

Parental Controls for Mobile Broadband: Gain New Revenues with Usage Control Options



Introduction

Today's youth use texting, instant messaging, Multimedia Message Service (MMS), mobile Web, and email to keep in touch with their friends and family. Social networking sites have become their virtual meeting places. But the mobile phone can also give them access to potentially inappropriate content or can even be a gateway into a world that preys upon children. Operators' Parent Control services give parents the ability to protect their minor children by restricting access to only age-appropriate mobile content and services.

What Is the Opportunity?

Give parents the ability to protect minor children from inappropriate mobile content and services.

What Are the Challenges?

Enforcing fine-grained access restrictions by user categories, for example, children seven and older (C7+), teenagers 13 and older (T13+), and young adults over 17 (YA 17+).

How Will This Impact My Business?

- Increases average revenue per user (ARPU) with services that allow parents to control children's mobile usage. A business case developed by Cisco projects an operator with 1.5 million mobile data subscribers could gain nearly US\$750,000 per month from offering Parental Control services. See Figure 1.
- Increases subscriptions to children, teens, and young adults because of the child safety assurances provided by Parental Controls.
- Supports regulatory requirements and local cultural norms.

Figure 1. Parental Control Services in Integrated Policy and Charging Control Solution

ITEM	AMOUNT
Total Subscriber base	1,500,000
Percent of subscribers with Parental Controls	10%
Total Parental Controls subscribers	150,000
Price per month for Parental Controls	\$4.99
Total revenue per month from Parental Controls	\$748,500

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 network through integrated functions and services. Parental Controls utilize several In-line Services functions such as Content Filtering that enforces fine-grained access restrictions by user categories, for example, C7+, T13+, and YA 17+.
- **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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