

# TELCO STREAMING MEDIA STRATEGY

Strategic Insights for Telcos to Seize Opportunities and  
Competitive Advantage in the OTT Streaming Market



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# The Great Convergence:

## Strategic Insights and Opportunities for Telecommunications Operators in the Post-Consolidation Streaming Era

### Executive Summary

The commoditization of core connectivity services (broadband and mobile data) continues to exert downward pressure on Average Revenue Per User (ARPU), while the explosion of bandwidth-intensive applications drives capital expenditure requirements. However, the very complexity resulting from media consolidation and the fragmentation of niche rights creates a vacuum that Telcos are uniquely positioned to fill: the role of the "Super Aggregator."

This report provides an exhaustive analysis of this new landscape. It argues that while bundling mainstream SVOD (Subscription Video on Demand) services is a necessary defensive baseline, it is insufficient for long-term growth. The true strategic opportunity for Telcos lies in leveraging their unique infrastructure assets—specifically 5G Standalone (SA) networks, Network Slicing, and Edge Computing—to unlock value in underserved, high-engagement niche verticals.



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# Executive Summary

The global media and telecommunications landscape of late 2025 stands at a definitive inflection point, marking the end of the "Streaming Wars" and the commencement of the "Era of Aggregation and Rationalization."

The defining event of this period—Netflix's acquisition of Warner Bros. Discovery's studio and streaming assets for approximately \$82 billion—has fundamentally altered the competitive calculus for every participant in the digital value chain. This singularity has signaled the transition from a market characterized by fragmentation and loss-leading subscriber acquisition to one defined by consolidation, profitability, and the dominance of "Mega-Platforms."

For Telecommunications Operators (Telcos), particularly across Europe and mature markets, this shift presents an existential paradox.

The commoditization of core connectivity services (broadband and mobile data) continues to exert downward pressure on Average Revenue Per User (ARPU), while the explosion of bandwidth-intensive applications drives capital expenditure requirements. However, the very complexity resulting from media consolidation and the fragmentation of niche rights creates a vacuum that Telcos are uniquely positioned to fill: the role of the "Super Aggregator."

This report provides an exhaustive analysis of this new landscape. It argues that while bundling mainstream SVOD (Subscription Video on Demand) services is a necessary defensive baseline, it is insufficient for long-term growth. The true strategic opportunity for Telcos lies in leveraging their unique infrastructure assets—specifically 5G Standalone (SA) networks, Network Slicing, and Edge Computing—to unlock value in underserved, high-engagement niche verticals.

We identify and analyze four specific "Niche Frontiers" where Telcos can move beyond being passive billing intermediaries to become active value creators:

1. Cloud Gaming: Leveraging low-latency 5G to democratize AAA gaming access.
2. Hyper-Local Sports: Utilizing AI-driven production to monetize the "long tail" of sports rights ignored by global broadcasters.
3. Digital Wellness: Integrating health and mindfulness into the digital home ecosystem.
4. Immersive Education: deploying VR/AR technologies to transform connectivity into a learning utility.

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# 1. The Macro-Strategic Landscape: Consolidation and the New Media Hegemony

## 1.1 The Netflix-Warner Bros. Discovery Acquisition: Anatomy of a Singularity

In December 2025, the streaming industry witnessed a transformation of tectonic proportions: Netflix entered into an agreement to acquire the studio and streaming businesses of Warner Bros. Discovery (WBD). This deal, valued at \$72 billion in equity and approximately \$82.7 billion in total enterprise value, represents the ultimate validation of the "winner-takes-most" economics of the streaming era.

### 1.1.1 Asset Bifurcation and Strategic Intent

The structure of this deal reveals a profound strategic divergence in the valuation of media assets. The acquisition is not a total takeover but a calculated extraction of premium intellectual property (IP) and digital distribution platforms from legacy linear liabilities.

- The "Premium" Tranche: Netflix acquires the Warner Bros. motion picture and television studios, the DC Studios universe, the Harry Potter franchise, HBO, and the HBO Max streaming service. This creates a content library of unrivaled depth, effectively ending Netflix's reliance on licensing third-party catalog titles and granting it permanent ownership of some of the world's most resonant cultural assets.
- The "Linear" Spinoff (Discovery Global): Crucially, the deal excludes WBD's linear cable networks, including CNN, Discovery Channel, TNT Sports, and Eurosport. These assets are to be spun off into a new publicly traded entity, tentatively named "Discovery Global".

