

Здравствуйте коллеги!

Предлагаю Вам на рассмотрение вариант привлечения новых клиентов и увеличения трафика. Данное предложение охватывает часть людей объединённых единой ценностью. Я говорю о Китайцах! Мы знаем, что Китайцы очень привержены к своей культуре, языку, пище (только китаец в Париже будет искать ресторан с китайской кухней) и др. Мы знаем, что сейчас идет постоянная миграция из Китая в другие страны в том числе и в Россию. В настоящий момент в РФ количество китайцев оценивается в два миллиона человек. Так вот у этих двух миллионов человек отсутствует возможность получать легальный контент из Китая. Для этих людей это большая утрата. Понимая это, компания, размещенная в Гонконге, для удовлетворения потребности с легальным доступом к китайскому контенту, провела работу по разблокировке (на текущий момент) **36**-ти, самых популярных в Китае сайтов. Из них **14** видео, **5** музыкальных, **8** игровых, **8** образовательных и **1** игровой. В настоящий момент эта компания ищет партнеров по всему миру с целью организации взаимовыгодного сотрудничества по предоставлению легального доступа к китайским сайтам. Подробности предложения изложены ниже.

Entertainment Without Border – DCCT

A New Segment of Mobile Internet
A **D**irectional **C**hina **C**ontent **T**raffic Service

Agenda

- Background & Pain Spot of Chinese Subs
- Characters of DCCT Service
- DCCT General Technical Solution
- DCCT Case Study
- Technical Solution & Work Scope for Beeline
- Cooperation Proposal & Marketing Action
- About Livecom

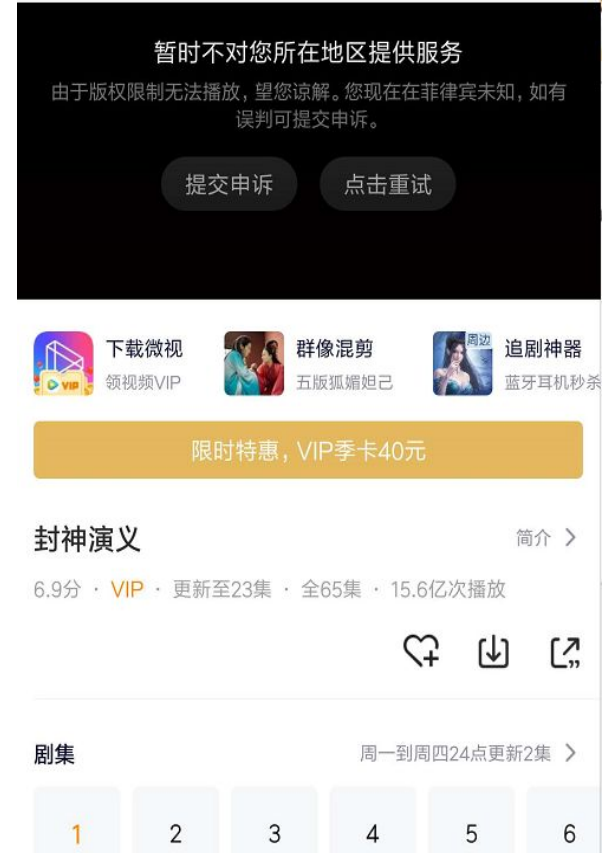
Background

- The Carrier has a considerable number of Chinese subs; Chinese Dramas, Music & Internet games are the requirement of these subs;
- China has been enforcing Content Geographical Protection in past years and thereafter. The result leads some popular contents only can be visited in China Mainland and are prohibited to visit abroad;
- Due to uncertain and longer Internet latency, some interactive games can not be well experienced by local Chinese especially when these games server IPs are in mainland China.
- China blocks to visit some websites such as Google, Facebook, Twitter, Youtube, etc.

Background –Pain Spot of Chinese Subscribers

- More and more video and music content on popular Chinese APPs that are attractive to Chinese have geographic limitation outside China Mainland.
- Chinese subs are depressed on this and are expecting a solution.

