



monetizing **connected** consumers

telemedia MAGAZINE

ISSUE 65

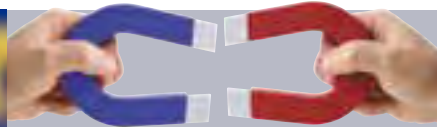
IN THIS ISSUE

PSD2: fraud buster?

Is PSD2 the fraud buster it was meant to be? One year on from implementation, analysts at Forter take a look at how it's shaping up



12



Opposites attract

Anil Malhotra takes a look at the alliance between utilities firms, media companies and DCB

16

The metaverse is coming

Dario Betti takes a look at what the arrival of the metaverse means for telemedia



26

MESSAGING & ENGAGEMENT

Value not price: how MNOs need to rethink approach to messaging, industry warned

Rich messaging is on its way to becoming a trillion dollar industry – but only if MNOs and the industry focus on how it can help brands make money, not what it costs.

The messaging and engagement market is set to be generating hundreds of millions of dollars a year in revenues from brands, but how it is priced and structured is not focussing on its value, experts warn.

While there has been a small boom in A2P messaging, such as OTP messages, the real money is in rich messaging, both A2P and P2P, as the world continues to build on the engagement habits fostered in the pandemic.

So how will it hit the trillion dollar mark? "it's very much not there yet, but it could get there," says Nick Lane, head of MobileSquared. "A2P currently makes up about 1.7% of MNO revenues, but only some 5% of businesses globally use it with an average annual spend of \$1500. Expand this to 30% of businesses and you start to see a potentially huge market."

>> 3

MARKETING & PROMOTION

Rich, monetisable messaging key to affiliate marketing hitting \$8bn in 2022

Affiliate marketing is tipped to hit \$8.2bn by the end of 2022, with as many as 80% of brands likely to be using affiliate campaigns this year. And driving this growth are the twin powers of ecommerce and messaging, with DCB and RCS both set to have a huge impact.

The nexus of affiliate marketing, DCB and messaging is becoming a critical part of ecommerce in 2022 and will be behind much of the growth being seen in affiliate marketing – and across telemedia – in the months ahead.

Rich messaging holds the key to creating

this growth. RCS offers businesses a powerful tool for engaging consumers (see page 4) and brings the ability to make messages as long as they need to be – no 160 character limit here – as well as including GIFs, videos and more. This not only can make the messages

>> 6



IN THIS ISSUE

4 RCS: READY FOR TAKE OFF?

RCS takes on its SMS 2.0 role

7 MNOS NEED TO SELL CPAAS

How CPaaS can help MNOs as much as it can the rest of the world

8 COOKING WITH CPAAS

CPaaS is the essential ingredient in UX

10 MAKE MORE MONEY WITH DCB

Evina shows you how

18 ON THE 5G CUSP

What 5G really means for the world

20 BOOMING VOICES

Inside international wholesale voice

22 CONTENT IS STILL KING...

... but which is the king of kings?

24 MIGRATORY SPECIES

How CSPs are moving to the cloud

28 MEET THE PEOPLE

Burt Krumnack, Perpetuum Media

28 COMPANIES YOU SHOULD BE DOING BUSINESS WITH!



See page 29



international premiums

Premium
Rate
Numbers

Call
Centers

SMS

Billing
Solutions

IVR



THE POWER OF PAYMENT !

Want to know more? www.interprems.com | info@interprems.com



MNOs: value not price key to messaging

<< 1

However, as Lane concedes, even if 100% of businesses use SMS it will “only” create a \$500bn sector. How will that then be doubled?

The answer lies in rich messaging and using it for customer care. “The customer care business using voice is already a trillion dollar industry,” points out Lane and there is great potential to expand that to use messaging in all its forms to service customers in new ways.

The pandemic changed how both consumers and businesses saw messaging and has propelled it to be something quite different to what it was two years ago. This is where the untapped potential lies.

In fact, according to Nick Millward from Kaleyra, rich messaging is now something more akin to social media than SMS. It is, now something that is two-way and engaging and, with the addition of shoppable content – powered by DCB – it is also much more useful.

This is why there is now so much interest in RCS, WhatsApp, iMessage and whatever else is out there in different regions. It is also why there is so much focus too on CPaaS.

What came through loud and

clear at Telemedia 8.1 LIVE back in February was that MNOs need to rethink how they sell messaging – and how its priced. Speaker after speaker at the

not how much it costs.”

“For many MNOs, A2P messaging is a sleeping giant,” agrees Jonna Kuligowska, Head of Global Market Intelligence at Haud, stressing that MNOs need to rethink how they work with mes-

For MNOs, A2P messaging is a sleeping giant... but it is time consuming compared to the amount of revenue it deliver. Its potential, though, is huge

‘Making messaging a trillion dollar industry’ conference track put together by MobileSquared iterated how messaging now needs to be sold not as a commodity, but priced on its value.

According to Ira Cohen from MMDSmart, the industry has to stop thinking about messaging in terms of the pricing and business model given by the MNOs and look at how to charge based on its value and the return it can bring to organisations based on how they use it.

“Everyone has to stop thinking about MNO business model for messaging and create our own business models based on value,” he says. “MNO models see no value in the way messaging is currently sold – so we have to change that and control it ourselves. It should be about how much brands are going to make,

saging. “For MNOs messaging is difficult and time consuming compared to the tiny proportion of revenues it generates, so most MNOs have done nothing to promote it – but the potential, even for just A2P messaging, is huge. SMS alone is trusted and delivers unrivalled engagement. This needs to be built upon.”

With messaging becoming ever-more rich, it is going to find itself being used in a raft of new ways and charging fractions of pence per message isn’t really going to cut it. Instead, Cohen and others aver, the model needs to very much more align with what the enterprise or brand wants to do with the messages and what they are looking to generate in return. This will make it chargeable as a value proposition not just as a commodity.

With messaging becoming

something more akin to a social media interaction for brands and consumers this makes sense. It also chimes with the shift towards buying in ‘messaging and interaction’ through third-party, publicly-hosted CPaaS platforms.

CPaaS is going to drive how messaging is used and it too could be the lever needed to see message pricing shift to one based on value. Time will tell.

The way messaging is used is shifting and that needs to be reflected in how it is charged for. For example, kids today are sending voice messages to one another across OTT messaging platforms such as iMessage and WhatsApp. This is going to become part of the whole CPaaS messaging offer and will, in time, become a mainstay of messaging: how is that going to be priced?

Addressing these issues is going to be key for the industry. Part of the reason why messaging was dropped from MWC is because it only makes up 2 to 4% of MNO revenues. To them it is very small beer. But it won’t be. Like mobile marketing and advertising 10-15 years ago, it is nascent but poised to explode.

That explosion will see it become a multi-billion dollar industry before the decade is done. ■

RCS is slowly growing its user base and telcos and brands are starting to take note. **Paul Skeldon** takes a look at where the SMS-killer is at in 2022 and how its business case is developing

RCS: ready for take off



There are expected to be some 1.2 billion active RCS users globally by the end of 2022, generating around \$233m – a small figure relative to other MNO revenues, but one that is set to grow by around 200% per annum to hit \$4.6bn by 2026.

But how is it going to get there? The key lies in getting brands and enterprises to use it at scale, which in turn is dependent on MNOs getting fully behind the messaging technology and getting it out there.

“Brands need to get behind RCS because it offers significant ROI uplift as it extends customer lifetime, it’s as simple as that,” says Tiago Martins, head of global customers at Link Mobility. “Engagement on RCS is around three minutes on average, while SMS it is measured in seconds.”

This has been demonstrated in many pilots, with Link Mobility reporting that in various uses – typically loyalty plays, promotional marketing and virtual shopping – it already shows clear advantages over SMS.

Martins explains: “Loyalty card and mobile wallet RCS see

a 77% open rate, 23.5% click through rate increase over SMS and lead to 62% more downloads than SMS; promotional marketing sees a 78.5% RCS open rate and a 77% increase in conversation rate over SMS; and virtual shopping has a 78% open rate, sees 74% start engagement through carousels and is four times more engaging than SMS. Brand exposure comes out at three minutes for RCS against five seconds for SMS.”

BRANDS GET GOING

Increasingly, brands are starting to see the reach and power of RCS – even if it is, currently, limited to Android devices – and there are already some success stories emerging around how brands are starting to see results with putative RCS experiments.

One exciting example is that of SMARTY, a UK SIM-only mobile network, which, using RCS as part of a wider CPaaS play with imimobile, generated more than a 100% increase in engagement versus email.

“As we continue to grow our customer base, it was becoming

apparent that we needed to change the way in which we interact with customers,” says Sayed Hajamaideen, Head of Marketing & Propositions at SMARTY. “Our ethos is simple, honest mobile and we found that imimobile aligned very strongly to this with its easy, straightforward, and intelligent technology. SMARTY is in an extremely competitive industry, and we are an ambitious company – we were looking for a highly personalised, automated customer experience solution that would keep pace with the speed at which we are moving. imimobile has helped overhaul our entire approach to customer communications through its CPaaS platform and multi-channel capabilities to ensure a frictionless experience for our growing customer base.”

MNO BUY IN

While RCS has been slow to get going because its Android-only format has held it back, MNOs haven’t helped either. They have expressed only cool interest in the technology and, as a result, haven’t seen much

brand buy in.

But this is changing. UK carrier BT has recently started to invest more heavily in RCS and is encouraging other operators to do so too, to build the interoperability and cross-network reach the platform needs to succeed.

“RCS is so much more than messaging,” says Catherine Maguire, head of future messaging at BT. “We see RCS as a way to future proof our messaging channel as rich messaging is what consumers want, especially as ecommerce becomes predominantly mobile between now and 2025.”

In fact, Maguire predicts that by 2025, 30% of P2A messaging is going to be RCS, driven in no small part by the pandemic. Here, there was a 27% increase in A2P traffic and brands know this.

Equally, by 2024, 18% of messaging spend will move to channels other than SMS and, says Maguire, “BT wants to ensure that as much as possible of this moves to RCS”.

For RCS to reach these heights though requires all MNOs to work together. To this end BT is has done a lot of work behind the scenes in the UK to get MNOs to agree to align their commercial models on RCS and streamline the onboarding of brands.

There has also been much work done by BT and the other operators to help create unified and compelling case study and business case material for RCS.

So, with all that in play, RCS is set to grow this year and next and, as brands get on board, it is hoped that so too will iOS – and they things will really take off. 📱



LINKING TELECOMS AND MEDIA THROUGH INTERNATIONAL PREMIUM RATE SERVICES.

**International Premium Numbers.
Domestic Premium Numbers.
Bulk SMS.
Call Center.**

„Award Winning Micropayment
Provider with global Footprint.“



www.kwak-telecom.com
sales@kwak-telecom.com
+357 220 223 18



Affiliate messaging

<< 1

look more appealing, but it can also make them actionable.

This is where DCB comes in. Adding carrier billing to RCS marketing messages offers affiliates the opportunity to create messages that not only carry interesting and graphical content, but which can be directly and speedily monetised by adding payments to the message.

The concept has already been demonstrated in the UK, where mGage worked with charity Oxfam to create monetisable RCS messages to illicit donations.

ECOSYSTEM

The move to monetise affiliate marketing messages is part of a wider move to create an ecosystem around rich messaging and carrier billing and its already opening up huge opportunities in developing markets.

"DCB is already in a pole position in markets where market dynamics have shown micro repeat transactions, higher spending on mobile transactions vis-à-vis POS devices digital wallets being favoured for redemptions and loyalty programs, and telcos being the direct beneficiary of a mobile financial ecosystem," says Arun Mathew, VP -Business Development at Cookies Digital.

While affiliate marketing is

clearly here to stay, it is set to evolve in developed markets too. "One of the ways of such evolution, we see the emergence of an industry-wide international marketplace focused on the mVAS market," says Igor Kholin, co-founder of Golden Goose. "The key advantage of such a marketplace will be its global reach, which allows you to get traffic here and now to any content offer in the world. For several years now, we have been developing such a marketplace based on our CPA platform."