The strategic implication here is stark: premium on-demand streaming and linear cable television are no longer viewed as synergistic components of a single portfolio. By shedding the linear assets, Netflix avoids the structural decline of pay-TV while securing the IP engine necessary to maintain its dominance. For the remaining players in the market, Netflix is now an unassailable "Goliath," combining the world's largest

subscriber base with Hollywood's most prestigious studio.

### 1.1.2 The "Bad Bank" of Cable: Discovery Global

The creation of Discovery Global acts as a containment vessel for the declining economics of linear TV. While these networks generate cash flow, they face secular headwinds. The spinoff is expected to complete in Q3 2026. For Telcos, Discovery Global represents a partner in a precarious position. Without the leverage of the "must-have" HBO content or Warner theatrical output, Discovery Global's negotiating power with Pay-TV distributors diminishes significantly. This creates an opportunity for Telcos to renegotiate carriage fees or secure favorable terms for bundling these linear channels as "add-ons" to broadband packages.

However, the future of assets like TNT Sports is highly uncertain. Stripped of the broader corporate ecosystem, TNT Sports faces a challenge in retaining premium rights (such as the NBA or NHL) past 2028. If Discovery Global cannot sustain these costs, we may see a further fragmentation of sports rights, with leagues potentially opting for direct-to-consumer models or partnerships with other tech giants—a scenario that Telcos must monitor closely.

## 1.2 The Collapse of the "Disney Bundle" and Market Re-Alignment

The Netflix-WBD deal throws existing alliances into chaos, most notably the bundling strategy of The Walt Disney Company. Previously, Disney had successfully marketed a bundle combining Disney+, Hulu, and Max (the WBD service) to drive retention and value.

- Performance: Data indicates that the "Disney-Max Bundle" was a potent retention tool, boasting an 80% retention rate after three months, significantly outperforming standalone subscriptions for Hulu (56%) or Max (54%).
- Dissolution: With Netflix acquiring HBO Max, the strategic logic for WBD to maintain a bundle with its primary rival (Disney) evaporates. The likely dissolution of this bundle forces Disney to reassess its aggregation strategy, potentially driving them closer to Telco partnerships to replace the distribution reach lost by the decoupling from Max.

This leaves the market in a "Barbell" state:

1. The Hegemon: Netflix-HBO (The definitive general entertainment utility).
2. The Challenger: Disney-Hulu-ESPN (The sports and family stronghold).

3. The Squeezed Middle: Players like Paramount, Peacock, and the newly independent Discovery Global face existential pressure to merge or exit.

## 1.3 The "Churnaissance": Market Saturation and Consumer Fatigue

Despite, or perhaps because of, this consolidation, the consumer market in 2025 is showing signs of immense strain. The "Golden Age" of limitless subscriber growth has ended, replaced by a period of rationalization and churn.

- **Market Contraction:** For the first time, the US video streaming market contracted by 1% in Q2 2025, with the average number of paid services per household slipping from 4.2 to 4.1.
- **Cost Sensitivity:** Inflation and aggressive price hikes by SVOD platforms (averaging +50% since launch) have made consumers highly price-sensitive. "Cost-saving" remains the primary driver of cancellations.
- **Discovery Fatigue:** A staggering 75% of viewers report struggling to find something to watch despite having multiple subscriptions. The fragmentation of content across apps has created a user experience (UX) nightmare.
- **Policy backlash:** Crackdowns on password sharing have driven dissatisfaction, with "sharing with friends" becoming the fastest-growing churn driver (increasing 10% quarter-over-quarter).

Table 1: Global Video Market Revenue Projections (2025)

Revenue Stream	Projected Value (2025)	Market Share / Trend	Strategic Implication
Online Video (Total)	\$435 Billion	Dominant Growth Engine	The primary focus for Telco bundling strategies.
AVOD / FAST	\$267 Billion	62% of Online Video	Consumers are trading time (ads) for cost savings.
SVOD (Subscription)	\$154 Billion	Plateauing	Value proposition must move beyond "more content" to "better experience."



Traditional TV	\$314 Billion	Declining	Still significant cash flow but structurally impaired.
Cinema	\$47 Billion	Rebounding	Remains a niche window for blockbuster IP.

## 2. The Telco Pivot: From Connectivity Utility to Super Aggregator

### 2.1 The Commoditization Trap and the Aggregation Mandate

For Telcos, the landscape of 2025 presents a stark reality: connectivity is a commodity. European markets, in particular, face low growth in traditional telecom revenues, with stock market values of European telecom companies falling 41% between 2015 and 2023. To counter this, Telcos must evolve from "dumb pipes" into "Super Aggregators"—the central operating system of the digital home.