“Sorry this content is not available in the region you located due to the restriction of the copyright”



暂时不对您所在地区提供服务
由于版权限制无法播放, 请您谅解。您现在在菲律宾未知, 如有误判可提交申诉。

提交申诉 点击重试

下载微视 领视频VIP
群像混剪 五版狐媚妲己
追剧神器 蓝牙耳机秒杀

限时特惠, VIP季卡40元

封神演义 简介 >

6.9分 · VIP · 更新至23集 · 全65集 · 15.6亿次播放

剧集 周一到周四24点更新2集 >

1 2 3 4 5 6

Background – Longer Latency to China

- Due to uncertain and longer Internet latency, some interactive games and APPs can not be well experienced by local Chinese especially when these games and APPs' server IPs are in mainland China.



How to Visit Chinese Restricted Content

Via Local Carrier

Free to visit Google, Facebook, Youtube etc

Cannot visit geographical protected Chinese content

No geographical protected content DATA income

Through Roaming (CT/CU/CM SIM)

Cannot visit these limited websites

Can visit geographical protected Chinese content due to home routed roaming policy

Relatively higher. Such as USD 5 per day for so called unlimited roaming data for China Mobile

VPN software on Local Carrier

May? visit these websites based on VPN software's capability

Can visit geographical protected Chinese content

End user must install 3rd party software on their smartphones and may pay for its activation

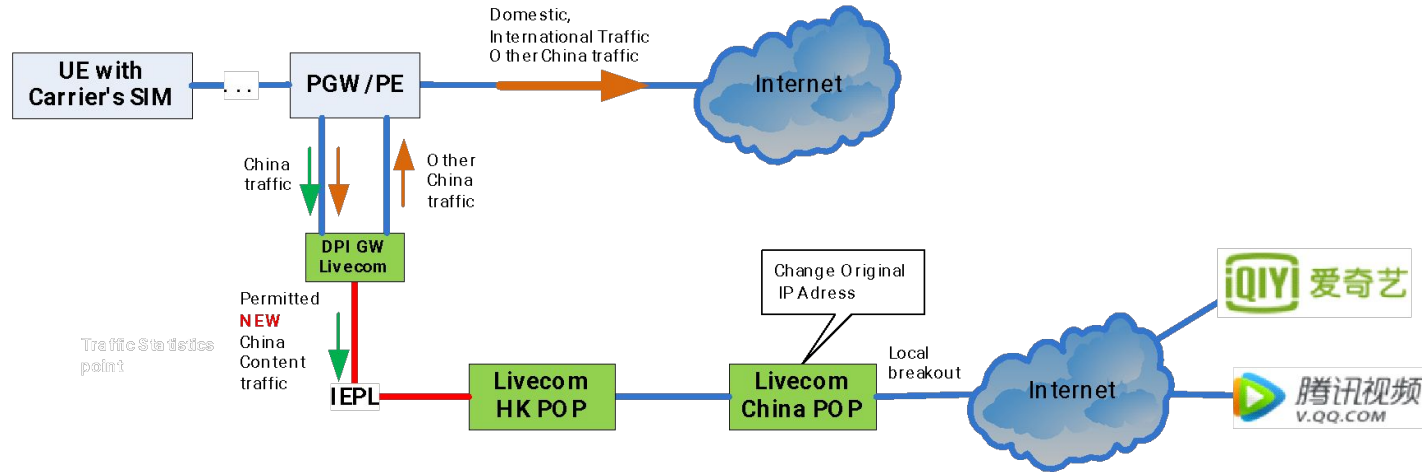
Local package + additional payment to 3rd software

