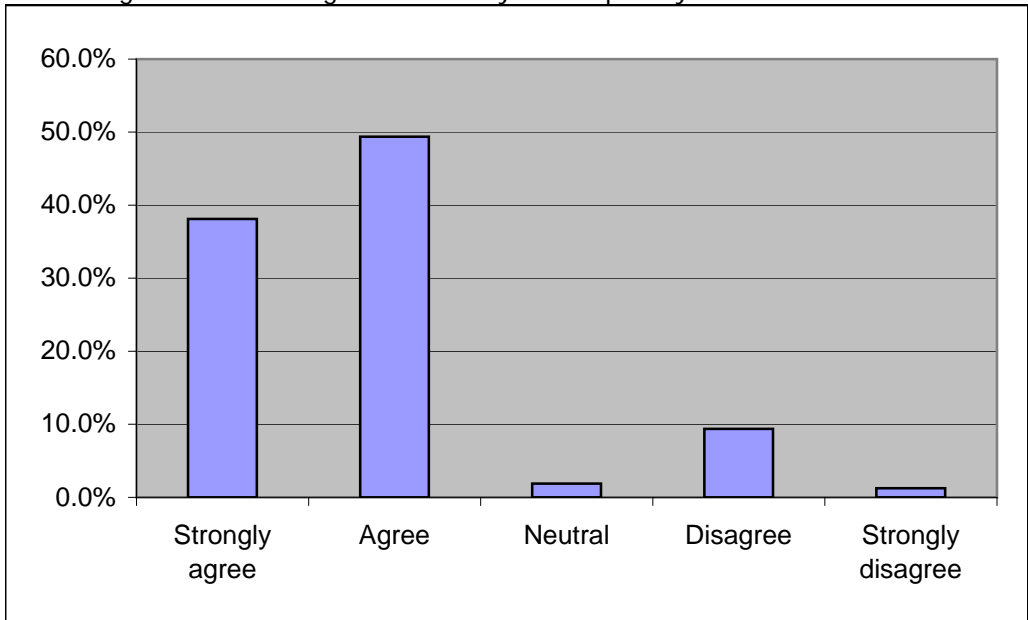


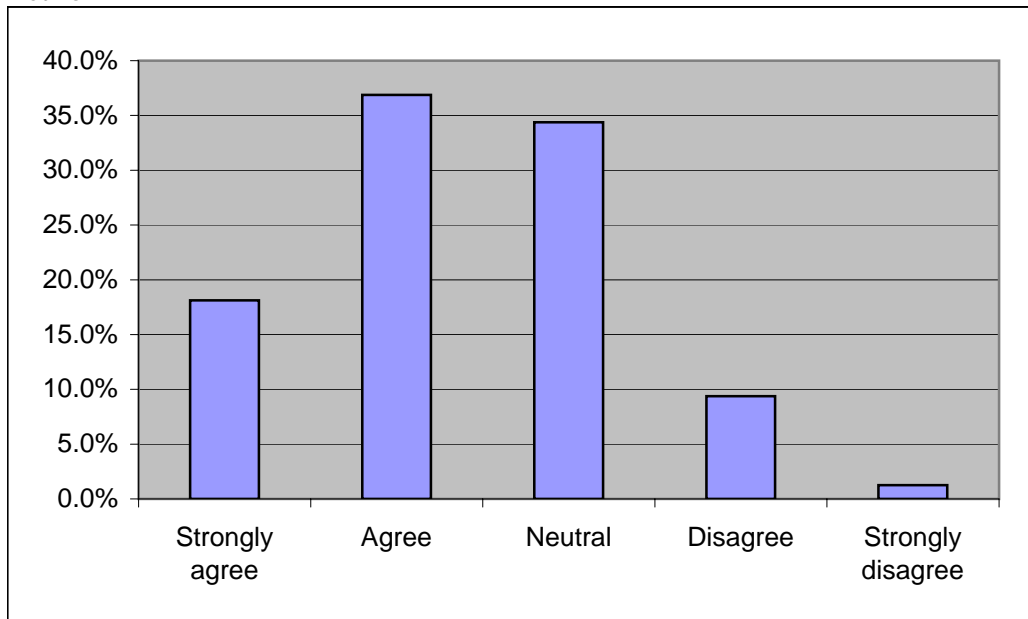
**Question 1**

For Google its users are not customers, the advertisers are its customers, its users are simply a 'means to an end.' For operators their users are their customers, hence operators must take a distinctly different approach than Google towards selling their users' eyeballs / privacy to advertisers.



