MOBILEUM

Subsidized Roaming

Current Scenario & Problem Statement

Users' Behaviour

Number of travellers are far more than number of roamers

End user wants data roaming for free or at near local rates.

Prefer free Wifi and local SIMs

Globally ~80% roamers are silent data roamers.

Operator Challenges

Telecom roaming revenue is stagnant.

Operators need mechanism to monetize their out roamers.

If users don't want to pay, Operator need ways to sponsor their usage to convert them to active roamers.

Need other revenue sources

Leverage Travel Industry

Travel is $1.3T industry & growing

Travel industry have marketing budget and margins.

CSPs needs ways to package roaming services with Travel spends, to drive roaming growth.

Key Travel Brands
- Airlines , Hotels, Car rental, Food etc
- Apps like Operator App, TripAdvisor etc.

Solution : Subsidized Roaming

Popular brands sponsoring subscribers' data roaming costs to drive consumption

Win-win solution

› Brands benefit due to exclusive access to operator customer base

› Operators benefits due to increased roaming adoption (sponsor promoted).

BRAND VISIBILITY	NEW REVENUE SOURCE	CHEAP/FREE ROAMING ACCESS

To enable mobile operators to monetize their existing roaming subscribers by generating travel related revenue, via the ecosystem of online travel service providers

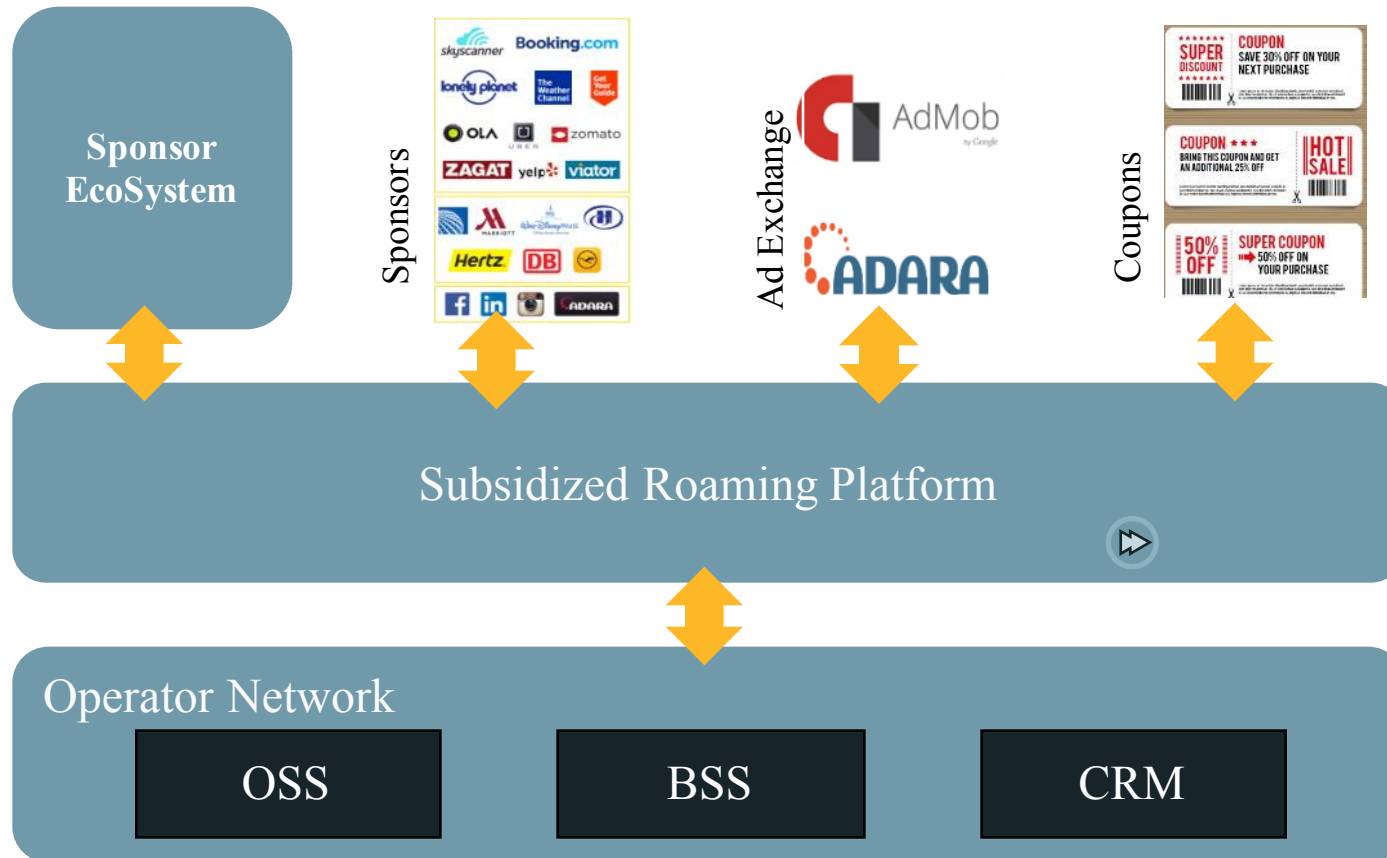Potential to use this new revenue stream to subsidize services for customers

