Clearly define the concepts of ‘market’ and ‘customer’ within the context of the various digital services ecosystems
- Assess the business models applicable to digital services and identify realistic monetisation opportunities for B2C, B2B and B2B2C markets and customers
- Identify the role of operators in the digital services ecosystems and the different categories of partnership required to deliver services to multiple segments of customers profitably
- Assess realistic options for bringing digital services to market in the short- and medium-term
- Identify ways in which digital services can contribute to strengthening their organisation’s strategic position in their local market(s)
- Outline digital services solutions that are aligned with partner, business and customer requirements
- Critically assess the initiatives of other operators in their approach to digital services development around the world
- Gain confidence to make decisions on digital services implementation and procurement that are commercially viable, minimise risk, and in line with the strategy and goals of their wider organization
- Contribute effectively to the digital services debate at senior management level within their organisations

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COURSE CONTENTS

SESSION 1—THE BUSINESS OF TELCO-ENABLED CONTENT AND ENTERTAINMENT

- Definitions—categories of digital services
- Global vs regional vs local content—customer expectations and impact on take-up
- Creating value through digital services—business models for telecoms players
- Implementation: examples, customer needs analysis

SESSION 2—THE CONTENT AND ENTERTAINMENT ECOSYSTEM

- Content players—categories, roles and business models with examples
- OTT players—categories, roles and business models with examples
- TV and video players—categories, roles and business models with examples
- Where does the telco fit? Business model alignment
- Monetising third party partnerships—charging models, revenue recognition and share
- Implementation: examples, differentiated product and solution opportunities for multiple customer segments

SESSION 3—BRINGING INNOVATIVE DIGITAL

SERVICES TO MARKET

- Customer segments and adoption patterns for digital services—drivers and barriers
- Mobile and portable devices and impact on digital services demand and consumption
- Bringing different digital services types to market: music, entertainment, video, TV, vertical applications, etc.
- Sourcing and managing mobile-enabled digital services for different customer segments
- Creating profitable digital service bundles to drive data usage
- Charging models for digital services
- Distributing digital services
- Branding and customer engagement with digital services—options for service providers
- Implementation: examples, differentiated go-to-market outline for specific customer segments

SESSION 4—IMPLEMENTATION FACTORS

- Partnership selection and management
- Evolving the digital services market
- Organisational alignment
- Risk assessment



About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.