OTT vs RCS

Should CSP cooperate or compete with OTT(Over the top)?

What is OTT and CSP?

- CSP = Mobile Operator like Netcom, telenor and so on.
- OTT = Companies like Apple, google etc.
- OTT companies starts initially focusing a on a single device or service and then goes on to invest in additional services.

Factors that kept CSP behind OTT

- Rapid change in technology.
- Services like MMS couldnt take off, but skype did.
- Financial crises.
- Operators first and foremost priorities is their own service.
- Operators are bound by rules and intense competition by the fellow companies.
- OTT are more independent.

How OTT is dominating the csp business?

- A rapid change in the technology and more demanding application are dominating the industry quiet openly.
- OTT expect better and better speed from the operators .
- Biggest service is video applications

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How operators can dominate their business?

- Many application depends on services provided by the operators eg quality, speed and data volume.

How operators effected by this?

- Optimistically, increased the data traffic volume means better business for operators.
- Operators that provide suitable quality with down to earth costs would be dominating markets and already are successful.
- - Operators risking to lose touch with the consumer and may go through OTT

Conclusion

- There is never an answer to a question «a is better than b» instead we need to look at in what situation are we in and only then we can provide an answer.
- In some situation it is good for operators to cooporate and in other it is good to compete.

Any Question?

- (NOW PROFESSOR THINKS I AM SMART SO, FROM A CLASS FELLOW TO CLASS FELLOW, PLEASE DONT ASK QUESTIONS OR ELSE HE WOULD KNOW☺)