



telemedia

MYTHBUSTER

Unravelling Carrier Billing

A series of white papers designed to “explode” the myths and make the case for deploying carrier billing and related telemedia services across a range of key vertical markets.

As the only recognised source of data, news and expertise in this sector, we can be trusted to clearly explain how carrier billing and mobile engagement strategies will encourage consumers to access premium digital content, services and applications - quickly, easily and more profitably than ever before.

SELLING THE BENEFITS

- Better engagement strategies
- Improve on-boarding
- Reduce basket abandonment
- Increase credit card conversions
- Capture new first timers
- Billing the unbanked
- Increase cashier deposits
- New pricing models
- Effective implementation
- Fraud & security safeguards

REAPING THE REWARDS

- Market overview & stats
- Service structures & customer flows
- The case for carrier billing
- Specific content, services, apps
- Case studies – facts & figures
- New telemedia services opportunities
- Implementation – technical & strategic
- Key DCB players & business models

DISTRIBUTION & PROMOTION

Each 8-page white paper will gain maximum exposure across all our social media channels, websites and digital publications. This will include a series of banner ads and editorial with links back to the “Reports & White Papers” page – where the full document can be downloaded after contact data has been captured.

- 18,000 LinkedIn Ad Impressions
- 8,000+ LinkedIn Followers
- 1,000+ LinkedIn Group Members
- 1.4% avg. CTR
- 14,000+ News Subscribers p.m
- Reach 9,000 Individual Companies
- 4,000 Web Visitors p.m
- 1,700+ Twitter Follower

SPONSORSHIP RATES

WHITE PAPER		1 x SPONSOR	3 x CO-SPONSORS
Display Ad	Full page inside Front Cover	✓	
Editorial		Case Study	Reference
Company Profile/Ad	1/3 Page Supplier Guide	✓	✓
Webinar	Branding	Host	Panel
NEWSLETTER/ONLINE		1 x SPONSOR	3 x CO-SPONSORS
Main Banners	Company logos	✓	✓
Editorial	Case Study/Features	✓	✓
Sales Leads	Download Data	✓	
Package Cost	Per Paper	£4,000	£1,500

GAMBLING *Sold!*

in association with **iGAMING BUSINESS**

Many operators have been pioneering effective carrier billing strategies for some years – proving business models that optimise on-boarding, trial use, upgrade tools and free credit purchases.

Operators are unlocking the massive engagement potential of deposit by phone offers

OTT TV & VIDEO

Over the top video and TV services drive consumption of high value streamed content to a range of devices, carrier billing is ideal for converting more “snacking” or subscription revenues.

Carrier billing is already being used by Netflix and Amazon Prime in Asia, China and Eastern Europe

MUSIC & PODCASTS

Music streaming and podcasts have become the norm and carrier billing/telemedia engagement solutions should be at the centre of any marketing, on-boarding and upselling strategy.

Apple, Google and Amazon are already using it very successfully across Asian markets

DATING

in association with



Dating is a mainstream market these days and carrier billing / telemedia can now play a vital role in the growth and development of this increasingly mobile-centric market.

On-boarding for subscription site trials or casual sites are an ideal way to leverage DCB

GAMING

Carrier billing can be used to buy cryptocurrencies / tokens / credits and also looks set to play a vital role in on-boarding, trial use, upgrades and to buy peripheral content.

It's quick and simple to buy Xbox games, add-ons and subscriptions via your mobile bill

PRINT MEDIA & CONTENT

Print content is now driven by digital distribution where monetisation is a key issue. Free, free-mium and ad-funded strategies work, but many consumers want bite-size immediate DCB options.

The Telegraph Group have launched carrier billing and coupon services with excellent results

RETAIL

Telemedia billing isn't just about buying digital services, it will play a major role in the wider retail space. Find out how e-money and other mobile payments can increase sales in this huge market.

Look out - as RCS and DCB combine to revolutionise an online shopping

CHARITY

PSMS is well established in the sector, with Comic Relief and Children in Need now reaping huge rewards from a popular mobile donation proposition – but this is just the tip of a very large iceberg.

Innovators like Donr are enabling carrier billing to buy charity merchandise and other real world goods

SPORT CONTENT

Getting the most out of sports rights - now requires more than just a TV channel or advertising. In addition to subscription models, it needs to be snackable, sharable and chargeable using carrier billing.

Proximus provides premium content from the NBA, WWE and a Football.tv app from Optus using DCB

TICKETING [TRAVEL & TRANSPORT] *Sold!*

Tickets for events are one thing, but carrier billing offers consumers an ideal way to pay for travel tickets, parking tickets and even shared cars or bike hire – this market is set to grow exponentially.

Flexibus [Germany], the Cowes Ferry [Isle of Wight] and many more have deployed DCB

TICKETING [ENTERTAINMENT & LEISURE]

Entry to museums, theatres, theme parks, gigs etc are all areas where the combined power of ticketing and payments come together – and don't forget there'll be all sorts of addons once inside.

Capture your day - All your photos from the day downloaded to you phone for £30

EDUCATIONAL APPS

DCB can be used to charge for content and services in the growing market for self-improvement apps, but it's even creeping into schools and universities to support payment for trips, food, clubs etc.

Apps like QuickMaths and DragonBox are perfect to add incremental revenues with DCB

To get involved:

Editorial – Paul@wtevent.co.uk

Sales/Sponsorship – Jarvis@worldtelemedia.co.uk