Find a service to VISIT Chinese contents and KEEP FREE to visit Google, FB etc

Characters of DCCT Service

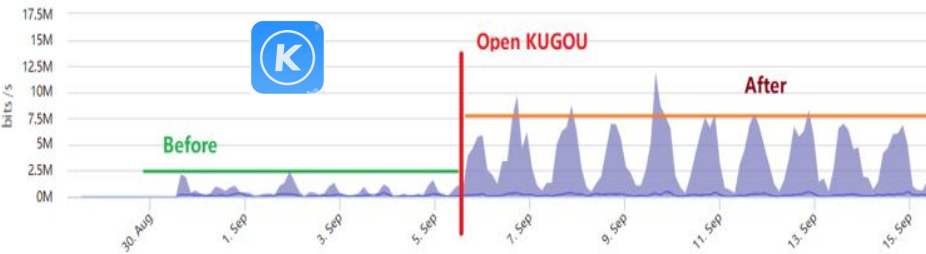
1. **Activating** popular mainstream Chinese content APP. Watch more Chinese content in same APP than those without DCCT service
2. **Accelerating and Optimizing routes to China.** It will improve Internet surfing experience so that end users like to consume more data traffic to visit local network to play online interactive games, to do online real time video meeting or online education, to process online OA.
3. **Keeping** to visit local applications via local routes. Local Chinese can use Google, Facebook and other local favorite APPs as usual.
4. **Precise Identification Chinese content APPs** will provide rapid route for these specific APPs to China, in order to promote more data consumption and bring additional revenue for the carrier.

DCCT General Technical Solution



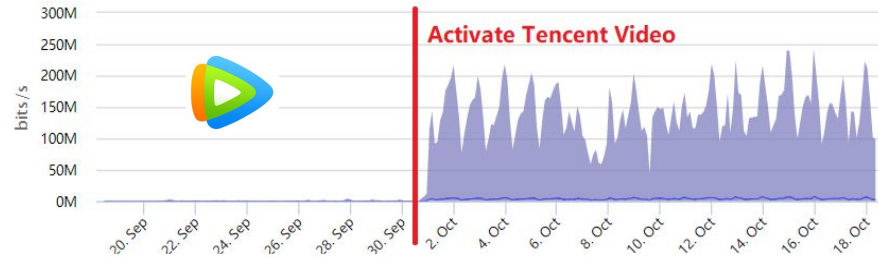
- We deploys DPI GW in carrier's network.
- Carriers can dig out NEW traffic which can not realize before DCCT service;
- Carriers can attract more Chinese (Tourists or Resided Chinese) to register into its network;
- NEW traffic & new subs will bring new revenue to the carrier.

Case Study: LTC in Laos



KuGou Music

It shows about 60GB traffic increased per day before and after activation



Tencent Video (WeTV Chinese Version)

It shows about 1.5TB NEW traffic increased per day before and after activation

- In September 2019, DCCT was tested and launched on LTC, activating APPs including Kugou Music and Tencent Video

Case Study: LTC in Laos

```
[root@laoCentos6 ~]# ping 180.109.35.23
PING 180.109.35.23 (180.109.35.23) 56(84) bytes of data:
64 bytes from 180.109.35.23: icmp_seq=1 ttl=244 time=82.4 ms
64 bytes from 180.109.35.23: icmp_seq=2 ttl=244 time=82.6 ms
64 bytes from 180.109.35.23: icmp_seq=3 ttl=244 time=84.3 ms
64 bytes from 180.109.35.23: icmp_seq=4 ttl=244 time=83.3 ms
^C
--- 180.109.35.23 ping statistics ---
4 packets transmitted, 4 received, 0% packet loss, time 3773ms
rtt min/avg/max/mdev = 82.484/83.195/84.307/0.738 ms
[root@laoCentos6 ~]# ping 180.109.35.23
PING 180.109.35.23 (180.109.35.23) 56(84) bytes of data:
64 bytes from 180.109.35.23: icmp_seq=1 ttl=238 time=295 ms
64 bytes from 180.109.35.23: icmp_seq=2 ttl=238 time=280 ms
64 bytes from 180.109.35.23: icmp_seq=3 ttl=238 time=291 ms
64 bytes from 180.109.35.23: icmp_seq=4 ttl=238 time=293 ms
64 bytes from 180.109.35.23: icmp_seq=5 ttl=238 time=292 ms
64 bytes from 180.109.35.23: icmp_seq=6 ttl=238 time=298 ms
^C
--- 180.109.35.23 ping statistics ---
7 packets transmitted, 6 received, 14% packet loss, time 6120ms
rtt min/avg/max/mdev = 280.887/292.228/298.997/5.626 ms
```

专线

PING via
DCCT
clusters

互联网

PING via
routine
Internet

- PING an IP in China from Laos, latency usually is about 300ms
- PING same IP via DCCT link from same location, latency is only about 80ms sometimes
- End user can get quicker access, reaction and experience via DCCT link, especially for refreshing short videos, playing games