RULES, REGULATIONS AND TRUST

However, there are some potential drags that may slow the growth of rich messaging based affiliate marketing.

"Affiliate marketing will continue to be a dominant force, in the short term, for telemedia propositions, but the longevity of this channel for acquisitions would only happen if the enablers showed caution and restraint and employ technologies that safeguard the user experience," says Cookies'

Mathew. "When partners and carriers deliver a DCB payment experience, the onboarding journey is an equally important aspect and affiliate marketing has yet to, collectively, provide a seamless, error-free experience for the consumers."

Mathew also sees trust as a key issue with making this fly. "With carrier billing services becoming increasingly important for a consumer's purchase journey, "Trust" has become a valuable asset and soon will be a "currency" for enablers looking to join the DCB bandwagon," he says. "Trust has to transcend across the carriers, content providers, and right until the purchase by a consumer."

There are also issues around privacy rules. Mathew's colleague, Paola Silano, founder of Cookies Factory, says: "For the future we need to learn how to manage all the changes we are facing on the advertising scene – and I mean the change of the privacy policy rules and how it is impacting on the tracking of the users. We need to understand how the world will change and how we can continue to follow the user during his journey."

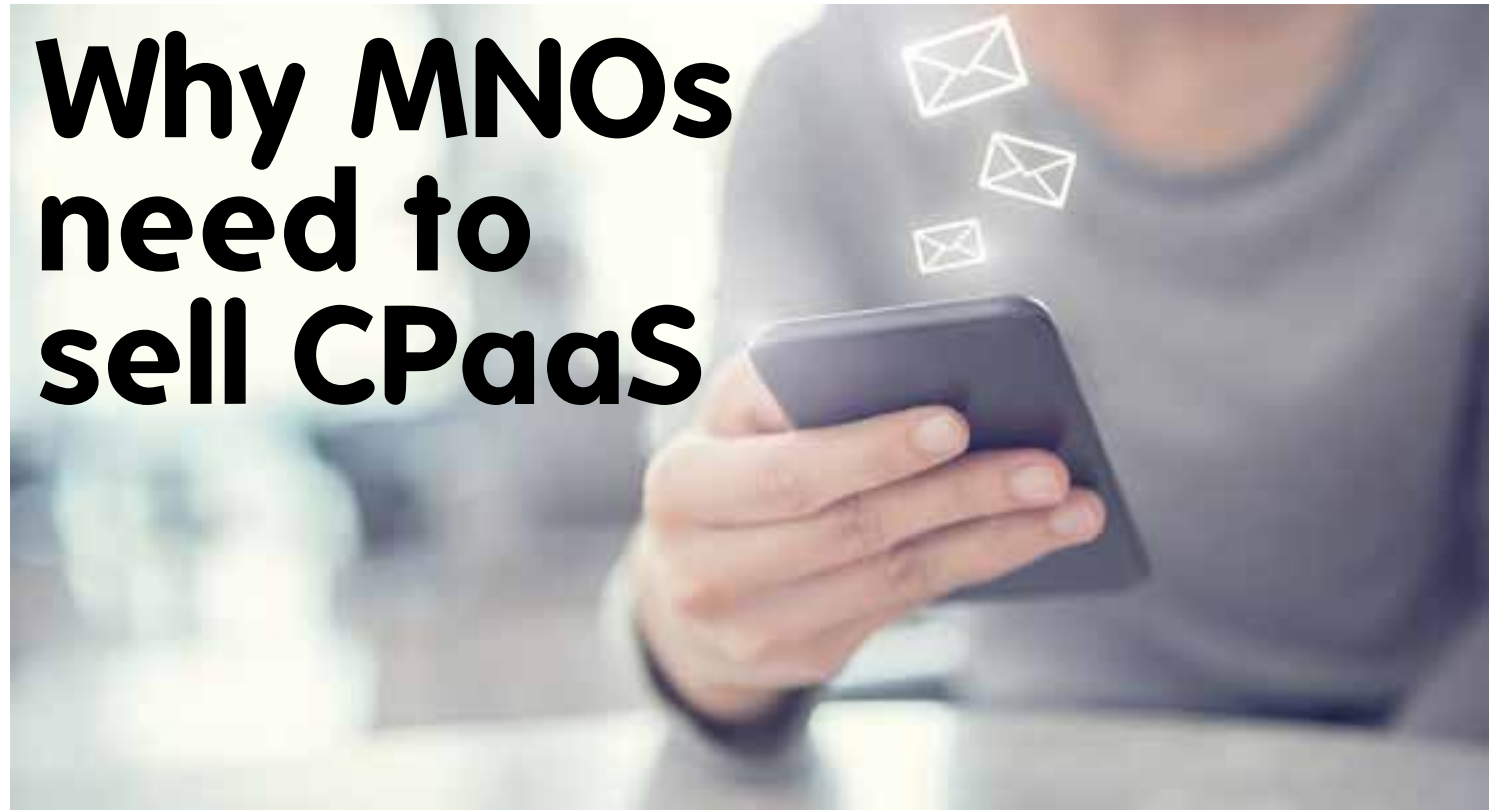


Top trends in affiliate marketing 2022

What services are affiliate marketers looking to target in 2022?

- Live streaming and video – live stream shopping and video marketing are on the rise. Twitch and YouTube are the key places where retailers and brands are live streaming, while TikTok is also becoming a key sales channel for brands looking to use short-form video to sell. Both of these are where affiliates are turning to capture the attention of consumers.
- Micro-influencers – There are a growing band of micro and even nano influencers using video and these are a lucrative long tail for affiliates to get into bed with as they attract very focussed and loyal audiences
- Co-marketing – Many more affiliates will enter into co-branding and co-marketing partnerships to exploit these micro and nano influencers, as well as partnering to capture the right niches for their ads.
- Crypto – cryptocurrencies are becoming more mainstream and have led to a raft of crypto affiliate networks making early moves into this interesting sector.
- Marketplaces – the rise of mVAS marketplaces is also going to shake up the affiliate space. Services, such as Golden Goose's DCB HUB are set to create an ecosystem for mVAS-DCB services that affiliates can tap into.

Why MNOs need to sell CPaaS



There is already a clear motive for mobile network operators to rethink how they sell messaging, but it forms part of a broader play for MNOs in CPaaS. **Paul Skeldon** takes a look at how CPaaS can help MNOs as much as it can the rest of the world

The world of messaging and engagement is in a state of flux. The pandemic has seen consumers worldwide rapidly embrace new, digital ways to interact with the brands they want to deal with and has made many re-evaluate messaging.

This has seen many brands and enterprises faced with the need to rapidly embrace new contact channels beyond the phone and email, taking in not just SMS, but also WhatsApp and social media.

To do this, they have had to buy in comms services—CPaaS, communications platforms as a service—to get up to speed with their customers in short order.

All this has been well-documented in the pages of telemedia magazine, but what of the MNOs, where do they fit into the CPaaS story and what can they gain from joining the party?

Put simply, entering the CPaaS market can let MNOs leverage

the enterprise market like never before. They may have phone contracts with them, maybe even broadband access, but offering the full gamut of services across all messaging channels, as a cloud based offering could dwarf what they already do.

According to Global Messaging Services (GMS), there are three distinct wins for MNOs in offering CPaaS.

INCREASED TRAFFIC, BETTER RELATIONS

CPaaS solutions often increase the use of A2P SMS, for many different reasons. For example, look at fallback options, which are a huge selling point for CPaaS. If you try to send an OTT message using a CPaaS service and it isn't delivered, then it can fall back on more reliable channels like SMS automatically. Where before an enterprise client might have tried OTT and then just written off

any undelivered messages, now an A2P SMS is sent in its place – creating revenue for MNOs – and this is just one way that A2P volume is stimulated with CPaaS.

Offering a CPaaS solution to your enterprise clients will bring you closer to them. Rather than having just a transactional relationship, where they pay for what they use in terms of network traffic, you'll be building a long-term relationship with your clients using a subscription service business model.

RAISE CUSTOMER SATISFACTION

CPaaS solutions allow your enterprise clients to provide their customers with a better customer experience, and the same is true for MNOs who provide CPaaS to enterprises. Offering your customers a comprehensive messaging solution will often solve their issues, enabling them to move from using multiple different services and software to using a single login service for all their communications needs. This creates an improved customer

experience for your enterprise clients too.

THE POWER OF PARTNERSHIP

The key for MNOs is to partner with the right CPaaS providers, so that they can rapidly plug in the services that they need to sell to enterprises and brands that are also in a hurry to tap into latent customer engagement on these channels.

This may well see MNOs having to work with and embrace the services of directly competitive OTT messaging services as part of their wider CPaaS play. While this may seem counter intuitive, it does offer distinct advantages. Owning 95% market share in the A2P segment, which is experiencing annual growth of about 4%, is less attractive than accepting 80% market share in the CPaaS market which is expected to grow by 39% annually.

There is also the need for MNOs themselves to look to use the CPaaS solutions – especially today, RCS – to sell those very same solutions to their customers in style. 📱

CPaaS: The key ingredient for the future of CX

Sudarshan Dharmapuri outlines how CPaaS is now the key to nailing customer experience – and shows how leading organisations are already using it



In our increasingly customer-led market, there is growing pressure on business and tech leaders to understand the customer inside and out. Over the last 18 to 24 months, consumer habits have changed considerably, driven by national lockdowns and restrictions on daily life, and consumers have developed new ways of interacting and engaging with businesses and brands.

Furthermore, while consumers were forgiving of mistakes at the start of the Covid-19 pandemic as businesses adjusted to new ways of working, these ways of interacting are now the norm and consumers expect businesses to engage with them on their terms, in the right way, place and time for the customer.

At the same time, with advances in cloud-based technologies and 5G, consumers expect to be able to access the information they need from a brand wherever they are and whatever communications channel they are using. Consumers want this information to be personalised and tailored – they don't have time to waste on irrelevant information or poorly targeted marketing campaigns.

In fact, our recent research found that there is a growing expectation from consumers that their customer experiences must be relevant, have a meaningful connection and any issues should be resolved quickly and conveniently. It is therefore imperative for brands to find ways to accelerate, enhance and

automate these interactions, while also maintaining rapport to ensure the customer experience is consistent, convenient, simple, and seamless regardless of the communications channel.

A key to nailing customer experience today is employing CPaaS (Communications Platform-as-a-Service) as a key strategy to deliver a truly cohesive consumer journey. The growth we have seen with CPaaS in the past year is only scratching the surface of what is possible. This is the year when we can expect to see more enterprises deploy CPaaS to connect with consumers in a way that can truly elevate customer experience to the next level.

To do this, organisations must place customer wants and needs at the core of their communication strategy to ensure that they are interacting with them on the channel that is not only convenient for the customer, but that also marries up to the business and campaign objectives.

THE BEST MEDICINE

A good example of this is a hospital site or doctor surgery setting where video communications may be a good investment for patient consultations, while Apple Business Chat could be an opportune way to communicate with patients regarding upcoming appointments. Likewise, in the food and drink industry, hotels and restaurants may find SMS or WhatsApp an easy way to confirm reservations, while retailers often rely on geoloca-

tion targeting to engage customers in the moment.

Different communications channels not only vary based on sector, situation, business, and customer, but broad generational differences in customer experience expectations and preferences must also be considered.

For example, baby boomers may be more likely to go into a store or pick up the phone to speak to a real person if they have an issue that needs solving, whereas millennials and Gen Z often prefer to talk to someone via live chat or on social media, so that they can continue to go about their day at the same time.

Given this variation in preferences and considering Gen Z are now entering the workforce and represent one of the most powerful consumer segments, it's critical that there is choice and a range of communications channels available, including mobile options and newer digital technologies such as RCS, Apple Business Chat and WhatsApp. CPaaS can facilitate seamless, uninterrupted, continuous customer experiences that provide a 360-degree approach across different channels.

For consumers, this means they have the option to get in touch via, for example, SMS, email, phone, or live chat depending on their preference. CPaaS solutions are highly customisable and can be tailored to

suit different products and different user experiences, right down to the individual customer.

