

# Enablers of Convergence

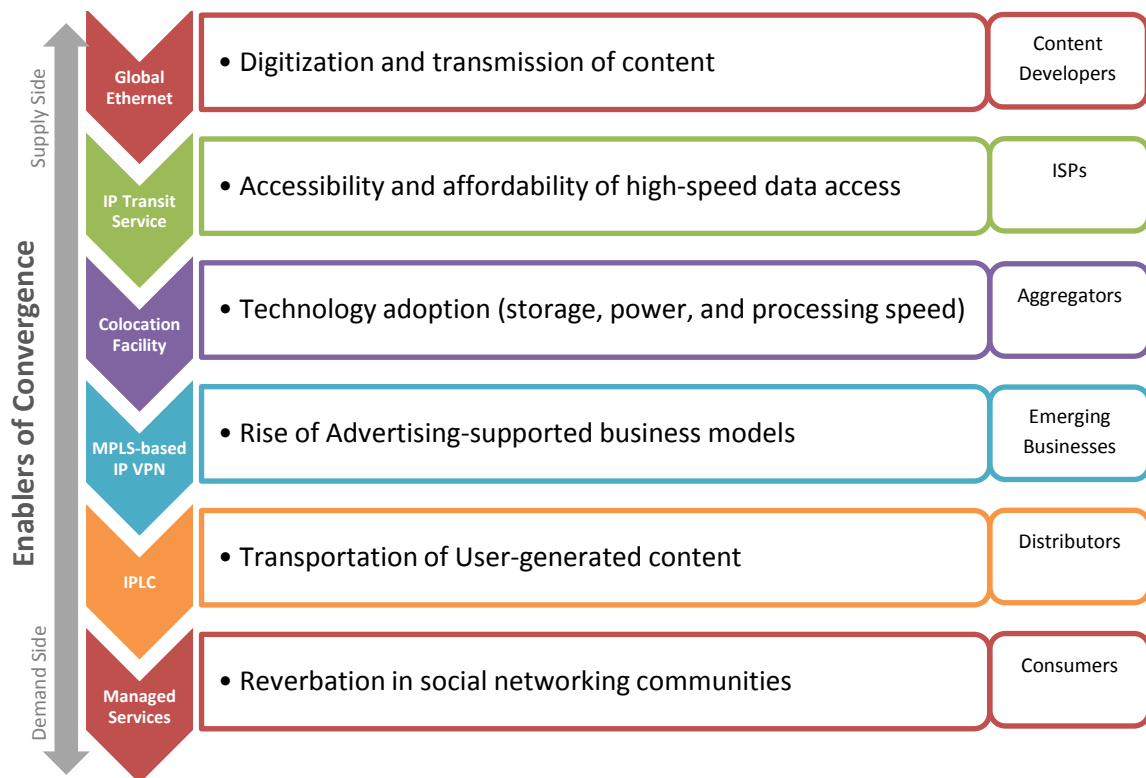
Emerging Business Models to Deliver Digital Content



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Smart companies realize that the digital revolution is only accelerating. The communications landscape continues to change dramatically, and the advent of digital service offerings represents a significant opportunity for a widening array of players. Seen originally as an industry phenomenon affecting the IT, telecommunications, and media sectors, convergence is now evolving as a broad, multidimensional transformation that is bringing together products and services as well as consumers, content creators, owners, aggregators, and distributors.



On the consumer-side, today’s marketplace is about the household—specifically the provision of content through multiple services including the phone, broadband sources, and television or wireless devices. A key component of Content Providers’ strategy in this emerging environment should be in its deployment of last-mile fiber, which will allow it to provide multiple services. They should look to ‘future-proof’ their services—the nature, quality, and capacity of its fiber rollout will allow it to take advantage of customer aspirations across bundled services and place it in the best position to succeed in the digital household.

To this end, NovoCom offers *end-to-end network infrastructure and Managed Services* to increase their reach and penetration into emerging markets by riding on NovoCom’s carrier-grade MPLS backbone to gain accessibility virtually anywhere in the world.