

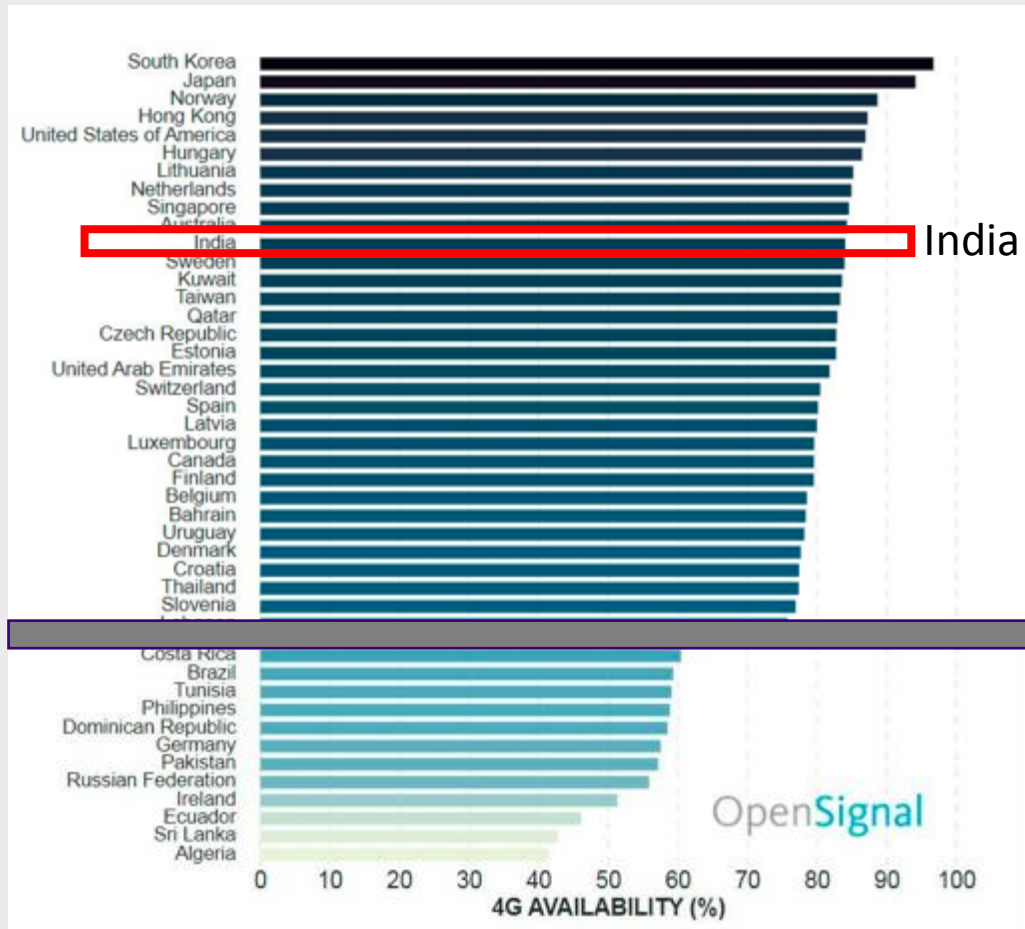
Wi-Fi India Summit 2019

An Emerging Model For Sustainable Public Wi-Fi

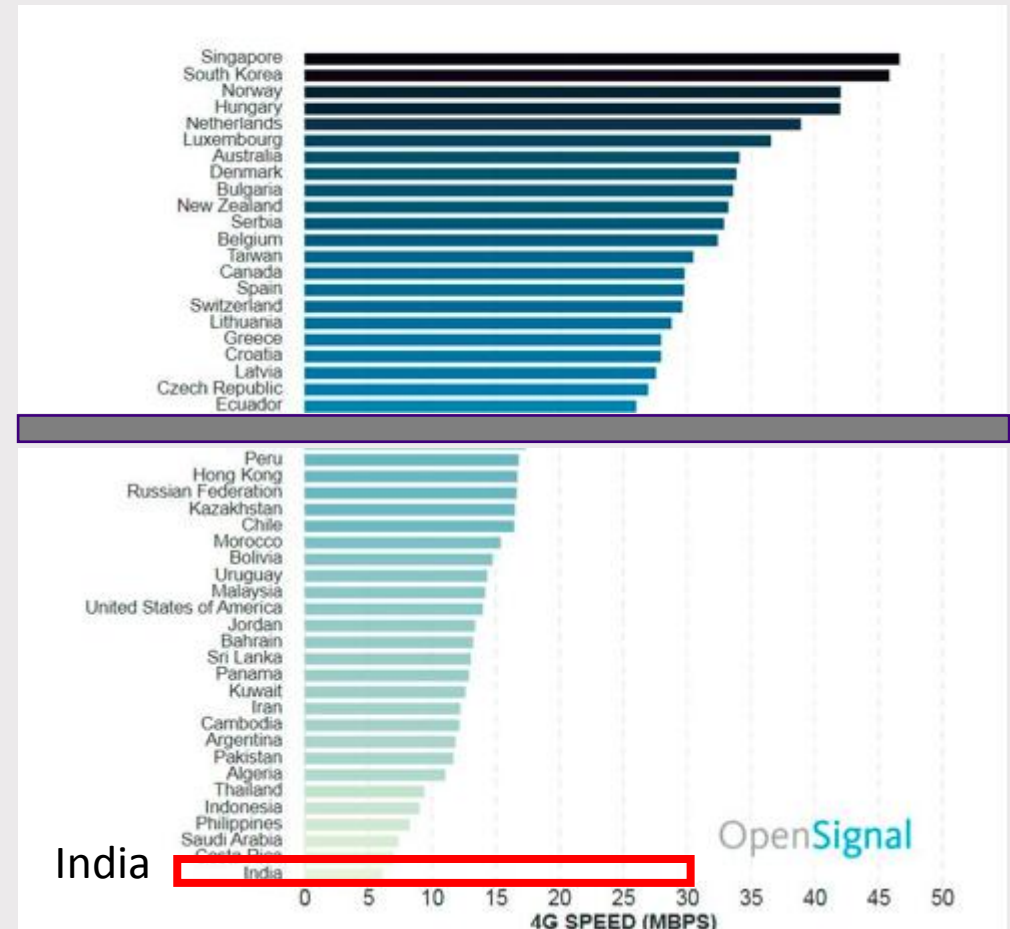
06 February 2019
Satish Mittal

Mobile Only is Not the Answer

4G Availability



4G Speed



Can Wi-Fi be a Viable Complement?