PROACTIVE UPDATES

For example, mobile customers expect proactive updates from their mobile provider if they are nearing their data limit with quick and easy options to purchase additional data if needed. Similarly, banking customers expect quick, efficient, and contextual communications. It is not enough to be notified about a low balance on a checking account, the bank should be able to provide the customer with actions they can take to remedy that low balance via the suggestion that they transfer funds or the offer to speak to a customer service agent for help; thus, fully closing the loop on the customer's original issue. This two-way communication helps put the customer back in control, promoting easy and efficient self-service and improving the overall customer experience.

This concept is not new – the technology and innovation exists and is made possible through CPaaS. For businesses, being able to consolidate their communications channels in a single plat-

form enables them to seamlessly manage all customer interactions and reach their customers wherever they are.

This level of service not only builds brand loyalty, but it also plays a key role when something goes wrong. In these cases, more than ever, it's critical that the consumer can contact the business via their preferred communication channel. More and more companies have removed or downsized their customer service helplines, but phone is actually the first port of call for many consumers, regardless of generation, when they have a problem or issue that needs solving.

However, given that running a call centre is significantly more expensive than using live chat bots, it's not surprising that many businesses have chosen to prioritise automated digital communications over phone support. What's most important is that

the consumer can resolve any issue or problem conveniently, quickly and efficiently.

POWER TO THE PEOPLE

To empower an even more frictionless customer experience, CPaaS allows businesses to provide different options dependent on the nature of the enquiry. Centrica, for example, has 25 million customers and its customer service phone line was experiencing long delays during peak hours. This was frustrating for customers and costly for Centrica. By investing in an SMS call deflection service, Centrica was able to identify 95 common types of enquiries that could be more effectively handled by SMS chat. While phone may have been the customers' first port of call, many customers now subsequently choose to move their enquiry to SMS chat, meaning they no longer have to wait to speak to an

operator, but can instead resolve their query quickly and efficiently and in a way that suits them best.

For businesses, the ability to adapt and change channel without interruption to the customer is imperative. For consumers, customer experience plays a key role in their relationship with the brand, and poor service can drive consumers away. This is especially the case when there is a problem. Businesses that can deal with a problem or issue in a way that is efficient, speedy, and convenient, and which also retains the human touch and makes customers feel valued, have an opportunity to showcase their superior customer experience and boost loyalty.

What's essential in all cloud-based communications features is automation. With customer interactions increasing in volume, businesses must automate where possible. This is where

personalisation also comes into its own. Customers increasingly expect tailored and personalised communications, whether that's when they're being proactively targeted by a business for example as part of a marketing campaign; or when they're getting in touch and expect the business to be able to access their customer and account information quickly and efficiently.

Businesses cannot afford for their various customer communications channels to operate in silos; customers expect their communications and interactions with brands to be seamless, up to date and relevant. CPaaS solutions can help businesses deliver this 360-degree customer experience to meet and engage with customers wherever they are and however they prefer. 📱

Sudarshan Dharmapuri is Chief Product Officer at Webex

WE OFFER |



● **400+**
Happy customers

● **+21**
Years in operation

● **99.99%**
Uptime

● **492,000,000**
Annual transactions

**DYNAMIC
MOBILE BILLING**

+44 (0) 808 206 0808

sales.uk@dynamicmobilebilling.com | www.dynamicmobilebilling.com

Cybersecurity is an area of opportunity that often lies disguised within many merchants as simply an operational consideration. By managing security threats the right way, and with the right partner, cybersecurity can be turned into a significant source of competitive advantage. **Joan Larroumec** explains

How much more money could you be making from your carrier billing business right now ?



If you don't use a cybersecurity solution to protect your DCB payments, chances are that about 50% more fraudulent transactions are currently going through. Oftentimes these fake transactions churn quickly by virtue of the fact they were made without the user's consent. Customer lifetime value is consequently lowered which impairs the acquisition strategy and limits growth and investment.

Now if you already do use a cybersecurity solution, it's a good first step. Although unfortunately

not all DCB (Direct Carrier Billing) cybersecurity solutions are created equal, and it isn't enough to implement just any solution. Merchants may think that they are adequately protected by traditional solutions, yet these solutions are now obsolete as sophisticated malware attacks, undetectable by all but the most technologically advanced solution, have become an everyday occurrence.

The results that can be achieved with a state-of-the-art cybersecurity solution are a game

changer, for example clients of Evina were able to both increase their customer lifetime value by 50% and see their complaint management costs plummet by over 80% in just three months following a successful cybersecurity partnership with Evina.

Because distinguishing fake transactions from real ones is hard, most DCB cybersecurity solutions result in a 5% to 10% false positive rate. Just imagine all the lost revenue if your DCB solution blocked one in ten legitimate transactions by real-world users.

That's why merchants need to be very demanding with their cybersecurity provider. Many of our customers have increased their revenue by 10%, simply by getting rid of the false positives that plagued their previous solution.

THE RIGHT CLIMATE

A great cybersecurity solution is one that has established a climate of trust, opened one-click payments, and thoroughly prevents fake transactions. The key to taking business to the next level has always been to offer the

So what are some of the best business practices that merchants should follow to increase revenue, boost customer lifetime value and reduce customer service expenses?

Take the quiz to find out how much money you could be making from your carrier billing business right now:
https://g25jnl5b82y.typeform.com/to/fZf3aFFd?utm_campaign=Telemedia&utm_source=Referrals



smoothest payment methods to users. That's why one-click payments are highly valued, when fraud is not involved.

If you haven't negotiated one-click payments with all your mobile operator partners, it's probably because they feel it's the safest option to keep fraud away. Yet, the majority of malware can go through the most complex flows, read text messages and enter pin codes, thus carrying out fake transactions, no matter the payment flow.

Evina has helped many merchants build trust with their MNOs in order to get better flows and one-click payments. When trusted tools are provided, mobile merchants can be confident that there is no fraud, even when one-click payments are enabled.

Several of the merchants we work with have increased their revenue by up to 400% once we

helped them convince MNOs to enable one-click payments.

If you have access to one-click payments, without the right cybersecurity partner you may be experiencing high complaint rates.

If you have access to one click payments, without the right cybersecurity partner you may be experiencing high complaint rates

With great power comes great responsibility, and one-click payments without the best cybersecurity solution generates extremely high complaint rates and thus high complaint management costs. That's why very efficient cybersecurity is necessary. We have helped many clients reduce their complaint management costs by 80% in less than three months after implementing our solution.

OPEN NEW TRAFFIC SOURCES

At times, merchants have stopped working with certain traffic sources to limit the impact of fraud on their business. Or sometimes, it was even imposed

by their MNO partners.

If you're part of the merchants who have limited traffic sources, it's most likely because you believe, or your MNO partner believes, that sticking to traffic sources such as Google and Facebook will keep you safe.

That's only partly true, cybercriminals can easily change their identity and commit fraud through these trusted sources. So limiting traffic sources

doesn't really prevent fraud, but it does significantly limit market size.

Our cybersecurity solution also pinpoints and solves this challenge. Merchants that work with us have been able to open their activity to all traffic sources, because they can rest assured that their traffic is screened and clean.

We have also helped merchants to convince MNOs to lift their ban on multiple traffic sources. With our help, many merchants who used to limit their traffic sources are now able to double these and consequently, double their revenue.

This is just an overview of all the new sources of growth that are possible when the right cybersecurity solution is adopted. 📱

Joan Larroumec is CSO and CMO at Evina

+ 115%

EXTRA REVENUE
IN 3 MONTHS,
FOR MERCHANTS,
AGREGGATORS AND MNOS,
USING EVINA.

EVINA

The most advanced cybersecurity for carrier billing - visit us at evina.com

★ ★ ★
AWARDS

MOBILE
AWARDS

MOBILE
AWARDS



PSD2: fraud buster?

One year on from enforcement, has PSD2 reduced fraud? Analyst firm **Forter** has analysed its data to determine what merchants are doing to comply with PSD2, asking, has it reduced fraud rates?

It's been almost a year since every merchant across France, Germany, Italy and Spain — the EEA's largest digital commerce markets — started complying with PSD2. Has it had an impact?

A key driver of PSD2 regulations has been the desire to protect consumers against fraud by securing the digital payments for Card Not Present (CNP) transactions with Strong Customer Authentication (SCA). According to the ECB's 7th Report on Card Fraud, 80% of the value of card fraud in 2019 resulted from CNP transactions, reaching an estimated €1.50bn in fraud losses..

SCA makes life more difficult for would-be fraudsters by introducing customer identification checks at checkout. While these checks can reduce fraud, they aren't 100% effective. Sophisticated fraudsters can still find ways to get around

two factor authentication (2FA), which is typically enabled by 3-D Secure (3DS). One way bad actors bypass 2FA is by spoofing mobile phone numbers to intercept the one-time passcodes (OTPs) needed to verify transactions.

In the same way that not all fraud is blocked by SCA, not all traffic blocked by SCA is fraud. Merchants are correct in their concern over the adoption of SCA because of the significant friction it adds to the shopping journey. This friction is clearly hurting customer conversion rates. Many legitimate customers won't continue with a transaction if it means physically getting up to answer a 2FA request on their phone. Also, the 2FA challenge presents customers with another opportunity to rethink their purchase.

PSD2 allows many transactions to be exempted from SCA, when a merchant's PSP has an

effective risk-analysis tool in place — one that determines when certain transactions are low risk. This allows the merchant to offer their customer a frictionless checkout experience.

The method of identifying low-risk transactions is called Transaction Risk Analysis (TRA) and can be very useful when navigating SCA requirements. TRA can be used on transactions below €500 but only when the Acquirer applying the exemption has a low rate of fraud. For transactions under €100, the fraud rate should be below 13bps (in other words, fewer than 0.13% of an Acquirer's transactions can be fraudulent). The larger the transaction value, the lower the allowed fraud rate. Even after the Acquirer flags a transaction as exempt, following TRA, the final say on whether to approve a transaction (or not)

sits with the Issuer. When it comes to exemptions, having more than one PSP to route different transactions can also significantly impact your overall transaction approval rate.

Those merchants optimising their exemptions by using Transaction Risk Analysis (TRA) and multiple PSPs will be able to more effectively navigate the headwinds that PSD2 has started introducing to their business.

WHAT DOES COMPLIANCE LOOK LIKE?

The most common way for merchants to comply with the SCA requirements has been to rely on 3DS with friction for in-scope transactions. 3DS makes the customer validate their identity using: something they know (e.g., password), something they have (e.g., smartphone), or something they are (e.g., fingerprint).The

**READY
STEADY
BOOK!**

Save €100
on your WT Pass

Hybrid Event Platform
 **telemedia8.1**
Where mCommerce Clicks
Telemedia8point1.com

**DRIVING MOBILE BILLING, PAYMENTS
& MESSAGING FOR CONTENT, VAS & APPS**

Platinum Sponsors



Gold Sponsors



Silver Sponsors



two most common approaches merchants have taken to meet the SCA requirement are sending every transaction to 3DS or attempting to exempt every transaction from 3DS. Either of these strategies will produce suboptimal results.

Sending every transaction to 3DS means adding more friction to the shopping journey than necessary, inviting an increasing number of customers to abandon their purchases, and introducing the possibility of 3DS failure.

Attempting to exempt every transaction wrongly assumes that ineligible transactions will only receive a soft decline from the Issuer, allowing the Acquirer to reroute the transaction through 3DS. This is not the case, and it will increase the number of hard declines received, not just soft declines. Payment friction will lower shopping cart conversion rates and lead to an overall loss in completed transactions and revenue.

Forter is the only partner that can help merchants recover declined transactions. Forter's Smart Payments solution recognises returning shoppers and applies 3DS to the transaction if the shopper has failed in their previous transaction. We have seen a 6-7% revenue boost in some instances from overall optimisation efforts.

