

北京邮电大学

BEIJING UNIVERSITY OF
POSTS AND TELECOMMUNICATIONS


















Mobile Internet

(From Business Models to Applications
/Business/Profit Model)

Xu Peng

BUPT
State Key Lab. Of
Networking and Switching Technology

Two Way of INTERNET+

Enablers 	Industry	Disrupters 
Dache (China), Drivewyze, Flywheel, Hailo, Kuaidi, Whisk	 Transportation	Lyft, Sidecar, Uber
Advent Software [ADVS], Blend Labs, nCino, Plaid, PrecisionLender	 Finance & Mortgages	Betterment, Lending Club, LendingHome, OnDeck, Square, Wealthfront
Ebix Inc [EBIX], Guidewire [GWRE], Navera, Solera Holdings [SLH]	 Insurance	Oscar, Zenefits, Zen99
InterAct, Mark43, Shotspotter	 Law Enforcement	Bannermen
Apto, CoStar [CSGP], Hightower, Honest Buildings, Nestio, RealPage [RP], ViewtheSpace	 Real Estate	Compass, Houwzer, Liquid Spaces, WeWork, Zenly, Zillow [Z]
Fleetmatics [FLTIX], Keep Truckin, Lanetix	 Logistics	Dispatcher, Cargomatic, Flexport
Clio, Everlaw, Judicata, Lex Machina, Ravel	 Legal	Lawdingo, RocketLawyer, Upcounsel
Alice App	 Hospitality (Hotels)	Airbnb, Hotel Tonight
EnerNOC [NOC], Opower [OPWR], Tachyus	 Energy/Utilities	Faraday, SolarCity [SCTY], Stern, Tesla [TSLA]
Climate Corporation, RainWave, Solum	 Agriculture	Ceres Imaging, Conservis, DroneDeploy, Farmer's Business Network, Granular
Blackboard, ClassDojo, Clever, Civitas Learning, Edmodo, Nearpod, Top Hat, 2U [TWOU]	 Education	Coursera, Fedora, Khan Academy
athenahealth [ATH], Augmedix, Doximity, MedeAnalytics, Medidata [MDSO], Veeva [VEEV]	 Healthcare/ Life Sciences	Doctor on Demand, One Medical Group, Medicast, ZocDoc
Autodesk [ADSK], BuildingConnected, Fieldwire, Fieldlens, Plangrid, Procore, Textura [TXTR]	 Construction	Gettable, VaiVolta, Kornatsu, WinSun

SOURCE: Emergence Capital

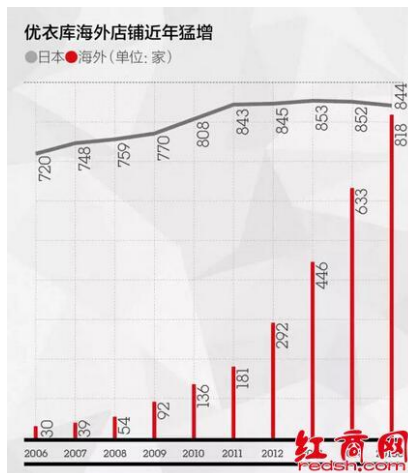
Two Way of INTERNET+

- Disrupters
 - What has YU-E-BAO changed?



Two Way of INTERNET+

- Enablers
 - UNIQLO
 - Fashion
 - Price
 - SHOP, SHOP, SHOP



- Faster Changing
- Channel Management



Business Model

MONOPOLIZATION

To provides everything, including network construction, network maintenance, service development and service operations

PLATFORM

- To provide network construction, network maintenance and some common capabilities (namely platform).
- To enable others provide applications

APPLICATION

- To directly provide applications to the end users
- To construct the system all by himself or to utilize the 3rd party network

Profit Model

- Changing Directly



“Economists could not understand”

“Make Things Simple”

Profit Model

- Pseudo Free
 - Cross-Subsidization



- Freemium



Dark Side of Internet

- Privacy
- Security

Profit Model

- 3rd-Party Market
 - CPC (Cost-Per-Click)
 - Free: End Users
 - Charging: Advertisers



Profit Model



The screenshot shows the Sina.com.cn homepage with a navigation bar at the top containing links for news, sports, entertainment, and more. Below the navigation bar is a large banner area with various advertisements and news snippets. The page is divided into several sections, including a search bar, a video section, and a news section. The bottom of the page features a red banner with the text "What is a GOOD advertisement?".

What is a GOOD advertisement?

