

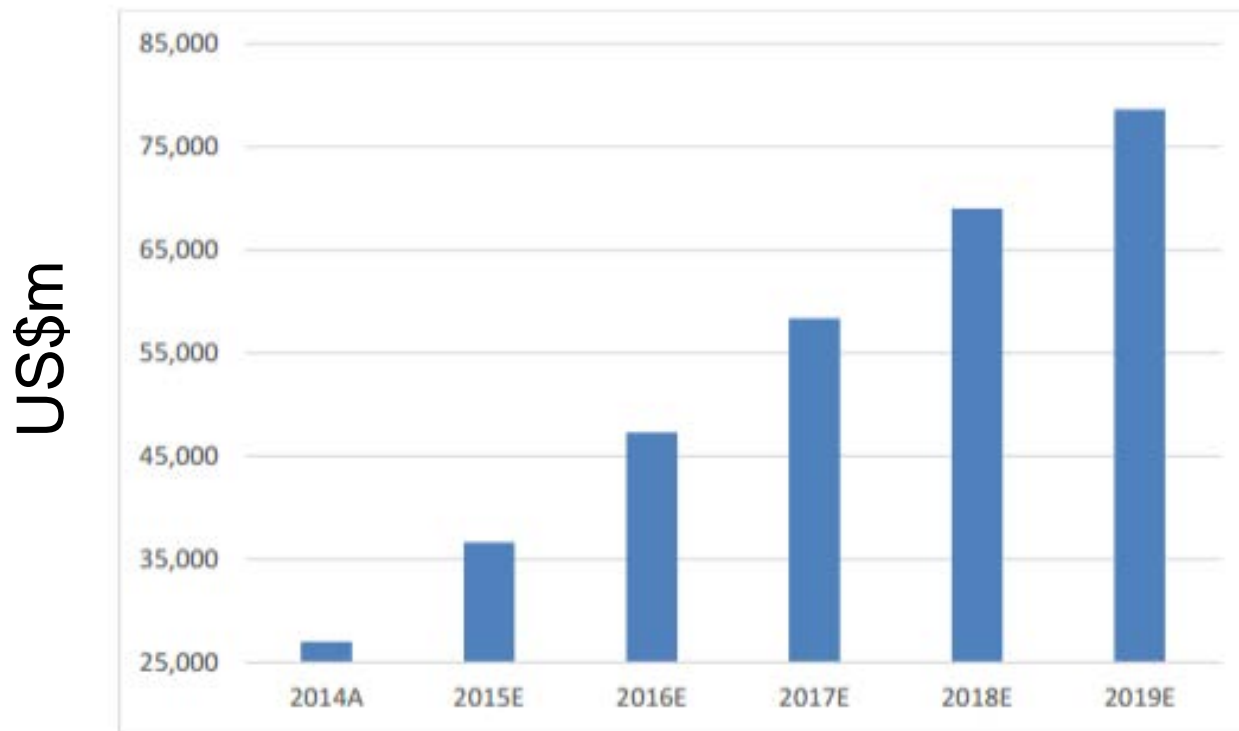
How are operators maximizing carrier billing revenue from app stores?