3DS IS A CONVERSION KILLER, NOT AN ANTI-FRAUD TOOL

Forter's research shows that some merchants across France, Germany, Italy, and Spain, are losing almost 40% of their transactions where 3DS is applied. These failed and abandoned transactions will inevitably include attempted fraud that's been stopped in its tracks, but it begs the question: how many of these transactions are legitimate?

The table below shows the

3DS abandonment rate (where the user does not comply with the 3DS challenge and abandons the transaction) and the 3DS failure rate (where the user cannot complete the challenge, which is sometimes due to technical failure). You can see that in some instances, merchants are losing 26-39% of transactions where 3DS is applied. Not every customer will try their transaction again, therefore this could represent



a significant loss of revenue to merchants.

3DS SUCCESS RATE BY COUNTRY

Sometimes legitimate shoppers fail the 3DS challenge because of false declines, which can happen because of human and technical errors. For example, a customer might input the wrong passcode or not receive the OTP before it expires, resulting in a false decline. One survey found that 33% of shoppers will never shop with a retailer again after experiencing a false decline.

Forter research revealed that merchants can lose up to 75x more revenue to false declines than they do to fraud.

THE END OF FRAUD?

PSD2 isn't a silver bullet when it comes to fraud. When bad actors encounter barriers to one type of fraud, they will focus their attention on other fraud. Their incentive or motivation for committing fraud — their fraud pressure — will change.

We compared data from PSD2 pre-enforcement (2020) transactions to post enforcement (2021) transactions and found that alternative payment

tively considering, SCA regimes. Even in the U.S. 3DS adoption has increased. In Q2 2021, 37% of CNP transactions in the U.S. had 3DS protection, as opposed to only 10% in Q3 2020.

One of the more attractive features of 3DS is that the liability for fraudulent chargebacks shifts from merchants to the card issuer. Chargebacks under 3DS 2.0 require two criteria to be met: first, that the transaction was successfully authenticated, and, second, that the filed chargeback is fraud-based.

As previously mentioned, if a merchant applies 3DS to all transactions, their conversions will fall, likely resulting in lower revenue and profit. However, the merchant can use technologies, such as Smart 3DS, which applies 3DS only when necessary. Smart 3DS detects cases where 3DS is likely to result in declined authorisation and will recommend not proceeding with an exemption on those transactions. This allows merchants to create a frictionless shopping experience wherever possible.

HAS PSD2 REDUCED FRAUD?

PSD2's impact on fraud has been mixed. First, the SCA requirement adds security to CNP payments (and friction to the shopping journey), but it doesn't prevent all forms of fraud.

Second, given the high number of failed and abandoned transactions we've seen, merchants have undoubtedly seen scenarios where they've lost more money because of failed and abandoned 3DS transactions than fraud.

Finally, we have seen fraud pressure move elsewhere — geographically and by vector — but not reduced substantially as a whole.

PSD2 has introduced friction, not a complete solution for fraud. ■



THE BIG GUY Paul Skeldon
paul@telemedia-news.com

ART DIRECTOR Victoria Wren
victoria@wr3n.com

CONTRIBUTORS & CONSULTANTS

Nick Lane
Elson Sutarso
Jarvis Todd
Tim Green

SALES & MARKETING
info@Telemedia-news.com

PRODUCTION DIRECTOR Annika Micheli
annika@Telemedia-news.com

PUBLISHER Jarvis Todd
jarvis@Telemedia-news.com

TO SUBSCRIBE www.TelemediaOnline.co.uk

CIRCULATION ENQUIRIES
Geraldine Lawton - O'Sullivan
Geraldine@Telemedia-news.com

WHAT WE'VE BEEN LISTENING TO
Hey Jude, Wilson Pickett
Si Estoy Dormido, La Plaga

WHAT WE HAVE BEEN READING
Shuggie Bain, Douglas Stuart

WHAT WE HAVE BEEN AMUSED BY
Inside Number 9

WHO WE'VE BEEN FOLLOWING
Elon Musk... on Twitter

SUMMER 2022 WILL BRING...
Planning for World Telemedia Marbella

TELEMEDIA MAGAZINE is published five times a year and circulated in print to qualified readers and downloaded in digital format to 12,000+ requested readers.
BUSINESS ADDRESS: Ground Floor, Virginia Cottage, Nash Lane, Scaynes Hill, West Sussex, RH17 7NJ, UK. Web: www.TelemediaOnline.co.uk
Overseas subscriptions and non-qualified readers can obtain Telemedia Magazine with an annual subscription rate of £15 / £20. Refunds on cancelled subscriptions will be provided at the publisher's discretion, unless specifically guaranteed within the term of subscription.
© World Telemedia Ltd. All rights reserved. No part of Telemedia Magazine may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording on any information storage or retrieval system without the written consent of the publisher. The contents of Telemedia Magazine are subject to reproduction in information storage and retrieval systems. Print by Borpi, S.L. (Borpi).

FROM THE EDITOR

In the beginning was the word...

This month's ROCCO Genesis event in Malaga's pledge is to bring together the telecoms community to stimulate industry innovation for a more connected world – and we couldn't agree more.

This issue of telemedia magazine runs with this theme, showing just how interwoven all the strands of the mobile industry are, not just with each other, but also with the wider world of business.

The messaging industry is a prime example. Potentially worth a trillion dollars by 2030, it relies not only on the embrace of rich messaging and OTT, but also on how these channels also integrate with billing and payments, content, marketing, social media and technologies – not least the

kind of tech that is going to make the metaverse work.

Not only that, all these telemedia services not only have to work together they have to be ready to meet the needs of a growing enterprise base that wants to buy in these services so that they can rapidly deploy them as engagement channels for their customers.

This is the true meaning of CPaaS. It's not just about platforms and reselling services, it is really about pulling everything together that constitutes 'engagement' with consumers – be that customer services, content, entertainment, marketing and/or payments – and offering a more holistic approach.

This is something that ROCCO Genesis is doing in spades. Bringing together a raft of

industry and out-of-industry experts to not only showcase and debate what they are doing, but also creating an environment where the industry itself can work together to create the services of tomorrow.

And this is exciting stuff. The world has changed radically in the past two years, but that change has set in motion even more seismic shifts and Malaga in May is the place to get that glimpse of the near future. 📱

telemediaonline.co.uk
@telemediaTweets



Paul Skeldon, editor



Helping to grow Mobile Billing securely

OUR PRODUCTS

MCP SCANNER Compliance Monitoring
Competitor Bench Marking/Market trends

MCP NET Due Diligence & Risk Control for Carriers & Aggregators

MCP SHIELD Real-time Fraud Detection & Blocking

MCP VERIFY Payment Verification of user purchase

www.mcpinsight.com

info@mcpinsight.com

Opposite

Exploiting the unlikeli- hood of utilities providers and

How the mundane world of utility companies and the adrenaline-soaked world of media forged an unlikely future together. **Anil Malhotra**, CMO and Co-Founder of Bango explains

The market for Direct Carrier Billing is huge, as shown by the most recent report by the GSMA, 'The Mobile Economy 2022'. In 2021, there were 5.3bn unique mobile subscribers globally, and by 2025 this will have grown to 5.7bn at a Compound Annual Growth Rate (CAGR) of 1.8%. The Association also says that the penetration rate, as a percentage of the population, will go from 67% in 2021 to 70% in 2025. The percentage of smartphone connections, excluding licensed cellular Internet of Things (IoT), will surge, too – from 75% to 85% by that year. In 2025, there will be 23.3bn IoT connections, while the GSMA predicts that mobile operator revenues will reach \$1.16tn.

The opportunity is great – particularly as the world's population has reached at least 7.9bn people, according to Worldometers. info. So, the room for even more growth is significant for everything, from 5G smartphone connections and usage and mobile app growth, to mobile payments and direct carrier billing. The GSMA Mobile Economy 2022 report comments that 5G continues to grow in pioneer markets, due to rising 5G handset sales, net-

work expansions and the overall marketing efforts of the mobile operators. However, 4G is far from dead. In its report, it says,

"4G still has room to grow in most developing markets, particularly in Sub-Saharan Africa, where 4G adoption is still below a fifth of total connections and operators are stepping up efforts to migrate existing 2G and 3G customers to 4G networks. However, rising 5G adoption in leading markets, such as China, South Korea and the US, means that 4G adoption on a global level is beginning to decline. Globally, 4G adoption will account for 55% of total connections by 2025, down from a peak of 58% in 2021."

PAYMENT RELATIONSHIPS

With regards to the opportunity for Direct Carrier Billing and unique mobile subscriber growth, my company Bango (AIM: BGO) – a company that is listed on the London Stock Exchange and a provider of unique purchase behaviour technology – knows that every one of these subscribers has a payment relationship with a mobile operator. This means that, technically, they can pay using carrier billing – no setup, no enter-

ing new payment credentials – just click and pay onto the existing mobile account.

Credit card ownership varies across the globe and Bango finds that less than 20% of subscribers have a credit card. Telcos, utilities and media companies have to offer different ways to attract and retain their customers in an increasingly competitive market. The challenge is that telcos are commoditised. They need to offer a value-added experience to differentiate themselves.

Many promotional bundles look the same. This means Telcos and utilities firms are trying to differentiate through third-party services. For efficiency, they want to become a single point of access, and affordable. Media services want more users, while utilities, such as Telcos, need to stand out. By partnering to package-up services in cost-effective bundles, consumers get the best of both worlds. Much of this is achieved through Direct Carrier Billing, enabling utility companies to increase customer acquisition, retention and monetise new market technologies.

KEY DATA ASSET

Direct carrier billing provides a key data asset for mobile operators. Customers with a clear history of carrier-billed payments are their highest value subscribers: you

know how much each customer typically spends – what time of day, week or month they spend most and the types of games, apps and media they buy. This information is important for CRM and is valuable for app developer marketing. Furthermore, hundreds of mobile operators and telcos worldwide enable over-the-top (OTT) purchases from third-party merchants to be placed on their customers' bills.

By leveraging a network of world class brands, operators can deliver attractive content and services to acquire new customers and engage existing subscribers. For example, bundling a communications service with Netflix is becoming universal because telcos can't differentiate on price alone. So, what makes BT better than Sky? It's hard to notice the difference. However, telcos and particularly mobile operators have the advantage of having access to millions of customers.

Verizon, for example, has 140 million customers. AirTel in India has 400 million customers. Their customers are potentially a captive market. Telcos often have poor differentiation while having access to a massive customer-base. Telcos are, then, attractive to media companies that want more customers, and so opposites attract. They are unlikely bedfellows. Quite often, you wouldn't

Opposites Attract

Unlikely link between telcos and media companies

think that companies, such as Disney and T-Mobile, would complement each other. However, their distinct differences are precisely why they do complement each other.

The value proposition to the Verizon consumer is about getting the bundles cheaper and to go through them as a telco provider. Why? Well, quite often the telco has subsidised their cost. They also offer convenience through Direct Carrier Billing – offering the ability to manage billing through one bill, rather than having to cope with six bills. To attract and retain interest, other things will come along, which might be a bundled offer of 3 months free of Apple TV. Meanwhile, with SingTel you can get discounts on clothing and home cookware. So, the breadth of potential offers is huge.

ADD-ONS VERSUS BUNDLING

The more advanced telcos are doing add-ons, rather than bundling. Free Spotify might, for example, apply to students. Add-ons allow more of a pick and mix. The first examples of telcos bundling things involved their own products and services. In each of the mobile telco stores, you may be offered a phone, a data bundle, unlimited text messages, etc. It looked like it was good value. That was Version 1 of bundling.

Bundling text messages quickly became insufficient to impress customers, particularly with the growth of WhatsApp. So instead, they bundle 3rd party services, for example, Sky subscriptions. This model is the prevalent one today.

With Version 3 there will be a choice. Savvy consumers will get better deals if they go through telcos, and this experience is enhanced when the way they manage services is made easier through the offer of managing them through one interface. Providing customers with choice is also becoming the key to success – both in terms of retaining them and with respect to attracting them.