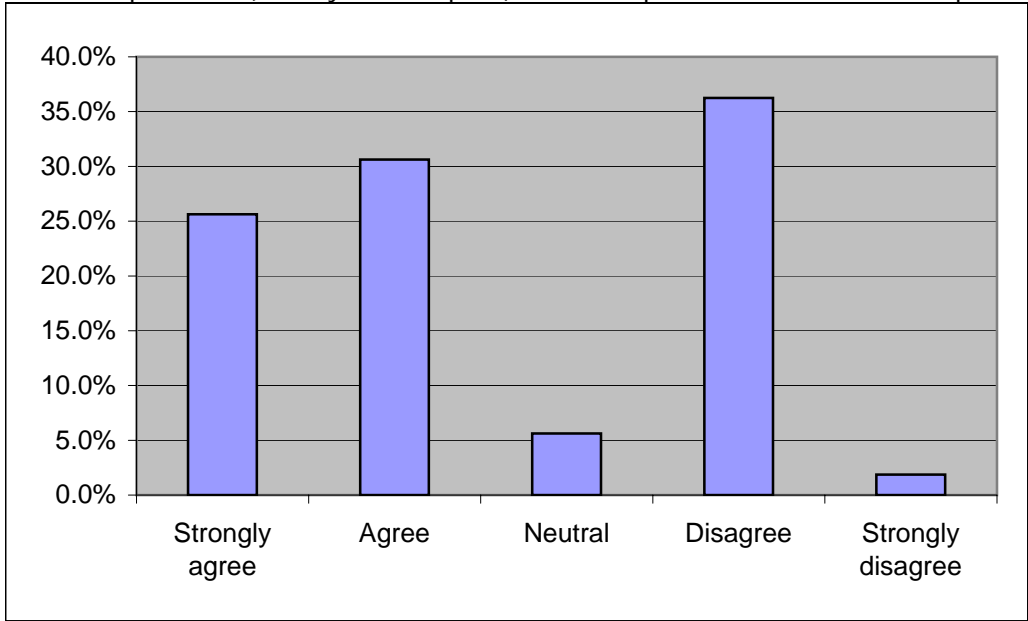
**Question 2**

Operators will increasingly adopt OTT (Over The Top) business models to compete with each other, e.g. Telecom Italia's CuboVision is an OTT IPTV service that can be delivered over any operator's broadband network.



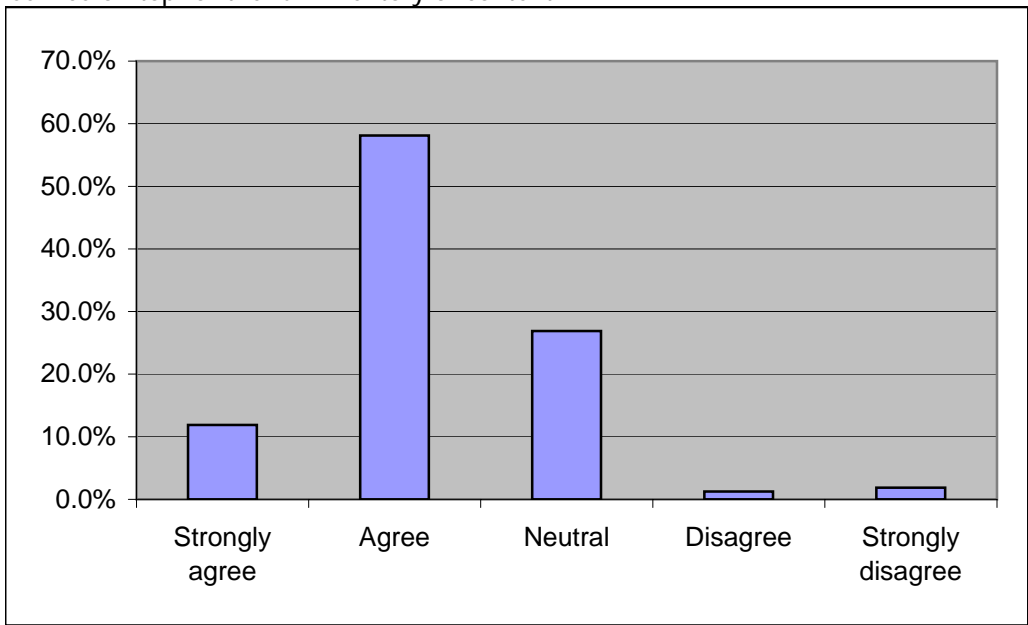
**Question 3**

Given the privacy infringements of Facebook and Google, because their users are only a 'means to an end' not their customers. Operators' customers will prefer the operator as their trusted agent in emerging web 3.0 environment simply because they're paying them (so they have some hold over them), they have a customer service department (so they can complain), and the operators' networks should protect them?



