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Key growth trends in subscription bundling partnerships



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Pre-order any new Samsung Galaxy S21 phone on the UK's no.1 new gaming and you can claim the incredible Gaming Unleashed bundle £218 including 12 months Xbox Game Pass Ultimate and Razer K1 controller.

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Pandora - Plus Music, 1-Month Subscription starting at purchase, Auto-renews at \$4.99 per month [Digital]

Model: PANDORA PLUS DIG 1 MO

\$4.99

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Pandora - Premium Music, 1-Month Subscription starting at purchase, Auto-renews at \$9.99 per month [Digital]

Model: PANDORA PREM DIG 1 MO

\$9.99

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GULLY BOY APNA TIME AYEGA



Key growth trends in subscription bundling partnerships

Telcos and streaming subscription merchants are capitalizing on bundling partnerships in new and unique ways. An increasing number of merchants are offering products and services for Telcos to bundle as customer offers. Sophisticated targeting of those bundles boosts customer acquisition and retention, monetizing those customers more effectively.

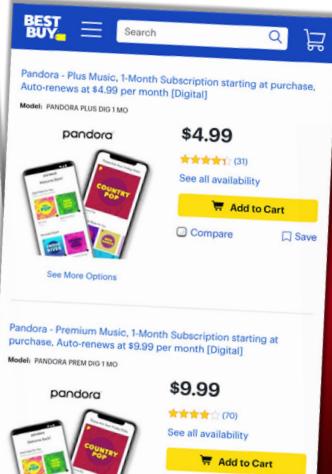
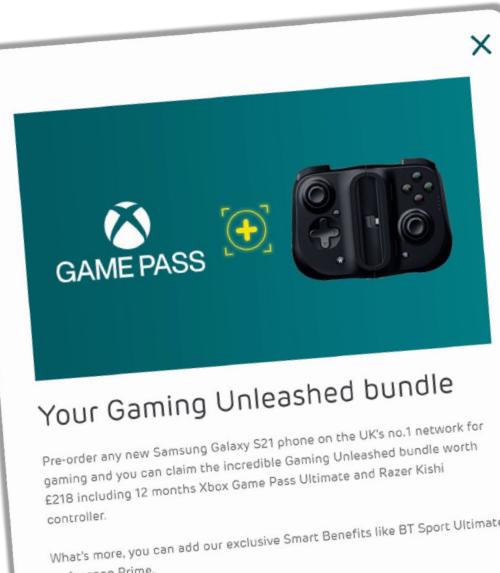
This series explores the market trends creating the biggest opportunities in OTT bundling, explaining the innovative technology required for merchants and Telcos to maximize the full potential.

#1 Gaming is an open goal for Telcos

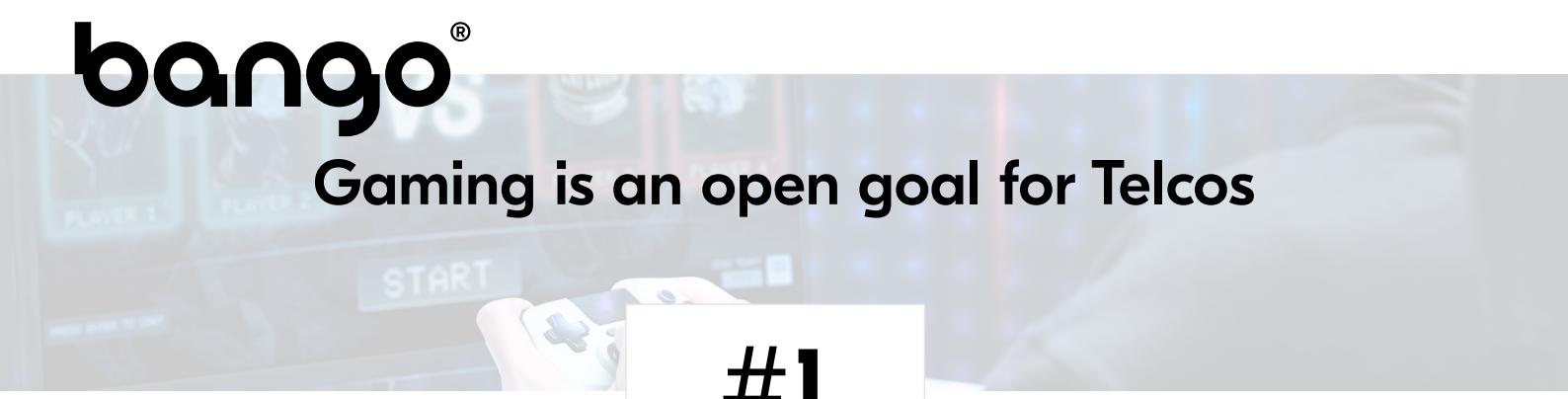
#2 Upsell customers and increase top-ups with incentives and rewards