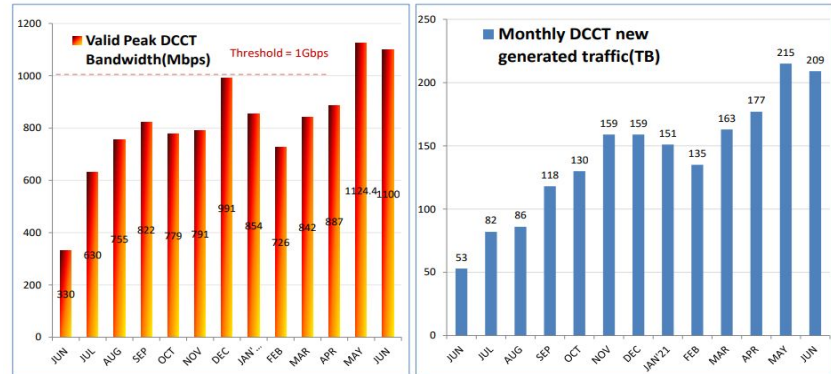


Case Study: LTC in Laos

TOP Video & Music (Unblocked)				Online Education (Accelerated)		Popular Game (Accelerated)	
	Tencent Video		CCTV Video		YuanFuDao		KING's GLORY
	IQIYI video		CCTV BOX		XDF		New WULIN Legend
	YOUKU video		XIGUA video		ZhangMenYouKe		SLAM DUNK
	MANGO TV		PUMPKIN Film		ZuoYeBang		Moonlight Blade
	PP Video		QQ Music		GaoTuKeTang		Journey to West
	Bilibili Video		NETEASE Music		VIP Kid		Happy & happy
	ACFUN Video		KUGOU Music		XueDa		Happy Poker
	MIGU Live		KUWO Music				
	MIGU Video		MIGU Music				
	SOHU Video						

- Livecom is always dedicated to unblocking /accelerating popular Chinese Content websites/APPs .
- Up to now, 36 Chinese websites/APPs, have been activated, including 14 videos, 5 music, 4 games, 1 shopping and 8 Online Education APP
- Open for **ALL** mobile users in LTC network

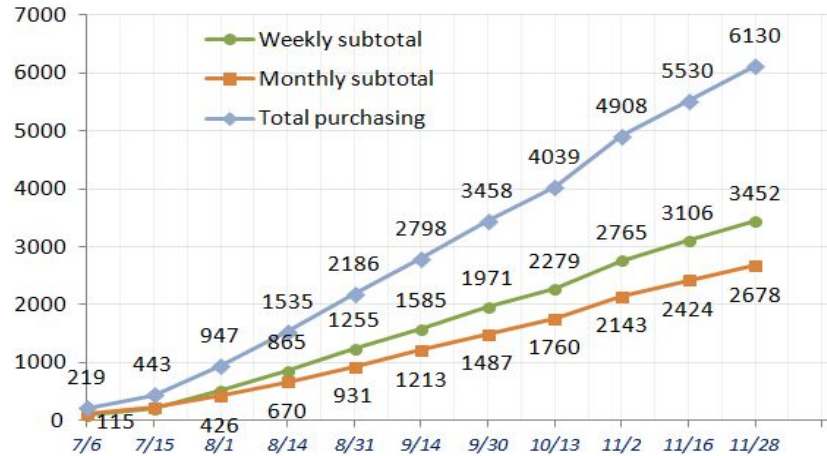
DCCT service performance JUNE, 2021



- DCCT runs **FULL LOAD (1Gbps)** in both MAY and JUNE
- It is an increasing traffic trend in these months, which means DCCT brings more revenue for LTC