Ray Anderson
CEO

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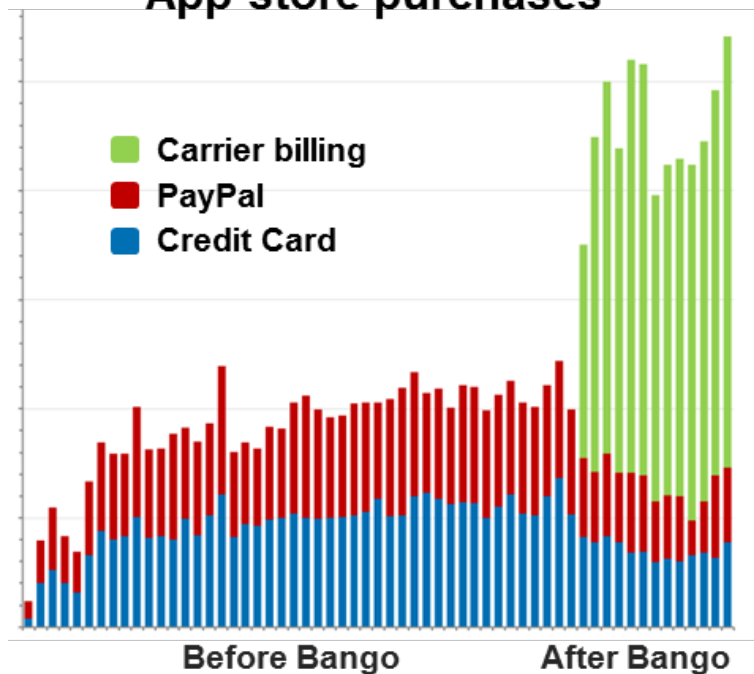
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**Global app download market by value
(US\$m) 2014-2019E**

