Obtaining Revenues from User Generated Mobile Services for Sport, Fitness and Health

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Abstract
This article presents the potential for new business models in the context of user-generated content and services in the mobile environment. The approach is based on the concept of a new platform that incorporates multiple (mobile) network providers as well as private and commercial third party content and service providers. The potential for gaining and sharing revenues among the different participants in this ecosystem is described based on an application scenario in the domain of sport, fitness and health.