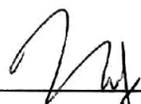


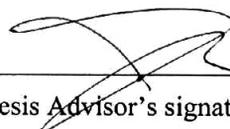
Nopparat Srikhuthkao 2007: Dynamic Pricing Based on Net Cost for Mobile Content Services. Master of Science (Computer Science), Major Field: Computer Science, Department of Computer Science. Thesis Advisor: Assistant Professor Sukumal Kitisin, Ph.D. 101 pages.

Currently, the performance of mobile phones has increased rapidly. From 2000 to 2006, the evolution of mobile systems from GSM through GPRS and EDGE. The data rate transmit on GPRS is only 171.2 Kbps and it reaches over 384 Kbps on WCDMA. The functionality and performance of mobile phones have improved in term of memory, camera pixel and sound quality. Some are equipped with a camera and can function as mp3 player. Users can use them for all sorts of activities and that causes varieties of mobile services and their demands. Currently, a mobile content service's price is set by its provider. In several each provider selected a fixed price -- a market price--for each service because the content provider cannot calculate actual cost and operational cost of a service is difficult to justify.

This research proposes a dynamic pricing model based on net cost for mobile content services and communication model. Pricing equation is modeled using pricing theory and the communication model for mobile content services. We believe that the content provider should set up a dynamic price for mobile service because the gap market price for mobile content service is different from net cost very much. Our analysis using dynamic pricing model, we found that the dynamic price is much less than the market price. If the content providers set up their services' price as dynamic price, the customers demand must increase. Besides, we found dynamic prices are more fair customers than market price because the operation cost can be reflected to the price and that bring about the fairness for both providers and consumer.



Student's signature



Thesis Advisor's signature

16 / 03 / 2007