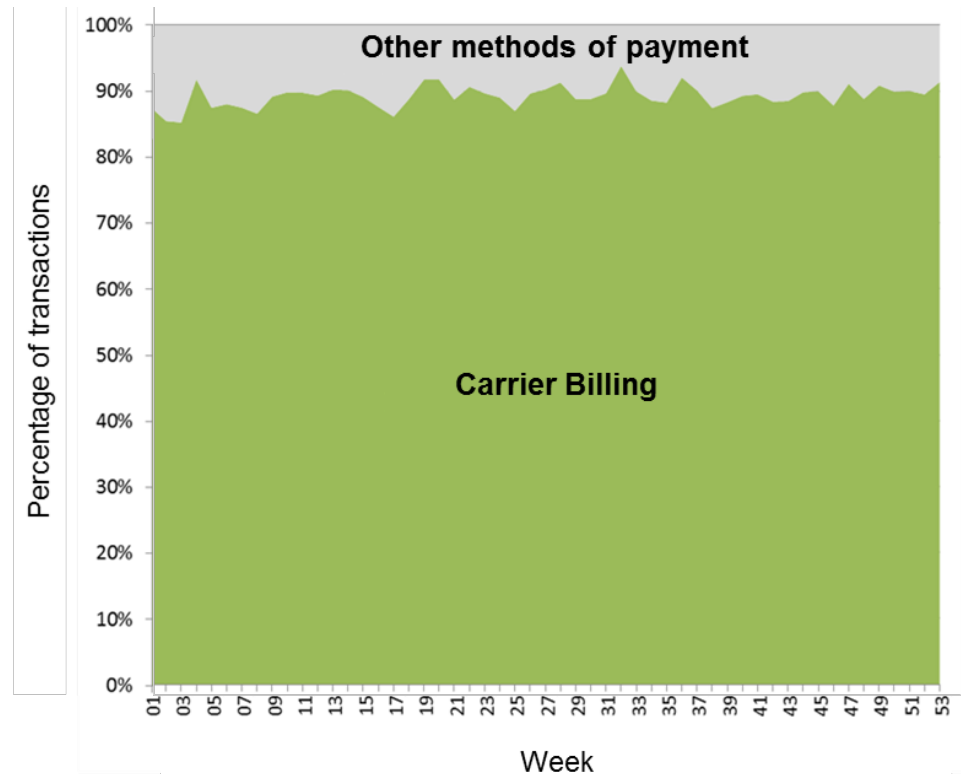


* refers to the major global app stores

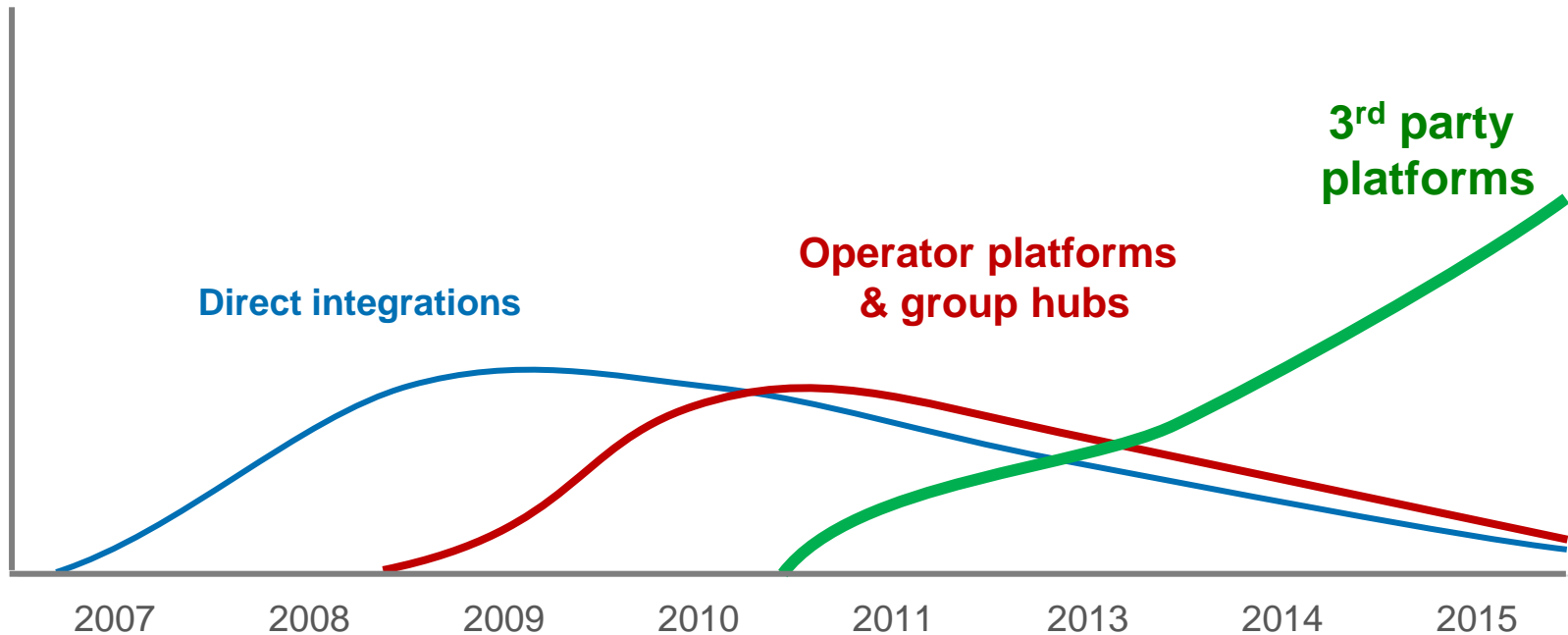
App store purchases



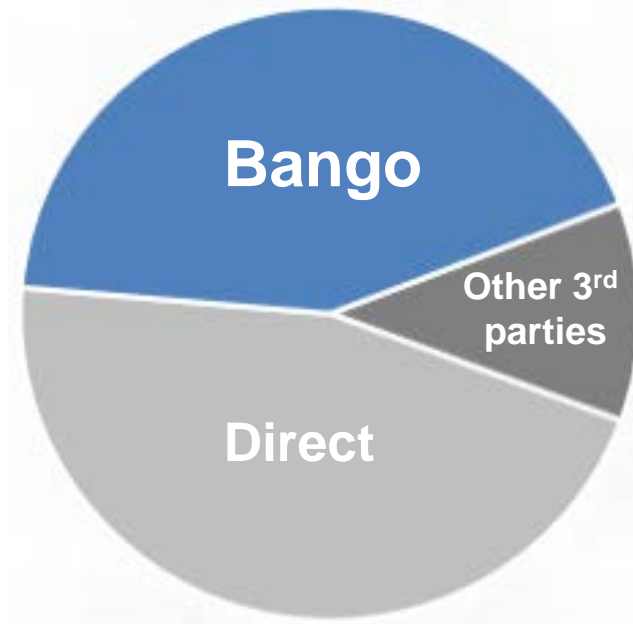
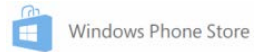
Developed markets