#3 Telcos + console hardware bundles = customer retention

#4 Traditional retailers are exploring digital options



Gaming is an open goal for Telcos



#1

THE TREND

Gaming takes to the cloud as 5G opens up access to billions more gamers.

THE OPPORTUNITY

There are many video and music entertainment bundles and rewards — but fewer gaming offers. Surprising when the gaming market value is bigger than all of Hollywood! Bundle 5G services and devices with the latest gaming subscriptions to upgrade and acquire more game-loving subscribers.

THE STRATEGY

On-device mobile games or 5G streaming games are only part of the opportunity here. Winning with gaming means supporting online gaming across devices — from desktop and tablet devices as well as dedicated consoles. Ensure maximum offer uptake by reaching new and existing customers, through all channels, including broadband, cable services, home phone and high street retail outlets, in addition to pre-pay or post-pay mobile customers.

Online gaming and related e-sports is already huge business. The global gaming market is predicted to top [\\$159 billion in 2020](#). That's a staggering [four times higher revenue](#) than the movie industry and three times higher than the music industry.

Now, the sky's the limit for gaming thanks to two trends. First, the global cloud gaming market is a key growth area — and predicted to skyrocket in size from \$170 million in 2019 to [\\$4.8 billion in 2023](#). Second, with the continued rollout of 5G, [experts also predict](#) that "faster speeds and lower latency will unleash a new generation of gaming — and not just on your phone." It's clear that gaming is set to dominate the streaming entertainment market in the years ahead.

We're already seeing activity in this area from the

giants — [Microsoft recently leveraged the Bango Platform](#) to open access to Xbox subscriptions and console sales. Microsoft has recognized that by delivering Xbox games via the cloud, it can leverage the bundling model used so successfully by other streaming media services. Enabling Telcos to bundle Xbox gaming packages into their subscription packages is a win-win. Telcos leverage a desirable product to increase customer acquisition and retention, while merchants gain a channel to millions of consumers to scale distribution.

Going forward, all gaming requires is a good network connection. Tying 5G and gaming together with smart marketing enables Telcos to bundle 5G packages with the latest gaming

subscriptions. An enticing offer and a great route to upgrading customers by giving them what they want. So, it's the perfect time for Telcos to introduce new bundling options and capitalize on this nascent trend.

The world's biggest gaming brands are actively growing their global reach and introducing subscription models to build customer retention and engagement. Brands like PUBG (Player

Unknown's Battle Grounds) or Tencent Games, eSports with Garena or their top selling global phenomenon – Free Fire. Many of the top selling games made with Unity or games from Playwing and Gameloft.

And remember that engaging with gamers is not just about the games. There are compelling opportunities to include gaming hardware also, from top brands like Razer.

CAPTURE THE FULL OPPORTUNITY

The exploding gaming opportunity, especially cloud gaming, applies to all devices and all channels to market, not just traditional games apps on mobile phones and especially not just the latest 5G handsets.

