

NOS closes an Iberica Wholesale deal with Nintendo to enable its 3DS consoles automatic and free Internet access

Introduction

Nintendo is one of the longest tradition consumer electronics company worldwide. Founded in 1889, it didn't become a video-game company until 1970. Currently it is the largest video-game company in the world, and the third most valuable company in Japan.

Back in 2011 Nintendo launched a revolutionary and innovative new version of 3DS console with WiFi connectivity, which meant for consumers to play online, and download software upgrades and games from the Internet.



Business Case

Opportunity

While WiFi access is straightforward at home, consoles are much often used while traveling, waiting for appointments or transport, and at school breaks or in parks, where connectivity is not easily available.

The company had ambitious expectations on their innovative approach to online playing, and for such they had to facilitate WiFi connectivity. Portugal was the territory selected to start.

Nintendo Ibérica S.L. reached out to Portuguese operator NOS (formerly known as ZON) to address its connectivity needs.

NOS is the largest triple play operator in Portugal and an irrefutable innovation leader. NOS, using Fon's Service Platform, had previously deployed ZON@FON, the largest WiFi network in Portugal including Madeira, the island with the most WiFi coverage in the world.

Business model

A wholesale deal was agreed between NOS and Nintendo, to provide 60.700 3DS consoles with automatic and free Internet access to NOS footprint, where access was billed on a per console/monthly subscription basis.

While NOS enjoyed a new revenue stream from this deal, Nintendo provided its early-adopter customers with a great online experience, without the need of deploying and maintaining WiFi infrastructure itself.

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ZON@FON and Nintendo Create World's Largest Nintendo 3Ds-Compatible Hotspot Network

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Key Achievements

- ✓ 5200 consoles connect to WiFi every week
- ✓ Over 50% of all Internet connections generated by Nintendo 3DS consoles in Portugal go through ZON's WiFi Platform
- ✓ Portugal became the country with the world's largest network of WiFi hotspots compatible with Nintendo 3DS.

Why Fon

- Fon offers best in class WiFi services and know how
- Fon's Service Managed Platform allows easy integration with devices enabling wholesale services and monetization models

