

TariffTrends SnapShot 154 - Trend in the combination of OTT and MNO service developments worldwide

<https://marketpublishers.com/r/T0ABFAD6C70DEN.html>

Date: May 2024

Pages: 0

Price: US\$ 435.00 (Single User License)

ID: T0ABFAD6C70DEN

Abstracts

In SnapShot 154, Telecoms Pricing considers the combination of OTT and MNO service developments worldwide. The use of OTT Apps continues to grow, with Orange (France) reporting an increase in WhatsApp messaging of five times during the March 2020 Covid-19 epidemic.

In response MNOs are experimenting with the introduction of their own OTT-style Apps (with several MNOs supporting the launch of the GSMA RCS messaging protocol) as well as developing their own App portfolio. In some cases MNOs are co-operating with OTT providers and are bundling an OTT App (video, music streaming or social networking and messaging) with selected high-value plans.

Selected MNOs are bundling OTT services with integrated plans (of calls, SMS & Mobile Data) in countries as diverse as Mexico, the Philippines, Australia, the USA, Italy, the UK, Germany, India and others. But the use of OTT bundling is not widespread with the majority of MNOs still typically differentiate their services by the size of mobile data allowance.

In some markets legal disputes about offering unlimited OTT services has resulted in the telecoms regulator ban the bundling of OTT services on an MNO contract (as in India).

Contents

1. INTRODUCTION – THE GROWTH IN OTT SERVICES WORLDWIDE

2. REGULATORY CONCERNS OVER OTT SERVICES

3. EXAMPLES OF OTT & MNO COMBINATIONS WORLDWIDE

4. CONCLUSIONS – OTT AND MNO DEVELOPMENTS

COMPANIES INCLUDED IN THE REPORT INCLUDE:

3 (UK),
AT&T (Mexico & USA)
Airtel (India)
EE (UK)
Flow (Jamaica)
Globe Communications (Philippines)
Movistar (Mexico)
O2 (Germany and UK)
Optus (Australia)
Reliance Jio (India)
Sprint (USA), T-Mobile (USA)
Telcel (Mexico)
Telekom (Hungary)
Verizon (USA)
Vodafone (India and Italy)

I would like to order

Product name: TariffTrends SnapShot 154 - Trend in the combination of OTT and MNO service developments worldwide

Product link: <https://marketpublishers.com/r/T0ABFAD6C70DEN.html>

Price: US\$ 435.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T0ABFAD6C70DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