\$159bn

global online gaming market in 2020

4X

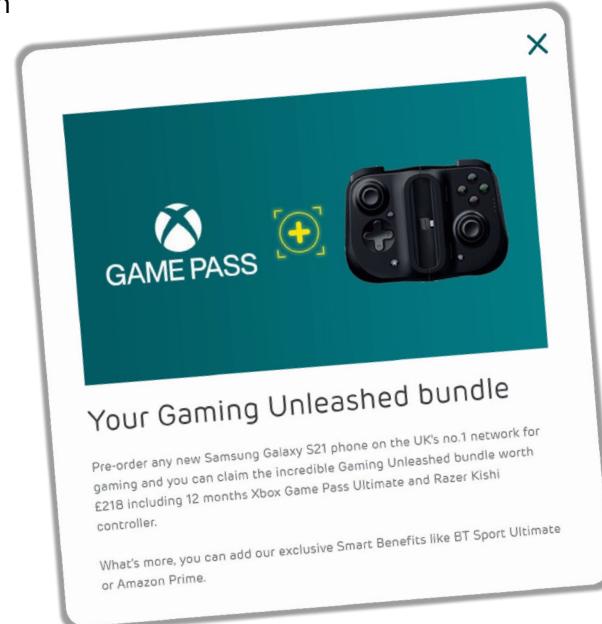
higher revenue than the movie industry

\$4.8bn

global cloud gaming market by 2023

WINNING WITH GAMING

1. Supporting gaming from all devices – desktop and tablet devices as well as TVs, streaming media sticks and especially consoles. Offerings like Xbox Game Pass Ultimate with its cloud gaming capabilities fully support tablets and desktop browsers, as well as phones.
2. Reaching new and existing customers, through all channels, including broadband, cable services, home phone and high street retail outlets, in addition to pre-pay or post-pay mobile customers.
3. Embracing all the latest ways gamers play and the games they crave. That means moving beyond on-device games with in-app purchases to support subscription gaming services like Microsoft Xbox Game Pass Ultimate, Ubisoft Plus or EA Play, especially working with e-sports and big online multiplayer subscription games. It also means supporting leading cloud gaming with major brands like Amazon Luna, Google Stadia or Microsoft Xbox cloud gaming which comes as standard with Game Pass Ultimate.



Upsell customers and increase top-ups with incentives and rewards



ALL MOVIE SHOWS



ONE MOBILE DEVICE

#2

THE TREND

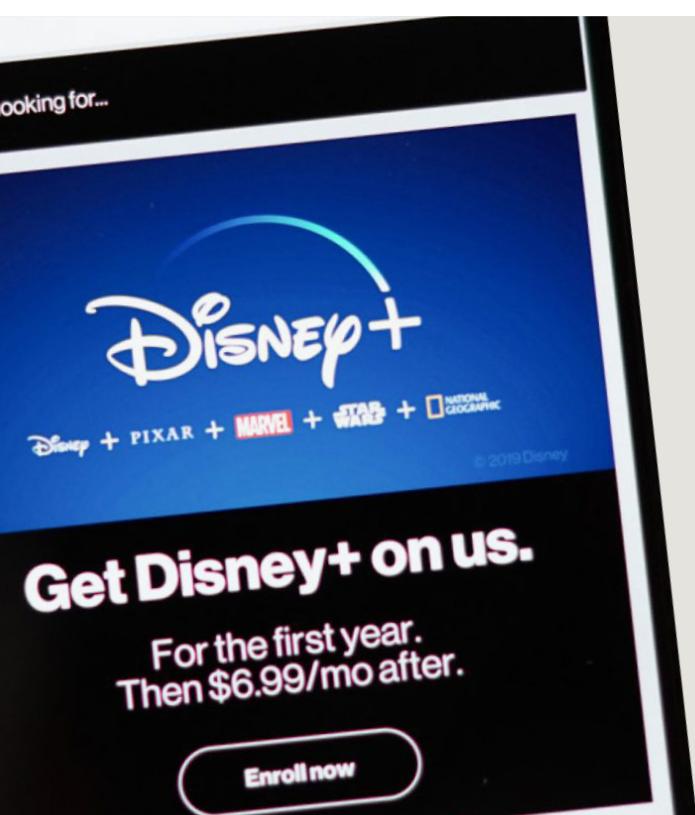
Telcos are incentivizing pre-pay customers to top-up more reliably and by greater amounts through bundled offers. The same incentive programs reward post-pay subscribers for upgrading plans by offering them extras, like a month of free Prime Video or Netflix.

