

1. Record Nr.	UNINA9910830949503321
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Titolo	m-Profits [[electronic resource]] : Making Money from 3G Services
Pubbl/distr/stampa	Hoboken, : Wiley, 2004
ISBN	1-280-25172-7 9786610251728 0-470-29940-1 0-470-85512-6 0-470-85511-8
Descrizione fisica	1 online resource (378 p.)
Disciplina	384.5 658.8/4
Soggetti	Cellular telephone services industry Economic aspects Electronic commerce Global system for mobile communications Radio Cell phone services industry Transportation Economics Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	m-Profits; About the Author; Contents; Foreword; Acknowledgements; 1 Intro to m-Profits: Show me the money; 1.1 Soup du jour is alphabet soup; 1.2 For whom; 1.3 Usage; 1.4 Start me up; 2 Characteristics of Mobile Services: What makes them different; 2.1 Value in mobile services; 2.2 Other attributes of 3G services; 2.3 Service formulae; 2.4 At last on attributes; 3 Mobile Phone the Most Personal Device: Cannot live without it; 3.1 First universal gadget - the wristwatch; 3.2 Science fiction is here today; 3.3 Mobile phone is the most personal device of all time 3.4 Near future evolution of mobile phones3.5 Nobody does it better; 4 Micro-payments: The magical key to content revenues; 4.1 How the

Internet evolved to adjust to access devices; 4.2 Fundamental curves; 4.3 Billing on the fixed Internet; 4.4 Mobile Internet billing is exactly the opposite; 4.5 Customers and money will move content; 4.6 Keep charges below the pain threshold; 4.7 Money money money; 5 The 5 M's of 3G Services: Recipe for killer cocktails; 5.1 The 5 M's; 5.2 Movement - escaping the fixed place; 5.3 Moment - expanding the concept of time; 5.4 Me - extending me and my community 5.5 Money - expending financial resources 5.6 Machines - empowering devices and gadgets; 5.7 Using the 5 M's to build value to a service; 5.8 The killer app in 3G; 5.9 Finally on the 5 M's; 6 The Profits of Movement Services: Escaping the fixed place; 6.1 Guiding services; 6.2 Adding value to travelling life; 6.3 Translation services; 6.4 Business services around Movement; 6.5 Telehealth services; 6.6 Synchronising gadgets; 6.7 Services for employees; 6.8 My services travel with me - VHE (Virtual Home Environment); 6.9 Real services today on Movement; 6.10 Moving on up 7 The Profits of Mobile Services: Expanding the concept of time 7.1 Mobile entertainment; 7.2 Repackaging serial content; 7.3 Mobile information and infotainment; 7.4 Mobile banking; 7.5 Mobile games; 7.6 Real services today on the Moment attribute; 7.7 Last moment on Moment; 8 The Profits of 'Me' Services; 8.1 Rich calls; 8.2 Personalising calls; 8.3 Show Me; 8.4 Video calls; 8.5 CRM - Customer Relationship Management; 8.6 Messaging and love life; 8.7 Communities; 8.8 Mobile chat; 8.9 Adult entertainment; 8.10 Real services today on Me; 8.11 I'm that type of guy 9 The Profits of Money Services: Expending financial resources 9.1 m-Commerce; 9.2 Selling digital content; 9.3 Mobile advertising (mAd); 9.4 When ads become content; 9.5 Viral marketing; 9.6 Call to action in mAd; 9.7 User created content; 9.8 Real services today around Money; 9.9 Got your money; 10 The Profits of Machine Services: Empowering gadgets and devices; 10.1 Automobile telematics; 10.2 Remote views; 10.3 Remote control; 10.4 Law enforcement; 10.5 Feedback systems; 10.6 Other machine services; 10.7 Real services today around the Machines attribute; 10.8 Blockbuster 11 Money Patterns in Cellular Networks: The 'hockey stick' curves

Sommario/riassunto

UMTS as a technology allows for exciting new applications of some of the best ideas of services in the fixed telecoms, cellular/mobile telecoms, and internet environments, with many revolutionary new possibilities which simply do not exist in the current media and communications vehicles. The current worldwide interest in UMTS/3G is driven partly by the imminent roll-out of the new infrastructure during 2002/3. The general consensus in the telecoms industry is that that services will be driving this new UMTS/3G industry, and with no historical reference points, a large worldwide demand exists fo