



AI summary

Data Monetisation for Telco

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Summary

This session explored the opportunities and challenges of data monetisation in the telecommunications sector, with panellists discussing diverse strategies, technological innovations, and regulatory considerations. The discussion emphasised the untapped potential of telco data and infrastructure as critical revenue drivers, with perspectives from both telco insiders and external stakeholders. Key topics included the use of data streams, social media ecosystems, standardised APIs, and AI-driven insights to maximise monetisation potential.



One speaker highlighted the underutilisation of IPv4 resources in the telco industry, particularly in Asia. They argued that, despite the transition to IPv6, legacy IPv4 blocks remain a valuable yet overlooked asset. Demand for these resources, especially from cloud providers and ISPs in fast-growing regions, presents a monetisation opportunity. However, regulatory policies often limit their use, creating barriers to fully realising their value. The speaker recommended auditing infrastructure and leveraging these assets to generate direct revenue.

Social media data was framed as an essential resource for telcos, particularly in customer experience (CX) and marketing. The speaker from Telecom Malaysia outlined how social platforms are used to gather insights on consumer behaviour, funnel feedback to product teams, and target audiences more effectively. Social commerce was identified as a growing frontier, with platforms like TikTok enabling new revenue streams. However, the speaker acknowledged that the journey from proof of concepts to scalable solutions requires robust internal advocacy and alignment with product teams.

The panel also examined the monetisation potential of network APIs, with estimated market growth reaching USD 30 billion by 2030. APIs for fraud prevention, authorisation, and location verification were cited as lucrative avenues. Standardisation, including the adoption of frameworks like Kamara APIs, was deemed critical for enabling seamless data sharing and fostering enterprise partnerships. Real-world examples, such as a Brazilian bank using telco APIs for fraud detection, illustrated the practical value of these solutions.



Regulatory compliance and data governance emerged as foundational elements for successful data monetisation. Several speakers stressed the importance of dynamic consent management, data residency, and cross-border compliance to build consumer trust and ensure legal alignment. Unified consent gateways and architectural designs capable of supporting hybrid and decentralised data storage were proposed as necessary components. These measures aim to address both legal requirements and operational challenges, such as integrating fixed and mobile data streams.

Lastly, the role of AI was discussed as both an enabler and a driver of demand for telco data. AI's ability to generate hyper-personalised insights and enhance internal revenue streams was highlighted. However, panellists warned of competitive threats from over-the-top (OTT) players and satellite providers, urging telcos to act swiftly to secure their position. Recommendations for the industry included standardising APIs, auditing data infrastructure, and leveraging AI to convert data into actionable, trusted services.

Takeaways

Standardisation Is Essential for Data Monetisation

The session emphasised the importance of standardising data exposure through APIs, such as the Kamara API framework, to maximise the monetisation potential of telco data. Standardisation simplifies interoperability, enabling enterprises to consume telco data more effectively while ensuring compliance with regulatory frameworks.

AI-Driven Insights Enhance Revenue Models

Telcos were encouraged to move beyond selling raw data by leveraging AI to derive actionable insights. These insights can support B2B use cases such as fraud prevention and credit scoring, as well as enable hyper-personalised offerings for consumers, improving customer lifetime value.

Challenges of Governance and Trust in Data Monetisation

Participants highlighted the critical role of robust governance, including dynamic consent management and compliance with data residency laws, in scaling data monetisation. Without these foundational elements, telcos risk losing customer trust and missing opportunities to commercialise data assets.

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