

ABSTRACT

Home Edutainment is one of content service in educational and entertainment which is designed for multimedia network, especially for Speedy residential customer.

In Home Edutainment business, PT. TELKOM collaborate with content provider based on a business scheme agreement. One important point in that agreement is the revenue sharing between PT. TELKOM and content provider. This research will analyze the suitable revenue sharing model to get win-win solution for PT. TELKOM and Content Provider.

In determination of revenue sharing, this paper considers some aspects such as : Home Edutainment business scheme, PT. TELKOM's objectives, benchmark result, cost per unit from PT. TELKOM and content provider, and Speedy and Home Edutainment characteristics.

Considering Home Edutainment business scheme, PT. TELKOM's objectives, benchmark result, cost per unit from PT. TELKOM and content provider, and Speedy and Home Edutainment characteristic, it is decided to use charging based on the usage of Home Edutainment (pay per use). To determine total value which will be shared between PT. TELKOM and content provider, the contents classified into two classes :

- A class 100KB – 1 MB
- B class >1 MB – 2 MB

Proportion of revenue Sharing between PT. TELKOM and Content Provider is obtained by comparing the cost per unit which have been released by PT. TELKOM and Content Provider. The result is PT. TELKOM 'gets' 9,04 % and content provider 'gets' 90,96 %. If we consider the minimum condition that PT. TELKOM's expenditure will return, it is obtained for A class PT. TELKOM will pays 81,178 IDR to content provider and for B class PT. TELKOM will pays 461,178 IDR.

Keywords: Revenue sharing, Home Edutainment, Speedy, Content Provider