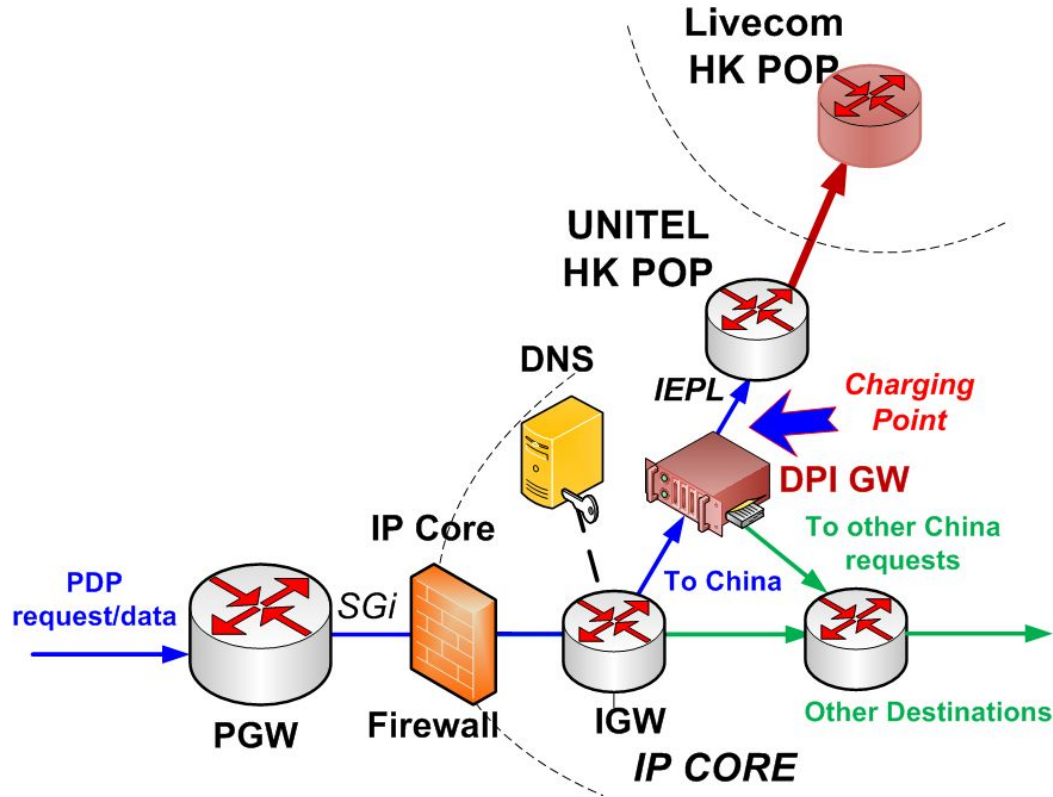
- In past 12 months, we have identified about 15K users (IMSI) /month using DCCT service at LTC.
- Generated 200TB per month new traffic for LTC
- **Without marketing promotion and advertisements**
- It is a remarkable value-added service although Chinese people has decreased dramatically due to COVID-19.

Case Study: Metfone in Cambodia



- Metfone chooses to setup a new package to launch DCCT due to oversized competitive market in Cambodia
- Only end users who have ordered this DCCT package will enjoy this service
- It presents slowly increasing trend because of lack of marketing promotion and advertisements to let local Chinese know it

Technical Solution for Beeline



1. Beeline may have multi Internet routes. We plan to deploy DPI GWs (10GE port) on links to China

2. Or we provide most possible IP lists these Chinese APPs will use mostly to Beeline to do policy routing. Destination IP in this IP lists will be sent to our DPI GW first.

3. Only identified requests (in our opening APP list) will be sent to Beeline POP in London/Paris/HK, then Livecom POP finally.

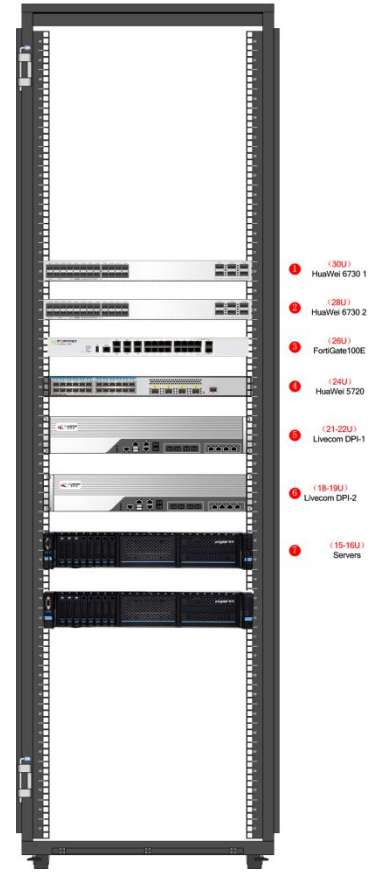
4. Other requests for China terminated and other destinations terminated will be sent back original paths to be routed by legacy policies.

