Telco OTT service case studies: next-generation mobile voice and messaging

Description: Self-cannibalising certain revenue streams may well be the best long-term strategy for many mobile operators.

Operators are launching their own next-generation voice and messaging services in an attempt to counter the threat from operating system and app providers. Many operators are pursuing a standards-based route to market, typically based on IMS deployment (for example, RCS). Others are developing proprietary over-the-top (OTT) services, otherwise known as ‘telco OTT’ offerings. This latter group is the focus of this Viewpoint.

This Viewpoint provides:

- an overview and assessment of the different approaches to ‘telco OTT’ offerings, focusing on four broad categories:
  - voice over Wi-Fi
  - one number, multiple devices
  - IP-based messaging
  - advanced call management.

- nine case studies of ‘telco OTT’ communication services:
  - A1 over IP (Telekom Austria)
  - Libon Voicefeed and Address Book (Orange)
  - Bobsled and Clever Connect (T-Mobile)
  - Netphone (Smart Communications)
  - Rogers One Number (Rogers Communications)
  - freeyah (T-Mobile Poland)
  - TU Me (Telefónica)
  - Tele2 +46 (Tele2)
  - TU Go (Telefónica).

- recommendations for operators.

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

| Product Name: | Telco OTT service case studies: next-generation mobile voice and messaging |
| Web Address:   | http://www.researchandmarkets.com/reports/2388145/ |
| Office Code:   | SC |

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 2499</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic</td>
<td></td>
</tr>
<tr>
<td>(Powerpoint) -</td>
<td></td>
</tr>
<tr>
<td>5 Users:</td>
<td></td>
</tr>
</tbody>
</table>

* The price quoted above is only valid for 30 days. Please submit your order within that time frame to avail of this price as all prices are subject to change.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by Wire Transfer: Bank details will be provided on the invoice which you will receive after you place your order with us.

If you have a Marketing Code please enter it below:

Marketing Code: __________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World