

Global Telco Response to OTT Disruption 2016-2020: A Guide to Navigating an Increasingly OTT Dominated World

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Abstracts

The report provides an overview of the various services and strategies being pursued by carriers globally to fight off further disruption from OTT players on telco services.

The report looks at a series of case studies of carriers that have effectively staved off the OTT issue in their markets and provides insights into how other carriers can benefit from their experiences.

It also throws light on the major OTT players and their service portfolio and also provides analysis on how the OTT players are set to evolve over a range of telco services. There is a section dedicated on business models implemented by OTT players and which business models are most popular when telcos and OTT players partner up.

Key Features:

An overview of the global OTT market and growth trends across regions from 2016-2020.

The report contains case studies of carrier experiences with OTT from around the world.

The report contains case studies, forecasts and insights into the evolution of OTT players till 2020.

Executive Summary

The report aims at providing the reader with an overview of the OTT industry, these include internet players like Facebook and Google. It looks at the current scenario and highlights the current size and strength of the market, and also maps out its growth till 2020. Not only that, the report looks at various sub-segments within the OTT industry and highlights why OTT players have been able to cannibalize carrier business so quickly and on such a large scale.

The report includes over 20 case studies that look at key OTT Players as well as carriers that have faced direct impact from these services and detailed case studies of partnerships that carriers and OTT players have forged. The report looks at the world view and also steps into certain markets to explain the local impact that an OTT player can have.

Perhaps an important part of the report is providing insight into how this OTT industry is set to evolve and who the key players will be. The report highlights the services that are set to be absorbed by larger OTT players and provides strategic advice in order to enable carriers to effectively strategize to ensure their revenue is unhampered in their home market.

Revenue generation is a key aspect of this report, and it has a dedicated section on business models to help carriers understand OTT business models and also business models adopted by fellow carriers to combat this disruption and as well as the customized solutions and subsequent business models adopted when partnering with an OTT player.

In a world increasingly dominated by WhatsApp and similar players, it is imperative that carriers know the best ways to work with OTT players.

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