



**SOCIAL AND ECONOMIC IMPACT OF OTTs – A  
case of Zimbabwe**

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# Introduction

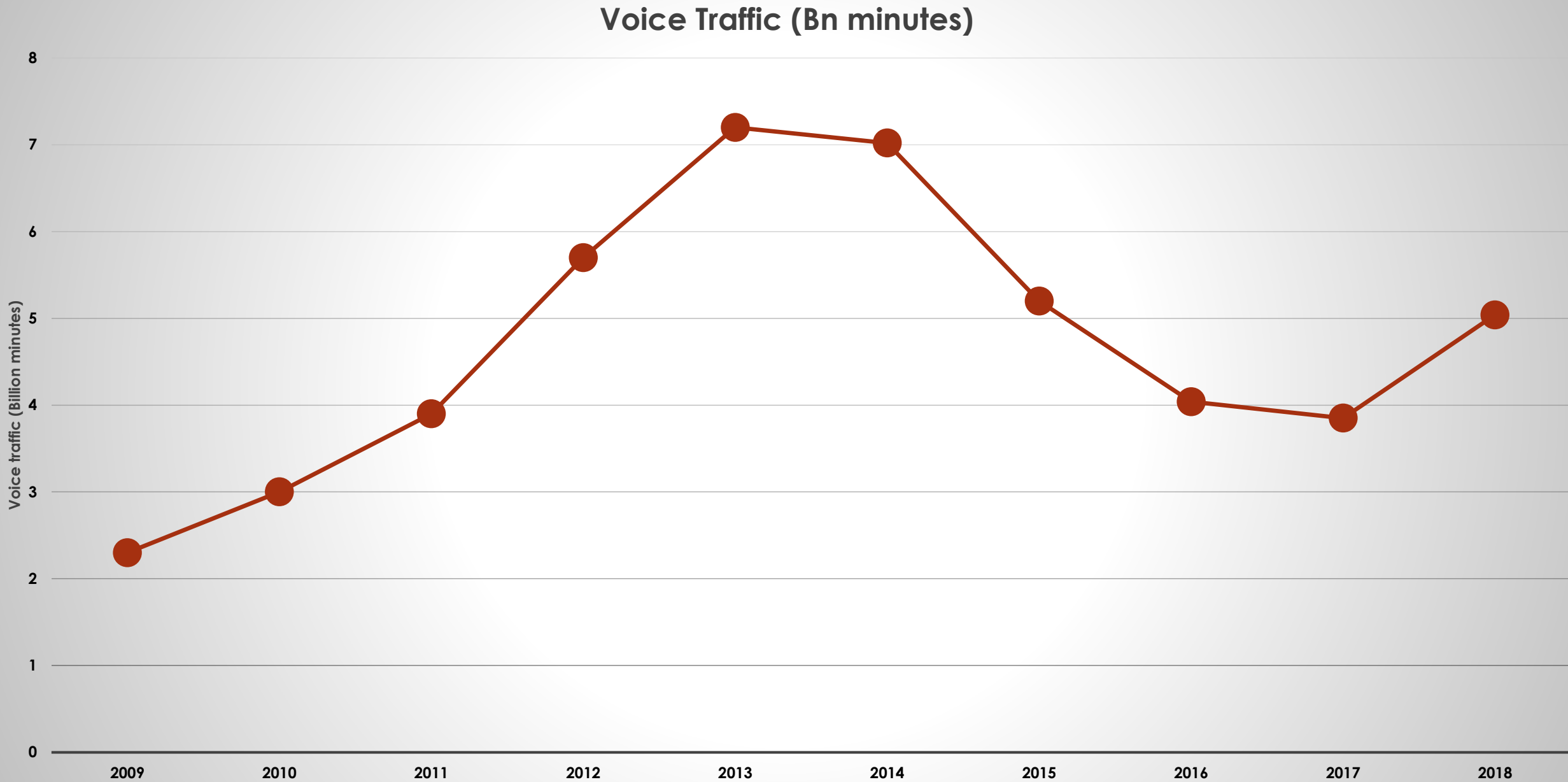
Telecommunications operators expressed concern over the proliferation of unregulated Over-the-Top services and their impact on their viability.

