

**Examination 9.5.2007**

**T-109.4300 Network Services Business Models (3 cr)**

Mark clearly on each paper:

- T-109.4300 Network Services Business Models
- Examination 9.5.2007
- Family name, first name
- Training program, student number

Answer to two of the questions 1 - 3 and to the compulsory question 4, only based on the content of the required material and lectures. Applied question 5 is also compulsory to all. Try to structure your answer before starting to write and **pay special attention to clear handwriting.** The answers will be reviewed in scale 0-6 and the maximal score is accordingly 24.

1. Spectrum pricing methods in mobile networks
2. Key technologies and operator roles in Mobile TV
3. Mobile consumer behaviour
4. Define the following concepts shortly (1p / concept):

dominant design, PoC, Metcalfe's law, switching cost, walled garden business model, IMS

5. Construct and describe based on the exam material and your personal knowledge three scenarios (alternative future development paths) how the mobile multimedia market could develop in the middle term timeframe (2007-2012). You do not have to present exact market figures. Focus on network technologies, services, content, terminals, regions and endusers needs. Analyse which of these scenarios could be most likely.