MOBILEUM
Offering

Mobileum's Subsidized Roaming Platform

Sponsor EcoSystem

Sponsors

Ad Exchange

Coupons

Subsidized Roaming Platform

Operator Network

OSS

BSS

CRM

Mobileum's Subsidized Roaming Platform provides operators an ecosystem for external brands to subsidize roaming data

Subsidized Roaming – The Big Picture

Mobileum's Subsidized Roaming will enable Operators to offer low cost roaming to it's travellers

Subsidized Roaming lets operator recoup their wholesale costs via commissions and ad revenue earned from influencing the sale of travel products
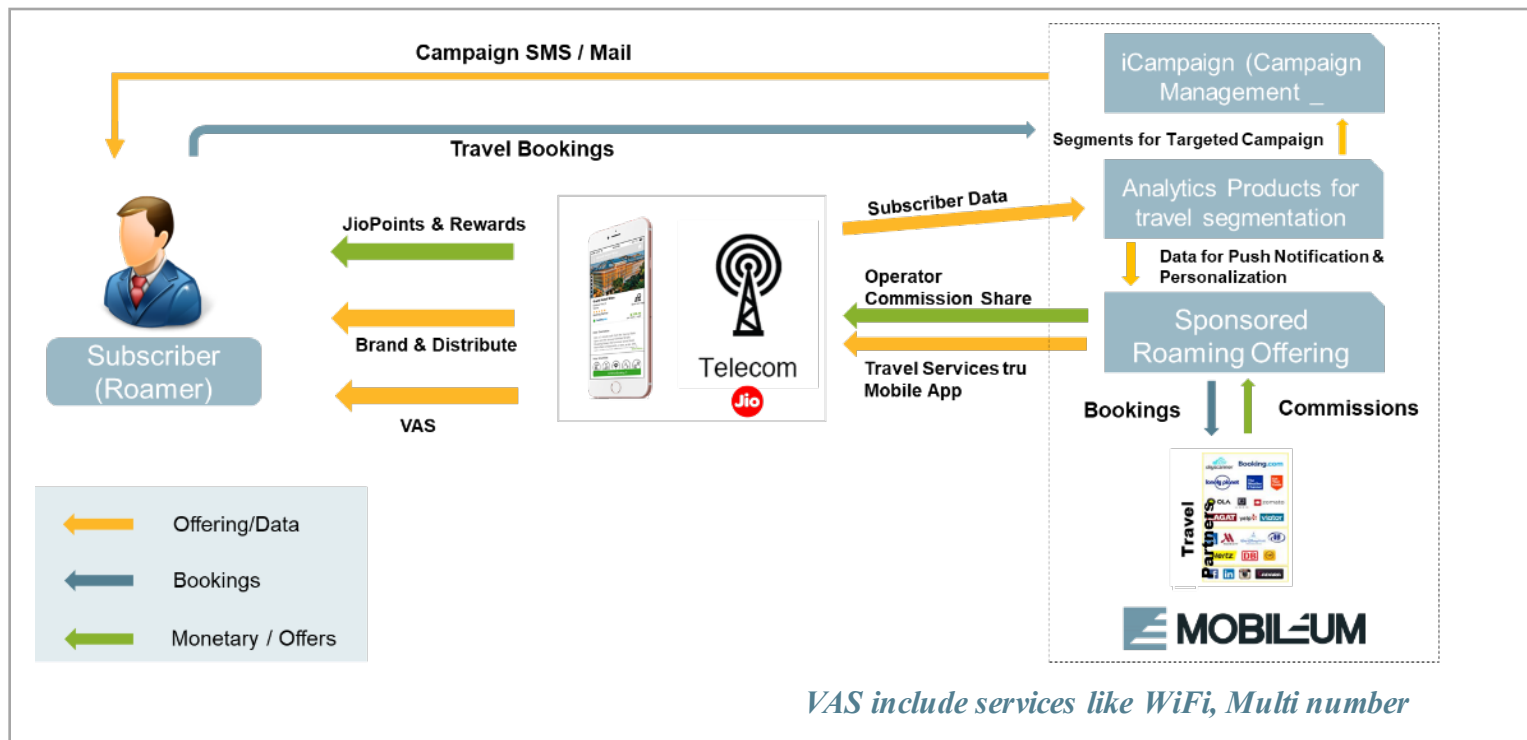
Mobileum Solution Components