Pros

Speeds are generally much better

Public Wi-Fi can serve very broad populations

For non-roaming scenarios, Wi-Fi is the preferred access method

Cons

Wi-fi operators have struggled with sustainability

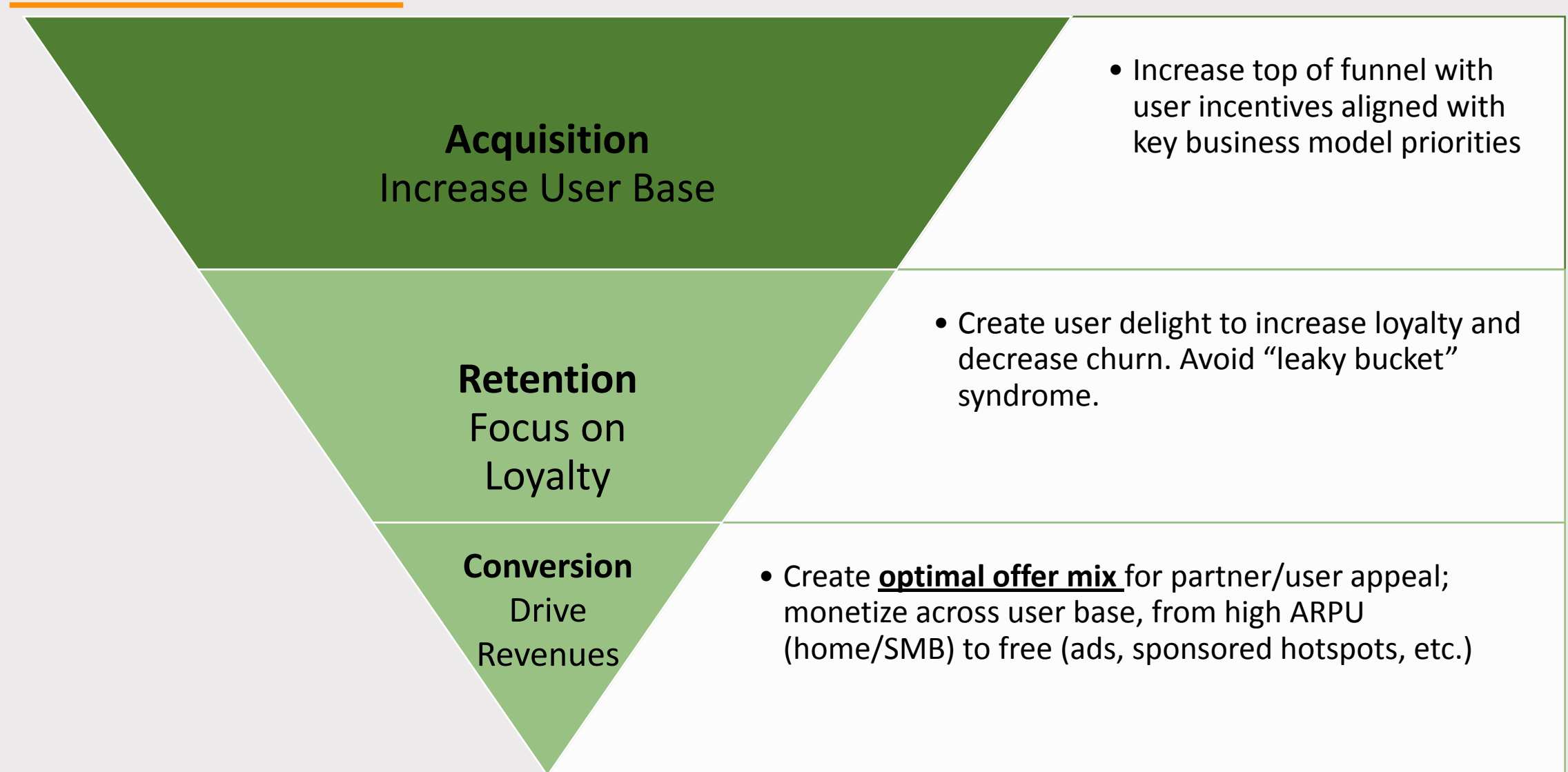
Public wi-fi is often fraught with quality issues

Open questions about 'myth or reality' have been asked for many years

So, is sustainable public Wi-Fi a myth or a reality?

Reality

Helping Partners Drive A healthy Wi-Fi Business in 3 Steps



Monetization: drive positive ROI through portfolio strategy

Wi-Fi - Multiple Revenue Stream Model (illustrative)



Pre-paid data packs

Home/SMB

Third Party Pays

Ad-based model

Offer upsell

Sponsored Hotspot

Direct Revenues

Indirect Revenues

Data Off-Load

Enabling the Future

- Invest heavily in enabling tools for partner success
 - Monetization and management
- Partner with ISPs, MNOs and local government
 - Focus on both new and existing network deployments
 - Support smart cities and municipal Wi-Fi
 - Key Goals - drive high usage, and support partner sustainability
- *Provide great Wi-Fi, when and where people need it*

Thank you