Emerging markets



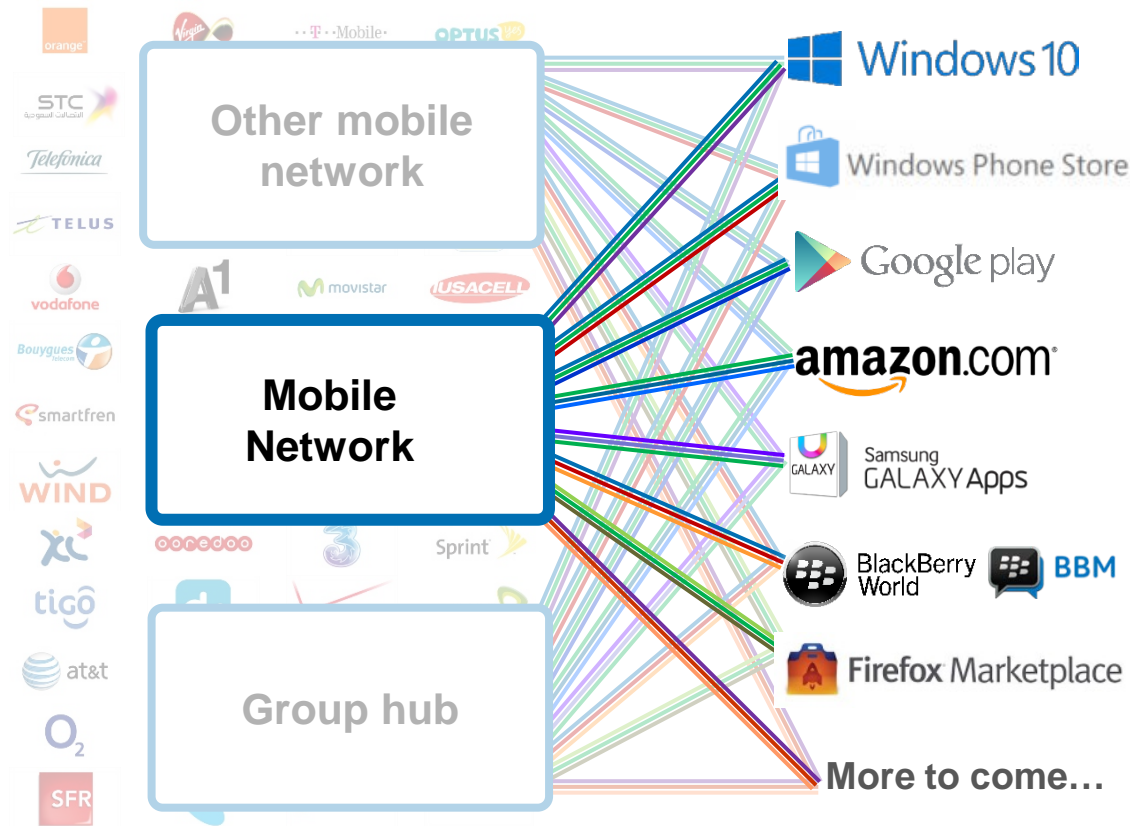
The current app store carrier billing marketplace **bango**



App store DCB market share

More than half of app store activations are now leveraging platforms.

