

MONTHLY NEWSLETTER

Latest Industry News on Sponsored Data and Mobile Split Billing | April 2017

Welcome to the Syntonic Newsletter

Welcome to the sixth edition of the Syntonic Industry Newsletter. The news this month continues to highlight the advancing relationship between mobile operators and content providers. Verizon is making strides in their transition to a content provider, and it's increasingly clear that this is a global trend. Syntonic is playing an active role assisting carriers with

this transition, helping them realize the opportunities with content centric business models, such as OTT sponsored and subscription content services.

Regards,
Syntonic Investor Relations

The views expressed in these articles are distinct from Syntonic and, unless otherwise specified, readers should not make a correlation or assumption between Syntonic and the reported industry news.

Sponsored Data & Data Rewards



Verizon extends zero-rated mobile video to Fios users

Fierce Wireless – March 9, 2017
By Colin Gibbs

“Verizon is expanding its zero-rated data model for wireless customers who also subscribe to its internet and TV services.

The nation's largest wireless operator said those subscribers can watch both live and recorded shows without incurring data charges by using Verizon's Fios Mobile App. The offering includes on-the-go viewing of more than 140 live channels, recorded DVR shows and thousands of on-demand titles.

“Data-free streaming on Fios Mobile makes Verizon's 5 GB, S, M, and L Verizon Plans a better value than ever,” the company said in its announcement Thursday. ”

[FULL ARTICLE](#)

Mobile World Congress Keynote and Panel discussion

MEF –March 28, 2017

Gary Greenbaum delivered a keynote at Mobile

World Congress titled, “Beyond the Data Plan,” where he describes the evolution of carriers from network operators to content service providers. The keynote preceded the first Mobile World Congress sponsored data panel discussion with leading industry experts from Telefónica, Tata Communications, Etisalat, and Syntonic.

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3 top Trends in the Mobile industry to Watch

TechDigest – March 23, 2017
By Chris Price

“Of course, if you really don't like seeing mobile video content interrupted by adverts, you could choose to pay for that content and so lift the necessity of the company having to bring in revenue through advertising. Paid-for mobile video services could rise in popularity this year.

The Syntonic experts have recalled the “failed decade” of the 2000s, where costly device hardware and customer support, plus other factors, hampered major content brands' success as Mobile Virtual Network Operators (MVNOs). However, growing mobile access and production of user-generated content has loosened cable operators' control over big screen programming.

Therefore, through use of existing cellular data platforms, “content providers and cable providers can now offer their content and programming directly to the

end user's smartphone."

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xfinity mobile

Comcast unveils Xfinity Mobile: No Wi-Fi calling, zero rating, BYOD on service it says will undercut existing carriers

Fierce Cable – April 6, 2017

By Daniel Frankel

"Comcast unveiled its much-scrutinized plan to enter the wireless business today, showcasing what it believes to be a model that undercuts incumbent carriers on promotion, delivery and price.

In a web conference featuring new Comcast Cable CEO Dave Watson, company mobile chief Greg Butz and CFO Mike Cavanaugh, Comcast confirmed the widely understood underpinnings of Xfinity Mobile: The product will leverage the MSO's existing 16 million public Wi-Fi hotspots, filling the gaps with access to Verizon's 4G LTE network through a mobile virtual network operator agreement signed back in 2011.

"We get it—wireless is a hyper-competitive marketplace," Watson said.

Comcast will offer both unlimited and limited data plans, marketing bundled mobile service only to existing users of its high-speed internet services through already established promotional mechanisms such as direct marketing, call centers and stores."

[FULL ARTICLE](#)



AT&T Tries to Woo New DirecTV Now Subs with Free HBO

WirelessWeek – March 21, 2017

By Diana Goovaerts

"AT&T is trying to woo more customers to its DirecTV Now streaming platform with a sweetener: a free year of HBO.

Normally offered as an add-on, HBO will be offered to

new customers who sign up for the top two plan tiers, "Go Big" for \$60 per month and "Gotta Have It" for \$70 per month. The company said its offer of a free Apple TV for customers who sign up for three months of prepaid service also still stands. Both offers expire on March 30.

AT&T is also throwing in a bundle incentive for customers on its new Unlimited Plus wireless plan. When they sign up for any AT&T video service, AT&T said it will give unlimited customers a \$25 monthly video credit.

AT&T isn't just battling with itself though. The carrier is also likely trying to fend off an assault from the competition."

[FULL ARTICLE](#)

Viacom: "Operators are the next wave of B2B content partners"

MEF – April 10, 2017

"Viacom was active in mobile content right from the get-go – working with carriers to monetise brands like MTV. A lot has changed since. Brands went direct. But now Viacom is teaming up with operators again. The company's SVP Dan Reich explained why to MEF Minute...

Viacom's audacious remedy for this was Play Plex – a suite of mobile apps for Android and iOS, which its distribution partners can offer to their customers. Crucially, Play Plex is also a streaming platform that offers VOD access linear TV, short form video and games for brands such as Comedy Central, MTV, Nickelodeon, Paramount Channel, Spike and BET. For consumers the cost of subscribing is built into the existing pricing or offered at a small premium. And for Viacom, it's a single platform to enhance and upgrade.

The Play Plex suite, which launched in Q4 2015, makes Play apps available in all 180 Viacom countries and territories. Currently, non-D2C Play apps are available to consumers in 45+ countries via 25+ operators. Meanwhile the D2C Play Plex offering, BET Play, is available in 100 markets."

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Yahoo And AOL Move In Together Under 'Oath,' Verizon's New Digital Arm

NPR – April 5, 2017

By Laura Sydell

"There's a new brand on the Internet that's taking over some old ones — or at least old in Internet years. Yahoo and AOL are now under an umbrella company called Oath. The new brand has sparked more than a few jokes

on Twitter and elsewhere.