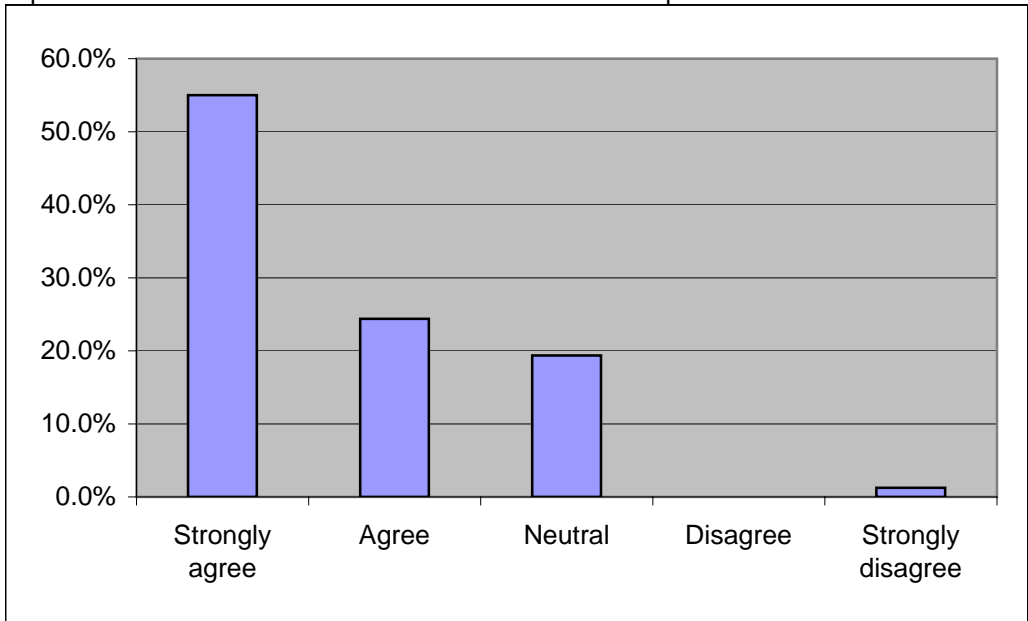
**Question 4**

Operators must adopt the freemium model. For example with Caller Ringback Tone subscriptions falling, operators must offer an entry-level free service, perhaps with a limited inventory of tunes the content owner wants to promote, e.g. for a movie release, or a product's advertising jingle. Then have a premium paid for service on top for the full inventory of content.



