

BOSTON, Sept. 12, 2013 /PRNewswire/ -- The groundwork for convergence is set in developed Asia as operators move beyond bundling strategies in order to develop new revenue streams, according to a new report from Pyramid Research ([www.pyr.com](http://www.pyr.com)).

### **[Convergence in Developed Asia-Pacific: Operator Strategies Move beyond Bundling to VAS](#)**

examines how operators in progressive broadband markets in Asia-Pacific are moving beyond basic bundling to value-added services (VAS) and smart-living services. Case studies on Chunghwa, NTT, PCCW, SingTel, StarHub and Taiwan Mobile are presented and their approach to convergent offers is explored. The report concludes with some recommendations.

**[Download an excerpt or purchase the report here.](#)**

"Operators with a solid advantage in the fixed-line market are better positioned and have more incentive to provide subscribers with sophisticated convergence services, with considerations of both churn management and additional revenue generation," says Hansang He, Analyst at Pyramid Research. Very advanced operators such as PCCW and NTT are moving rapidly into the smart-living space. This includes services such as healthcare, surveillance and home automation. NTT and PCCW use personal health monitoring devices to address the smart healthcare opportunity, while Chunghwa and PCCW are pushing home hub devices to increase their revenue opportunity and offer new types of services. Smart-living services are a long-term

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opportunity requiring a commitment that will take time to provide a return. As such it is not a priority opportunity for all operators to pursue, particularly smaller challengers and operators planning to invest in markets with different levels of development, he notes.

### Convergence in Developed Asia-Pacific: Operator Strategies Move beyond Bundling to VAS Video is

part of Pyramid Research's Asia-Pacific Telecom Insider Report Series and is priced at \$1195

[Download an excerpt or purchase the report here.](#)

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