



**WIRELESS BROADBAND:
CHALLENGES AND
OPPORTUNITIES**

**Regulation and Policy:
Power of OTT Vs Telco**

**Regulation : Its an challenge
Policy : Its an Opportunity**



OTT

- Ç Freedom
- Ç Open
- Ç Low cost
- Ç Flexible

Telco

- Ç Control
- Ç Closed
- Ç High cost
- Ç Rigid



airtel



vodafone



BSNL

Voice and messaging becoming a Commodity
Data is the differentiator

OTT not functional, Telco is being blamed !!!



OTT vs Telco = Net Neutrality

- **Net neutrality** (also **network neutrality**, **Internet neutrality** or **net equality**) is the principle that Internet service providers and governments should treat all data on the Internet equally, not discriminating or charging differentially by user, content, site, platform, application, type of attached equipment, or mode of communication. The term was coined by Columbia University media law professor Tim Wu in 2003
- Feel good about
 - ñ Personalization
 - ñ Priority
 - ñ Quality of service
- Telcos have been always been doing the above and more .

Its all about the



Mahindra
COMVIVA