ALL Beeline users can enjoy DCCT service without changing their current data plans;

Required Resources from Beeline

- Need a rack with 3KVA to install DPI GWs in Beeline network
- With several public IP to manage, such as 8 – 16 IPv4 address in Beeline network
- Beeline need prepare a dedicated link from Beeline network to TH2 in Paris or MEGA-I in HK, beginning from 1Gbps with 10GE port.
- Beeline provides necessary assistance to introduce Beeline's IGW topology and connect with Livecom's hardware devices.

Hardware Installation Design



Beeline's Work Scope

- Dedicated Bandwidth from Beeline network to London, Paris or Hong Kong
- A 3KVA rack for Livecom to deploy hardware
- Several Public IPv4 address (such as 8-16 IPv4) for this project
- Prepare several fibers (10GE interface) to connect Beeline network and Livecom devices
- Prepare necessary routers to connect Livecom's data devices
- Setup SMS delivery mechanism to potential local Chinese end users to mention them what latest popular Chinese content are available in Beeline's network.

Livecom's Work Scope

- Dedicated Bandwidth from HK to China mainland
- In building cross connection in London/Paris/HK POP to connect Beeline's POP
- Purchase, deliver, deploy devices and corresponding software licenses into the rack provided by Beeline
- Configure devices and connect with Beeline's network
- Prepare minimum URL lists to Beeline in order that Beeline can identify how many local Chinese are on-net
- Jointly test with Beeline team
- Submit monthly running report to Beeline if need

Cooperation Proposal

- Install our DPI GW on Beeline's main Internet routes to China

- Free trial for 2 months
 - Enable for ALL customers including local Chinese community and local citizens who knows Chinese. ALL customers can open unconsciously Chinese content APPs to enjoy.
 - Watch how many new increased data generated per day or per month
 - Review how many new revenue has been brought to Beeline

- Open discussion on how to share revenue

Marketing Action – Beeline Network

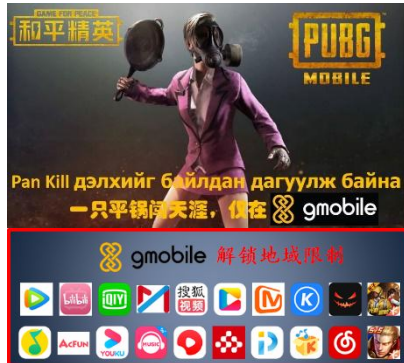
1. **Finding out** local Chinese on net ;
2. **Sending SMS** to introduce this DCCT service to them and latest Chinese content like drama, music etc so that they may visit ;
3. Others.

Marketing Action - Livecom

1. **Writing** Chinese soft article on some Online Travel Agency (OTA) and local Chinese APPs to introduce this service in order to let them know Beeline has launched this service
2. **Sending posters of latest Chinese contents in mainland China** in local Chinese Wechat group to encourage them to chase these latest content



<https://mp.weixin.qq.com/s/3-5GcXbLIbttx08eC7ydiA>



About Livecom

- LiveCom is founded by ZTE (HK) in 2006 and has acquired ETS and SBO licenses issued by Hong Kong OFTA to do telecom wholesale business and ISP services.
- Livecom is based in Hong Kong and is a unique bridge to connect Hong Kong and mainland of China, then abroad and China mainland.
- Livecom is dedicated to serve overseas Chinese enterprises to provide ICT services such as voice, video, data, OA and internet.
- ZTE has transferred his controlling stock share to another listed company in China in 2015. Livecom is always an independent company and focuses on operation.
- Official Website: www.livecom-axd.com
- Представитель на территории России +79177922427 Солодкий Андрей.

IDD +Connectivity +Content +SaaS