With just over 37% market share in 2020, Telstra is no longer the monopoly of the Telecommunications industry in Australia and must now adopt new strategies to compete against its ever-increasing number of competitors; Some of which are buying up the rights to include networks and streaming services as part of a bundle to incentivize consumers; An example of this is Optus Sport: A network owned by Optus consisting of a large group of Sports channels that launched back in July 2016.  
  
Andreas Klein states that Consumers willingness to pay for telecommunications services is heavily influenced by both the pricing and utility of the service. The implementation of these exclusive bundles adds value to the consumers that benefit from the extra services that are included and are more likely to enter into a contract with that provider.

Telstra has the resources to purchase the rights of 3rd party products that appeal to the target market and should aim to capitalize on trending products that are consumed by a broad range of demographics, particularly the cohort of teenagers seeking to enter into their first contract.

Telstra can benefit from Establishing its own content delivery network, such as streaming services and other media platforms that would enable Telstra to market a service that is solely owned and exclusive to Telstra giving it a solid niche against its competitors. The demand for Telstra products could be comparable to media produced and owned by Netflix. If you want to watch the new season of Stranger Things, make sure you pay for a Netflix subscription.