

Deutsche Telekom's International Carrier Sales & Solutions (ICSS) has stepped into a new role in the content business by launching ConX — Content eXchange — a new sales platform for content, an automated, lean method of selling and buying content online

A new sales platform for content

Deutsche Telekom's wholesale division, International Carrier Sales & Solutions (ICSS), continuously adjusts its innovation strategy in regard to current market developments and new technologies.

The content delivery market provides many opportunities for the company to participate. In 2007 ICSS began a dedicated innovation approach, looking into fields such as market enablement services, follow me/always-on, next generation content solutions, integrated communications and next generation VoIP.

Due to fast developing trends such as digitisation, mobilisation, and personalisation, ICSS is now looking into new growth areas where telecoms, internet and content meet. Areas of focus for ICSS's innovation team include:

- virtual carrier solutions;
- security/enabling solutions;
- IP video solutions; and
- content solutions.

A vast market is developing around premium online entertainment and digital content. The content delivery market provides opportunities for carriers, and ICSS is thus seeking the best way to participate in this growing business.

Web 2.0 trends are already significant in this area. Both content and applications are moving to the web; content is becoming digitised; and the old ways of delivery are changing dramatically.

The drivers of these trends are the internet users themselves, who are changing the way they consume content online. They want access to content and applications through multiple channels, anywhere and always on, and expect improved website performance, better download times, and so on.

Media and entertainment customers are ICSS's most widely served wholesale customer group, and

the company expects a requirement for even more content and media distribution in the future.

There is also an increasing need for new IP and web-based distribution models for online content, such as music, video or gaming. As a result, different types of content create different forms of traffic and have many different delivery requirements.

Opportunities for carriers

The traditional wholesale business is changing, and today's wholesale carriers are looking for additional revenues and new business.

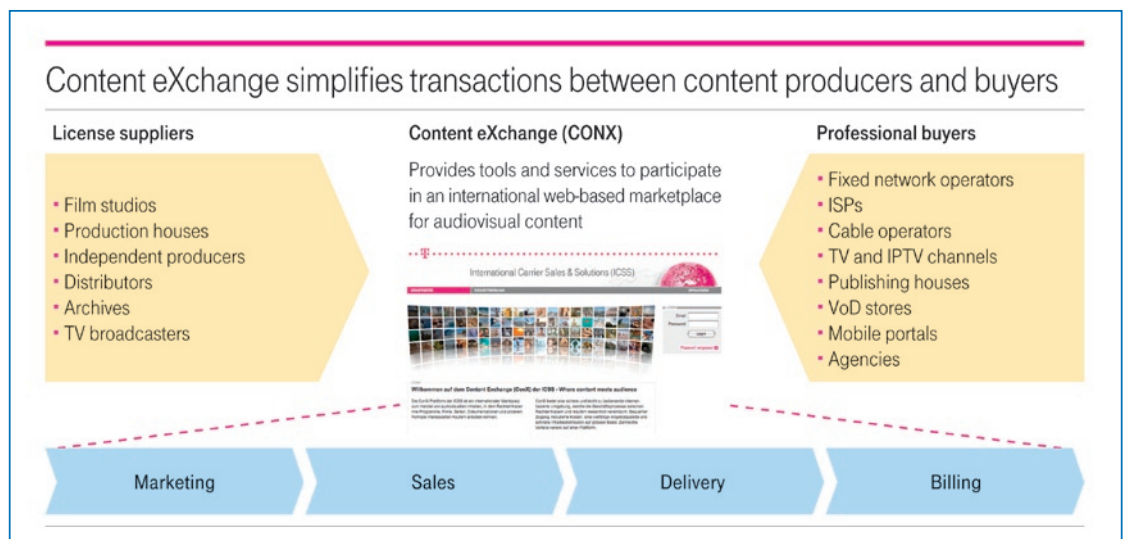
According to all indicators of growth, a vast market is developing around online entertainment and digital content. At the same time, the paid-for content market is growing in complexity, with numerous producers emerging across the world — all of which are seeking distribution to new and old audiences.

These suppliers are producing everything from short-form videos for specific target groups to blockbuster films for global distribution. ICSS expects the online video audience to rise exponentially: this expanding audience wants to consume and purchase videos via the internet.

The fast growing content market is becoming increasingly crowded and complex. Numerous content suppliers produce videos and other types of content in various formats for different target groups and want to have them delivered via multiple distribution channels and devices.