The "Super Aggregation" model addresses the core consumer pain points of 2025: fragmentation and fatigue. Consumers want a single interface to search, discover, and pay for their content.

- **One-Stop Hub:** The goal is to provide a unified user interface (UI) where a search for "Batman" returns results from Netflix, Prime Video, and linear TV without the user needing to know which app holds the rights.
- **Unified Billing:** A single monthly invoice covering fiber, mobile, and 3-5 streaming services reduces payment friction and increases customer stickiness.
- **Churn Reduction:** Integrating SVOD services into the Telco bill has been proven to reduce churn. The convenience of a single bill and the potential for bundle discounts (e.g., "Get Netflix on us") creates a high barrier to exit.

### 2.2 The Economics of Flexibility: "Swappable" Benefits

A key innovation in 2025 is the move from "Hard Bundles" (fixed contracts) to "Soft Bundles" or "Swappable Benefits."

- **Case Study:** KPN (Netherlands) & Swisscom (Switzerland): These operators

allow customers to swap entertainment benefits on a monthly basis. A user might choose Disney+ for December to watch holiday movies, then swap to a Sports package in January, all within their existing Telco contract.

- The "Digital Vending Machine": Technology platforms like Bango have productized this capability, allowing Telcos to act as "Digital Vending Machines." This technology standardizes the API connections between Telcos and OTTs, reducing the time-to-market for new bundles from months to weeks. This agility is crucial in a market where viral hits (like Squid Game) can drive sudden spikes in demand for specific platforms.

## **2.3 Carrier Billing as a Strategic Asset**

Direct Carrier Billing (DCB) is experiencing a renaissance. By allowing users to pay for streaming services via their mobile or broadband bill, Telcos circumvent the friction of credit card entry and expiration. This is particularly effective for younger demographics and unbanked populations in emerging markets. It also provides Telcos with valuable first-party data on spending habits, which can inform AI-driven recommendation engines.

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# **3. The Resurgence of Linear: FAST and AVOD Strategies**

## **3.1 The FAST Channel Explosion**

While SVOD growth slows, Free Ad-Supported Streaming TV (FAST) is exploding. Total hours watched on FAST platforms grew by 43% year-over-year in 2025. This resurgence of "lean-back" viewing indicates a consumer desire for curated, passive entertainment that doesn't require the cognitive load of selecting a specific show from a library of thousands.

## **3.2 Telco Implementation Strategies: The Hybrid Model**

Telcos are aggressively integrating FAST channels into their traditional Electronic Program Guides (EPGs), effectively blurring the line between paid cable and free streaming.

### 3.2.1 Case Study: Virgin Media O2 (UK)

Virgin Media O2 has pioneered a hybrid model by integrating FAST channels not just as linear streams, but with Video-on-Demand (VOD) capabilities.

- **Innovation:** Typically, FAST channels are linear-only (you watch what is playing now). Virgin Media O2 enabled VOD access for 11 popular FAST channels (e.g., "Inside Crime," "History Hit," "Real Wild," "Haunt TV").
- **Strategic Value:** This allows customers to "catch up" on FAST content, significantly increasing the utility of the free offering. By placing these channels in the EPG alongside premium broadcast channels, Virgin elevates the perceived value of FAST, making the overall TV package feel more robust without increasing content licensing costs.

### 3.2.2 Case Study: Deutsche Telekom / MagentaTV (Germany)

Deutsche Telekom has adopted a "Portfolio Strategy" for FAST on its MagentaTV platform.

- **Expansion:** Rolling out over 40 FAST channels by 2026, covering genres like film, docutainment, and sports.
- **Niche Targeting:** They have partnered with Mainstream Media to launch specific niche channels like "KultKrimi" (Classic Crime), "Telenovela ZDF," and "World of Freesports".
- **Ad-Tech Integration:** Crucially, Deutsche Telekom is not just a distributor but an ad-tech participant. They have partnered with Equativ to enable programmatic advertising on these channels. This allows them to monetize their viewer data by selling targeted ad slots, opening a new revenue stream beyond subscriptions.