THE OPPORTUNITY

Increase the number of customers on higher value post-paid plans. Regulate the frequency of top-up behavior with pre-paid customers, and boost revenue by increasing the value of top-ups.

THE STRATEGY

Manage bundled offers through a purpose-built platform that provides offer management technology. This makes it quick and easy to deliver customized offers by creating the rules and conditions that trigger specific offers.



Earlier this year, [Amazon announced](#) the launch of Prime Video Mobile Edition. This product is a single-device, mobile-only media plan, only available to customers through Amazon partner offers. Currently available in India (and [powered by Bango](#)), Amazon's offering is used by Airtel, who have tied it directly to a customer's pre-paid plan — with the option to upgrade to the full Prime Video experience plus Amazon Prime. This is a smart move by Airtel — offering a desirable product as a reward for topping up their account by a minimum amount each month. For Airtel, this boosts the value of pre-paid balances, ensuring fewer calls fail and data services suffer fewer interruptions.

All Airtel customers on pre-paid bundled packs get 30-day free trial of Prime Video Mobile Edition. Subsequently, these customers can activate Mobile Edition starting at an introductory offer of ₹89 (Source: [Airtel](#)), which is about 1.10 US dollars.

[Speaking in a statement](#), Amazon Prime Video's India director and country general manager Gaurav Gandhi said: "This initiative for Amazon, is designed not just to give customers more choice (of plans) but also easy access to subscribe to Prime Video along with mobile data plans."

Products like Amazon Prime Video Mobile Edition can be used to incentivize subscribers to top-up a slightly higher value, more frequently to keep receiving their free subscription. That higher account balance means calls, data usage and in-app payments are more likely to succeed. Delivering Telcos higher revenues, happier customers and lower care costs. And because the subscriber wants to keep getting Prime Video Mobile Edition

effectively for free, they remain loyal and are less likely to churn. Win-win.

It'll be interesting to see if more services available only as third-party bundles come onto the market this year and if other merchants with subscription content follow Amazon's lead by providing lower cost, mobile-only versions in selected markets. This is a clear example of how Telcos can use low entry point, third-party services to reward customers based on taking desirable action. Remember, providing a bundle only product also offers upgrade incentives to post-paid subscribers. For merchants, what a great way to get consumers to try before they buy!



CAPTURE THE ENTIRE OPPORTUNITY

Success with third party bundles, rewards and resale are all about creative innovation and differentiation. They are techniques designed to motivate and influence customer behavior – like the Airtel top-up rewards. The Bango offer management technology makes it quick and easy to deliver creative offers like these. Simply create rules and conditions that trigger specific offers.

Also, Bango Boost+ technology ensures more people take the offers up through reminders, nudges and customer comms.

Bango Resale provides the complete solution to deliver the best results from reselling and bundling products and services. Uniquely, Bango technology delivers the full customer lifecycle for your bundling and resale business.



Telcos + console hardware bundles = customer retention

#3

THE TREND

Console and gaming hardware bundles.

THE OPPORTUNITY

Acquire new subscribers and keep high value subscribers for longer with enticing gaming bundles.

THE STRATEGY

Use a solution that treats hardware and software the same and allows you to mix and match hardware and software products from multiple suppliers into a single, compelling offer.



Thanks to bundling, both Microsoft and Sony have made their gaming consoles available to millions more people. But they've also increased the number of subscribers to their digital gaming services, giving customers easy access to game passes. This is an important point, in the UK for example, [two-thirds of game sales were reportedly digital in 2020](#).

In short, bundling console and gaming hardware opens-up the market to game players who

otherwise couldn't afford the initial outlay for a console, there are no additional credit checks either. This creates a wealth of potential customer additions you know will be interested in gaming subscription passes as rewards, so this comes with inbuilt reward and upgrade opportunities.

Of course, the latest games consoles are expensive purchases for consumers. You'll need to part with a few hundred dollars to get the most basic PS5 and Xbox bundles. But this is not necessarily the case

for other industries. The Fire TV Stick, for example, is tens of dollars. It's a simple way for Telcos to find an alternative revenue stream — and a cost-effective option for consumers.

