

The Future of Communication Services: The perspectives for telcos and Internet players

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Abstracts

This report provides an in-depth analysis of the OTT communications market, both through figures and forecasts of market value (global, EU28, APAC and US), and through strategic analyses of the major players concerned. The VoIP market (e.g., Microsoft Skype), the IP messaging market (e.g., WhatsApp), and a portion of the social networking advertising market (e.g., Facebook) makes up the consumer OTT communications market.

The dynamics of each of these market segments are examined as well. The various business models that have appeared, the platform strategies of different types of players, and the trends of acquisitions in the market, are also analysed.

One of the key analyses in this report is the comparison with the telco communications market. The myth of 'OTTs taking away telco revenues' is scrutinised, together with the effectiveness of the responses available to telcos, as well as the future path towards rich communication services.

Main players mentioned in the report:

OTT players: Google, Facebook, Microsoft, Skype, WhatsApp, WeChat, Instagram, Snap.

Telcos: Orange, Telefonica, Deutsche Telekom, Vodafone.

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