The evolution paths of neutral host businesses: antecedents, strategies, and business models

Research motivation

- Neutral host strategies are still poorly understood

- What are the logic differences between communications and data businesses?

- Which business strategies city operator have chosen?

- How the emergence path of a city operator has effect on business strategies?

Research design

- Qualitative case study

- Qualitative data analysis

- Comparison analysis

- Data sources: Annual reports, press releases, other public sources, scientific literature, Orbis database

Results and contribution

- Four distinct emergence paths align with business strategies selected by operators

  - Infrastructure leasers, Domain specialists, Public authorities, Incumbent MNO alliances

- Ownership structures have significant impact on company strategies, but categories are not clear-cut

- Data and communication businesses are significantly distinct

Conclusions and implications

- Urban communications market is highly fragmented due to different strategies selected by stakeholders

- New emerging city operators need to consider their fit for market legitimacy