- The impact of OTTs on the local networks was first felt in 2014 when the use of OTTs rose exponentially in the country.
- Zimbabwe undertook a consultative process on OTTs in 2016 to look at the impact of OTTs and to build **consensus** through **participatory decision making**.
- Key points noted from consultation were that OTTs impact positively and negatively to Operators, Consumers, Industry and the Economy at large.
- Valuable information and recommendations were gathered from the process such as the need for a multi-sector study on the impact of OTTs in order to determine the net impact on the economy as a whole.
- Collaboration and Competitive approaches were encouraged.

The consultation document on OTTs can be accessed at the following link:

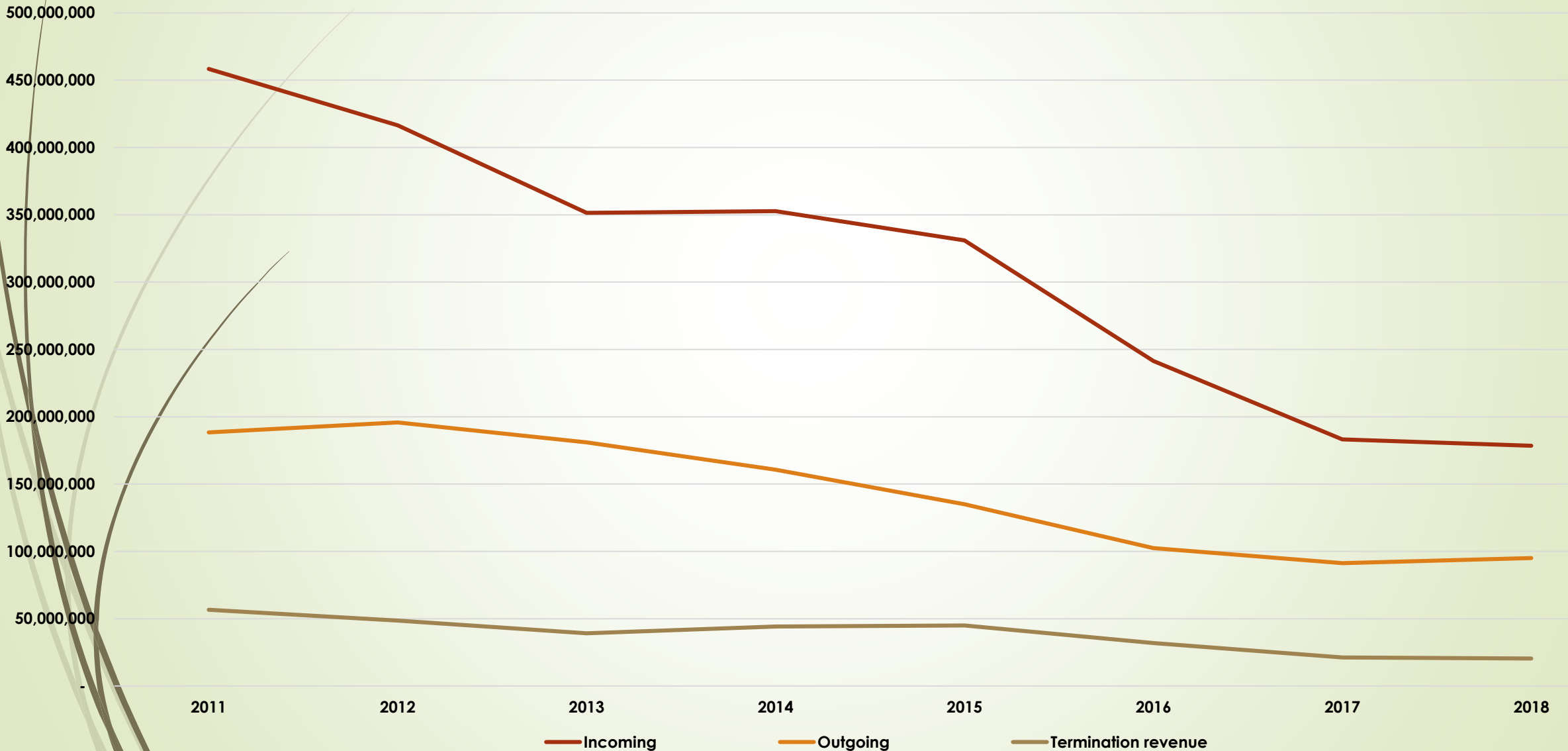
[http://www.potraz.gov.zw/wp-content/uploads/2016/01/Consultation\\_OTT.pdf](http://www.potraz.gov.zw/wp-content/uploads/2016/01/Consultation_OTT.pdf)

