

Over the Top

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Background

- * Past 50 years, telecommunications industry witnessed continuous changing business and technological environment more arguably than other industries.
- * Consumers are very data hungry more than ever before. Growth in demand expected to continue at exponentially.
- * This growth is contributed from different platforms.
- * The maiden OTT service, electronic mail, was a major challenged global postal letter system.

Background

The Internet by the Minute



Image Source: Domo

Definition of OTT

- * OTT (Over-The-Top) refers to applications and services that delivers audiovisual content which are accessible over the internet and ride on Operators' networks offering internet access Services e.g. social networks, search engines, amateur video aggregation sites, etc.
- * Who benefits: Network Operator, OTT service / application Provider / The subscriber?

Global Players in OTT

<p>Communications</p>	<ul style="list-style-type: none"> • Voice Services • Messaging 	
<p>Applications</p>	<ul style="list-style-type: none"> • Social Networks • E-Commerce, E-Health,.... 	
<p>Video/Audio</p>	<ul style="list-style-type: none"> • OTT TV • OTT Video • Streaming 	

Interesting Statistics

**Skype Founder: Niklas Zennstrom & Jaus Friis.
Q1 2016 Revenue
\$859,815,000**

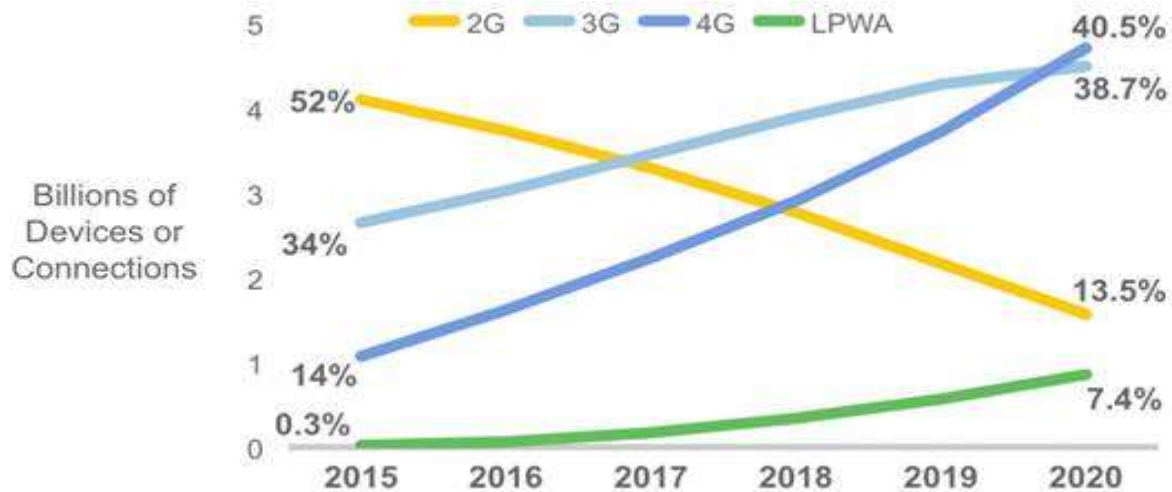
**Whatapps Founder: Brian Acton & Jan Koum.
Acquired by Facebook
Feb 2014 at the cost of**

**Akamai Technologies
Founder: Dr.Tom Leighton
& Denny Lewin 1998. Q1**

**Facebook Founder :
Mark Zuckerberg
2004. Q1 2016 Gross**

Enablers/Drivers of OTT content adoption

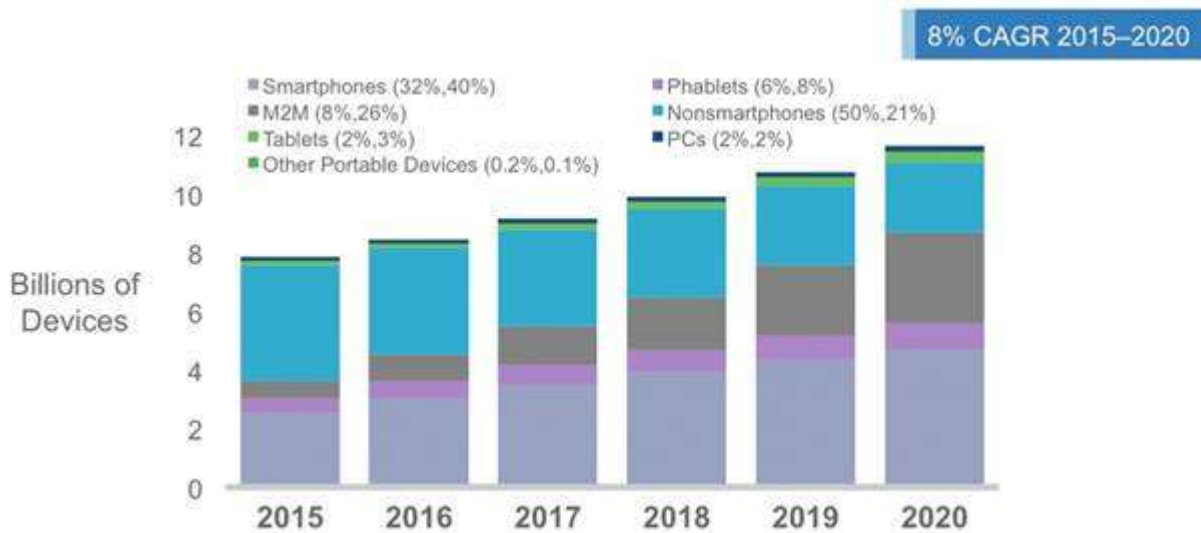
Continuous evolution of cellular technologies providing better network