The PS5/Xbox and Fire TV Stick are just two examples. There are plenty of hardware options available — and it's important for Telcos to see the big picture. As today's digital-savvy generation buys more devices, bundling your services with

desirable devices helps to build a strong brand which boosts customer retention.

The benefits for hardware companies aim to expand their user base should see more entering the product bundling market this year. Telcos who embrace hardware bundles add another string to their bow that has appeal to a vast market of engaged and loyal consumers. It's a win-win.



18M

Xbox Game Pass
subscribers

47.4M

active PS Plus
members

CAPTURE THE ENTIRE OPPORTUNITY

Gaming is not just about playing online with your latest handset. Gamers today want more. Bango makes it simple to combine gaming hardware with devices and services. Reward gamers with special controllers that work with their phones and tablets. Or resell full console bundles like Xbox All Access.

To make that happen, you need a solution that treats hardware and software the same and

allows you to mix and match multiple hardware and software products from multiple suppliers into a single compelling offer — without adding any extra complexity or cost. Make it simple to ship hardware like Xbox and attach customer specific licenses, like Game Pass Ultimate.

Plus, Bango is one of only two companies licensed for Xbox All Access hardware bundles and offers.

Traditional retailers are exploring digital options

#4

 Add to Cart

THE TREND

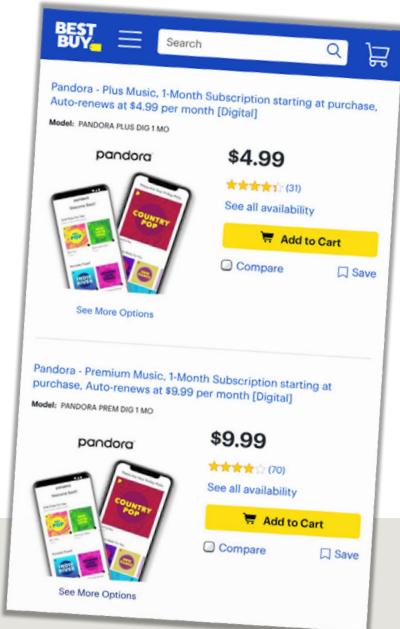
Brick-and-mortar retailers are bundling physical goods with complementary digital services.

THE OPPORTUNITY

Endless marketing opportunities to bundle complimentary digital and physical goods for increased loyalty and competitive advantage.

THE STRATEGY

Ensure bundled digital subscriptions are received by the right customer and not passed on or sold on the black market by using a solution that is targeted to specific people, so the offer can be tracked, measured and controlled.



Bricks and mortar retailers have been offering rewards for years, typically via vouchers which can be redeemed by anyone. They can be passed around, distributed by anyone online etc. We're now seeing more traditional retailers exploring new bundle options, aligning their brick-and-mortar stores offers with digital world offers.

Sam's Club offer their members one place to bango.com

subscribe to a wealth of streaming subscriptions, becoming intrinsically linked with their customers entertainment needs. The marketing opportunities this opens up are endless. Purchasing new headphones? Buy them from Sam's Club and get 12 months free Pandora subscription. Yes please!

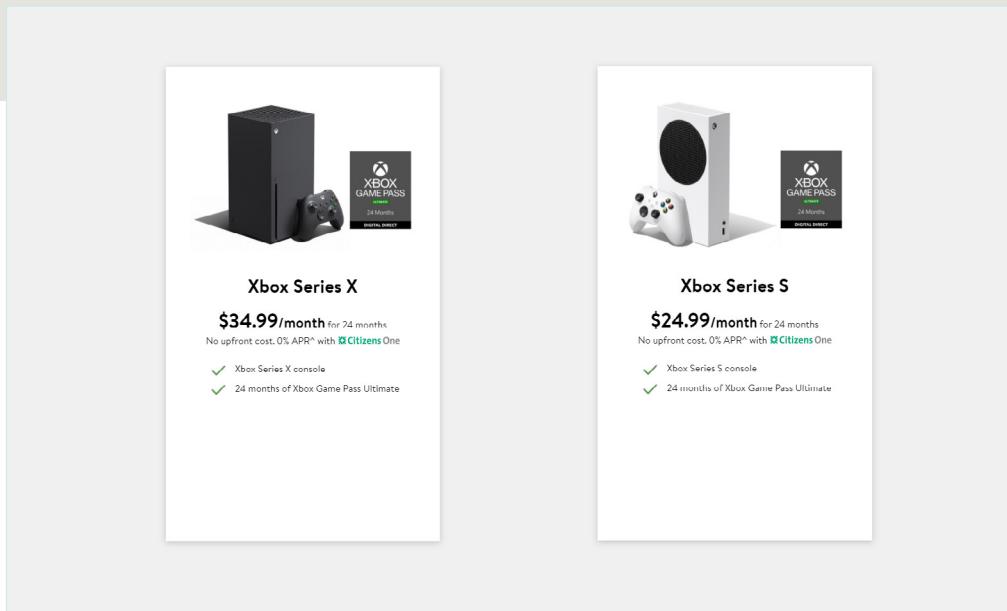
[Sam's Club](#) also tie in digital subscriptions with hardware bundles. Offering 24 month sales@bango.com

