

Intro to market actors and roles



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WIDE lecture - October 22

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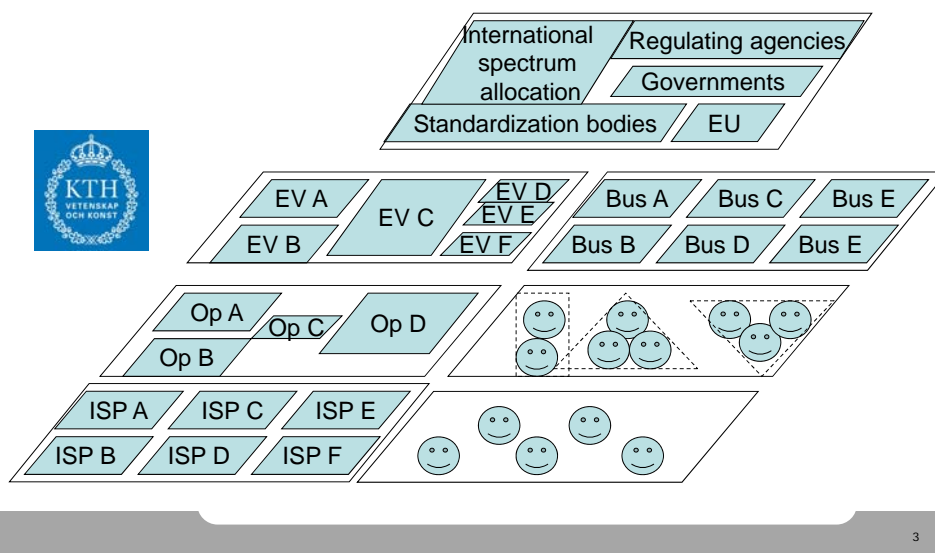
Aspects of actors and roles



- Market Actors
- Business roles
- Capabilities
- Resources
- Control
- Functionalities
- Responsibilities
- Relations

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Example of actors on the telecom market



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Example of actors on the telecom market

- Users
 - Consumers, business users, enterprises
- Equipment vendors
 - Networks, subsystems, handsets, laptops
- Operators
 - Fixed and Mobile, Broadband, MVNO's
- Providers of different kinds of services
- Regulating authorities
- Standardization bodies (3GPP, IETF, IEEE)

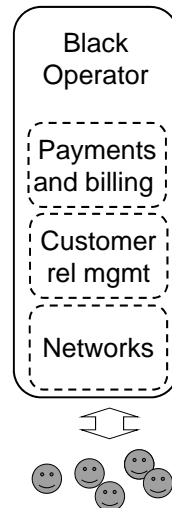


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Mobile Network Operators (MNOs)

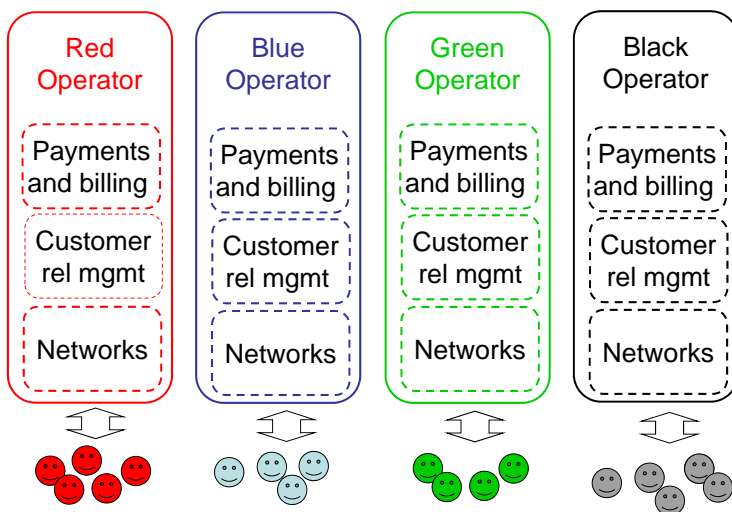


- MNOs have different resources (capabilities) and functionality to control the resources
 - Networks
 - Customer relation management
 - Billing and payment platforms