Progressive Equity Research (2015)



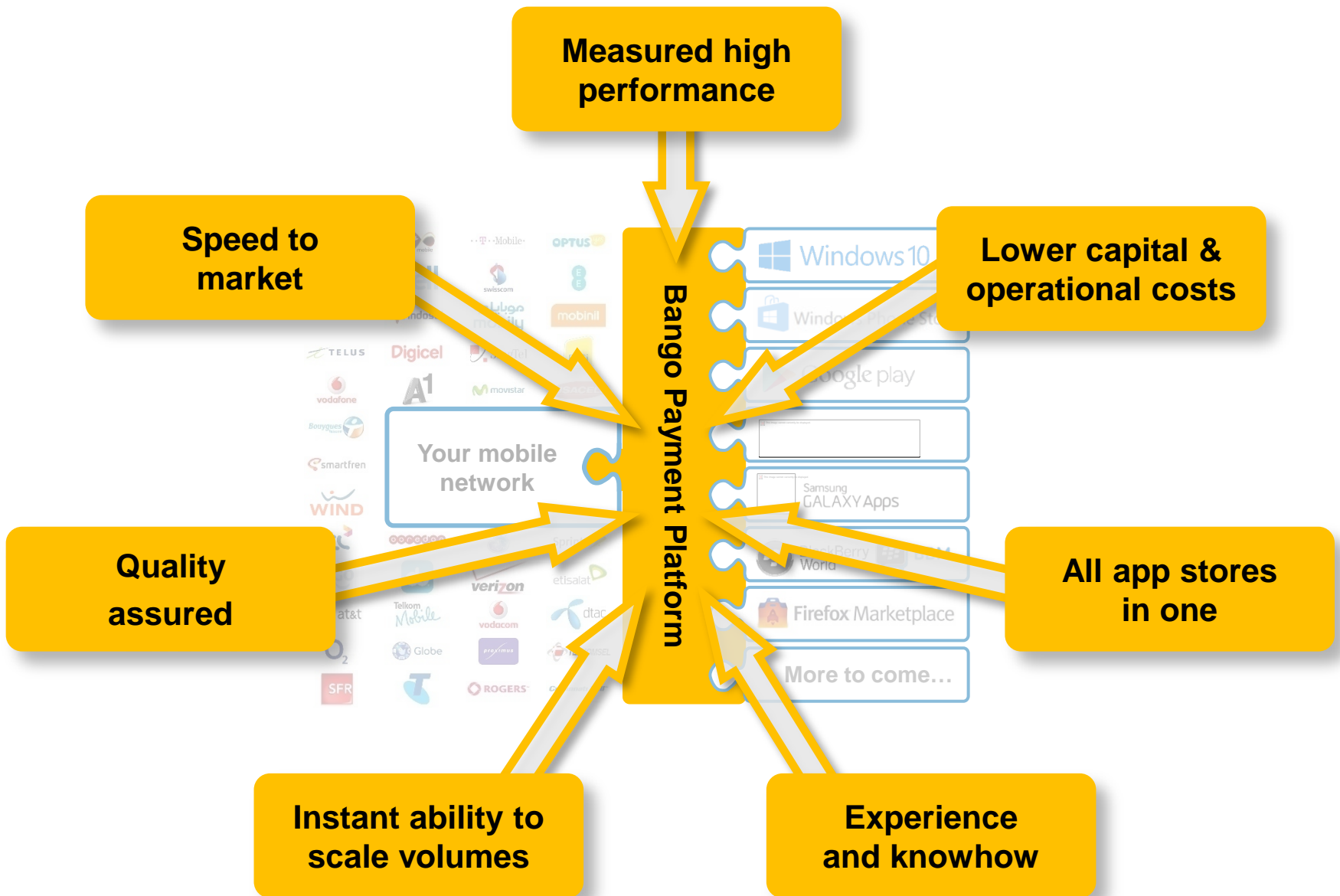
Many separate integrations with complex finance and reporting systems

