

Telco Video Strategies: Towards Vertical Integration for Incumbent Telcos?

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Date: December 2015

Pages: 0

Price: US\$ 2,200.00 (Single User License)

ID: TC0CBCB9791EN

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'.

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