This huge complexity and the combination of a growing market, along with globalisation, plus increasing technical and commercial complexity, require the creation of an automated, lean method of selling and buying content online.

Content eXchange simplifies the transactions between content producers and buyers



Content exchange takes into account a range of matters such as licensing issues as pricing negotiations



ICSS believes that it has to participate in this new development and provide solutions for the enablement for digital media to the web.

The right content and value-added strategy

ICSS launched CDS, its content delivery solution, in January 2009 as a first important step for the company on its way to the content-enabling arena. ICSS has won some attractive customers since then, and now has around 60 direct and indirect customers on the platform.

But ICSS's content strategy goes beyond CDS. Its intention is to generate a service portfolio with an advanced set of value-added solutions to go along with CDS. ICSS is thus creating managed, shared platforms with embedded services in response to its clients' need to support virtual scenarios.

ICSS offers these solutions in a white-labelled form to the Deutsche Telekom group or to innovative external companies, guaranteeing speed to market.

ICSS is now putting its content and value-added strategy into action. Launches of value-added services to go along with CDS were a focus of ICSS in 2009.

The ICSS content exchange platform

On December 1 2009, ICSS announced the launch of a new business-to-business marketplace: its new Content eXchange — or ConX — solution, a web-based platform for professional content trading.

This is a part of the content and media strategy of ICSS and is a step forward in the evolving digital marketplace. ConX is an additional product and platform built on ICSS's vision to serve the emerging, evolving digital content space by partnering with innovative, young start-ups.

ConX is a global, compelling marketplace for audiovisual content. The web-based platform for professional content trading allows a content or media provider to offer programs, films, documentaries, and other video formats to buyers such as ISPs, carriers or IPTV service providers, or other resellers looking for attractive high-quality content for their own distribution channels and target customers.

Content eXchange provides a secure and straightforward online environment that simplifies the transactions between professional content owners and buyers — taking into account a range of matters such as licensing issues as pricing negotiations. The solution offers easy access, reduced costs, efficient transactions and a wide range of tools and services to participate in an international marketplace conceived for multiple content offerings and content distribution on a global scale.

Deutsche Telekom ICSS

ICSS, the international wholesale arm of the Deutsche Telekom group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia.

With continuously changing markets, ICSS has redesigned its portfolio from traditional voice ad transport services to advanced innovative wholesale services and customised IP solutions.

The business activities and efforts of ICSS focus on serving the following market segments through a worldwide sales network:

- broadband operators (ISPs, WISPs, and VoIP SPs);
- mobile operators and MVNOs;
- content, application and media providers;
- corporate service providers and VNOs;
- fixed voice carriers; and
- carriers' carriers and their customers.

ConX aggregates and reduces about 90% of the transactional friction for the globalised purchase and distribution of content.

Reasons to choose ConX

ConX exactly matches a buyer's or reseller's requirements of content, as well as those of a content producer or owner. It thus provides a secure, straightforward online environment that simplifies the transactions between professional content owners and buyers from licensing issues to pricing negotiations.

The solution offers numerous benefits from a single source. Key benefits for content buyers or resellers are:

- easy search and preview of a wide range of content online;
- retrieval of content for individual requirements;
- enhancement a buyer's or reseller's offering in the most convenient, efficient way;
- discovery of new content quickly from wherever buyers or resellers are located;
- check of available licences and conditions online;
- adaptation of conditions and terms online;
- elimination of lengthy negotiations using standardised terms and conditions;
- use of recently licensed content immediately for their distribution channels; and
- reduction in their transaction costs.

Key benefits for content owners are as follows:

- profiting from an efficient, rapid way to bring their content to the market;
- extension of the reach of their marketing and sales activities;
- staying in control of their licensing processes and conditions;
- leveraging of the potential of additional distribution channels;
- taking advantage of reduced transaction costs;
- management of metadata and content rights for all assets online; and
- complete transparency of their revenue generation. ■

How to register with the platform

- 1: Visit the ICSS website or go directly to www.deutschetelekom.com/conx or register with ConX using your company information.
- 2: You will receive a confirmation message within two days introducing you to the platform.
- 3: Accept the terms and conditions and immediately start selling or buying content on ConX.

For more see
www.deutschetelekom.com/icss
 or directly at
www.deutschetelekom.com/conx