## 3.3 The Advertising Opportunity for Telcos

The shift to AVOD puts Telcos in a powerful position. Unlike OTT apps, which have limited visibility into the user's broader digital life, Telcos possess deterministic data on location, household composition, and device usage. By partnering with ad-tech firms, Telcos can offer advertisers "addressable TV" capabilities—swapping out a generic car ad for a specific local dealership ad based on the household's profile. This transforms the Telco from a passive pipe into an active media platform.

# 4. Niche Vertical A: The Cloud Gaming Frontier

## 4.1 The Convergence of 5G and Gaming

Cloud gaming represents the single most significant "niche" opportunity for Telcos because it is the use case that most rigorously demands the capabilities of next-generation networks. Unlike video streaming, which can buffer to hide network jitter, cloud gaming requires ultra-low latency (sub-30ms) to be playable.

- **Market Growth:** The global cloud gaming market is projected to grow at a Compound Annual Growth Rate (CAGR) of over 40%, reaching valuations between \$40 billion and \$89 billion by the early 2030s.
- **The 5G Catalyst:** The deployment of 5G Standalone (SA) networks is the critical enabler. Features like Network Slicing allow Telcos to partition a portion of the network specifically for gaming traffic, guaranteeing performance even during peak congestion.

## 4.2 Strategic Models for Telco-Gaming Integration

### 4.2.1 The "Network-Optimized" Model (Deutsche Telekom & NVIDIA)

Deutsche Telekom has partnered with NVIDIA GeForce NOW to launch a "5G+ Gaming" option.

- **Technical Mechanism:** This service utilizes L4S (Low Latency, Low Loss, Scalable Throughput) protocols within a 5G SA slice. It optimizes the data flow to minimize jitter, which is the enemy of competitive gaming.
- **Value Proposition:** The customer is not just paying for access to games; they are paying for the quality of the connection to play them. This is a direct monetization of 5G infrastructure, moving beyond simple "speed" marketing to "experience" marketing.

### 4.2.2 The "Content Bundle" Model (Movistar & Xbox)

Telefónica's Movistar (Spain) established a strategic partnership with Microsoft to become the exclusive distributor of Xbox Game Pass Ultimate in the region.

- **The Bundle:** For €12.99/month, subscribers get the Xbox service plus 20GB of extra mobile data specifically to support gaming on the go.

- **Differentiation:** Movistar integrates gaming into the home ecosystem via "Living Apps" on their TV interface and offers a "Smart WiFi Gaming" feature that prioritizes gaming traffic on the home router over other devices. This holistic approach addresses the gamer's needs across both mobile and fixed networks.

#### 4.2.3 The "White-Label Democratization" Model (Vodafone & CareGame)

Vodafone Idea (India) and other Vodafone markets have partnered with CareGame to offer a browser-based cloud gaming solution.

- **Accessibility:** Unlike Xbox or NVIDIA, which often require controllers or high-end accounts, this model targets the "mobile-first" casual gamer. The technology works on standard Android smartphones without downloads.
- **Strategic Insight:** By offering a subscription service (e.g., "Cloud Play" for Rs 100/month), Vodafone converts prepaid mobile users into recurring content subscribers. This democratizes access to AAA-quality games for users who cannot afford expensive console hardware.

### 4.3 Esports as a Marketing & Engagement Vehicle

Beyond playing, the viewing of gaming (esports) is a massive engagement driver for younger demographics. Movistar has deeply integrated itself into this ecosystem by launching "Movistar KOI" in partnership with celebrity caster Ibai Llanos.

- **Brand Equity:** By acquiring naming rights for League of Legends (LEC) teams and sponsoring tournaments, Movistar shifts its brand perception from a utility provider to a cultural enabler.
- **Content:** Esports tournaments provide hours of live content that can be distributed via the Telco's OTT platforms, often with exclusive angles or data feeds enabled by 5G.

Table 2: Comparative Analysis of Telco Cloud Gaming Strategies

Operator	Partner	Strategy Type	Key Differentiator	Target Audience
Deutsche Telekom	NVIDIA GeForce NOW	Network Quality	L4S / 5G Network Slicing for zero jitter	Hardcore / PC Gamers



Movistar (Spain)	Xbox Game Pass	Content Bundle	Exclusive bundling with extra mobile data	Console / Hybrid Gamers
Vodafone (India)	CareGame	White Label	No download, browser-based, mass accessibility	Mobile-First / Casual
BT / EE (UK)	Xbox / Netduma	Hardware & Speed	"Game Mode" routers & bundled Consoles	Home Broadband Users

## 5. Niche Vertical B: Hyper-Local and Long-Tail Sports

### 5.1 The Fragmentation of Sports Rights

While "Tier 1" sports rights (Premier League, NFL, NBA) have skyrocketed in value—becoming the domain of global tech giants like Amazon and Apple—a massive opportunity exists in the "Long Tail" of sports. This includes local leagues, youth sports, women's sports, and niche interests (e.g., floorball, indoor bowling).

