

Global Impact of OTTs on Telcos & Forecast: 2010-2017

<https://marketpublishers.com/r/G825BCBC4FFEN.html>

Date: August 2014

Pages: 205

Price: US\$ 2,995.00 (Single User License)

ID: G825BCBC4FFEN

Abstracts

The increasing penetration of the affordable smartphones and popularity of the mobile internet has impacted the modern day communication methodology in a grand manner. The increasing tendency of the people to stay connected with each other was through normal voice calls and SMS a few years ago. But with the advent of instant messaging services such as GTalk, Yahoo Messenger etc, people started using the internet services to stay communicated irrespective of their location.

Sooner, with these applications coming to the mobile devices of the users, further added to the delight of the customers, as it enabled them to stay connected anytime, anywhere. Further, OTT services such as WhatsApp, WeChat, Line etc enabled the users to exchange messages to other fellow users using the same service, thereby reducing their dependency on the SMS services. Also, the services such as Skype, Viber etc enabled the users to make relatively cheaper calls/calls free of cost amongst the people using the same services. This has further dented the services of the telcos, who earlier were already facing problem of declining revenues owing to competition. The traditional revenues sources such as SMS and voice services, also seems to be dented owing to these OTT services, which primarily leverages the internet/mobile data network. These OTT services has impacted the network bandwidth of the telcos, owing to huge traffic generated through these services, which has not much impacted the revenue margins of the telcos.

With the advent in technology and ever increasing demand from the users, Over the top (OTT) market and OTT service providers continue to witness new level of innovation from major OTT service providers which includes Netflix, Nimbuzz, Facebook, Google and other OTT messengers such as WhatsApp, WeChat, Line etc.

The increasing popularity of these services is driven by factors such as increasing penetration of smart devices and mobile broadband services at affordable pricing.

Also, since these services are available at relatively cheaper/almost free of cost as compared to the traditional SMS and voice services offerings has further led to the popularity of these services. Over the coming years, these services are gaining increasing adoption in the emerging regions such as Latin America and Asia-Pacific region. Most of the customers across these regions are driven by the social activity and ability to interact with their peers and these experiences of the users are being translated to various devices including tablets, PCs, smartphones etc.

This report on the OTT service providers provides an insight about the impact of OTT service on the revenues of the telcos. It also provides an overview of the various of the various strategies of the telcos and the various categories of the OTT players. Further, the report provides brief profiles of the OTT service providers including their overview, strategy, partnerships and pricing details, wherever applicable. The report also contains a section of the partnerships & alliances of these OTT service providers with the telcos and product launches. Selective case studies have also been provided for select OTT messaging service providers.

Target Audience

Telecom Service Providers

Value Added Service Providers

Technology Vendors

OTT service providers

Contents

1. OTT- INTRODUCTION & OVERVIEW

2. CATEGORIES OF OTT PLAYERS

3. DIFFERENCE BETWEEN OTT AND IPTV

4. WHAT IS OTT & HOW IS IT AFFECTING COMMUNICATION

4.1. Emergence and Impact of Voice OTT

4.2. Factors for increased popularity of OTT service providers

4.3. Challenges for the Mobile Voice OTTs service providers

5. HISTORY OF EVENTS: TELCOS V/S OTTS

5.1. How would the Future Telco-OTT relationship look like

6. HOW SHOULD TELCOS RESPOND TO THE OTT PLAYERS

7. OTT AS AN OPPORTUNITY FOR OPERATORS

8. STRATEGIES TO BE ADOPTED BY TELCOS AGAINST THE OTT PLAYERS

9. PROFILE OF LEADING OTT PLAYERS

9.1. WhatsApp

9.2. Netflix

9.3. WeChat

9.4. Line

9.5. Viber

9.6. Skype

9.7. Nimbuzz

9.8. Hike

9.9. Hulu

9.10. KakaoTalk

10. KEY DEVELOPMENT IN OTT – PARTNERSHIPS

11. Product Initiatives
12. Mergers & Acquisitions
13. Financial Updates
14. Forecasts

List Of Figures

LIST OF FIGURES

- Figure 1: Global Voice and SMS revenues lost to OTT Applications, 2012-2016
- Figure 2: Various Categories of OTT players
- Figure 3: Impact of OTT on Telecom revenues - SMS, Data, Interconnect
- Figure 4: Mobile Voice OTT forecast by scenario
- Figure 5: How Telcos have responded to the threat from OTTs
- Figure 6: Major strategies to be adopted by the Telcos against the OTTs
- Figure 7: Monthly Active Users (in million) of select services, after 4 years of launch
- Figure 8: Reasons for UK WhatsApp users preferring instant messaging over SMS, 3Q2013 .
- Figure 9: Monthly active user count of WeChat, 2Q2011-2Q2014
- Figure 10: Lionel Messi promoting WeChat services
- Figure 11: Brand Ambassadors promoting the WeChat messaging
- Figure 12: WhatsApp active user base in India, Aug2013-Apr2014
- Figure 13: Line Users count globally, 2012-2014
- Figure 14: Number of registered LINE app users in selected countries, February 2014
- Figure 15: Line promotions in Spain
- Figure 16: Viber and Globe Telecom promotions partnership
- Figure 17: Comparison of International Phone Traffic and International Skype Traffic, 2005-2012
- Figure 18: Impact of Skype on Carrier Traffic
- Figure 19: Growth of Nimbuzz user base, 2008-2013
- Figure 20: KakaoTalk registered users, 2011-2014
- Figure 21: 100 improvement projects of KakaoTalk
- Figure 22: SMS and OTT traffic trend, 2010-2016
- Figure 23: Global Messages sent via mobile handsets by Service Type, 2010-2018
- Figure 24: Over-the-top (OTT) content revenue trend, 2008-2017
- Figure 25: Global Pay TV Revenues Trend, 2011-2017
- Figure 26: North America Pay TV Revenues Trend, 2011-2017
- Figure 27: Over-the-top (OTT) share of total Pay TV revenue worldwide, 2012-2017
- Figure 28: OTT TV Revenue growth (Traditional v/s Online/interactive) trend, 2008-2014
- Figure 29: Share of Video on Demand (VoD) users in select countries, 2010-2013
- Figure 30: Global Online Television and Video Revenue (in \$ million) trend, 2010-2018

List Of Tables

LIST OF TABLES

Table 1: Difference between OTT and IPTV

Table 2: Select Operator partnerships of WhatsApp

Table 3: Netflix: Financial Information, 2011-2013

Table 4: Netflix: Operational Information, 2011-2013

LIST OF CASE STUDIES

Case Study 1: WhatsApp Partners with E-Plus in Germany to sell SIM worth €10 to become a partial MVNO

Case Study 2: WeChat increases its user base in India through celebrity endorsements

Case Study 3: Line increases its user count to 18 million in Spain

Case Study 4: Viber Partners with Globe Telecom to increase its users count

Case Study 5: KakaoTalk emerges as the most popular instant messaging service provider in South Korea

I would like to order

Product name: Global Impact of OTTs on Telcos & Forecast: 2010-2017

Product link: <https://marketpublishers.com/r/G825BCBC4FFEN.html>

Price: US\$ 2,995.00 (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/G825BCBC4FFEN.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