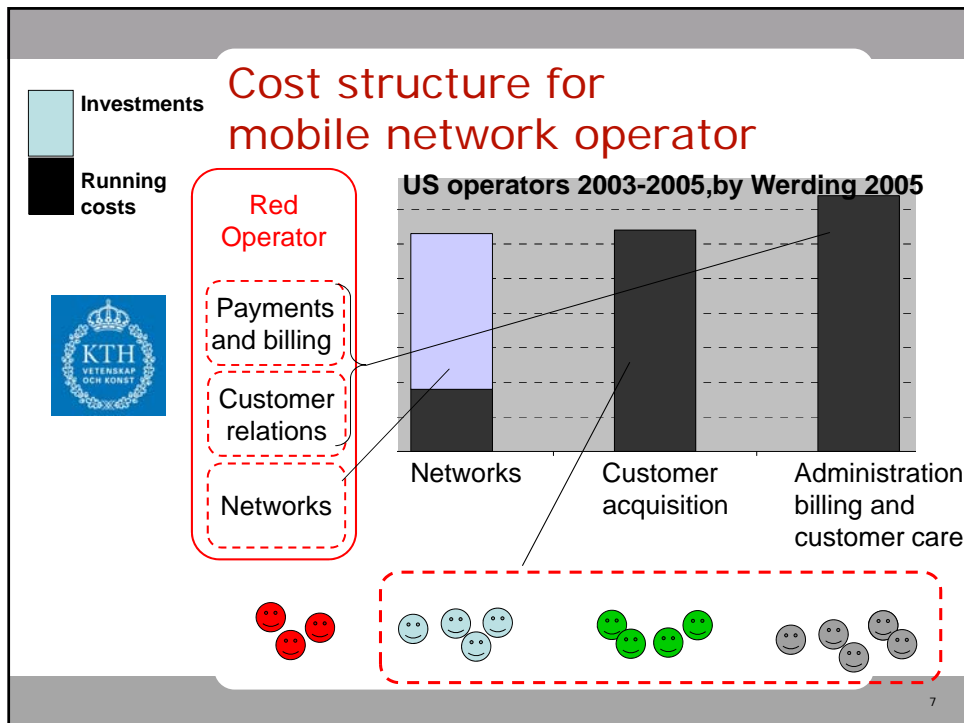



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Mobile Network Operators (MNOs) resources, customers and relations



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- ## Components in the telecom business
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- Networks
To build and operate the networks
 - Services
To develop/offer services, operate platforms
 - Customers
To acquire and keep customers
 - Money
To handle revenue streams, to make money
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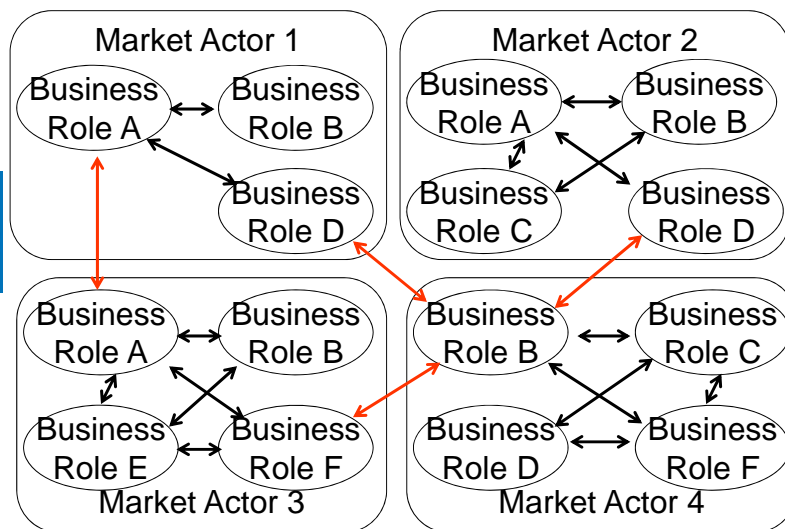
Market actors and business roles

- Market actors (companies, users)
 - Have resources
 - Have relations
 - Take one or several business roles
- Business roles
 - Perform specific activities
 - Have a set of functionalities
 - Have certain responsibilities
 - Control specific resources
 - Communicate with other business roles



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Market actors and business roles

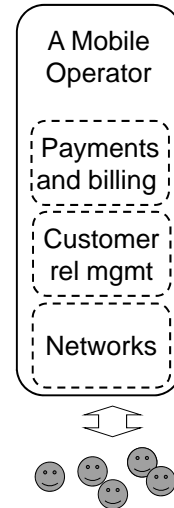


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Cooperation or not



- Traditionally mobile operators have been responsible for all or most of the resources (a vertically integrated value chain)
 - No need to cooperate
- BUT - Many technical solutions imply cooperation with other actors
 - Roaming
 - Network sharing
 - Indoor wireless solutions
 - SMS ticket services
 - Mobile payments



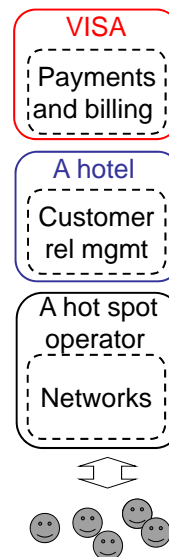
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- The vertically integrated value chain is "opened up" and the activities and resources can be controlled by different actors

An example WLAN access



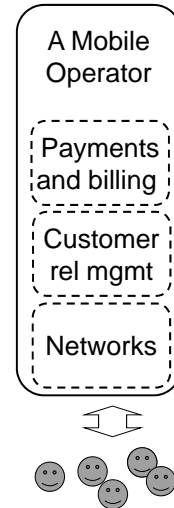
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Cooperation or not



