

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

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## **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 Covoid-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).

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