Developing Own-Branded MNO OTT Apps

Description: Most mobile operators are seeking ways to generate useful revenues from the widespread use of services based on OTT apps. Their ambition is to earn more than that generated by transport of the data usage of the apps, in order to compensate for their falling income from voice and SMS messaging.

Approaches taken by MNOS have included the creation of their own-branded VoIP and IM services, charging customers for access to OTT communication and social media providers, such as WhatsApp and Facebook, establishing partnerships with those same players, and introducing new, innovative OTT services under their own brands.

To succeed, MNOS need to change their traditional business model to one that is based on digital services underpinned by their data networks; a Telco 2.0 model.

This report looks at the options faced by operators and the approaches some have taken, with a view to both identifying those that will best enable MNOS to transform their businesses, and proposing ways to achieve those ends. The focus is on OTT app based services, and an assessment of the merits of own-brand solutions compared to partnerships with leading brands for different types of application.

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