



Cost of data to System Operator much less (**e.g., by 2 orders of magnitude**) than conventional drive testing.

Customer Incentive: Customer receives large quantities of geographically targeted real-time device/network performance data. Due to the innovative platform, the cost charged to Customer may be much less than the cost of conventional drive test data.

Developer Incentive: Developer monetizes its applications and receives revenue stream, *thus hastening large scale adoption by the developer community.*

End User Incentive: End User gets free (or reduced cost) applications, *without the burden of having to view ads.*