

Will network operators start charging for Wi-Fi?

CNET

Wi-Fi is quickly becoming a key part of almost every broadband providers' network strategy. But is the day soon coming when Wi-Fi will no longer be free?



That's a big unanswered question as operators signal they'd like to get more value out of their Wi-Fi networks.

According to a [recent survey from Analysys Mason, on behalf of Amdocs](#) [1], more wireless and cable operators than ever have deployed Wi-Fi networks. But many of these service providers see these networks, which are often offered to subscribers for free, as potential revenue generating assets in the future.

Most broadband service providers -- 89 percent of them -- have deployed Wi-Fi in some fashion to either offload wireless traffic or extend services to customers, according to the survey. And 40 percent of service providers indicated in the survey that they expect Wi-Fi to be more than a solution for simply offloading congested networks and are interested in using it to provide incremental value to their customers.

There are already a large number of operators who have begun monetizing their Wi-Fi networks. In fact, according to the survey 57 percent of service providers with Wi-Fi networks say they're making money in some way from those networks.

Source URL (retrieved on 03/06/2015 - 6:57am):

<http://www.wirelessdesignmag.com/news/2013/01/will-network-operators-start-charging-wi-fi>

Will network operators start charging for Wi-Fi?

Published on Wireless Design & Development (<http://www.wirelessdesignmag.com>)

Links:

[1] <http://www.amdocs.com/News/Pages/amdocs-survey-explores-service-provider-wi-fi-control-monetization.aspx>