



Case 3: Telecom Sector

Declining revenue streams

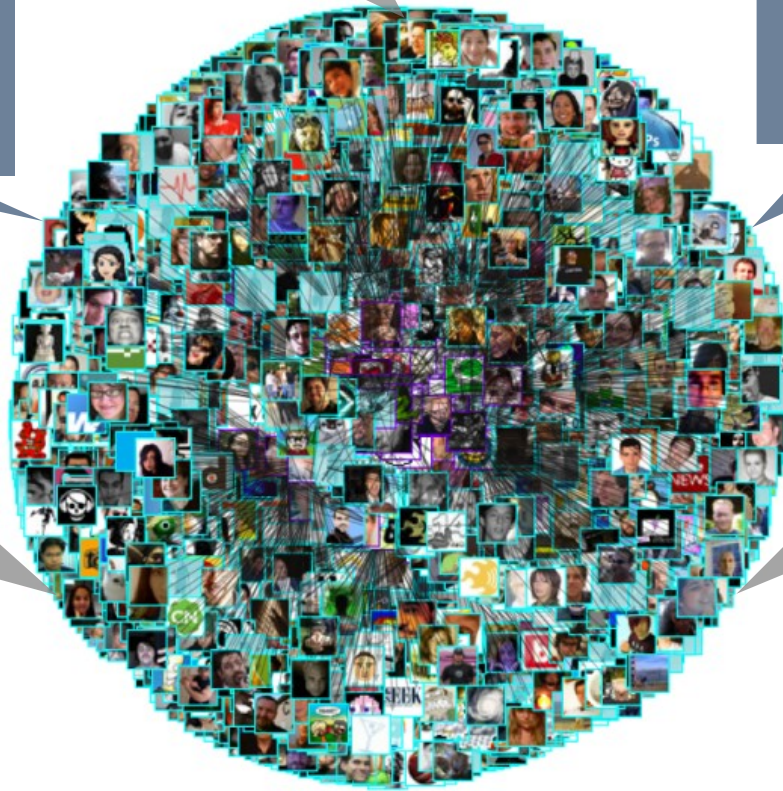
In 2009, nearly 70% of world population had a mobile phone subscription

Revenues from fixed line phones are declining

Free mediums like Skype, Facebook etc. make revenue generation tougher

Data services are taking over voice services as source for revenue

Companies are outsourcing their networks to save costs



How would telecom companies sustain the existing revenue generation streams or create new streams in the future? How do you think the business model for telecom companies will look in the year 2020?