

**ENABLING AN OPERATOR-INDEPENDENT TRANSACTION  
MODEL FOR MOBILE PHONE CONTENT SERVICE  
PROVISION THROUGH THE OPEN CPA STANDARD**

Petter Nielsen

Ole Hanseth

University of Oslo

# Convergence and standardization

- Amalgamation of mobile telecommunication networks, information technology and “content industry”
- Blurring borders between networks, devices, markets, assets and responsibilities
- A need for standards, but new and flexible

# Nature of content services for mobile phones

- Needs/motivations for “convergence”:
  - Cost effective payment solution (content providers)
  - Transparent content provision to the whole market (content providers)
  - Telecom operators are not able to brand entertainment – it is also too costly (operators)
- Cheap, to be consumed with the mobile phone
- Short lifespan: Driven by events, fashion waves and marketing campaigns more than (technical) innovation

# Content Provider Access (CPA) business model and platform

- Enables transparent provision of content services to mobile phones
- Business model:
  - Open garden – transparent service access and pricing to enable ease of use, ease of advertising and economy of scale
- Platform (technical)
  - No standard, only a minimum (non-standardized) of services provided to content providers

# Research questions

- Understand the kind of standardization processes/standards related to convergence
  - Dynamic, personal on ad-hoc basis
  - Standardization of a business model (non-technical) to enable technology-based services
- Identification of the critical factors that supports the development of CPA as a standardized business model in different national contexts
  - Open garden approach by operators
  - History of cooperation among operators
  - Pro-activeness by operators toward content providers
  - Presence of content entrepreneurs
  - Support and not obstacles introduced by regulators

# Research design

- A study of the development of CPA in Norway – interviews with key stakeholders
- CPA in the subsidiaries of Telenor, most probably Hungary, Ukraine/Russia and Malaysia (Jan/Feb/March 2004)

# Unresolved issues

- Theoretical grounding
  - Standardization
- Research design
  - Identification of stakeholders and critical factors
- CPA in foreign cultures
  - How to approach
  - Understand the market and the organization