Profit Model

- What is a GOOD advertisement?
 - Product Advertisement

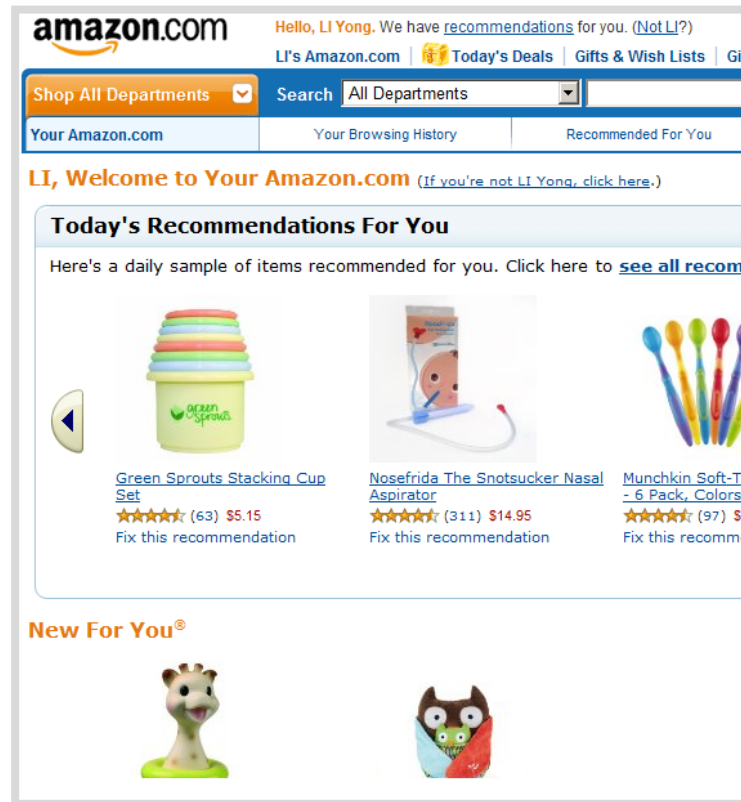


- Brand Advertisement



Profit Model

- Recommendation based Advertisement
 - The recommendation system of Amazon provides 35% sales of Amazon
 - User-based/Item-based



amazon.com Hello, LI Yong. We have [recommendations](#) for you. (Not LI?)
 LI's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift](#)

Shop All Departments Search All Departments

Your Amazon.com Your Browsing History Recommended For You

LI, Welcome to Your Amazon.com (If you're not LI Yong, click here.)

Today's Recommendations For You

Here's a daily sample of items recommended for you. Click here to [see all recom](#)



[Green Sprouts Stacking Cup Set](#)
 ★★★★★ (63) \$5.15
[Fix this recommendation](#)




[Nosefrida The Snotsucker Nasal Aspirator](#)
 ★★★★★ (311) \$14.95
[Fix this recommendation](#)



[Munchkin Soft-Tip - 6 Pack, Colors](#)
 ★★★★★ (97) \$3
[Fix this recomme](#)

New For You®






苹果iPad平板电脑 wifi版(32G)无线上网/触摸屏 ■B293CH/A
 降价宜减促销!

iPad wifi 32G

商家 iPod授权专卖店 服务保障

抢购 ¥3638 还剩 2天2小时5 分钟 结束 详情>>
 每账户最多可购买20件

当前价: ¥3688
 市场价: ¥4388 (为您节省¥700.00)

顾客评分: ★★★★★ 已有3人评论

所在地: 北京 同城运费: 普通快递 每张订单最低0元 运费说明

我要买: 1 件

购买 收藏

收藏人气: 89

分享到: 新浪微博 | 腾讯微博 | 开心网 | 人人网

最佳拍档






2件商品组合购买

总定价: ¥4686
 总当前价: ¥3866

购买本组拍档 更多>>

新版调查 会员顶部

Profit Model

- 1:99
 - 1% users pay for 100% users
 - 1% features are chargeable and other 99% are free

	於二零零九年 十二月三十一日	於二零零九年 九月三十日	百分比變動
	(百萬計)		
即時通信活躍賬戶	522.9	484.9	7.8%
即時通信最高同時在線賬戶(季度)	93.0	75.5	23.2%
即時通信平均每日用戶在線時數 (季度最後15/16日期間)	1,382.4	1,202.2	15.0%
Qzone活躍賬戶	387.8	305.3	27.0%
收費互聯網增值服務註冊用戶	51.6	47.9	7.7%
收費移動及電信增值服務註冊用戶	20.3	17.7	14.7%

	截至十二月三十一日止年度			
	二零零九年		二零零八年	
	金額	百分比	金額	百分比
	(人民幣千元, 百分比除外)			
互聯網增值服務	9,530,711	76.6%	4,914,974	68.7%
移動及電信增值服務	1,905,599	15.3%	1,398,984	19.6%
其他	41,479	0.4%	14,537	0.2%
收入總額	12,439,960	100.0%	7,154,544	100.0%