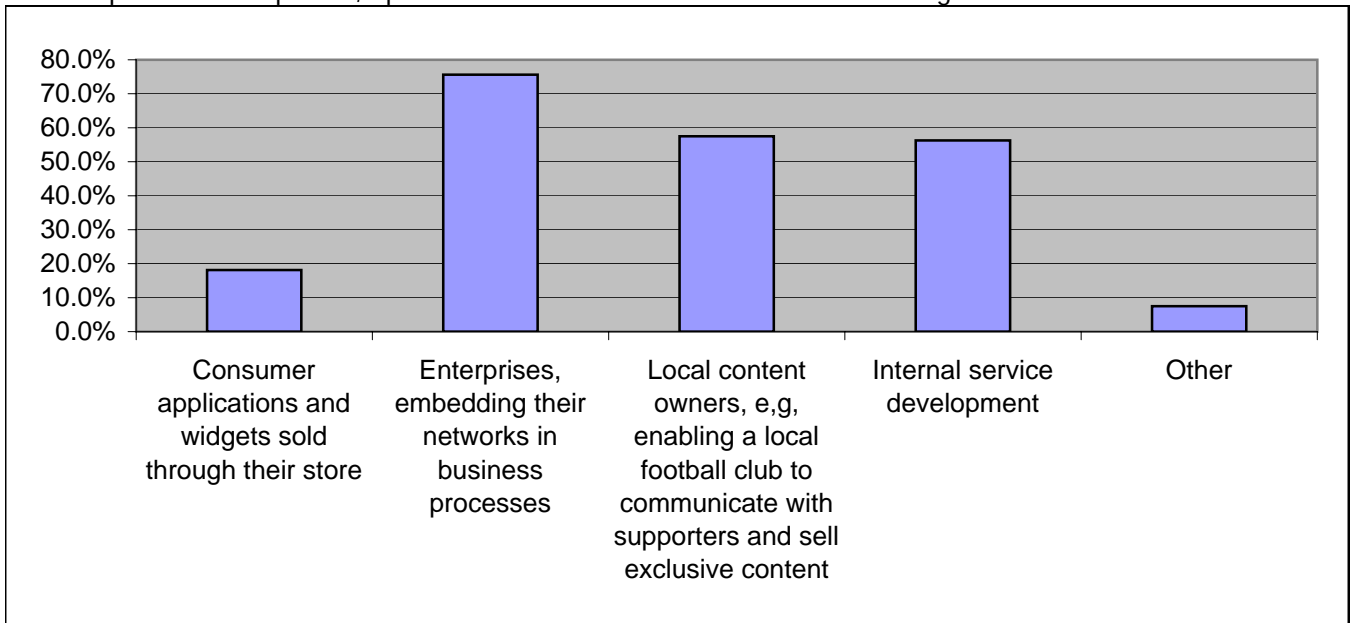
**Question 5**

Operators will be able to make a business out of API exposure.



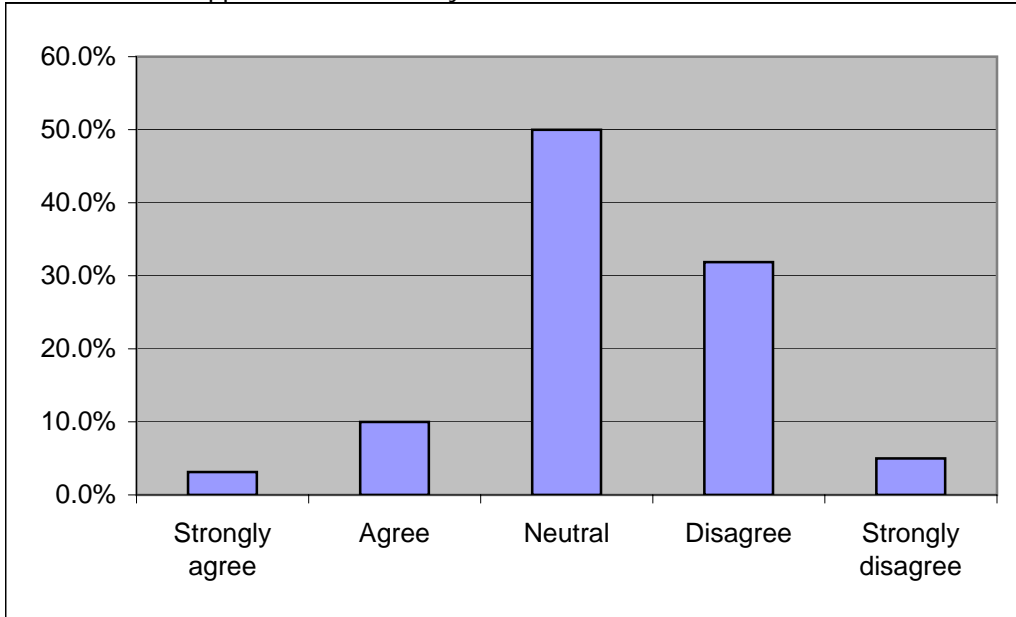
**Question 6**

With respect to API exposure, operators will be more successful in the following business areas:



