

How to overcome unprofitable flat-rate pricing*Orga Systems in dialogue with the Arab world's media and telecoms industry leaders*

Paderborn (Germany), 25 May 2010: “The convergence of media, telecom and information technology pushes the hither to disconnected players in the three sectors towards operating in an increasingly merged segment. This convergence carries threats to existing revenue and business models, but also bears new opportunities for new models,” states Arab Advisors Group at the occasion of its seventh Media and Telecoms Convergence Conference 2010 in Amman. As the main conference sponsor Orga Systems, #1 choice for real-time charging and billing, will actively participate in this excellent forum for networking, discussions and debates on the convergence trends underway in the Arab media and telecom markets.

Data revenue growth is challenged by ever increasing network costs

The Arab telecoms industry is in line with what the world is experiencing: Higher connectivity of data with ever decreasing revenues due to competition. Very soon the region's data revenues will be in line with those of developed markets, which will hit 50% in 2012. As network spending to provide these services is on the rise the key issue is: how to decrease the networks cost while increasing data services, speed bandwidth and subscriptions? In Orga Systems' view, this can only happen by intelligently redistributing resources and rethinking the flat rate tariff pricing for data and broadband.

In its presentation on the first conference day, Orga Systems will highlight how to generate revenue through a sophisticated and integrated real-time rating, charging and policy management system, enforcing network service differentiation rather than unprofitable flat rate pricing.

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