

Telco Video Strategies: Towards Vertical Integration for Incumbent Telcos?

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Abstracts

This report analyses the TV and video strategies of leading incumbent telecom operators.

Three segments are addressed, starting from the overall video business positioning and its evolution over time for each player, a presentation of actions taken in the connected TV environment in its broad sense (multiscreen, 'TV Everywhere' and OTT video moves), and finally the delivery options selected by operators are presented (telco CDN, hybrid TV solutions, managed and OTT delivery options).

We finally stand in a two-sided market where operators can, on the one hand, provide premium TV exclusivity to address high-income households to promote upselling and cross-selling options and, on the other hand, propose deepening segmentation of video services, with more personalisation, to address lower-income households and the 'new generation'.

Contents

1. EXECUTIVE SUMMARY

2. METHODOLOGY

3. MARKET FRAMEWORK

3.1. Main concepts of IP video

3.1.1. Delivery modes

3.1.2. Video formats

3.1.3. Internet delivery modes

3.2. IPTV rollout: the end of the golden days

3.3. OTT video usage is skyrocketing

4. PLAYERS' TV & VIDEO POSITIONING

4.1. AT&T

4.2. BT

4.3. Deutsche Telekom

4.4. KPN

4.5. Orange

4.6. Telecom Italia

4.7. Telefonica

4.8. Verizon

List Of Figures

LIST OF FIGURES

Figure 1: Change in IPTV share of TV households worldwide, 2011-2015 (million)

Figure 2: Growth of IPTV households in the top European markets and in the USA, 2011-2015

Figure 3: Global IP Traffic by Application Category

Figure 4: DirecTV-AT&T value proposition

Figure 5: BT Vision accounts 1.2 million subscribers with steady net adds

Figure 6: Example of TV packages options for BT Broadband Infinity subscribers

Figure 7: UEFA content available for free to BT TV customers

Figure 8: BT Wholesale TV and content portfolio roadmap – 2014 - 2016

Figure 9: Deutsche Telekom TV customers in Europe, H1 2015

Figure 10: The Deutsche Telekom virtual STB/STB-less strategy

Figure 11: Deutsche Telekom CDN positioning

Figure 12: KPN and OTT video, a snapshot

Figure 13: Orange video devices in France

Figure 14: Telecom Italia activities

Figure 15: How Telecom Italia repositioned itself around pay-video services

Figure 16: TIM video service line-up

Figure 17: Yomvi, by Telefonica/Movistar+

Figure 18: Verizon end-to-end CDN product

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