CUSTOMERS: SHARING PURCHASE DATA

Thankfully, consumers are more willing to share data than they used to be – particularly if they receive value-added benefits. Michael Feeley's article for New Digital Age cites a report by the Global Data & Marketing Alliance (GDMA), in partnership with Acxiom and the DMA UK, the 2022 'Global Data Privacy: What the Consumer Really Thinks' report.

Feeley writes that the report "reveals that the vast majority of global consumers (82%) are prepared to engage with the data economy in 2022. Over half of

surveyed consumers (53%), across 16 countries, agree that the exchange of personal information is essential for the smooth running of modern society."

"Trust in an organisation remains the most important factor driving consumers' willingness to share personal information with a company. Across the countries surveyed, 38% of consumers rank 'trust in an organisation' in the top three factors that make them happy to share data with an organisation."

OPPOSITES ATTRACT – MAKING THIS WORK

With opposites attracting telcos, utilities and media companies, and with the growing volume of payment data being available for analysis, an invaluable opportunity of purchase behaviour targeting can't be ignored. Organisations that use payment data to better target users and customers, include du, the leading UAE mobile operator.

It used Bango Boost to identify and target relevant customers with a DCB re-engagement message. Within two weeks of launching the campaign, 20% of the segment had re-engaged and made at least one purchase with carrier billing. Baseil Zaki, Head of Value-Added Services, Devices & Loyalty, du Consumer Services comments: "The success we have

experienced with the latest technology is significant."

On the telco side, where previously telcos may have managed some payment connections themselves, it is time and capital-intensive. Pressure mounts to continue delivering new growth, outsourcing to a platform provider like Bango is a better solution. Coupled with the fact that bundling third-party subscriptions with their first party services is proving a great customer acquisition and retention tool, so connecting to a platform with hundreds of merchant connections is increasingly appealing.

Working with third-parties also makes sense to media companies as part of their ongoing growth. Together, they can work on simplifying the customer experience, widen customer choice rather than offering take it or leave it bundles, and find new ways to achieve differentiation. With DoCoMo's d Points, this involves encouraging customers to use their connectivity, to spend more on their bill to gain access discounts on third-party services through a single interface, such as one platform and one bill. With purchase behaviour targeting, they can also improve their offering and remain relevant. ■

Anil Malhotra is CMO and Co-Founder of Bango

World on cusp of the 5G era

Jonathan Kriegel takes a look at how 5G is poised to change many of the world's industries – and what that means for consumers and telcos alike

Mobile World Congress (MWC) 2022 back in February explored how fifth-generation (5G) networks can transform multiple industries, including fintech, entertainment and media. The discussion simultaneously highlighted how more investment is needed to help the technology manifest its full potential globally.

Jose Maria Alvarez-Pallete, Chairman and CEO of European telco Telefónica, pointed to 5G as a building block of a 21st-century

digital infrastructure that makes new digital services accessible to everyone possible.

"Blockchain, quantum computing, the network edge, artificial intelligence (AI) and the new immersive worlds of Web 3.0 and the Metaverse – none of this can exist without ultra-broadband connectivity provided by 5G and fibre networks," he said. "Underpinning this will be the most advanced telecommunications infrastructure to move the world

forward."

"Looking ahead, 5G is the catalyst for innovation. It will transform every industrial sector and underpin the next phase of the digital society," added Vodafone CEO Nick Read.

5G PROGRESS TO DATE

Newly released figures from GMSA Intelligence suggest that the world is only just entering the 5G era, with over a billion live 5G connections expected by the end

of this year. By 2025 that figure is expected to account for 25% of total mobile global connections when most of the world still accesses the mobile Internet using 2/3/4G networks.

"180 mobile operators in 70 markets worldwide had launched 5G services at the end of last year. Mobile traffic grew by more than 40% in 2021, which is just the beginning," commented Mats Granryd, Director General of the GSMA.

Granryd estimates that today just under half of the world's population is not connected online – almost 3.7 billion people. That includes around 450 million people living outside areas not covered by mobile broadband (the coverage gap) and 3.2 billion people in coverage but not yet using the mobile Internet (the usage gap). The latter is being reduced with over 1.4 billion more people covered today than five years ago, but there are still the 450 million that remain. And for many people in rural areas and emerging economies, mobile is the only way to get online.

Substantial investment in bringing 5G to every corner

5G, IoT and Super Apps to drive mobile payments revolution

Jonathan Bennett, Chief Commercial Officer DOCOMO takes a look at how 5G along with IoT and Super Apps will reshape payments.

Sulabh Agarwal leads the global payments practice at systems integrator Accenture. He points to the changes caused by fifth generation (5G) cellular networks and IoT devices as catalysts for mobile payments as previously separate financial transactions converge.

"If a consumer visited an ATM, that was one event, and if they went into a shop and brought something, that was another," he said. "Now those events are coming together to change that experience."

Keith Grose, Head of International at fintech data transfer platform Plaid, believes further impetus will come from the increased volume of people becoming comfortable with the idea that a banking app on their phone is a payment method.

"Open banking will drive a sea change in the way that people make digital payments because more of them have smartphones in their pockets and banking apps on those phones," he said. "It is evident that this is going to be the payment method of the future, and the coronavirus pandemic accelerated that trend."

Open banking has also created an environment that makes so-called "Super Apps" much easier to develop and launch in multiple markets worldwide. According to Plaid, many digital banks, telcos,

and other mobile payments stakeholders are now planning to introduce similar propositions of their own.

October last year saw Vodacom Financial partner AliPay launch digital financial services "Super App" in South Africa, for example[i]. The VodaPay app allows consumers to load money into an eWallet, send P2P payments, and enable purchases of anything from airtime, electricity, and water to fintech products like insurance. "Customers do not want to enter data on ten different platforms of applications to do their shopping, and that leads nicely to the world of the Super App," said Cassim.

The good news is that mobile payments infrastructure to support the new world of connected devices and Super Apps enabled by 5G is now in place, added Carol Grunberg, managing director and global head of partnerships and innovation at Citigroup's trade solutions (TTS) division.

"Whether it's a fridge ordering groceries for itself or buying goods in the Metaverse, the end of line infrastructure already exists," she said. "We've already proved it out with digital wallets and other payment mechanisms, and just as a decade ago we needed to get everyone connected from an Internet perspective, now that is happening from a transaction perspective."

of the world is already in the works. The GSMA expects the telecommunications industry will spend \$6bn on infrastructure upgrades between now and 2025, 85% of which will be spent on 5G. Nevertheless, some countries and regions of the world are further ahead in their 5G journeys than others, particularly China and South Korea, along with some Gulf Cooperation Council (GCC) states like the United Arab Emirates (UAE), Saudi Arabia, and Bahrain.

While the US is catching up, Europe, Latin America, and other parts of the world need more investment and a political impetus, according to telecommunications insiders. Vodafone estimates that South Korea now offers 5G coverage to 90% of its population, while China enjoys 60% 5G coverage and the US 45%. However, in Europe, the equivalent figure is less than 10%, while

Africa remains still rolling out 4G infrastructure.

GOVERNMENT IMPETUS PLAYS A SIGNIFICANT ROLE

For example, South Korea implemented the world's first commercial 5G network as early as 2019. The country's government created a Digital New Deal policy designed to establish a leading role in future technologies, including big data and AI alongside 5G. The plan was funded by US\$62bn of funding over five years, with 5G infrastructure earmarked as the critical component.

Along with its state-owned counterparts, China Telecom and China Unicom also benefited from substantial government incentives. To that end, the South Korean government pledged to spend US\$41m on building 5G and cloud computing infrastructure for use by its public sector, followed by an additional

US\$541m to encourage the convergence between 5G and AI. By the end of 2022, China Mobile expects to have rolled out over 1m 5G base stations, with 5G subscribers exceeding 330m.

Joakim Reiter, chief external and corporate affairs office at Vodafone, says the same impetus and support offered by the government in South Korea and China needs to be extended into other regions of the world if they are to close the gap.

"5G is no longer a telco issue, it's a presidential issue for the whole of government, and we need a comprehensive platform mainstreamed into every part of the equation to make sure 5G is a key enabler for everything they do. He said that there needs to be a 5G New Digital Deal in every country," he said.

Vodafone believes that 5G connectivity will be fundamental in helping different countries maxi-

mize their chance to exploit opportunities for jobs and growth created by new digital services. Deloitte agrees, predicting that 5G will contribute over US\$2tn to the global economy over the next ten years.

Mobile World Congress gave telcos a platform to celebrate their contribution to helping that economy survive the pandemic by connecting billions of remote workers, students, and consumers.

And the industry will play an equally critical role in expanding digital opportunities to other parts of the global economy in the times to come. ■

Jonathan Kriegel is CEO of DOCOMO.

This article first appeared in the DOCOMO blog
<https://www.docomodigital.com/resource/blog/world-on-cusp-of-the-5g-era>

Get your Carrier billing or advertizing payouts paid in days instead of months using Lenderwize accelerated payment services and boost your growth.



Follow our easy and straight forward process @ <https://lenderwize.com/clients>

How It Works



Review Documents
Sign NDA and Send Credit Request Form Online.



Accept T&Cs
Provide Proof of Service, client invoice with Bank Segregated Account.



Upload Documents
On Lenderwize Portal, we provide you with full Dashboard access in real time.



Receive Payments
Daily Payments, Insurance coverage, helps with collections and mitigates risks.

LENDERWIZE LTD. Level39, 1 Canada Square, Canary Wharf, London E14 5AB United Kingdom
www.lenderwize.com • Landline: +44 020 8798 9226 Contact: info@lenderwize.com

Booming voices

The international wholesale voice carrier market for voice and data got a shot in the arm from the pandemic. Here, **GM Insights** outlines how that continues to play out and picks out some key geographies where things are really booming

The International Wholesale Voice Carrier Market size exceeded \$25 billion in 2020 and is poised to register gains of over 10% between 2021 and 2027. The international wholesale voice traffic accounted for around 600 billion minutes in 2020 and is expected to surpass

1 trillion minutes by 2027 at a CAGR of above 10%.

The adoption of wholesale voice and data services with the rising popularity of smart devices and improving 4G cellular infrastructure is likely to boost the industry demand. The proliferation of LTE and

the increased popularity of smartphones and tablets is anticipated to trigger a substantial growth of VoIP calling on multiple devices. The extension of these LTE based services to provide similar capabilities when roaming is seen as one of the biggest drivers towards the

growth of international wholesale voice carrier services.

The international wholesale voice carrier industry has gained traction in the COVID-19 pandemic as multiple organisations adopted work from home for their employees. With the economic and social disruptions caused by the pandemic, people across the globe are relying on technology for information, monitoring social distancing, and working from home.

Leading telecom players from broadband to voice to data centre operators have benefited from a surge in traffic of voice and data. As a result, the international wholesale voice carrier sector is performing well as compared to other infrastructure sub-sectors, and has led to nearly 15% year-on-year spike in the volume of calls in 2020.

The UK voice termination segment is predicted to accrue \$1 billion in revenue by 2023, as the segment is witnessing an increasing demand for advanced technology-based services such as cloud communication services, and IoT services. The UK telecom industry's shift to IP has also opened new opportunities for international wholesale voice carrier

What customers expect from telecoms in 2022

As digital communications proliferate, there uses are changing and there are many things customers are coming to expect of telecom services in 2022. So, what do they expect from, telecoms in 2022?

Increased use of AI to provide a better experience for customers – Artificial Intelligence can be a real blessing for businesses and many customers now expect it as a necessity rather than just an additional feature. There are many ways you can utilise AI for your company, from having it answer customers' questions on chat, to helping customers choose the best purchasing options for them from your website.

The ability to receive a response around the clock – No longer is a company 9-5. With the majority of us shopping on our devices all around the clock, companies need to be on hand to answer any questions or queries that people might have, no matter what time it is. There are many ways you can do this and one of

the main things that it's expected, is for people to be on social media. Companies in 2022 will be expected to share shifts covering the main social media channels such as Twitter, Instagram, and Facebook to answer any questions or queries that customers might have about particular items.

