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Business Models in the Phygital World: How the telcos are adapting in an increasingly OTT-dominant world

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Abstracts

The world is today entering into an increasingly « phygital » era; a world where both the physical and digital sides are merging, especially through the use of personal data with Internet giants at the forefront of this trend.

So big is the influence of these giants, or simply the US GAFAM (Google, Apple, Facebook, Amazon, Microsoft) and the Chinese BAT (Baidu, Alibaba, Tencent), that they are present in virtually every market and fighting amongst themselves.

In such times, the telcos are going through a rough period, with revenues being squeezed on the one hand while continuous investment is required on the other. While their track record of OTT-like services are umipressive, they do still have a powerful wildcard; personal data of quality and granuality unique only to them.

The telcos and OTTs come from an entirely different background, the former largely physical by origin while the latter digital by default. As these two merge towards a phygital world, what are the business models shaping the market? How are they adapting to the phygital market? This presentation looks into such questions.

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