

Research report

Monetising pay-TV services:
content strategies, business models
and pricing

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Cesar Bachelet (Senior Analyst) has 20 years' experience of the telecoms industry, and specialises in triple-play services. He has conducted research and delivered presentations on a wide range of topics, including fixed voice, broadband and video services, as well as bundling and convergence strategies. Most recently, his research has focused on IPTV, cable and over-the-top video services. Before joining Analysys Mason, Cesar worked for various analyst companies, including Ovum. He has also worked for the telecoms operator BT, where he held a range of positions, including those of Competitor Analyst in the Consumer Division (now BT Retail) and Market Analyst in BT Ignite's ASP (application service provision) unit (now BT Global Services). Cesar has a degree from the Open University, with a specialisation in politics, economics and history.



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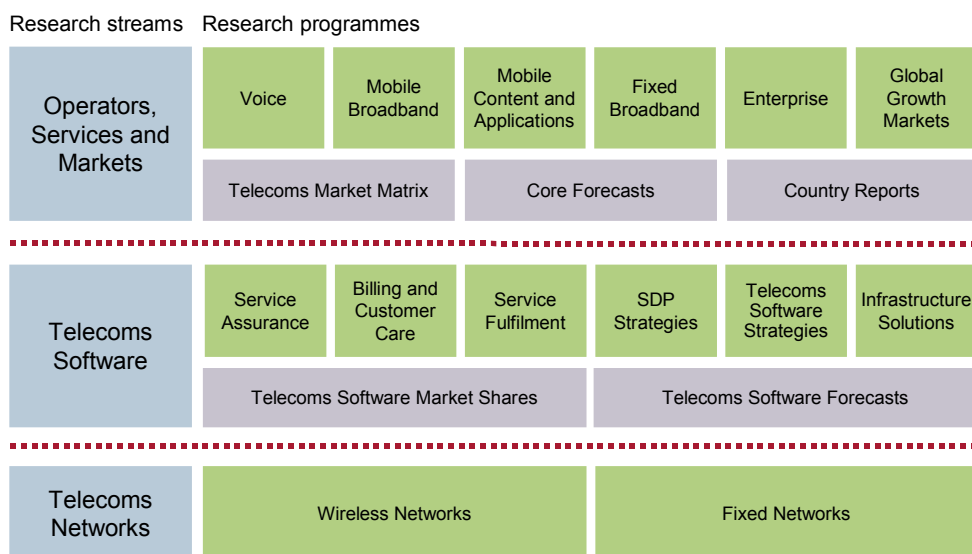
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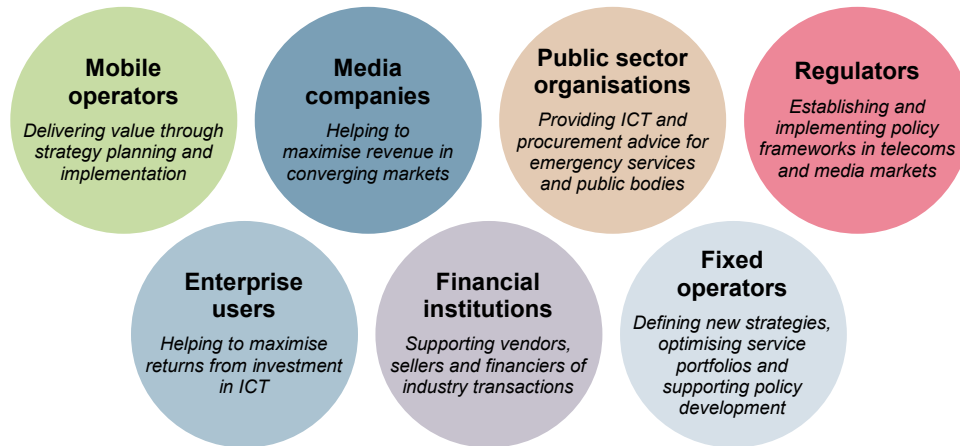
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