- Travel partner ecosystem (Mobileum)
- White label mobile app with Jio branding (Mobileum)
- Reward points loyalty system (Mobileum)
- Marketing, CSR queries, SMS campaign (Jio)
- Roaming analytics for customer segmentation, travel prediction (Mobileum; with Jio data)

VAS include services like WiFi, Multi number

Travel Partners

Travel Service Line	Partner	Type	Commissions
Hotel Search and Booking	Booking.com	Transactional	Yes
Flight Search and Booking	SkyScanner	Transactional	Yes
Car Rental Search and Booking	SkyScanner	Transactional	Yes
Taxi-Hailing	Uber/Ola	Redirection	NA
Weather	Weather Channel	Content	NA
Currency	Fixer.io/Internal	Content	NA
Restaurant	Zomato/Yelp	Content	NA
Activities	Viator	Transactional	Yes
Travel Guide	Arrival Guide	Content	NA

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Delivery Channel

A new iOS/Android App that is Operator branded

Integrated SDK to existing Operator iOS/Android App

Option A: Standalone App

Option B: Existing App

Hotel: Search and Book

Hotel Search

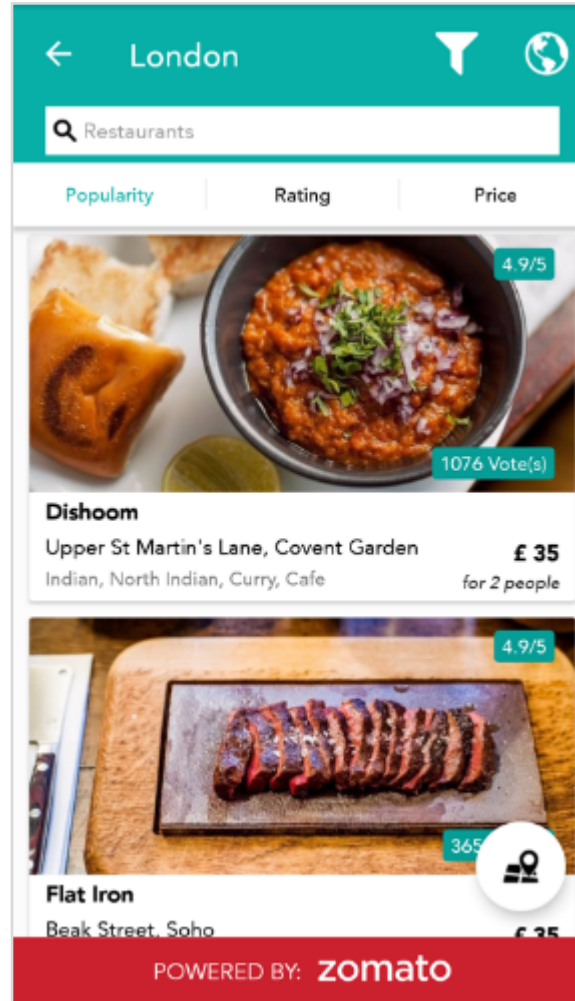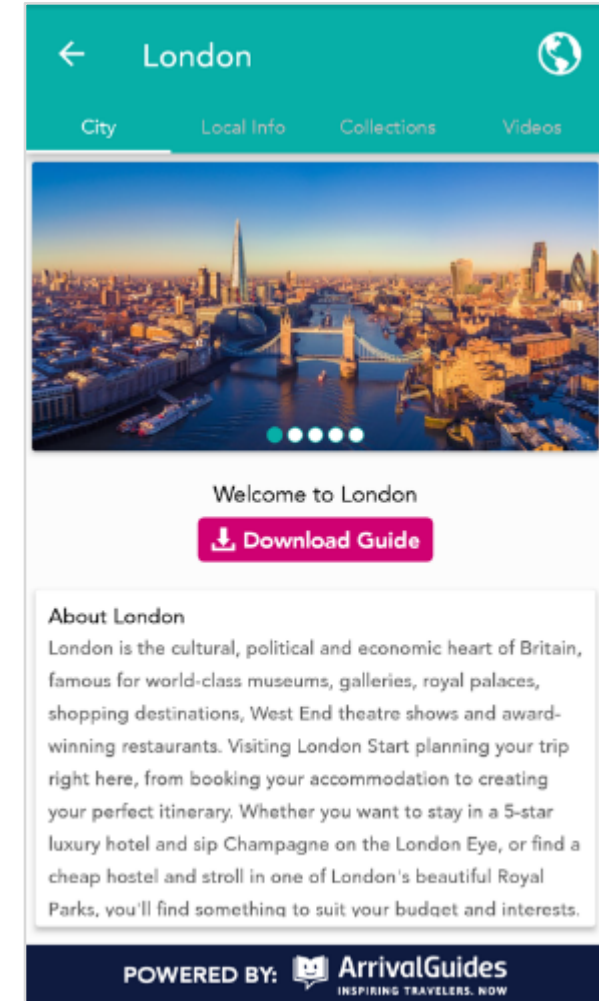**Hotel List - Packs**

Hotel List - Points

Hotel Details

Activities, Food, Local Guides
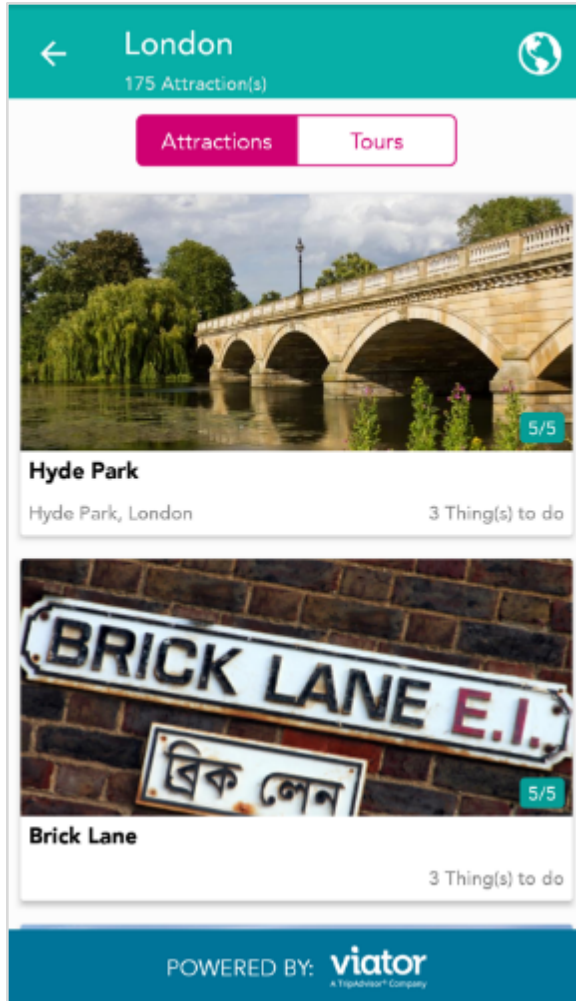
Activities

Restaurants

Guide

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THANK YOU