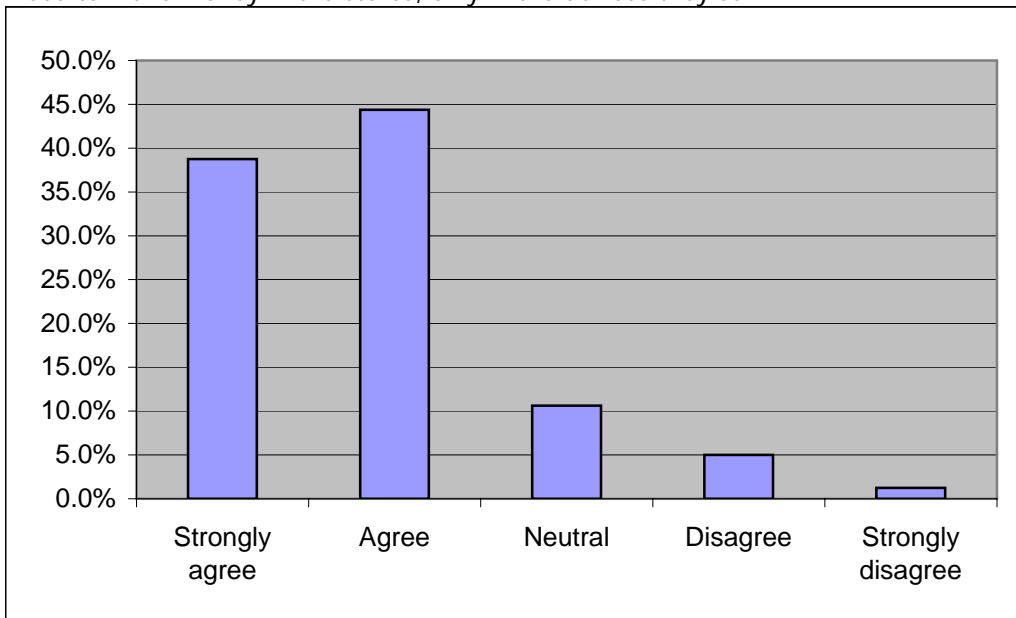
**Question 8**

The Wholesale Application Community will be successful.



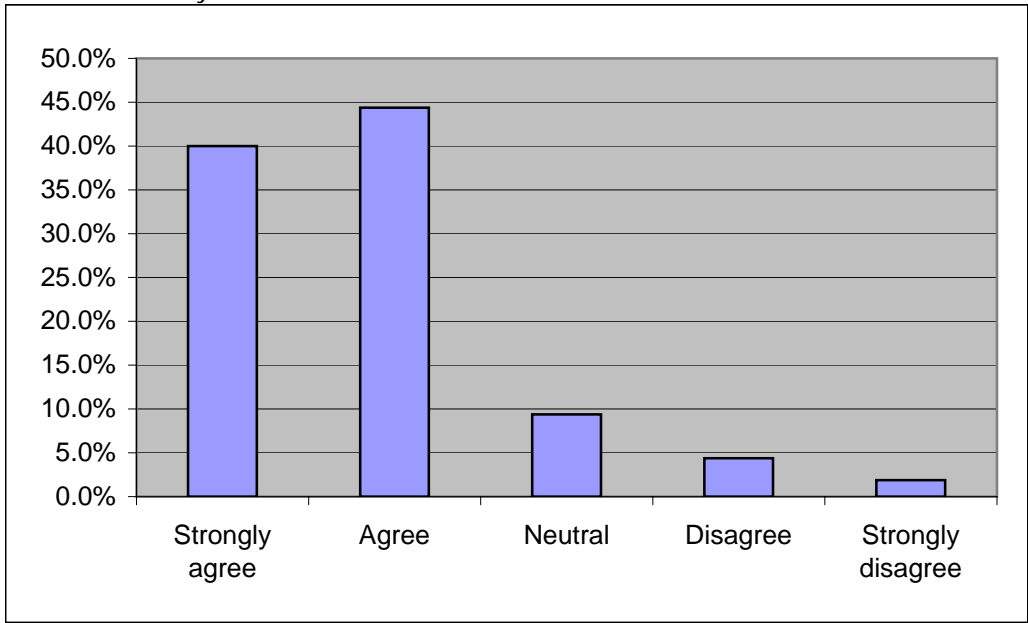
**Question 9**

Operators will be unable to make a business out of app stores as the consumer electronics manufacturers do not need to make money in the stores, only in the devices they sell.