### 5.2 The "Smart Production" Revolution

New technologies have lowered the barrier to entry for broadcasting these events. Telcos can now act as broadcasters for events that previously had zero media footprint.

- **AI Automation:** Partners like WSC Sports utilize AI to automatically generate highlights from live feeds. Deutsche Telekom utilized this technology during the World Cup to publish highlights minutes after key moments, generating 400 million views. This "snackable" content is perfect for mobile consumption.
- **Democratized Broadcasting:** Platforms like Joymo and SolidSport allow clubs to stream games using unmanned cameras or smartphones. This creates a "bottom-up" content library.

## 5.3 Telco Strategies in Niche Sports

### 5.3.1 Deutsche Telekom: The Aggregator of Passion

Deutsche Telekom has secured rights for the FIFA World Cup 2026 and Euro 2028, but their strategy is nuanced. They retain exclusive rights to select matches and 4K broadcasts on MagentaTV, while sub-licensing the "socially significant" matches (e.g., German national team games) to public broadcasters ARD and ZDF.

- **Niche Expansion:** Beyond football, they have partnered with FIBA (Basketball) and launched niche FAST channels like World of Freesports. By catering to specific communities (e.g., basketball fans, extreme sports enthusiasts), they reduce churn among these passionate user bases.

### 5.3.2 SolidSport & Joymo: Monetizing the Grassroots

Joymo and SolidSport represent a new model where the Telco or platform acts as an enabler for grassroots organizations.

- **Case Study:** SolidSport partners with the Swedish Floorball Federation to broadcast everything from youth matches to elite leagues.
- **Telco Opportunity:** Telcos can bundle these "niche passes" into their broadband offers. A "Community Sports Package" could give a family access to their child's local football league streams alongside professional sports, deepening the emotional connection to the service provider.

### 5.3.3 Telefonica / Movistar: The Augmented Stadium

Movistar is using 5G and Edge Computing to transform the in-stadium and broadcast experience.

- **Implementation:** At the Wanda Metropolitano stadium, Movistar deployed "Real-Time Sports Sensorisation." This uses 5G to collect player data (speed, heat maps) and projects it as Augmented Reality (AR) overlays on the live video stream.
- **Impact:** This turns a standard video feed into an interactive, data-rich experience that can only be delivered via a high-bandwidth, low-latency 5G connection.

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## 6. Niche Vertical C: Digital Health and

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# Wellness

## 6.1 The "Wellness Economy" Meets Connectivity

The post-pandemic world has seen a permanent shift toward digital wellness. For Telcos, this vertical offers high retention potential. Unlike entertainment, which is discretionary, health and wellness services are often viewed as essential maintenance.

## 6.2 Bundling Mindfulness and Fitness

Telcos are moving beyond simple billing partnerships to integrated bundles that position the Telco as a partner in the customer's well-being.

- **Mindfulness Apps:** Headspace and Calm are increasingly found in Telco "perks" packages. The pricing psychology is compelling: a standalone subscription might cost ~\$12.99/month, but included as a "Smart Benefit" in a premium mobile plan, it adds significant perceived value. Headspace's B2B model, which serves employers, offers a template for Telcos to offer "Family Wellness Plans".
- **Connected Fitness:** Peloton is shifting its strategy from a closed hardware ecosystem to a third-party distribution model. In Germany and Austria, Peloton has partnered with Amazon and retailers like Fitshop. This strategic pivot opens the door for Telcos to bundle the Peloton App subscription, offering access to thousands of classes without the need for the expensive bike.

## 6.3 Medical Grade Networks and Elderly Care

Beyond consumer wellness, Telcos are entering the regulated health space.

- **Remote Patient Monitoring (RPM):** Telcos like Verizon and Vodafone are deploying "Medical Grade Networks" to support IoT devices that monitor chronic conditions. These networks prioritize health data traffic to ensure reliability.
- **Elderly Care:** Vodafone's "Hi Digital" program in Europe focuses on upskilling the elderly in digital literacy. This is a strategic beachhead to sell "Assisted Living" bundles, which might include fall detection sensors, simplified tablet interfaces for video calling doctors, and medication reminders—all running on the Telco's secure network.

