

# Global Telcos & OTT Players Cooperation Strategies 2021 - Business Models and Monetization

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## Abstracts

This research report highlights the OTT boom & innovative strategies adopted by telcos to better manage their cooperation strategies with major OTT players globally, especially during the pandemic. The report provides an in depth view of the major OTT players globally and their impact on different regions and verticals such as communications, music, video and social media. The report provides global, regional and country level insights through case studies of telcos and how they have worked with OTT players. In addition to this, the report also contains historical and forecasted data on the user growth for the OTT industry at a global and regional level. The report has looked at more than 50 Telcos & OTT providers and has summarized their strategies initiative to gain the market. The report will help Telcos as well as OTT providers, to better understand the growth of the OTT market. Some of the leading telcos mentioned in the report includes, China Mobile, China Unicom, Bharti Airtel, Vodacom, STC Saudi Arabia, Zain Group, Deutsche Telekom, AT&T, Verizon, etc. Some of the leading OTT providers mentioned in the report includes, Amazon Prime, Netflix, Youtube, Disney Hotstar, Voot, ZEE 5, etc.

### Key Features:

**Growth Areas:** Analysis of the key growth areas of global OTT market along with regional analysis. The data is for global OTT market as well across key regions such as North America, Europe, Asia Pacific, South America, Africa, and Middle for 2020 and 2025.

**Over 50 Telcos & OTT Strategies:** An in depth looks at over 50 key players in the market across the world, with a well-represented balance in each region.

Identifying Cooperation Strategies: A summary of various partnerships of telcos with OTT providers to better work in the global market.

Forecasted growth of key OTT players – Provides data on the historical and forecasted growth of key players in the industry at a global level.

Future Outlook – Future Target areas for key telcos to drive monetization and growth  
Top Trends and Covid-19 Impact – Provides Covid-19 Impact on sudden rise in OTT Industry along with Top Trends

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