A Telecom Italia view on the Future mobile Social Networking

W3C Workshop on the Future of Social Networking an introduction to "Distributed Architectures and Business Models session"

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Outline

▸ Social Networks business attractiveness

▸ Changing the "monetization attitude"

▸ Metrics for evaluating Social Networks

▸ Mobile communities revenue streams drivers

    ▸ Transactions

    ▸ Advertisement

▸ Why should an Operator be involved?

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SN business attractiveness for Mobile Operators

▶ **SN applications are "low cost" strong human attention aggregators, and powerful value generators (UGC, recommendations, folksonomies)**

▶ **Mobile SN deployment cost is reasonably small, doesn't require large investments and promises attractive ROIs**

▶ **Mobile SN discloses new value chain opportunities for Mobile Operators: on deck, off-deck and mix of them**

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Monetization: changing the Attitude is critical

▶ Dismiss the legacy costumer "ownership" attitude and consider them as part of the same ecosystem contributing to its value

▶ Treat Social Networks' participants as mere potential costumers is a critical mistake

▶ Someone in the room has already shifted to this mindset but others, even Mobile Operators, have not

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How to measure/target a community's potential

▶ Low level Metrics for user profiles and community quantitative analysis (usage statistics, social connections)

▶ Demographic metrics: community segmentation (age interval, gender)

▶ User profiles metrics: user kinds range from passive to active or influential (social behavior mining)

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Mobile communities revenue streams drivers

▶ Access (data traffic, subscription)

▶ Communication (messages, calls)

▶ Premium features (multimedia, gifting)

▶ Contribution to a cause (e.g. Facebook groups with donations objective)

▶ Transactions (Ecommerce)

▶ Advertisement (Value shifting)

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Transactions: foster online demand

▶ Ecommerce suffers from consumers strong legacy (on physical site) shopping attitude

▶ SN can help breaking these mental barriers and creating a trust relationship between vendors and buyers

▶ SN can systemize the "word of mouth marketing" influencing the buying decision process

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Transactions: improve efficiency

▶ Community based deals can improve costumers control and transparency in the buying process (vendors abuses are judged by the community)

▶ Community based deals improve demand/offer matching

▶ Community based deals can generate disintermediation efficiencies (logistics, retailers)

▶ More efficiency means benefits for all the value chain's actors

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Social Communities can connect people but also drive interests

Community based Advertisement can be based on:

▶ Demographics Stereotype (age, gender, relationship status, location)

▶ User-Group defined advertising preferences (food, sport, …)

▶ Community feedback/reaction analysis

Community and context based Advertisement

Can be based on:

▸ Current social situation (with colleagues, friends, in a crowded place) also accounting proximity (small range, e.g. in a shop) and geographical range (around a specific location, a shop, a city or a region)

▸ Current logical type of place (user/community defined, e.g.: mall, train station, restaurant, ...)

▸ Current user/community activity/device usage (gaming, TV watching, browsing, applications used, ...)

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Why should an Operator be involved?

▶ Issues like Identity management, traceability, transactions capabilities and transparency, become critical foundations for social networking new value chains exploitation

▶ Mobile operators can leverage on digital, ubiquitous and pervasive 3G platforms

▶ Mobile Operators can offer SN (on deck or third party provided) as a commodity to their subscribers to foster the introduction and development of new services

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