A platform simplifies integration



One integration with each mobile network

Delivers *all* app stores pre-integrated

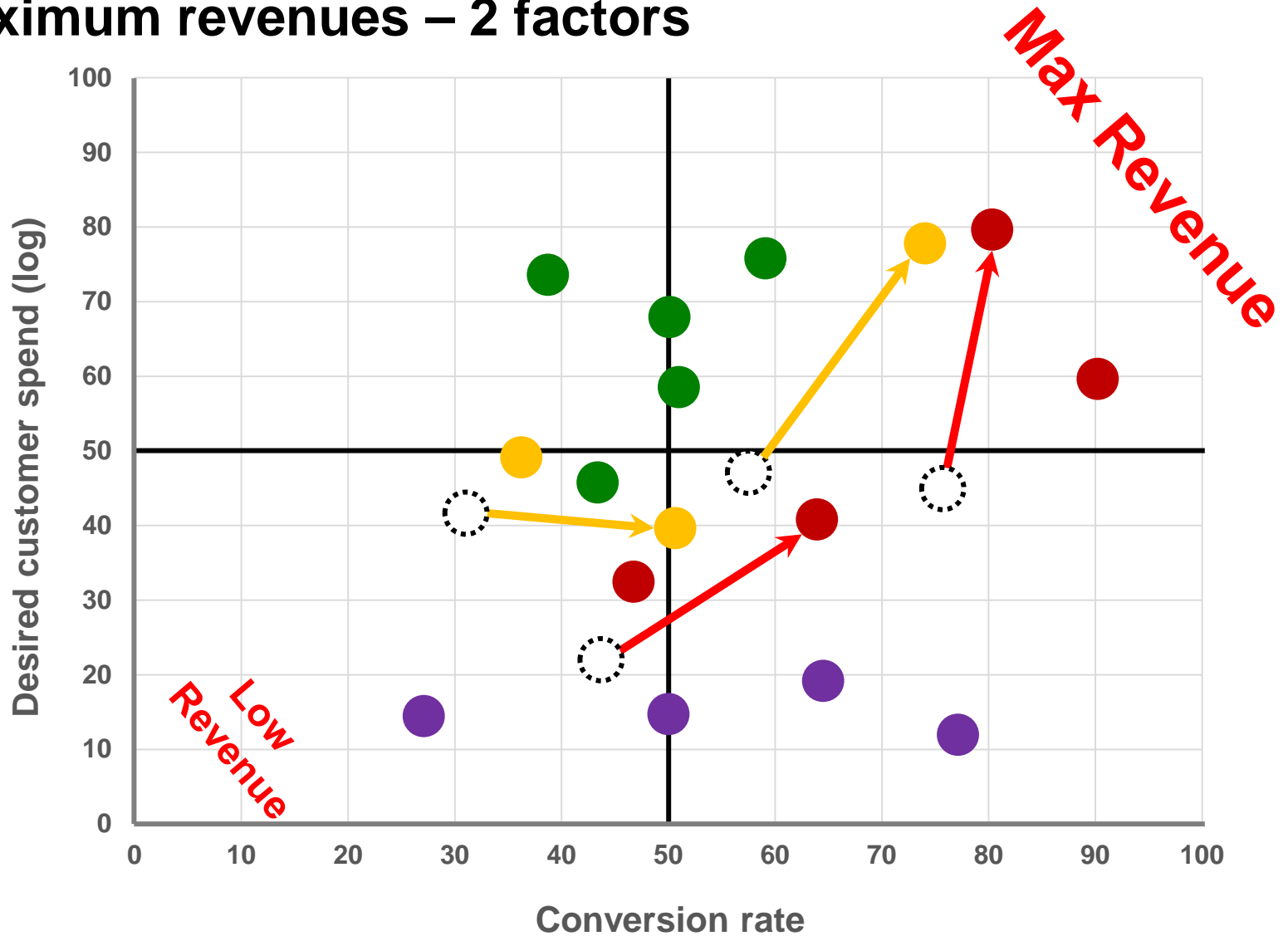


