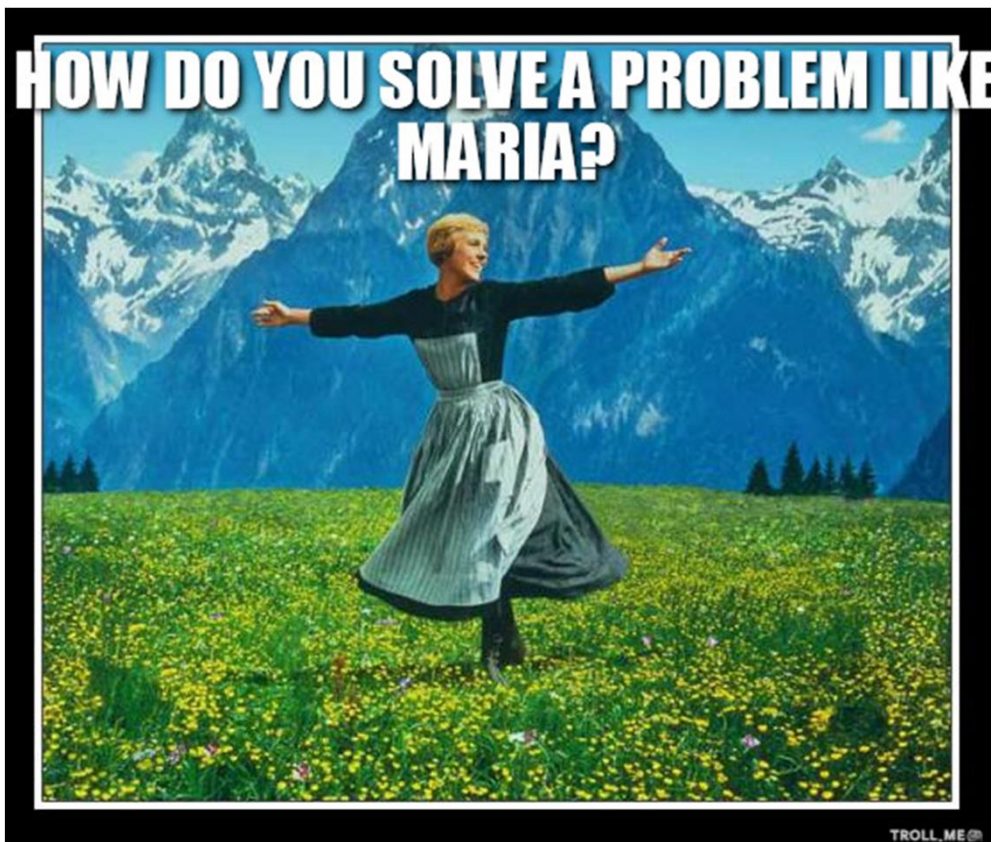




How do you solve a
problem like OTT?

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Broadband Internet is like a highway ...



Significantly improves access to services

Takes a lot of money to build; is a regulatory nightmare

Access fee is an accepted idea



So what is the problem then ?

1. The need for a fast lane



Self regulation apparently not enough

2. What if one type of service dominates the traffic?



The Google Mall



2. What if one type of service dominates the traffic?



Chinese Solution: Cutoff the service

2. What if one type of service dominates the traffic?



The Google Mall



Google tax toll booth

European Solution: tax the service

3. OTT over broadband co-exists with legacy voice service



*OTT treated as a (lightly regulated) information service
while voice is a (highly regulated) telecom service*

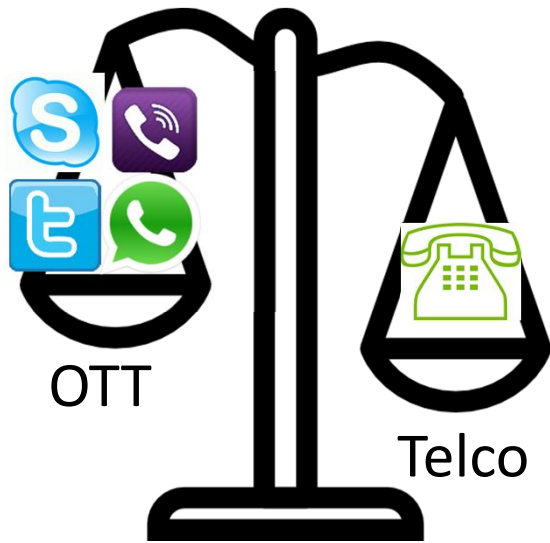
But OTT is much more fun



Legacy services suffer in comparison

Should OTT be regulated?