subscriptions of Xbox Game Pass Ultimate with an Xbox console purchased from them. Walmart is another big-name [example](#) of tying Xbox console sales with bundled Game pass subscriptions. But that's not their only bundling strategy! The retail giant launched [Walmart Plus](#) last year, which is a new membership program where customers get cheaper gas, free deliveries and access to the Mobile Scan and Go shopping app.

This is a clever move. Walmart Plus rewards customers with digital bundles to increase loyalty in their retail stores. Many also see the move as a direct response to Amazon Prime. A recent [Forbes](#)

[article](#) states: "With 150 million Prime members worldwide, going up against Amazon seems like a tall order. But if anyone can take on the e-commerce giant, it's Walmart, which has \$300 billion higher global revenue."

"A burger Sir? Would you like fries and a drink with that for an extra \$2?". Traditional bricks and mortar retailers are applying the age-old bundling model to digital offerings. The wealth of opportunities this creates for retailers to bundle across complimentary digital and physical goods has vast scope and scale.



CAPTURE THE ENTIRE OPPORTUNITY

Unlike the legacy voucher or gift card solutions where the retailer has no idea which customer has signed up for any service or offer, Bango's solution is targeted to specific people, the offer can be tracked, measured and controlled. If a product is provided as a reward, it ensures that reward is received by the right customer and not passed on or sold on the black-market. It gives visibility for

the people showing interest and signing up much earlier. It links the bundles or sales with actual people and links to the third-party product they are entitled to use.

Digital products can be offered and linked to customers or attached to physical products in store. With Bango they help drive customer understanding and engagement.



Tips to maximizing the success of resale business

EXPLORE EVERY AVAILABLE SALES CHANNEL

Different online and offline channels provide many opportunities to win new customers and re-energize your existing customer base.

By using a variety of different reselling models to upsell, reward and differentiate your offering, across each of your customer touch points, you will stand out from the competition and add new sources of incremental revenue.

DESIGNED FOR EVERY RESELLER

The Bango Platform is uniquely designed to support any reseller technology, from mobile operators, through broadband ISPs to cable TV.

This universal approach is critical for partners who already have triple or quad play service offers.

Adding your desired OTT partners, digital products or even cross-selling your own in-house services is easy and effective with Bango Resale.

ENGAGE CUSTOMERS BY OFFERING MULTIPLE PRODUCTS

Bango Resale delivers a single technical solution to bundle and resell multiple products and services from major digital brands.

One integration to the Bango Platform enables you to launch multiple bundle promotions so you can rapidly scale your resale business and increase engagement and loyalty amongst your entire customer base.

DRIVE SUCCESS WITH DATA INSIGHTS

Bango Resale technology is a single, powerful solution that enables merchants to acquire, retain and monetize new customers through global resale partnerships.

By applying customer insights from Bango, merchants enable their resale partners to accurately target customers with appealing offers that ensure higher take-up and maximize the retention of these new customers.

By bringing businesses together and powering e-commerce with unique data-driven insights, Bango delivers new business opportunities and new dimensions of growth for customers around the world.



bango.com



Microsoft



Spotify

sales@bango.com