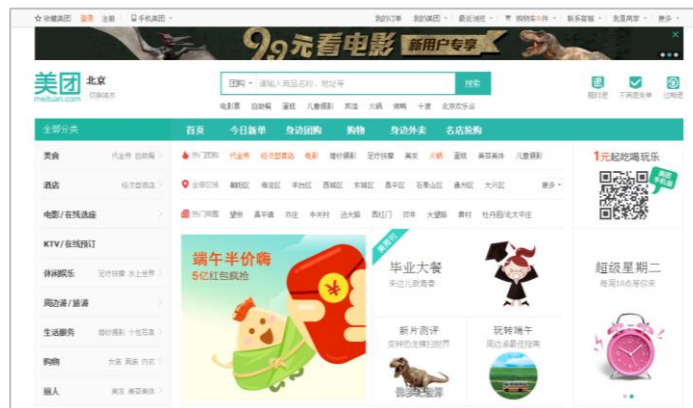
Profit Model

- (Network) Games
 - Traffic
 - Online Time
 - Virtual Goods
 - Advertisement
 - Derivative Product
 - User Information
 -



Profit Model

- Online & Offline
 - Non Monetary Market
 - Online Channel



Profit Model

- More....



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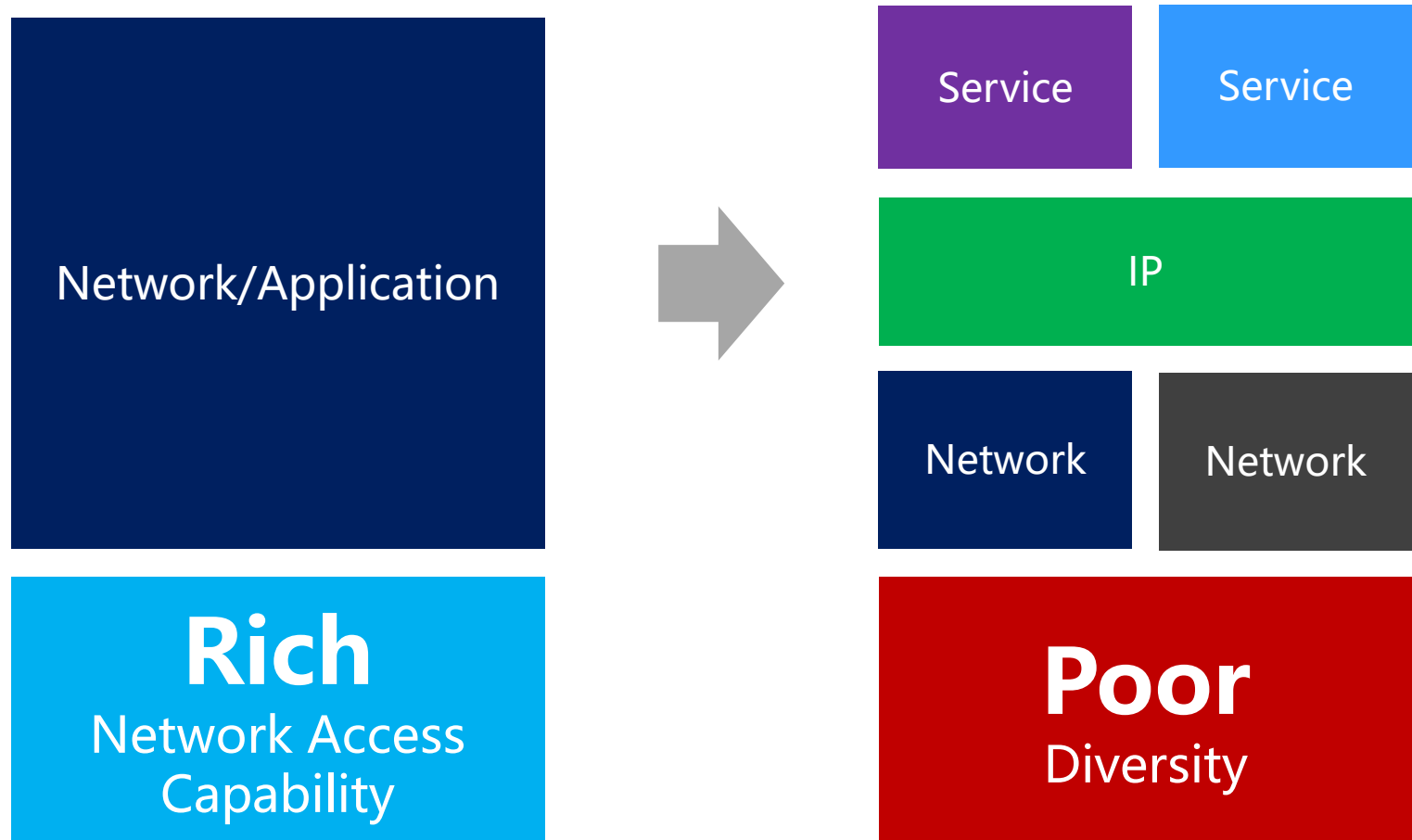
(From Business Models to Applications
/To Think Different on Applications)