AOL CEO — soon to be Oath CEO — Tim Armstrong says consumers aren't really going to hear that name very much.

"The Oath brand is a brand that stays behind the scenes," he says. "The real brands that we're going to be promoting are things like Yahoo, Yahoo Finance, Yahoo Sports, TechCrunch, Huffington Post."

Oath, the umbrella under which Yahoo and AOL will live, is the result Verizon's \$4.5 billion acquisition of Yahoo — which it will merge with its AOL operations. Armstrong says users of Yahoo products will be able to keep using them, but they're probably going to see a lot more cross-promotion of content and brands owned by Verizon."

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As Mobile Ad Spend Continues to Increase, Are Brands Putting Enough Into In-App Ads?

MobileMarketing – March 27, 2017

By Tyrone Stewart

"Global mobile ad spend is predicted to increase to \$215bn (£172bn), or 72 per cent of the total digital budget, by 2021 – according to US marketing consultancy Magna. This would equate to an increase of more than 100 per cent in just four years.

In 2016, a year when desktop ad sales stagnated, mobile advertising grew 48 per cent to reach \$80bn – or 45 per cent of total digital ad spend. By the close of 2017, mobile advertising is expected to account for 52 per cent of the total digital ad dollars.

Despite the huge amounts of money being poured into mobile ads, "brands could do more and shift more dollars to the actual app ecosystem." That's what Facebook's head of publisher solutions in EMEA, Yoav Arnstein, thinks anyway.

Speaking at Advertising Week Europe, Arnstein said:

"Consumption inside apps represents more than 50 per cent of overall digital consumption – so, the user time is definitely there."

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Millennials, mobile centrics and screen shifters drive content streaming

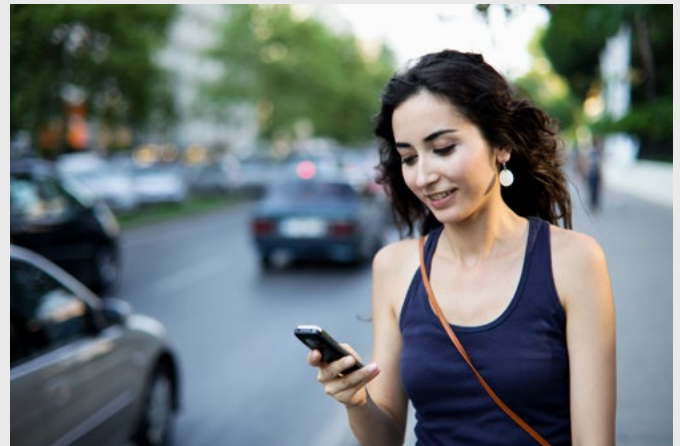
ITWeb Africa – March 15, 2017

"The possibility of viewing content anywhere has, on its own, continuously driven the consumption of TV and video according to Ericsson's latest Consumer Lab TV & Media Report.

The annual report studied trends in 22 countries, including South Africa, and found that consumption of video content is growing, despite issues like buffering or the lack of coverage in some areas which impacts on user experience when streaming video content.

Based on feedback from 30,000 online interviews with people aged 16-69 across 24 markets, in addition to 24 in-depth interviews in Cape Town, San Francisco and Stockholm, the Report stated that "...a mobile subscription plan that allows affordable streaming of TV and video content on a mobile device – with reasonable video quality and without having to ration data – is of great interest to 40 percent of consumers globally. Millennials are the most interested group at 46 percent, as these consumers typically use multiple on-demand services across several devices. A similar trend can be observed in individual markets, where consumers in India (72 percent), Colombia (60 percent) and South Africa (58 percent) show the highest interest levels for such capabilities," notes the seventh edition of the annual report."

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Mobility Minute: Generating Revenue Through Mobile Device Management, BYOD Policies For SMBs

CRN – March 21, 2017

By Morgan Healey

“Research firm IDC predicts that the mobile workforce will increase by nearly 10 million individuals by 2020. Pretty staggering numbers, and solution providers like Swift Chip already are reaping the benefits.

“We are now starting to see mobile device management happening for the SMB market, which is very exciting because it means new revenue opportunities, new capabilities, and new ways we can differentiate ourselves from our competition,” said Ken May, CEO of Los Angeles-based Swift Chip.

Swift Chip remotely manages the mobile devices its SMB customers' employees use daily, and May said mobile device management presents “a very good margin opportunity.”

When it comes to BYOD, Swift Chip helps customers decide whether to allow employees to use their own devices for work. If the answer is yes, the solution provider then separates private company data from personal information on those devices.

“They realize now that this is a very important security vulnerability that needs to be addressed.”

Finally, Swift Chip guides SMB customers through developing BYOD policies, informs employees of those policies and monitors any security risks.”

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All Things Mobile: Managing the Shift in the Enterprise

No Jitter – March 15, 2017

By Mark Price

“Are we there yet? We’ve been moving towards the mobile enterprise for years, and it seems like we are just about there. In 2017, millennials already represent a third of the U.S. workforce, data shows -- and we all know how much they love their mobile devices. In a recent Gallup poll, 43% of employed Americans said they spent at least some time working remotely in 2016. And according to Cisco, by 2020, wireless and mobile device traffic will account for two-thirds of total global IP traffic.

While employees using mobile devices for work is nothing new, the risk associated with those devices has been multiplied by hundreds, or even thousands, due largely to the ever-growing number of vulnerable applications. Employee devices lie outside of a company's security perimeter (firewalls, threat management, spam filters, and other security tools), yet they grant access to some of the most sensitive information inside of a company: email, customer data, HR information, sales data, and business strategy and plans.”

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