

TDC Hotspots

Why Hotspots?

- Passive waiting time becomes productive working time
- Mobile workers, gives employees more flexibility—able to work while ”on the go”, long weekends camping with the family
- Ability to check email, chat, play games etc. while on vacation—all the same reasons you use the Internet at home.
- Voice over WLAN—not so widespread yet, but coming!?

Price Models/Market Trends:(1 of 2)

- **Pay per minute/subscription:** Traditional price model
- **Free for guests**: the venue owner pays the operator directly and allows the venue's guests to use the hotspot free of charge. This is becoming popular with many hotels and we expect to see it with the larger chains.
- **Municipal WiFi**: Cities/counties partner with providers to offer free access in "Hotzones" (e.g. downtown Århus). In the US there are over 130 live regional/city-wide WiFi networks for public use.
- **Sponsored**: Hotspot is sponsored via advertisements.

Price Models/Market Trends: New (2 of 2)

- **Communities**: Worldwide communities free to other members of the community (e.g. FON)
- **Revenue Share**: the operator shares revenue with the venue owner
- **Manufacturer Partnerships:** Consumer device manufacturers enter into partnerships with Hotspot providers to allow device users free Hotspot access.

TDC Hotspots



- TDC has over 750 Hotspots in Denmark, primarily in hotels, camping grounds, servicestations, cafes, restaurants and other places where people either vacataion or spend time while ”on the go”. We work with several price/business models

- A subscription to ”TDC Universal Internet” gives access to all TDC Hotspots in Denmark as well as more than 60,000 Hotspots abroad in over 60 countries. Universal Internet also gives access to over 30,000 dial-up connections in over 165 countries.

- Without a subscription it is possible to access TDC Hotspots in Denmark with a voucher or credit card via our logon page: tdc.dk/hotspot

TDC Universal Internet: Software client



- User friendly validation of subscriber's identity
- Same username and password no matter the access form
- Automatically updates location and price data
- Security integration with:
  - All access forms
  - Cryptation
  - Personal firewall
  - Virus scanning
  - VPN-tunnel




Questions?