



# **Introducing TRICAP**

## **Telenor's research and innovation centre in Asia**

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# Introducing Telenor and TRICAP

- ▶ *Telenor* is Norway's largest telco and is becoming increasingly international with operations in Southeast Asia, Eastern Europe and the Nordic region. The company has a total of approximately 80 million subscribers. Mobile operations is Telenor's principal focus area for future growth.
- ▶ *Telenor R&D* is Norway's largest research establishment within ICT (Information and Communication Technology). Telenor R&D collaborates extensively with leading research establishments nationally and internationally.
- ▶ *Telenor Research & Innovation Centre Asia Pacific (TRICAP)* is presently being established in Cyberjaya, Kuala Lumpur. The research team will be cross disciplinary

## TRICAP's scope

- ▶ The goal of the TRICAP site is to explore how Telenor can provide unique customer experience and approach to the market. This will involve research and innovation based on the following:
  - ▶ Understanding the diversified Asian markets
    - ▶ Customer insight - understanding user communities and segments, differentiating factors
    - ▶ Entertainment and content as key drivers for usage, including user created content
  - ▶ Stimulating usage of services
    - ▶ Devices – strategic and technological opportunities
    - ▶ Smart ways of presenting experience.
    - ▶ Cross cultural service innovation

TRICAP's key to success is to translate the market insight into business stimulating activities

## Understanding the diversified Asian markets:

# Customer insight

- ▶ Successful product- and service development are in a large degree depended on our understanding of the users
- ▶ Knowledge of different user communities and segments is a tool to create differentiating factors, increase customer loyalty, gain market shares and increase usage.
- ▶ The aim is to learn which, how and where innovative services can be imported/exported to other Telenor operations
- ▶ Activities:
  - ▶ Use in-depth user studies and segmentation as a tool to meet both large user groups and explore sub-segments
  - ▶ Build up cultural competence about the Asian Telenor markets – which factors beyond affect mobile use
  - ▶ Studying today's user patterns to both develop and explore potential for new services

## Entertainment and content as key drivers (1):

# Media insight

- ▶ Entertainment and other content services will drive demand for mobile data services in Asian contexts. TRICAP will focus on this both from the users' and the industrial perspective.
- ▶ Mobile channel can be seen as a substitute, as a complement or as a return/communication channel for other services..
- ▶ The structure of the media market and the patterns of media usage will to some extent differ among the Asian markets. TRICAP will study to what extent services can be exported to other Telenor operations with or without local versioning
- ▶ Activities
  - ▶ Use in-depth studies (ref. previous slide)
  - ▶ Study the media actors in the Asian marketplace and provide ground material for choice of partners for the Telenor affiliates
  - ▶ Choosing the right partners among content suppliers products is important in identifying relevant services that will stimulate usage

## Entertainment and content as key drivers (2):

### User generated content

- ▶ TRICAP will explore the cultural conditions and dynamics for the user generated content. One major question is what role user generated content will play in the mobile industry
  - ▶ Many of the most successful initiatives on 3W are user based content (amazon, ebay, Flickr, MSN, Wikipedia)
  - ▶ The user generated content span from consumer controlled customization and remix of the mobile terminal/desktop to community activities and grassroot production of different sorts (hobbies, education, politics, religion, other).
  - ▶ Today's content on 3W show us that users want to produce their own content and they do it using blog services, dating services, e-bulletin boards, e-communities.
  - ▶ The applications are now moving on to a mobile platform
  - ▶ Consumers will play a role as content producers and editors also in a mobile environment

# TRICAP's competence

- ▶ TRICAP is a interdisciplinary centre representing expertise in ethnology, media studies, informatics, terminals and software
- ▶ TRICAP will collaborate with
  - ▶ Telenor R&D which consists of 200 researchers with expertise in technology, economy and social studies
  - ▶ Telenor affiliates basically in Asia, but also in Eastern Europe and the Nordic region
  - ▶ Academians representing expertise on Asian societies and cultures, communication and media
- ▶ When the Centre is fully operation we expect that it will employ between 30-40 senior researchers. They will be recruited from the Asian region and Norway, and will include members of Digi (Malaysia), Dtac (Thailand), Grameenphone (Bangladesh) and Telenor Pakistan. These companies presently represent Telenor's presence in Asia.