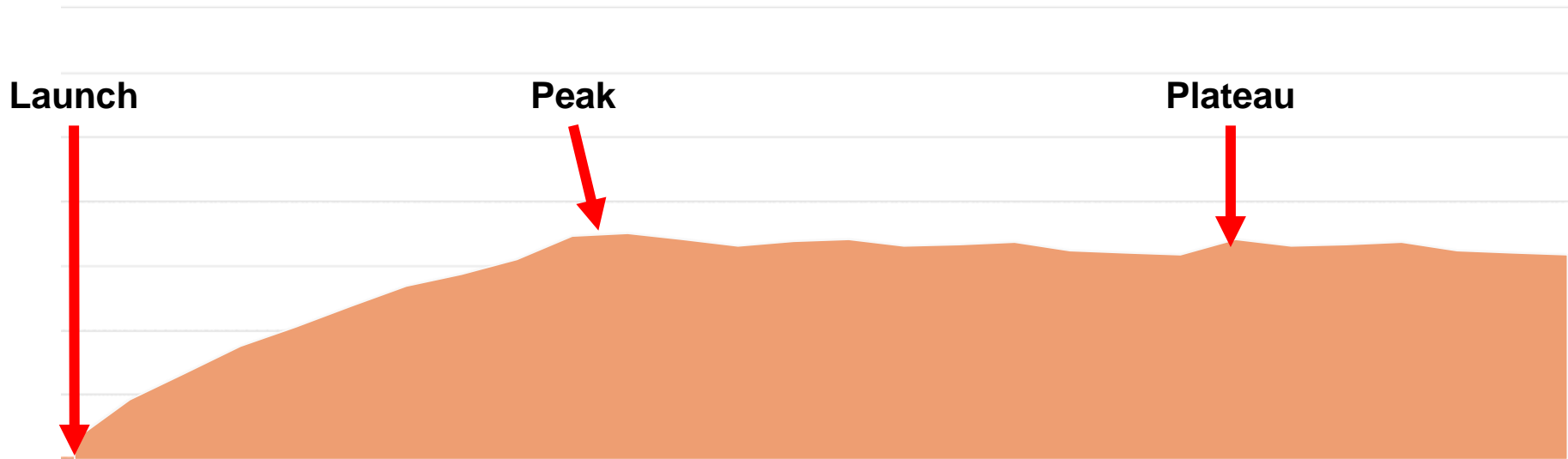


But...

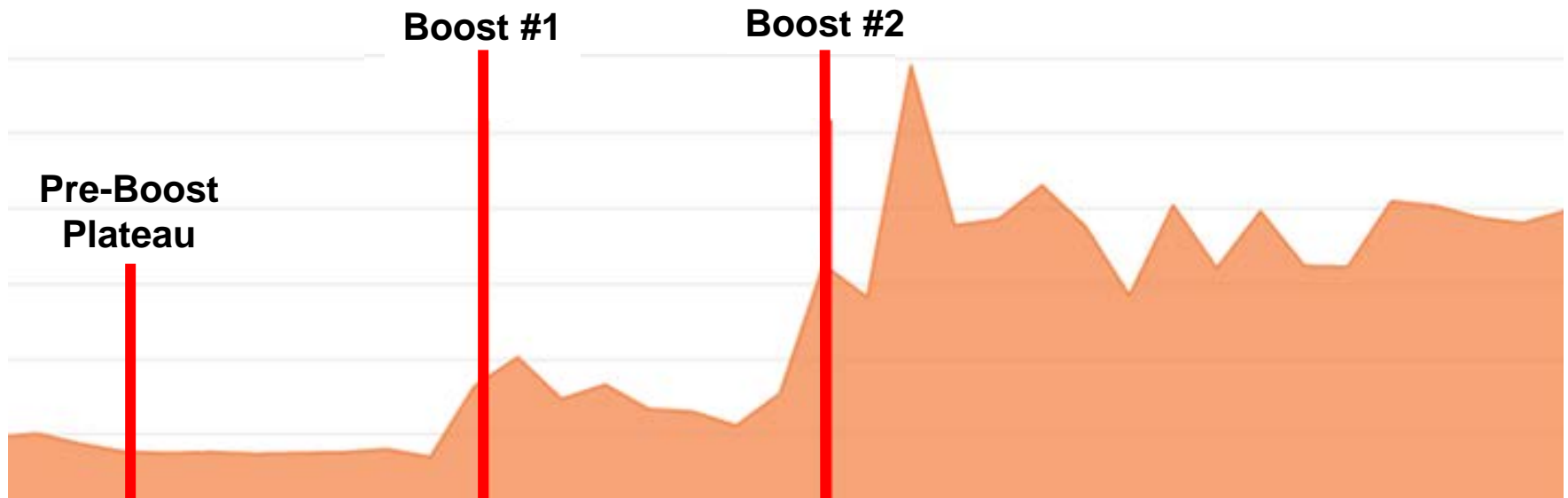
App store carrier billing
is more than just
the initial integration