More personalised from chatbots or AI services – As well as the above, it's expected that companies will utilise things such as chatbots a lot more to help with their business communications. Not only that – but it's expected by customers that chatbots will be a lot more personalised than in the past. Instead of having a frustrating wait to speak to a real person about issues, they should be able to speak to a bot who can intelligently answer these questions and also make it feel more like speaking to an actual human. There are so many advances in technology in this field that it's not too difficult to deliver this to your customers.

market players. For instance, in March 2021, Ofcom announced to reduce the call termination rate to 0.379 cent per minute by 2022 from the current cap of 0.468 cent per minute for calls to mobile or landline.

Regional companies are focusing on developing strategic partnerships with major industry participants to expand their international wholesale voice carrier capabilities. The regional market growth will also be impelled by dedicated voice corridors and region wise offers.

The owned transmission network in India held more than 75% of the international wholesale voice carrier market share in 2020 towing to increasing investments from telecom operators to expand their infrastructure and growing demand for fibre optics. Major voice carrier across the region

are focusing on the expansion of their telecom infrastructures and investing heavily in upscaling their network backbone.

THE MEXICAN VOIP MARKET

In Mexico, the VoIP segment is set to attain a CAGR of above 15% through 2027. Business enterprises are increasingly relying on VoIP as it helps in improving productivity and reducing operational costs. The increasing adoption of 5G technology, AI integration, and unified mobile communication are providing growth opportunities to the market. Companies are also establishing partnerships with telecom operators to expand their VoIP services globally.

The APAC international wholesale voice carrier market captured a prominent portion with nearly 35% of the revenue share and about 200 billion minutes of international traffic in 2020. The

regional industry is characterized by increased smartphone adoption and rising affinity of subscribers towards VoIP calling. For instance, according to GSMA Intelligence's Mobile Economy Report 2021, in 2020, the mobile phone adoption rate was 68% in APAC region. Considering the adoption of smartphones and increased voice traffic due to current COVID-19 pandemic, the demand for fraud management and voice termination services is estimated to increase significantly.

INNOVATIVE SOLUTIONS TO GAIN COMPETITIVE EDGE

International wholesale voice carrier market has witnessed several strategic acquisitions by major vendors to acquire marginal players and strengthen their market presence. For instance, in April 2020, Tofane Global SAS, a leading Euro-

pean telecom services provider, acquired NOS International Carrier Services, an international wholesale voice carrier provider in Portugal. The acquisition amplified Tofane's footprint in Portuguese-speaking markets, including Portugal, Brazil, Angola, Cape Verde, Guinea-Bissau, Mozambique, East Timor, Macau, Sao Tome, and Principe.

The industry also observed several strategic alliances among key industry participants for expanding their portfolios with added functionalities to maintain the revenue share and profitability. 📱

GM Insights is a global market research and management consulting company
Download the full wholesale carrier report at
<https://www.gminsights.com/industry-analysis/wholesale-voice-carrier-market#>





Problems?

Problems with your current provider?

Problems with AIT's?

Problems with payments?

You need to speak to us!
Digital Select Ltd,
 an established UK network that
 will have the solutions to your needs!

- UK Premium Rate Numbers
- IVR, API's & Bespoke Builds
- Great AIT record & AIT resolutions
- Real time online stats
- Flexible payment terms
- Dedicated account managers

Tel: +44 (1) 1603 949494
 Email: Info@digital-select.com

Skype: DigitalSelectLTD
 Web: www.digital-select.com

Content is king...



... but what content will truly rule in 2022 and beyond? Over the coming pages we take a look at some of the key mobile content categories that are going to shape the market, starting with an overview of some of 2022's biggest hitters

Content is the life blood of the mobile industry, generating \$170bn in apps stores alone and many billions more across the whole sector.

In fact, consumers now spend an average of nearly five hours a day using their mobiles and content services now cover everything from shopping to gaming to video chat to social – and even the nascent metaverse.

So what are the hot buttons for content?

GAMES

Over the last couple of years, mobile games broke records and made billions in revenue. In 2020 alone, the entire market surged by 25% and hit \$95.1bn.

According to data from MejoresApuestas.com, more than 2 billion people are expected to play mobile games by 2023, a significant increase compared to pre-pandemic figures.

Besides impressive user base growth, the mobile gaming industry also witnessed a huge revenue increase, especially after the COVID-19 struck. Statistics show the global mobile

games industry is forecast to hit a \$109.6bn value this year and then jump by another 25% to nearly \$138bn by 2023. By, 2025 the entire market is forecast to hit over \$160bn value.

As the two leading markets, China and the United States, are expected to generate around 56% of total revenues that year.

Mobile gamer demographics are also changing and evolving. What was true about gamers just a couple of years ago is much different now. Around 55% of mobile gamers in China and the United States, as the two leading markets, are aged between 18 and 34 years old. Millennials or people aged between 25 and 44 make approximately 24% of all users in these two mobile games markets, according to Statista.

However, data show the two largest mobile gaming markets globally have around 20% of users aged between 45 and 64 years, more than much younger Gen Z members, or those aged between 18 and 24 years.

Currently 21% of the gaming market goes to role playing games (RPGs), generating \$8bn in China alone.

ESPORTS

eSports have become one of the key winners from the pandemic in 2020-21 and will continue to thrive this year and beyond. eSports is the live streaming of games, often featuring professional gamers, and games streaming includes the streaming of gameplay content to audi-

ences in a casual environment.

The global eSports and games streaming industry will be worth \$3.5bn by 2025; rising from \$2.1bn in 2021. This represents a growth of 70% over the next four years, according to Juniper Research.

Demonstrating how entrenched eSports has become in telemidia, Cookies Factory Group this year launched its own eSports platform in conjunction with footballing legend Alessandro Del Piero.

The eSports industry has seen tremendous growth over the years, both in terms of viewership and revenue. By 2023, Newzoo predicts that the annual growth rate will be approximately 10.4%.

They also expect that the number of casual viewers will grow to 351 million. And that there will be 295 million eSports enthusiasts, making the total audience 646 million.

"We are excited about this partnership," says Valentina Tranquilli, Cookies Digital COO. "Teaming up with Alessandro Del Piero and Palco will enable us to bring fans closer to their eSports stars through exclusive news, games, interviews amongst other surprises. This partnership advocates collaboration as a mean to deliver superior value to our customers. The path taken with Alessandro Del Piero is an enormous reinforcement of the growth process of Cookies Digital, an incentive to continue to focus on always greater goals."

HEALTHCARE AND WELLNESS

During the pandemic, consumers turned to digital platforms for their health and fitness needs driving remarkable growth in the industry. According to the research data analysed and published by Comprar Acciones, worldwide consumer spend on health and fitness apps grew by 49.7% in 2020.

Moreover, based on a Washington Post report, 2.5 billion health and fitness apps were downloaded globally from January to November 2020. During the first half of 2020, downloads in the category shot up by 46% year-over-year (YoY).

The growth was particularly remarkable in Europe, where there was a 70.2% upsurge to \$544.2 million. Europe accounted for 30.3% of the total global spend on industry apps. The UK was its top market, generating \$160.6 million, a 29.5% share of the tally. Germany was second with \$89.3 million and France was third with \$56.4 million.

TRAVEL, TRANSPORT AND EV

Travel and transport, along with EV charging are not strictly speaking content, but they are becoming key mobile services that rely on apps and which generate sales.

The global smart ticketing market is projected to reach from \$8.29 billion in 2021 to

\$21.33 billion by 2028 at a CAGR of 14.5% in forecast period, 2021-2028. But it is in the electric vehicle market where there is a real opportunity.

With the pledges of the COP26 ringing in everyone's ears, attention is increasingly turning to electric vehicles (EVs) and how they can save the planet – and it offers a potential boom for telemidia and billing.

A new study from Juniper Research has found that the global volume of EV charging sessions, where an EV's battery is charged using a charging point, will exceed 1.5 billion per annum in 2026, from just 200 million in 2021.

One content opportunity lies in access to data of where to charge, as well as paying for the charging. Allstar Business Solutions Limited, one of the UK's leading fuel and electric vehicle (EV) charging companies, is a prime example. It has partnered with the UK's leading EV charging app and digital platform, Zap-Map, to provide a

seamless payment solution for fleets with EVs.

Attracting 180,000 UK users per month to its app, Zap-Map provides EV drivers with access to detailed mapping of charge point locations across the UK, allowing users to search for chargers, plan their journeys, pay for charging and share live updates with other EV drivers all within one, unified app experience.

Transport, ticketing, parking and EV is different. The needs and requirements of an industry using old legacy systems requires a focused approach.

This is why Debit My Mobile (DMM) was formed, with the remit of educating the market, influencing policy development, developing relevant products and services, supporting with compliance and regulation, providing case studies and giving integration support for businesses that are looking to leverage mobile payments in the transport, ticketing and EV market – and bringing a whole new meaning to 'charging'. ■

Securing content

Security is key to keeping growth in the mobile content and mVAS market going. Securing the transactions to avoid fraud is vital, as is protecting payments and making sure that advertising is real and secure.

One way to do this is through the growing number of fraud protection companies across the telemidia sector. And prime example of this is how mVAS CPA company Golden Goose has teamed up with leading anti-fraud and compliance company MCP as part of Golden Goose's creation of a mVAS marketplace.

DCB HUB, has been created to combine the efforts and expertise of advertisers and mVAS publishers from all over the world into a single ecosystem.

Cooperation with MCP, which has enabled Golden Goose to use its Anti-Fraud and Compliance solutions, significantly expands the existing toolkit of the DCB HUB platform and allows Golden Goose clients to additionally protect marketplace participants from non-compliant promotions and any types of fraud, i.e. issues that reduce the profit of their business.

DCB HUB is a global industry marketplace for mobile content, offers and traffic that helps create mVAS businesses.

"Today, MCP have proven themselves in the DCB market in 27 countries from four regions: Asia Pacific, Europe, Middle East and Africa," says Igor Kholin, Co-Founder of Golden Goose. "Cooperation with MCP is important for Golden Goose, since our international mVAS marketplace (DCB HUB) is also widely represented in these regions and it is very important for us to ensure the high quality of advertising campaigns carried out through our platform in these countries."

Declan Pettit Commercial Director of MCP Insight adds: "It is with great pleasure we add Golden Goose to our portfolio of clients who are keen to eradicate all types of fraud in the markets in which we mutually operate. It is the combination of Scanner (advertising fraud monitoring) and Shield (payment fraud detection) that helps provide the 360 cover for the mVAS marketplace so that clients can operate securely in the knowledge that their marketing investment has been protected."



Migratory species

How CSPs need to shift to the cloud

Ari Banerjee takes a look at how migrating BSS/OSS to the cloud brings a range of strategic benefits – and some challenges – to CSPs

Communications service providers (CSPs) are finding themselves at a crossroad. Networks are rapidly changing, customer expectations are increasing, and telecommunications operators are under ever-increasing competitive pressure. To deliver on customer requirements and gain competitive advantage, CSPs are heightening their focus on migrating their business support systems (BSS) and operational support systems (OSS) to the cloud.

While moving BSS/OSS to the cloud is the goal of CSPs, regardless of their location or tier, adoption strategies vary and include some that could impede their digital transformation initiatives, placing these operators at a competitive disadvantage.

Regardless of whether a telco cloud or public cloud, cloud migration is a necessity. However, the journey can be arduous and varies greatly across operators. To gain insight into CSPs perception around cloud transformation, TM Forum, in conjunction with Netcracker, conducted a global survey of 160 respondents across 70 operators.

The deliberate approach taken by many operators was confirmed by the finding that 75% of respondents indicated that less than 15% of their IT workloads have moved to the cloud. While there were numerous reasons, three were frequently stated.

To start, a fair number of CSPs continue to face difficulties in making a viable business case for migrating applications to the cloud.

Next, the “lift and shift” approach to cloud adoption delivers limited benefits, which has hindered migration. Lastly, across operators cloud maturity levels vary, where smaller CSPs and ones located in areas with less cloud maturity continue to trail their larger counterparts or those located in areas with greater cloud maturity. Even with the pragmatic approach most CSPs are taking, cloud migration strategies and commitment levels are rapidly changing.