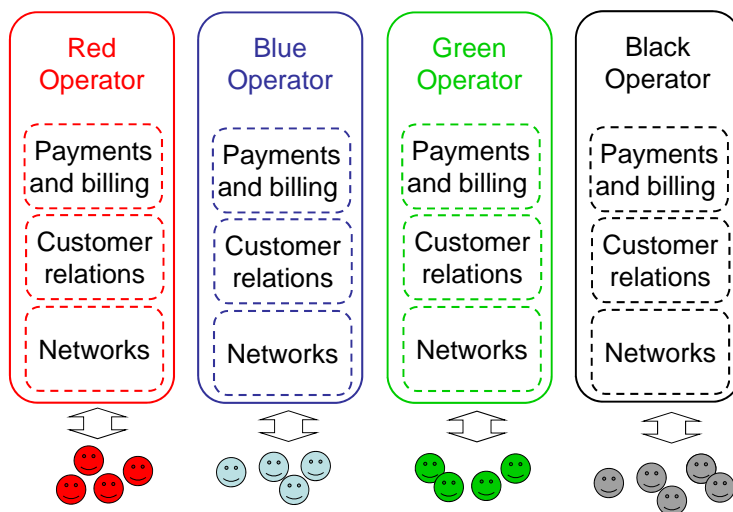
Examples

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How do actors organize the cooperation?

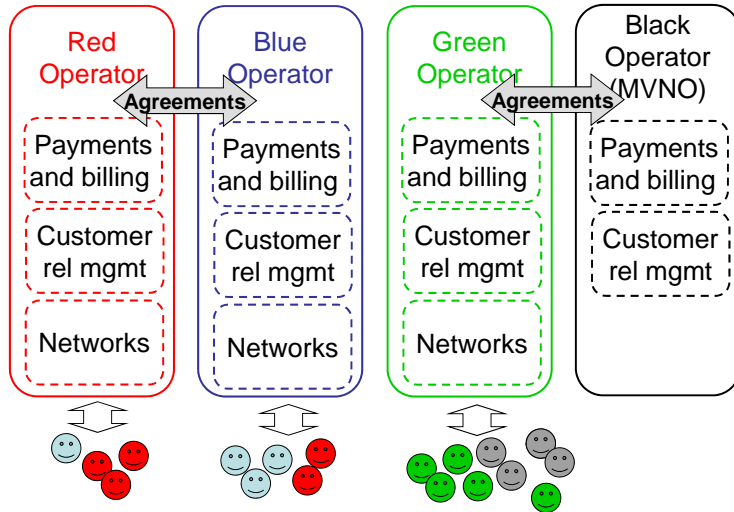


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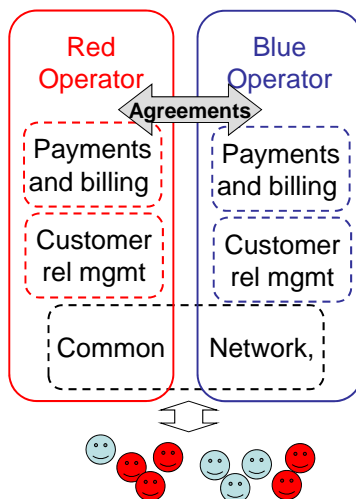


National roaming

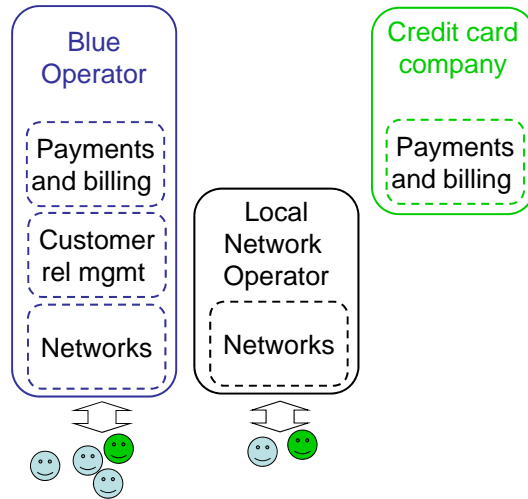
Mobile virtual network operator (MVNO)



Network sharing

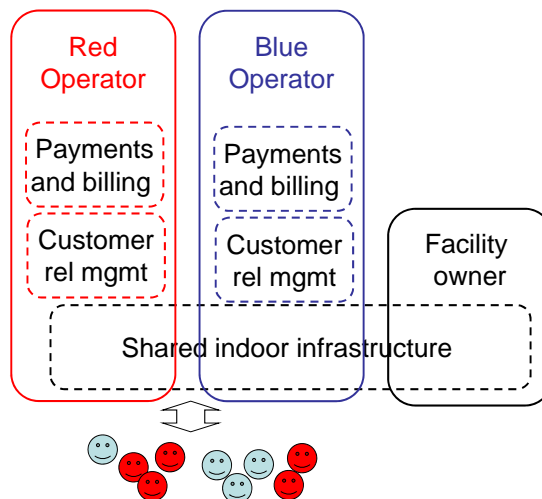


Dynamic roaming - Ambient Networks (access for anyone to any network)



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Shared indoor infrastructure



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