Maximum revenues – 2 factors



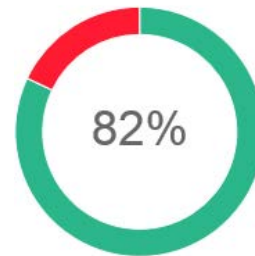


**Most app store carrier billing launches look like this
- even the biggest mobile operators**



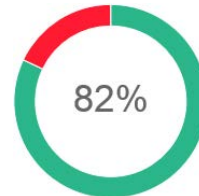
Operators often gain 30-40 percent growth in end user spend

**Is your 82% sales success good,
or should it be better?**



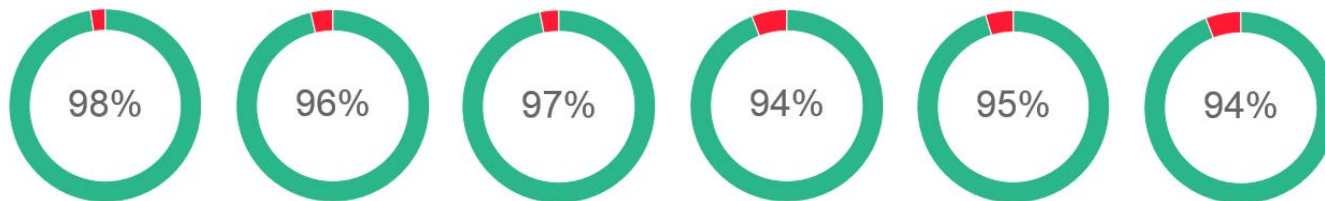
App store sales success on your network

**Is your 82% sales success good,
or should it be better?**



App store sales success on your network

Comparative data from Bango Platform

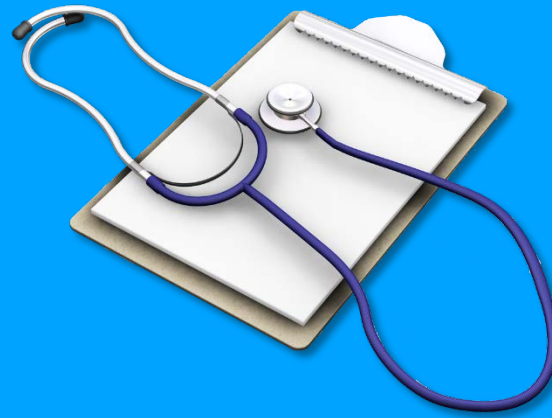


Same app store sales success on other operator networks

- 1. Offer carrier billing to all app stores**
- 2. Leverage platforms - don't DIY**
- 3. Focus on post launch activity**
- 4. Educate and promote**
- 5. Measure, benchmark and optimize**

Complimentary to attendees

Bango Health Check



email: Info@bango.com

Questions?

Info@bango.com

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