

User-Generated Video Content: Increase Customer Loyalty with “See-Me” TV Services



Introduction

Operators understand that subscribers can create material that is potentially interesting to other users. And users often have the desire to share content that they generate themselves. By creating portals for users to easily create, share, and consume multimedia content, operators can take advantage of viral consumption to fully engage its subscribers, as well as attract new ones.

What Is the Opportunity?

Increase customer loyalty with a social networking application that allows subscribers to share videos and other multimedia content. Pay users when their video clips are viewed by others.

What Are the Challenges?

Integrating charging and application detection for viewing of subscriber-generated multimedia content.

How Will This Impact My Business?

- Increase customer loyalty with viral operator on-net services that attract subscriber participation
- Offer promotional subscriptions to users on other operator networks who view user-generated videos
- Sustain customer loyalty through creation of a commerce market between operator and subscribers

One operator example:

- 32 million paid video downloads, paying over US\$1.6 million to content creators
- 60,000 clips submitted (creators earned over \$25 per clip)

What Do I Need?

- **Cisco® ASR 5000:** purpose-built mobile multimedia core platform that delivers the performance and intelligence required by today's mobile networks.
- **Cisco In-line Services:** Intelligent functions that are integrated into the Cisco ASR 5000 and implemented in the bearer traffic flow, eliminating the need for external lower-reliability network elements while simplifying the network through integrated functions and services. User-Generated Video Content services utilize several In-Line Services functions such as Enhanced Charging Service, Application Detection and Control, and Policy Enforcement.
- **Cisco Mobility Unified Reporting:** Solution providing comprehensive statistical analysis and trending information of all network attributes and subscriber sessions through tight integration with the deep packet inspection (DPI) capabilities of the Cisco ASR 5000. Helps operators optimize network performance, target new services, and plan infrastructure investments.
- **Cisco Policy and Charging Control (PCC):** Standards-based, highly scalable solution for operators to efficiently optimize network resources across subscribers and services while providing significant revenue opportunities by enabling the deployment of new personalized services.

Why Cisco?

Cisco IP Next Generation Network (IP NGN) offers a comprehensive end-to-end IP solution encompassing Radio Access Network (RAN) backhaul, IP edge and aggregation, Evolved Packet Core (EPC), IP core, and data center, optimized for the mobile data tidal wave, while providing an intelligent common IP core across all access types. Cisco's access-independent, IP-based Mobile Internet solutions are key drivers of operator differentiation, new revenues, network optimization, and profitability.

Furthermore, Cisco Services has the experience, tools, and best practices to help operators reduce time to market in deploying mobile network solutions.

Get Started Today

To find out how Cisco can help you gain new revenues by offering new and differentiated personalized mobile broadband services, contact your Cisco representative or visit: www.cisco.com/go/mobile.



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