FROM THE START TO NOW

Initially, CSPs did a “lift and shift” of specific BSS functions to the public cloud. The

remaining BSS, as well as OSS and online charging systems (OCS) functions, that integrate directly to the network, remained on-premise or within the telco cloud. While “lift and shift” provided CSPs with some benefits, such as faster cloud migration and didn’t require IT application changes, this migration approach is more limited than a cloud native strategy.

The limitations of “lift and shift” compelled CSPs to re-examine their migration strategy, which has resulted in CSPs increasingly opting for cloud native approaches. By building or redesigning BSS/OSS applications to natively run on the cloud, CSPs can truly unlock the benefits of cloud adoption. For instance, a cloud native approach allows operators to upgrade specific components rather than the entire workload and it enables them to take advantage of software-as-a-service (SaaS) commercial models that provide evergreen upgrades – both of which deliver real business benefits. Additionally, IT as a service (ITaaS) platforms facilitated a change in cloud native approaches, providing more options and benefits – even for functions that integrate directly to the network, are containerised, or

virtualised. To exponentially realise more options and advantages, every cloud migration strategy should take into consideration transforming and retiring some legacy workloads, simplifying the architecture, and moving to cloud native.

THE RIGHT MIGRATION APPROACH

There are many factors to consider when evaluating cloud migration, such as security, control, and cost. The public cloud is increasingly becoming the approach of choice, with many CSPs initially opting for a single supplier. However, CSPs are keen – at least into the foreseeable future – to retain some of their IT applications on their own cloud platform, providing them with a hybrid migration approach. This strategy was confirmed by the TM Forum survey, with 68% of respondents choosing a hybrid public and private cloud tactic.

Whilst there are clear advantages of running cloud-native IT workloads on a public cloud, including instant access to on-demand scaling, common CI/CD (continuous integration/continuous delivery and continuous deployment) pipelines, straightforward disaster recovery, new SaaS delivery models, and

significant cost savings, there are reasons why cloud native may not be the right approach for all applications.

Many countries have strict rules around regulation. Take for example General Data Protection Regulation (GDPR) and data sovereignty, which makes it difficult for operators to move all their applications to a public cloud. This has become a key consideration in why a hybrid cloud migration approach is becoming the most viable and attractive option for most CSPs. Additionally, when determining where apps and functions should reside, workload requirements need to be a primary determining factor, and all IT cloud-native workloads must accommodate both platforms – public cloud and telco cloud.

Which apps should be prioritised for cloud migration, which are secondary, and which ones

should start day one on the cloud? The workload making the fastest migration to the cloud are customer-facing IT applications, including marketing, sales, customer management, e-commerce, and revenue management. Unlike customer-facing apps, legacy and back-end applications don't require the same level of flexibility and scalability, making them secondary in cloud migration strategies. And new applications, such as converged charging for 5G, should be in the cloud from the start.

THE FULL POTENTIAL OF 5G

Monetising the 5G network requires networks, services, and slices to be dynamic and rapidly deployable, scale on-demand, meet service level agreements (SLAs) through continuous optimisation, and be able to

resolve issues without impacting service. The precursor to realising the full potential of 5G lies in successful BSS/OSS cloud migration. However, cloud migration is a journey that is not only complicated but has numerous considerations such as the CSP's strategic vision, support from partners and suppliers, and having the right skills in place.

Achieving 5G monetisation goals requires service orchestration that provides a real-time end-to-end view across all technology and cloud domains. CSP frontrunners are making this a reality by developing partnerships with cloud service platform providers and digital transformation solutions and services vendors to help them define and develop roadmaps that will accelerate their digital transformation.

Even though cloud migra-

tion is a lengthy and laborious undertaking, CSPs realise that to gain and retain competitive advantage they must be first to market with new offerings, deliver the customised solutions customers want, and take advantage of 5G capabilities and vertical industry revenue opportunities.

This, however, requires expediting digital transformation initiatives, which has led many CSPs to form trusted relationships with partners and suppliers. The opportunities presented by 5G, cloud, edge technologies, and slicing are virtually endless, and CSPs that accelerate cloud migration will find themselves in the enviable position of leading the industry into a new era. ■

Ari Banerjee is Senior VP of Strategy at Netcracker Technology



CFM connects mobile carriers with the world's leading gaming brands. With our safe and secure direct carrier billing platform, we enable seamless payments for exceptional content.

CFM
Content Form Mobile

info@contentformobile.ltd.cy



DON'T PANIC!

The metaverse is coming

The metaverse is growing in popularity among consumers and businesses alike... but what is it and how is it going to change the telemedia, telecoms and payments world? **Dario Betti** takes a look

The Metaverse is on its way – but should you care? Yes. The Metaverse has the potential to change how we access and think about the Internet in the future; your every-day life is likely to be different in a few years because of it. Currently, there is a fair amount of Metaverse-hysteria sloshing about, and a reflection on what is going to come next could be a very profitable move for many companies. And a few facts under your belt might provide good protection from the current level of Metaverse-hysteria.

WHAT IS THE METAVERSE?

The Metaverse is a virtual digital world where interconnected platforms replicate and improve real life experiences or create new digital and hybrid services. If that didn't help to clarify things, let's take a step back – placing things in context

will help with understanding.

The first time I tried the Internet I was looking at some green text codes on a black monitor screen via a very noisy dial up modem. That was the Web 1.0, or the first incarnation of it: it had hyperlinks and was connecting publicly available databases. There are millennials who will struggle to understand what I have just described.

We had to wait until the late 1990s for the web-browsers, graphical interface with pictures, colours, audio and eventually video. That is what we refer to nowadays as the Web: a PC-based interface first, but nowadays more commonly a smartphone-based two-dimensional screen experience.

For the experts this was followed in the mid-2010s by Web 2.0 or the social element of the web – social networks, for instance. The web was not

just a repository of content but a platform to 'meet people' and create content and services. The concept of the Cloud fits here well.

Web 3.0 is emerging now as a new form, where AI and Blockchain can cut out intermediaries and make information and services more readily available, more private, and potentially more secure. This is still very theoretical and debated, but it assumes that society will work out solutions/services to problems (a distributed architecture) and it will reduce the dependence on big technology companies running large services for all.

The Metaverse fits here as it will be a contemporary of the Web 3.0 – it refers to the user experience rather than a grander role in society or technology. Imagine moving from the two-dimensional

experience of a web browser screen to a three-dimensional virtual world where people, businesses, services can create a new presence or identity. You – to be more exact, your 'avatar' – would move across the different shops, offices, theatres, meeting places in the Metaverse. The avatar will be able to talk with others, listen to concerts, buy items, conduct meetings and work, all without the need to be physically anywhere in particular. A lot of this is available today as virtual services without the new 3D interface (web conferences, video channels, e-commerce site).

It should also be noted that many of these three-dimensional worlds already exist in the form of games: Second Life, Minecraft, and Roblox are good examples of virtual games turned into virtual worlds.

How would you navigate in

this new world? Possibly by voice assistants (rather than URL addresses) and using Virtual Reality headsets or Augmented Reality interfaces (that will superimpose virtual objects on a smartphone screen pointing at the area next to you.

In the future, rather than VR headsets people might be able to see holograms in front of them, and thanks to Web 3.0 the elements of digital currency (blockchain) and AI assistants will help navigation. Yes, it sounds like an episode of Star Trek, but much of the technology we use nowadays would fit nicely in the original TV series.

Many confuse the elements of Web 3.0 with the Metaverse. Expect that in the future the terminology might be adjusted to provide better clarity and separation. But I expect continued confusion for a couple of years. So far, the Metaverse refers to the customer experience elements only. But even these are far from being simple to deliver.

We do not have a 'Metaverse' yet. The idea of the Metaverse is still based on a similar concept of the World Wide Web – it should be a global interactive platform where interoperable worlds are connected. Currently there are many meta-lands, or meta walled-gardens, smaller communities where you

can build a service. The global standard for interconnections is missing. We will not see real global mass take-up of Metaverse services, until there is an interconnected model of the digital world.

THINKING THINGS THROUGH

Many companies seem to love the potential of the Metaverse and are happy to join in. However, before a hasty move we would suggest taking a moment to reflect. The creation of a new Internet experience is a big step: it allows us an opportunity

to look back and see what needs to be adjusted or improved. There is much that needs to be improved in today's customer experience before we all start jumping into holograms.

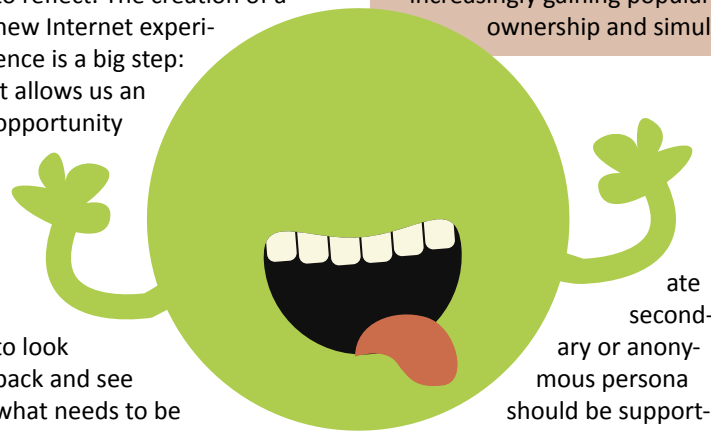
Today, cyberspace is a great tool but one that suffers from some big flaws. Customers and businesses do not have a 'real' identity on the Internet. A libertarian view would welcome that, and the potential to cre-

Metaverse market cap shows its significance

The Metaverse sector has been growing in leaps and bounds since debuting in 2020. According to data presented by financepr.com, the Metaverse sector has attained a market capitalization of over \$26bn.

As of 31 January 2022, the sector had moved more than \$4bn in 24 hours, growing its market share by 5.15%. All that is keeping with projections that it'll grow at a CAGR of 41.7% between 2021 and 2030.

Financepr.com's Edith Reads says: "The Metaverse has moved from being an abstract and niche concept into the physical world we live in. Virtual socializing platforms are increasingly gaining popularity driven by demand for digital ownership and simulated experiences."



ate secondary or anonymous persona should be supported. However, keeping in mind the history of fraud and crime on digital, society needs to address identity, not as a secondary after-thought, but as a key issue. It is time to take decisions that will positively impact the life and security of many, including the vulnerable and minors.

Navigating the Metaverse today is a traditional experience. To enter Nike's 'Metaverse' experience in Roblox you need to download the Roblox app, search for Nike (by typing) and then clicking on a 2D picture of Nike showing in the results. After that you will be able to play a basketball game against other real players. There are still a lot of old-fashioned web/app interactions in the early Metaverse experiences. New models and interface modes are needed to bring a new fresh experience. Otherwise, the Metaverse will die after a short gimmick-laden life.

Payments were not built for

the web, and while credit cards are now commonly used this is another after-thought with shortcomings. The concept of web 3.0 would often include a reference to 'Crypto Currency', or more simply digital currencies. In fact, most metaverse platforms have built their own blockchain currency in their system.

There is more work to be done there to clarify the legal compliance and security for most of these. The multiple attempts by Facebook to create a global digital currency (Libra/Diem) were crashed by local and global regulations. It takes more than a blockchain solution to create a digital currency: the legal framework for real digital money does not yet exist.

THINKING AHEAD

So, is the future already here? No. But that is what makes the entire topic of the Metaverse so interesting. A new wave of usability improvements is coming, which will change the way we experience the Internet. These might not replace the web as we know it, but they will complement and expand it. We have time to understand, plan, test and deliver a new experience. ■

Dario Betti is CEO of MEF (Mobile Ecosystem Forum)

Consumers and businesses love the metaverse

According to a study by Vista of 2000 UK adults, 60% are familiar with the metaverse and think that they will be using it within 15 years.

Of all the services that could be made available in the metaverse, they are most likely to use it for online shopping (29%), social media (20%), concerts/live entertainment events (19%) and online streaming services (19%).