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# 7. Niche Vertical D: Immersive

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# Education and the Metaverse

## 7.1 The Pivot to Lifelong Learning

Education Technology (EdTech) has become a staple of the digital household. Telcos are partnering with platforms like Duolingo, Babbel, and LinkedIn Learning to offer "Self-Improvement" bundles.

- **Market Data:** Duolingo's paid subscriber base has doubled since the pandemic, showing a high willingness to pay for premium learning experiences. Telcos can bundle these subscriptions to target families, positioning their broadband service as a tool for education rather than just entertainment.

## 7.2 Immersive Learning (VR/AR)

This frontier leverages the high throughput of fiber and 5G to deliver bandwidth-heavy VR experiences.

- **Orange (France):** Orange has been a pioneer in this space. They launched "Eternal Notre-Dame," a 45-minute immersive VR tour of the cathedral that allows users to explore the monument through history.
- **B2B Metaverse:** The Orange Business Metaverse uses VR for B2B training and sales, allowing clients to visualize complex Smart City solutions.
- **Strategic Fit:** Telcos can finance the hardware (VR headsets) on the monthly bill, lowering the entry barrier for consumers, while the exclusive VR content drives data usage.

## 7.3 Bridging the Digital Divide

Vodafone's "Skills Upload Europe" and "Instant Network Schools" initiatives demonstrate the social impact angle. By providing digital skills training to millions, Telcos are not only fulfilling Corporate Social Responsibility (CSR) goals but are also cultivating the next generation of digital power users who will demand high-speed connectivity services in the future.

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# 8. Technological Enablers: Infrastructure as the Differentiator

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The success of these niche strategies relies on Telcos leveraging their infrastructure to offer experiences that Over-the-Top (OTT) players cannot match on their own.

## 8.1 5G Standalone (SA) and Network Slicing

5G SA is the "gold standard" of connectivity. It allows for Network Slicing, where the network is virtually partitioned to guarantee specific performance characteristics.

- Application: A "Gaming Slice" guarantees low latency for cloud gaming; a "Health Slice" guarantees security and uptime for patient monitoring.
- Status: Orange and Ericsson have already launched commercial 5G SA networks in Spain, proving this is a deployment reality today.

## 8.2 Edge Computing (MEC)

Multi-access Edge Computing (MEC) moves data processing closer to the user.

- Application: For Movistar's AR sports overlays or Orange's VR tours, MEC reduces the distance data travels, preventing motion sickness in VR and ensuring stats appear instantly in AR.

## 8.3 AI-Driven Discovery and Personalization

With the "Super Aggregator" model, discovery is the product. Telcos are using AI to analyze viewing habits across all apps to recommend content.

- Partnership: The Vodafone-Google ten-year strategic partnership specifically aims to use Google's Gemini AI models to enhance Vodafone TV's search and recommendation engines. This allows the Telco set-top box to become intelligent, predicting what the user wants to watch before they even open an app.

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# Conclusions and Strategic Outlook

The era of the "dumb pipe" is definitively over, but the attempt by some Telcos to become "Studios" (competing with Hollywood on content creation) has largely failed. The winning strategy for 2025 and beyond is "Telco as the Operating System of the Digital Home."

The Netflix-Warner Bros. Discovery merger has created a content juggernaut that Telcos cannot compete with. Instead, they must become the indispensable gateway to this content, using Super Aggregation to solve the consumer pain points of



fragmentation and billing fatigue.

However, aggregation of mainstream apps is a low-margin game. To drive real growth and differentiation, Telcos must aggressively pivot to the Niche Verticals identified in this report:

1. Own the Gamer: Use 5G slicing and partnerships (Xbox/NVIDIA) to offer a superior gaming experience that standard broadband cannot match.
2. Democratize Sports: Use AI production tools to broadcast the "long tail" of local sports, building deep community loyalty.
3. Integrate Wellness: Bundle health services (Headspace, RPM) to increase the "switching cost" for the consumer—making the Telco essential to their physical well-being.
4. Immerse the Learner: Use VR/AR content to turn connectivity into an educational utility.

By weaving these services into a unified, flexible, and high-performance bundle, Telcos can insulate themselves from the commoditization of connectivity and secure their position at the center of the consumer's digital life. The future belongs not to those who own the content, but to those who can best aggregate, deliver, and enhance it.