Percentages refer to device and connections share.
Source: Cisco VNI Mobile, 2016

Enablers/Drivers of OTT content adoption

Increasing smartphone penetration and declining pricing



Figures in parentheses refer to 2015, 2020 device share.

Source: Cisco VNI Mobile, 2016

Enablers/Drivers of OTT content adoption

New trends in Mobile Phones: Advanced Capabilities;

- * 4G technology's support:
- * Integrated camera with high resolution
- * More Powerful Microprocessors with less energy consumption
- * Higher battery autonomy
- * Integrated sensors

Enablers/Drivers of OTT content adoption

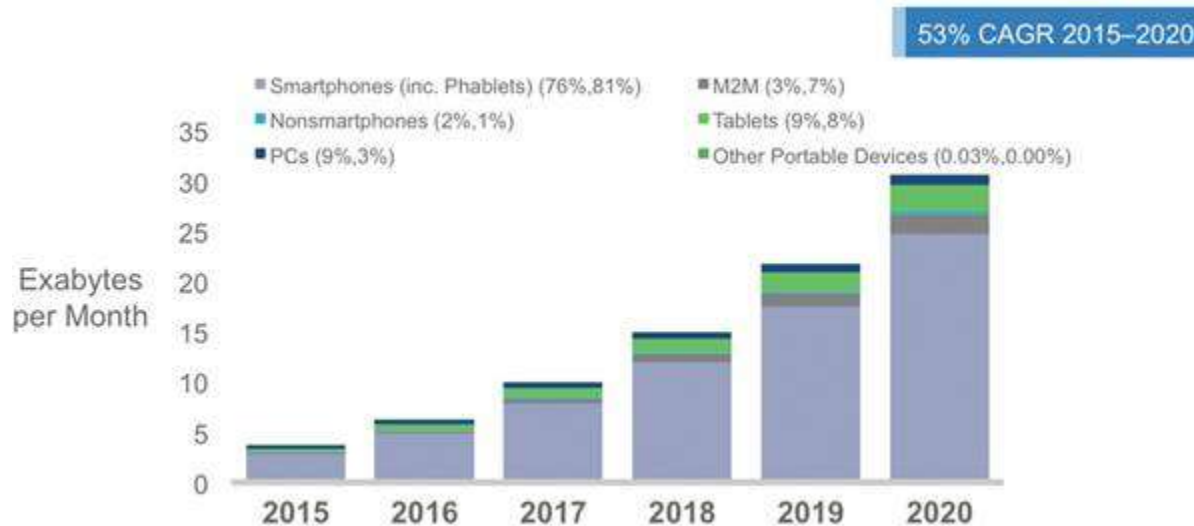
Accelerated consumers' demand for contents

Social Propensity

- * Need of modern consumer to share every emotion, thought and experience instantly to their social media groups
- * Sharing of huge quantities of pictures, videos and audios
- * Explosion of user generated multimedia content which has led to increased sharing & communication among social groups

Opportunities or Challenges

OTT's generate a growing flow of traffic and an increasing demand for broadband which translates into a need for investment by the network



Figures in parentheses refer to 2015, 2020 device share.

Source: Cisco VNI Mobile, 2016

* Interesting Discussions /Conclusion

THANK YOU FOR LISTENING

References

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- * Over-the-top (OTT) Applications, Services And Content: Implications for Broadband Infrastructure February 2013
- * Impact Of Over the Top (OTT) Services on Telecom Service Providers February 2015
- * Economic Impact of OTT Services 2015
- * An Overview of Provision of Over-the-top [OTT] Services by NCC by PCEA Department.