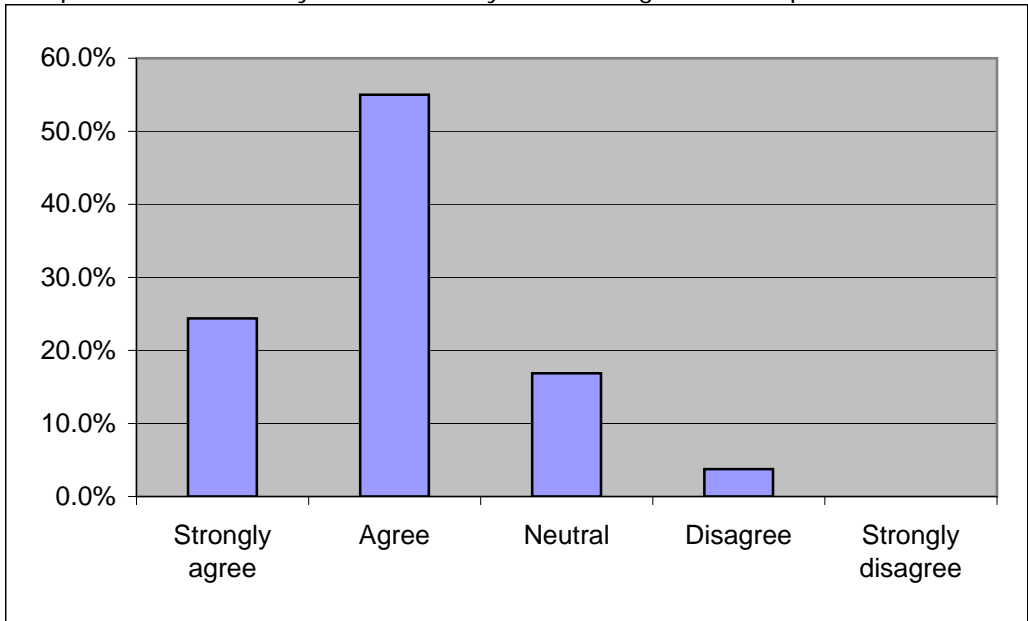
**Question 10**

Operators' app stores must focus on applications that use their network, as all other applications will be commoditized by the consumer electronics manufacturers.



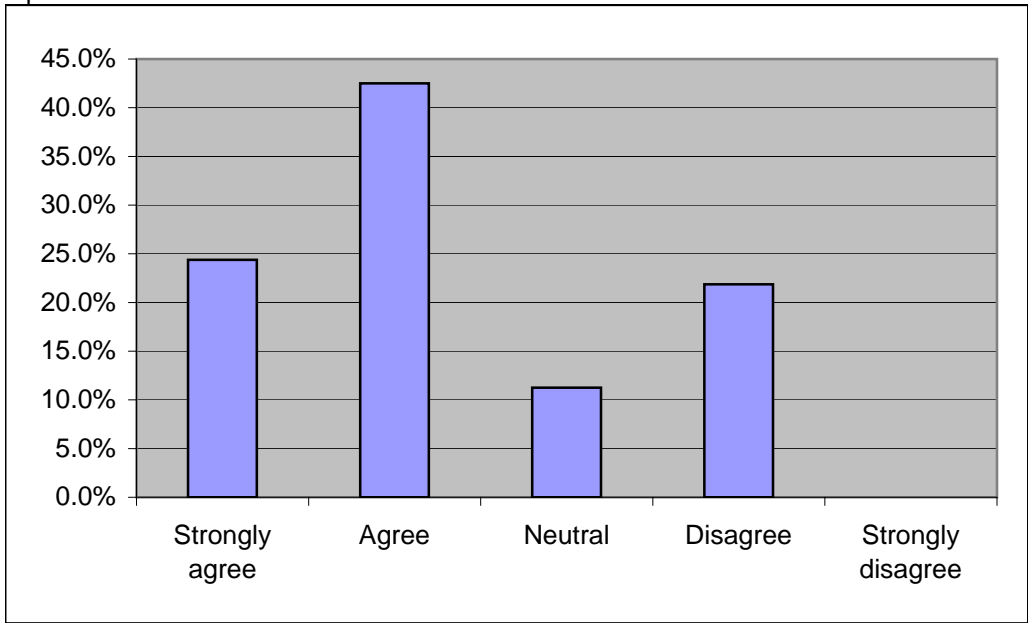
**Question 11**

The trend of operators sharing networks will increase from radio towers and access equipment, to sharing complete networks. Only the services layer and billing will be unique?



