OTT Communication Services - VoIP, IP Messaging, Social Networking, Unified Communication and CPaaS

Description: This report provides an in-depth analysis of the OTT communications market, both through figures and forecasts of market value (global, EU28, APAC and US), and through strategic analyses of the major players concerned.

The VoIP market (e.g., Microsoft Skype), the IP messaging market (e.g., WhatsApp), a portion of the social networking advertising market (e.g., Facebook), Unified Communications (e.g., Cisco) and Cloud communications markets (e.g., Twilio) make up the OTT communication market. The dynamics of each of these market segments are examined as well.

The various business models that have appeared, the platform strategies of different types of players, and the recent trends of acquisitions in the market, are also analysed.

One of the key analyses in this report is the comparison with the telco communications market. The myth of 'OTTs taking away telco revenues' is scrutinised, together with the effectiveness of the responses available to telcos, as well as the future path towards VoLTE.

Main players mentioned in the report:

OTT players: Google, Facebook, Microsoft, Skype, WhatsApp, WeChat, LINE, Kakao Talk, Viber, Tango, Rakuten, Twilio, Avaya, Cisco, Tropo.
Telcos: Orange, Telefonica, AT&T, Deutsche Telekom, TIM Brazil, Swisscom, Verizon, Vodafone

Slideshow Contents

- Introduction: the communication market's key figures and messages
- Total consumer OTT communications market to reach 24.1 billion EUR by 2020
- Large regional discrepancies, depending on communication segment
- OTT communications have little revenue impact when compared to the telco market
- Doubts remain over business models of VoIP and IP messaging services
- Rapid growth of the business OTT market, with the CPaaS market skyrocketing
- Various business models; successful revenue generation in the Southeast Asia
- OTT communication services as part of the platform strategy
- Telcos are required to invest in their networks, whereas OTTs are not
- The five main telco strategies in response to the rising OTT
- Telcos' focus has switched from RCSe (Joyn) towards VoLTE
- Strategies need to be adapted locally depending on OTT penetration levels

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