Businesses also see the metaverse as important, typically customer engagement (20%), serving clients / customers quickly and efficiently (19%), strong marketing, design and branding (14%), making the store an immersive and impressive experience (14%) and focusing on in-person / in-store products (14%).



Meet the PEOPLE

Bertil Krumnack, founder, Perpetuum Media

Bertil Krumnack, founder, Perpetuum Media talks us through how to create a successful mobile subscriptions store with some of the best games content around

What do you do at Perpetuum Media?

We onboard high quality Android and H5 games, publishing them to our global network of best in class mobile subscription stores.

Brands such as Disney, MARVEL (H5 games only) and Square in addition to Voodoo, Kiloo, Amanotes and other game publishers/developers trust us with their games in markets outside of Google Play.

The curated portfolio of titles we manage for the subscription store markets has driven more than 15 billion installs in Google Play. Android games we select, onboard and deliver to stores meet our strict standards which include min 5M+ installs, 4.0+ reviews, and have been updated within the last few months. While H5 games do not have the same metrics, we look for H5 games that are typically branded but also have a high production value.

How do you create success in mobile subscription store markets?

It all starts with great games, but just as important are the subscription stores we partner with who seek to deliver and maximize consumer satisfaction. Our experience

and approach in selecting stores to work with provides for value and solid returns for the entire value chain.

The proprietary process and technology we have built – Flexible Application Service Technology (FAST) – enables us to quickly launch games in subscription stores. Key to Perpetuum Media's value proposition: there is no development effort nor out of pocket cost required from game partners to reach these ancillary revenue sources. What we offer is pure upside.

FAST also uniquely supports both game and store partners by providing discovery, retention, and engagement mechanisms as well as DRM.

We're constantly looking to onboard best of class games based upon primary market indicators including installs and consumer reviews in addition to using marketing tools such as AppAnnie and Sensor Tower.

Working with well known global and mobile brands requires the utmost professional care and attention. Perpetuum Media is growth oriented and manages this delicate balance, driving incremental reach and revenue for games managed.

A word about Subscription for Mobile Gaming

Game subscription stores are a complicated topic and very different from those based on music or videos. Apple, Google, and now Netflix have entered the arena but no one has found the right consumer formula.

The market potential for mobile subscription stores is both huge and growing. We are betting that consumers are looking for the right service that offers access to a curated list of great games, free from ads and IAP.

Netflix is investing in games as an extension of their video subscription service. This

approach is unique but as mentioned, we think content quality is key to success.

With this said, we expect VAS companies will play a significant role evolving this ancillary market while monetizing a segment of the 95% or so who don't pay to play.

What's next?

Perpetuum Media will, over the next year, in addition to onboarding new content, be expanding distribution footprint. The company also has a new D2C offering with a contemporary twist to traditional game stores.

HELLO
my name is

WANT TO MEET THE PEOPLE?
if you would like your company to 'meet the people', all you have to do is fill in our simple questionnaire, take a headshot and send it in. For more details contact: Geraldine@WTevent.co.uk



Lenderwize

info@lenderwize.com
+44 020 8798 9226

Lenderwize is the leading fintech that pays your payouts in days instead of months through a simple and straightforward automatic process.

How it works

<https://lenderwize.com/clients/>

Get your revenues quicker so that you can keep investing and growing faster with Lenderwize Accelerated payment services.

CFM connects mobile carriers with the world's leading gaming brands. With our safe and secure direct carrier billing platform, we enable seamless payments for exceptional content.

info@contentformobile.net

PM Connect

PM Connect specialises in bringing major brand OTT services to carrier portfolios and driving revenue through DCB payments - powered by digital marketing partnerships with Google, Facebook and Twitter.

Founded in 2012, PM Connect now processes over 10 million payments per month and holds a global reach of 1 billion consumers in 40+ territories.

www.pmconnect.co.uk

Established in 2000, **The Mobile Ecosystem Forum** is a global trade body that acts as an impartial and authoritative champion for addressing issues affecting the broadening mobile ecosystem. We provide our members with a global and cross-sector platform for **networking, collaboration** and **advancing industry solutions**.



www.mobileecosystemforum.com
recruitment@mobileecosystemforum.com



Help protect your business by joining aimm!

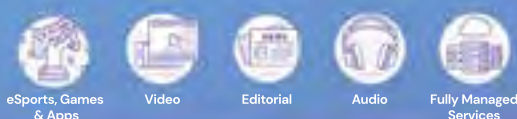
We help improve knowledge, trust and consumer confidence across the industry by encouraging standardisation of great working practices. **aimm** promotes success by driving commercial growth and protecting the regulatory environment under which members operate.

Learn more about our work and membership at www.aimm.co



MCP are the leading compliance/fraud monitoring specialists in mobile gateway traffic. Operating worldwide, our clients include Mobile Carriers, Payment Aggregators and Content Providers. We are the only solution provider that protects the value chain at every stage of the on-line journey. And our modular approach to our product suite enables clients to focus on specific areas, as required.

info@mcpinsight.com

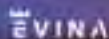


B2B content solution provider. We build fully managed digital entertainment and content services for you to market D2C. Services in 65+ countries across 20+ languages.

www.melodimedia.co.uk | sales@melodimedia.co.uk

+ 115%

EXTRA REVENUE
IN 3 MONTHS,
FOR MERCHANTS,
AGGREGATORS AND MNOS,
USING EVINA.



The most advanced cybersecurity for mobile payments



Offer the new Class 4 VoIP softswitch applying Swiss precision to telecoms services

- Ensuring Selected Routes Are Always Profitable
 - Monitoring Traffic Performance At All Times
 - Routing & Filters Maximise Quality & Profit
- Rapid Price Management & Flawless Invoicing
 - Tailor-made Installation

info@callcom.ch | www.callcom.ch | +41 91 225 8330

x-Mobility and Hutchison
put you at the heart of
the 3UK network



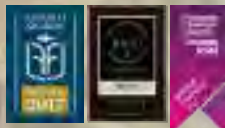
x-mobility.com



"LINKING TELECOMS AND MEDIA THROUGH INTERNATIONAL PREMIUM RATE SERVICES"

kwak.

www.kwak-telecom.com
e-mail: sales@kwak-telecom.com
phone: +357 220 223 18



Core Telecom
Telecommunications Network
coretelecom.co.uk
+44344 504 0000
info@coretelecom.co.uk

Core Telecom is the leading provider of UK numbering solutions. With over 35 years of industry experience, we offer unprecedented carrier network accessibility across the globe.

We can find the right solution for you.
Talk to us today!



Direct Carrier Billing Specialists South Africa

Direct connections to all SA's Mobile Network Operators
DCB - All Bearer Technologies
SMS
Shortcodes
Bespoke Technology Solutions
Live Reporting

www.worldplay.co.za | sales@worldplay.co.za



PreferredTEL

- Preferred is a Leader provider of International Premium Rate Numbers
- VAS Telecom Provider
- A2P sms, P2P sms
- International sms wholesale

www.preferredtelemedia.com
contact@preferredtelemedia.com
Lebanon: +961 1 352 691 Cyprus: +357 22 88 93 10



A UK VOICE NETWORK
info@digital-select.com

SFB[tech]

We enable mobile services for users and mobile network operators all around the globe.

The extensive variety of our mobile websites and apps generates over 12M impressions per day worldwide.

Our flagship services are health & lifestyle (e.g. Yoga For You and Fitness). We are also actively involved in games, utility apps, VOD services, and more.

sfbtech.org
+65 3158 7657

- Direct Carrier Billing (DCB)
- SMS & Messaging
- Short Codes (Voice & Messaging)
- Voice & IVR Solutions
- Home Location Register (HLR)
- Monetisation as a service (MAAS)
- Engagement platforms
- Bespoke Technology Solutions
- SMS & Voice enabled long numbers

DYNAMIC MOBILE BILLING

**Grow Your Business
with Mobile Payments**



www.dynamicmobilebilling.com
+44 (0) 808 206 0808
sales.uk@dynamicmobilebilling.com

International Premiums is a worldwide telecom media services provider and aggregator.



International Premiums offers exclusive international premium rate numbers in Africa, Europe, Far East, Oceania and South America offering the **highest payouts** with monthly, biweekly and weekly payments.

Other services include IVR platforms, SMS campaigns, and call centers.

e: info@interprems.com
w: www.interprems.com

- OTT-X next generation app platform
- UK Premium, National, Toll-Free, Personal & Geo Numbers
- International PRS, Geo & Toll-Free
- Indemnified debit/credit card payments for service providers
- SMS, PSMS & Mobile Billing
- Voip Wholesale CLI & Non-CLI Termination
- Hosted IVR & Conferencing with meet-me
- Global airtime and stored value transfers

sales@12telecom.com
www.12telecom.com



MessageCloud



www.messagecloud.com | sales@messagecloud.com
HQ phone: +44 (0)3301 130 243



We are Africa's leading **Digital Content Payments Aggregator & Digital Payments Enabler** providing access to over 900+ M consumers across the continent. By leveraging on **Direct Carrier Billing & Mobile Money Wallets**, we have the broadest & richest digital commerce grid in the continent which allows customers to be able to pay from their mobile phone across different African countries.

charity.Omondi@adconnect.co.uk | www.adconnect.co.uk

SPECIALISTS IN BUSINESS AND SOFTWARE SOLUTIONS



We are an innovative provider of Telecom Value Added Services (VAS) and Solutions to Mobile Network Operators MNOs around the emerging markets of Middle East, Gulf & North Africa. Since our inception in 1998, our heritage as Regional Pioneers with Diverse Offering fueled us to grow our scope to service today 33 Mobile Network Operators with a daily reach exceeding 110 million customers. We are always aggressively looking for CPA/CPM networks to advertise our services with and for new DCB territories to expand our reach. Anyone who can help is most welcome to schedule a meeting with us.

MOBILE PAYMENT | MOBILE ADVERTISING
MOBILE CONTENT & PRODUCTION | MT2 LAB

<https://www.mt2morrow.com>
info@mt2morrow.com

#CONTENT PROVIDER

WORLDWIDE MOBILE TRAFFIC



GET THE VOLUMES YOU NEED

One-time access to 10 000 publishers all over the world, with their target audience suiting mVAS perfectly

WITH CLEANEST TRAFFIC

Embedded anti-fraud system & direct contacts with managers from the largest advertiser networks guarantee the highest performance results

gg agency

advertisers@gg.network

Leading Global Publisher to Mobile Subscription Stores

- Generate revenue for Android (F2P & Premium) & HTML5 Games
- Global & Mobile brands trust us:
Disney, MARVEL, Square Enix, Star Wars, Voodoo, Subway Surfers, Pou & more
- Proven path to market through our process, technology & relationships
- We manage all development work to enable this opportunity!



#MEDIA & MARKETING

“QUALITY SUBSCRIPTION FOR HIGH REVENUE”

www.cookies.digital
info@cookies.digital

MVAS SERVICES
in 17 Countries

22 TELCOS CONNECTED
for DCB

MEDIA BUYING

ANTI-FRAUD
Opticks (a Partner)

E-SPORTS

Driving Facebook, Google & In-App traffic to Mobile Content offers with any flow
Mobile Android or iOS App used to promote

www.olimob.com | eli@olimob.com

Graphic design, publication design & stunning websites

Creative, efficient, professional and just a little bit quirky

a little bird did it www.wr3n.com

As a leader in innovation we make the next generation of digital content accessible to everyone, on any device. We develop, design and source a variety of content, products and services to fulfill the entertainment needs of millions of users worldwide.

Meet us at Telemidia 8.1 or
contact info+ams@sam-media.com

ADVERTISE IN THE LEADING DIRECTORY FOR THE TELEMEDIA INDUSTRY. CONTACT JARVIS FOR RATES ON +44 (0)7711 92 70 92

MAKE SURE YOU CAN BE FOUND



“

WE MAXIMIZE **REVENUE**
IN **SUBSCRIPTION** MODELS

”

Google
Partner

www.cookies.digital



MEMBER OF
MEF
MOBILE ECOSYSTEM FORUM