

# **Tariff Trends SnapShot No 9 - MNOs and the challenge of Over The Top (OTT) services**

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## **Abstracts**

About the Tariff Trend SnapShot Service It is a Research & Analysis Service published by Tariff Consultancy Ltd (TCL) providing a brief snapshot analysis of a new pricing trend for mobile or fixed line services seen by TCL analysts. It is published approximately every fortnight (for 20 issues a year).

The service can be purchased as a 1-year subscription or as individual SnapShots.

The TCL Tariff Trends SnapShot #9 assesses the OTT challenge and the threat posed to the telecoms operator. It will assess the impact of OTT services on the current MNO service portfolio of voice, messaging & video services.

The growth in OTT services

The impact of OTT services on the MNO

The types of OTT challenges

Examples of innovative MNO responses

OTT and MNO Cooperation

Conclusions – MNO & OTT strategies for success

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