Level playing field?



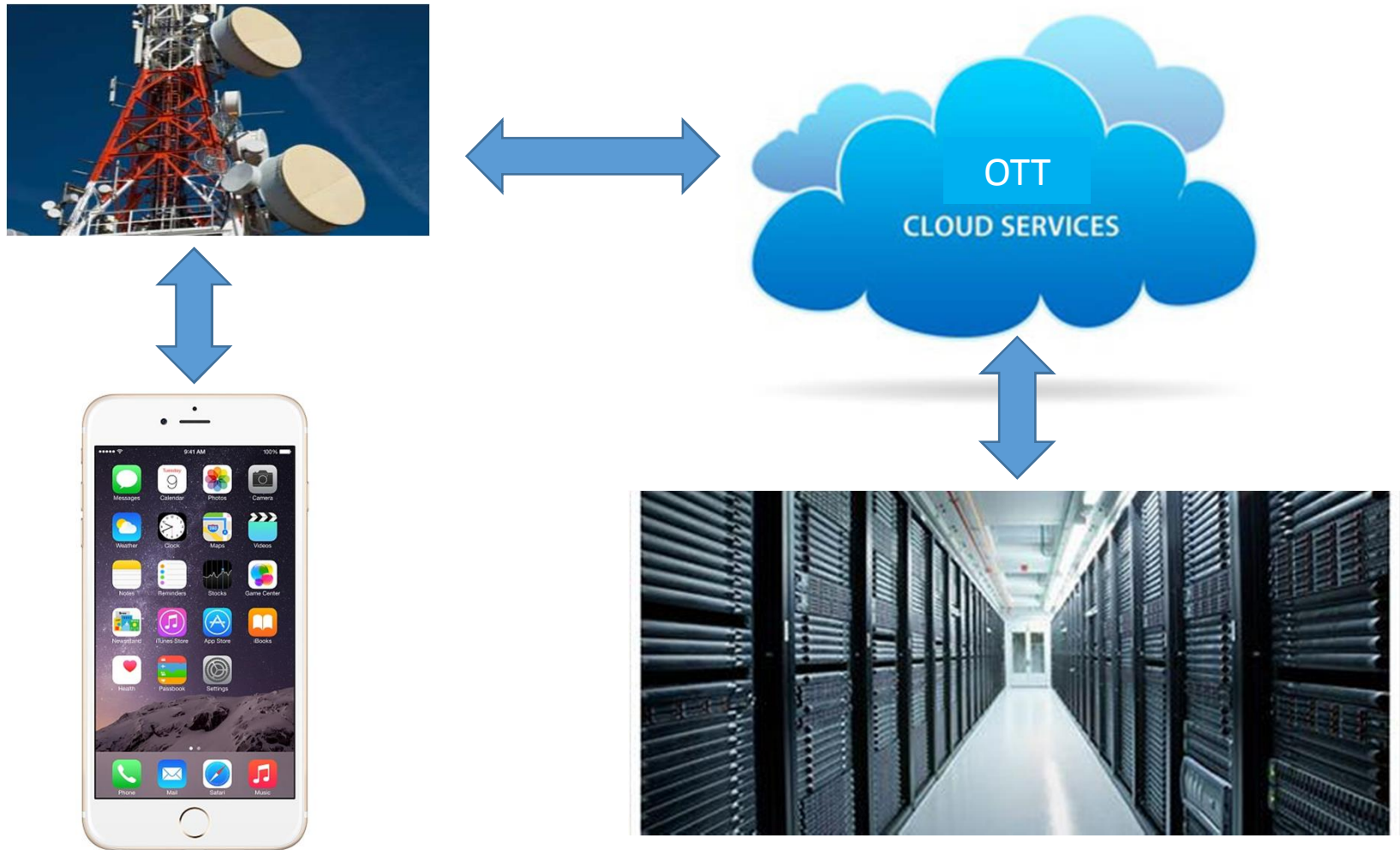
Before OTT became popular



After OTT became popular

US (India?) solution: Regulate OTT service

What should be the scope of regulation?



Are there not gatekeepers in the device and cloud infra space?

Key points



Net neutrality or not – it is about preventing gatekeepers



Telcos will need to become more innovative to survive in the gatekeeper free world



The fight against gatekeepers needs to go beyond the Telco-OTT debate