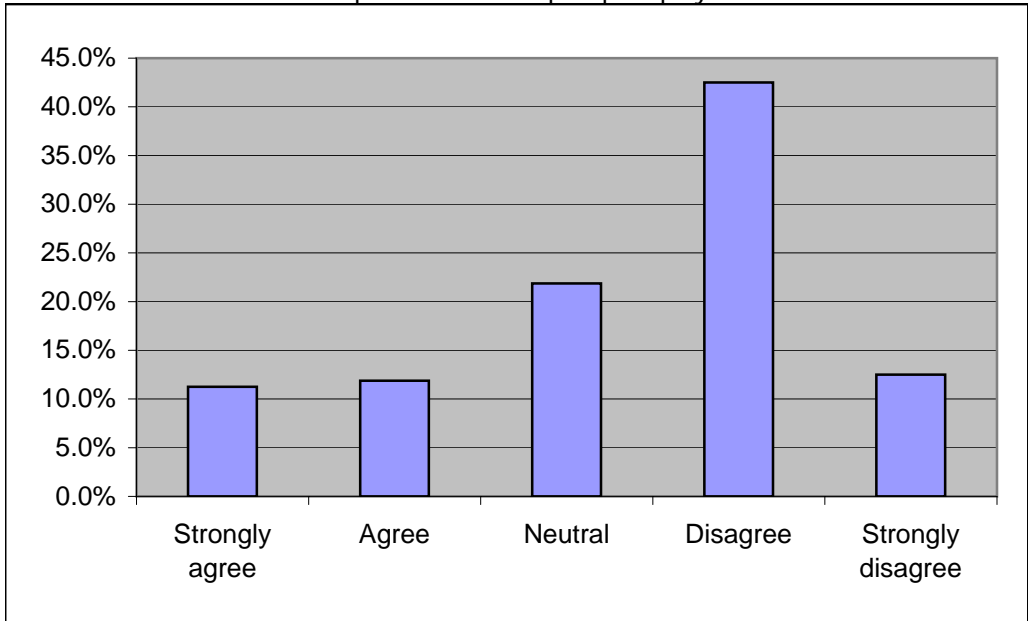
**Question 12**

An incumbent operator's ability to have an engineer at a customers' home potentially with their purchased consumer electronics, e.g. buy the TV at Amazon and have it delivered and set up by the operator. Means operators can make a business out of home network solutions and services.



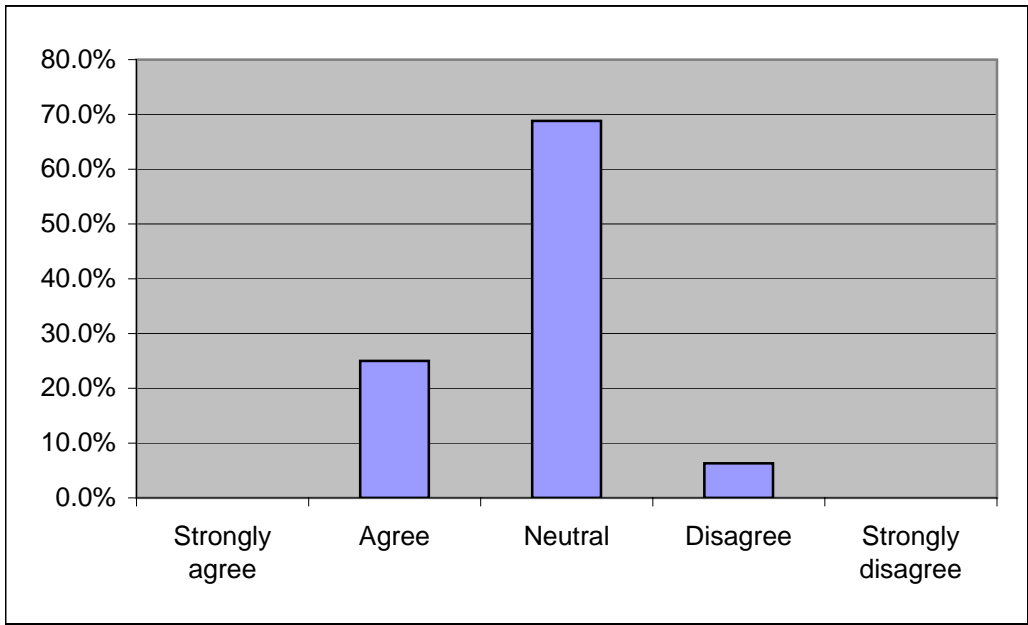
**Question 13**

Churn will increase once all operators offer triple/quad play?



**Question 14**

Canoe Ventures, the US cable industries attempt to work with the advertising industry on targeted advertising, will be a success.



**Question 15**

Which operator groups have the best chance of making advertising work?