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To Think Different on Applications

- The Challenge of OTT (On The Top)



To Think Different on Applications

- Should video call be free ?



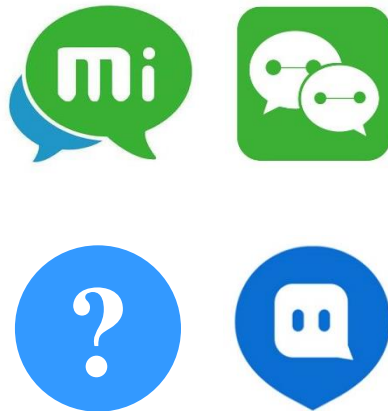
Rich
Video Call
Providers



Poor
QoS / Scenarios

To Think Different on Applications

- Evolution of Instant Message Applications





To Think Different on Applications

- Before 2009
 - Big Enterprise / Customization Software
 - Less Customers / Big Profit
 - Software Service Provider
- After 2009
 - Small/Medium Enterprise / SaaS Application
 - Massive Customers / Little Profit
 - Service Operator → Application Leader → Standard constitutor





To Think Different on Applications

- Before 2009
 - Big Enterprise / Customization Software
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To Think Different on Applications



Rich
Device/Software/System
Providers

Poor
Maintenance Providers

To Think Different on Applications

- What could be earned in this business?

城市臭氧水平监控系统



将全市各区布放数以百计的传感设备，通过TD无线城市网络进行传输，实时了解全市的臭氧水平。同时，对采集到的数据进行智能分析，并将分析结果以图形化的方式直观地体现在“无线城市”门户上，供市民查阅。

空气质量监控系统



通过监控可吸入颗粒、二氧化碳浓度及其他相关的关键空气参数，对全市的空气质量进行评级，并在气象台、报纸、广播及无线城市上进行发布。

工地噪音远程无线监控

通过“传感器+TD网络+应用”的M2M组网模式进行噪声数据的自动采集存储，有效解决施工噪音扰民监管难度大、投诉后取证难的问题。该系统已经成为厦门城市管理的标准工具之一，累计在50多个工地进行应用，该系统使用后相关噪音投诉下降了77%，应用效果卓著。



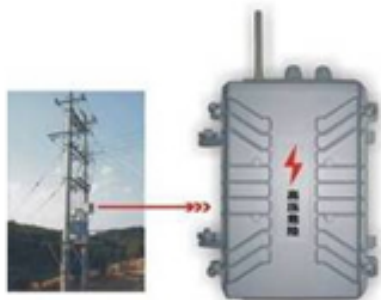
To Think Different on Applications

- What is the core of Mobile Payment Service?
 - Related News
 - 在2011年6月份手机深圳通这项业务就已经在深圳正式实行，它拥有着**话费以及独立费用两个账户**。你可以通过手机菜单查询余额和交易记录，还能够接收充值短信提醒，公交出行关怀短信等服务。除了乘坐公交以及地铁之外，手机深圳通还可以在该城市出租车上进行使用。



To Think Different on Applications

- There might be an alternative way besides advanced technologies



智能电网监控

客 户：厦门市电业局

效 果：超过14000个电力监控设备部署在厦门电网的各个传输节点，用于采集运行数据和远程排障，对于保障城市供电安全具有重大意义。

智能水表、智能电表（建设中）

客户：厦门市电业局、厦门水务集团

效果：

“智能电表”实现电力远程抄表和数据采集，远程监控电力网运行，使电力管理自动化、精确化；同时还可为电力用户提供灵活方便的无线支付手段。

“智能水表”实现水表的集中抄表，在提升工作效率的同时，对供水网络进行主动监控，及时排除供水问题。



电表终端接入管理

电表终端信息管理

自动故障诊断

To Think Different on Applications

• Universal Terminals

- Massive Produced
- More Competition
- Less Profit



• Specific Terminals

- Less Produced
- Less Competition
- More Profit