# Impact – Voice traffic



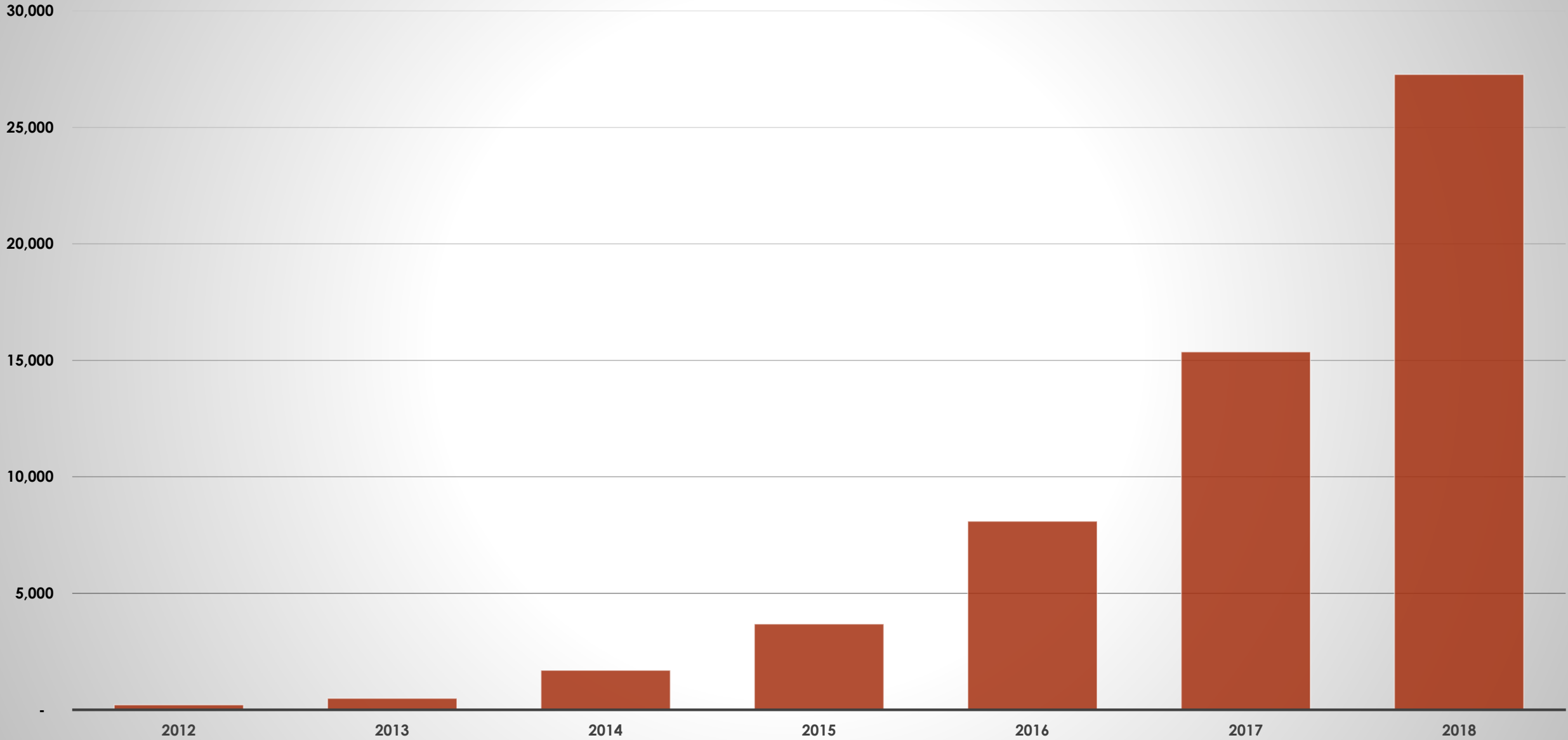
# International traffic and revenue

Internationa traffic and Termination revenue



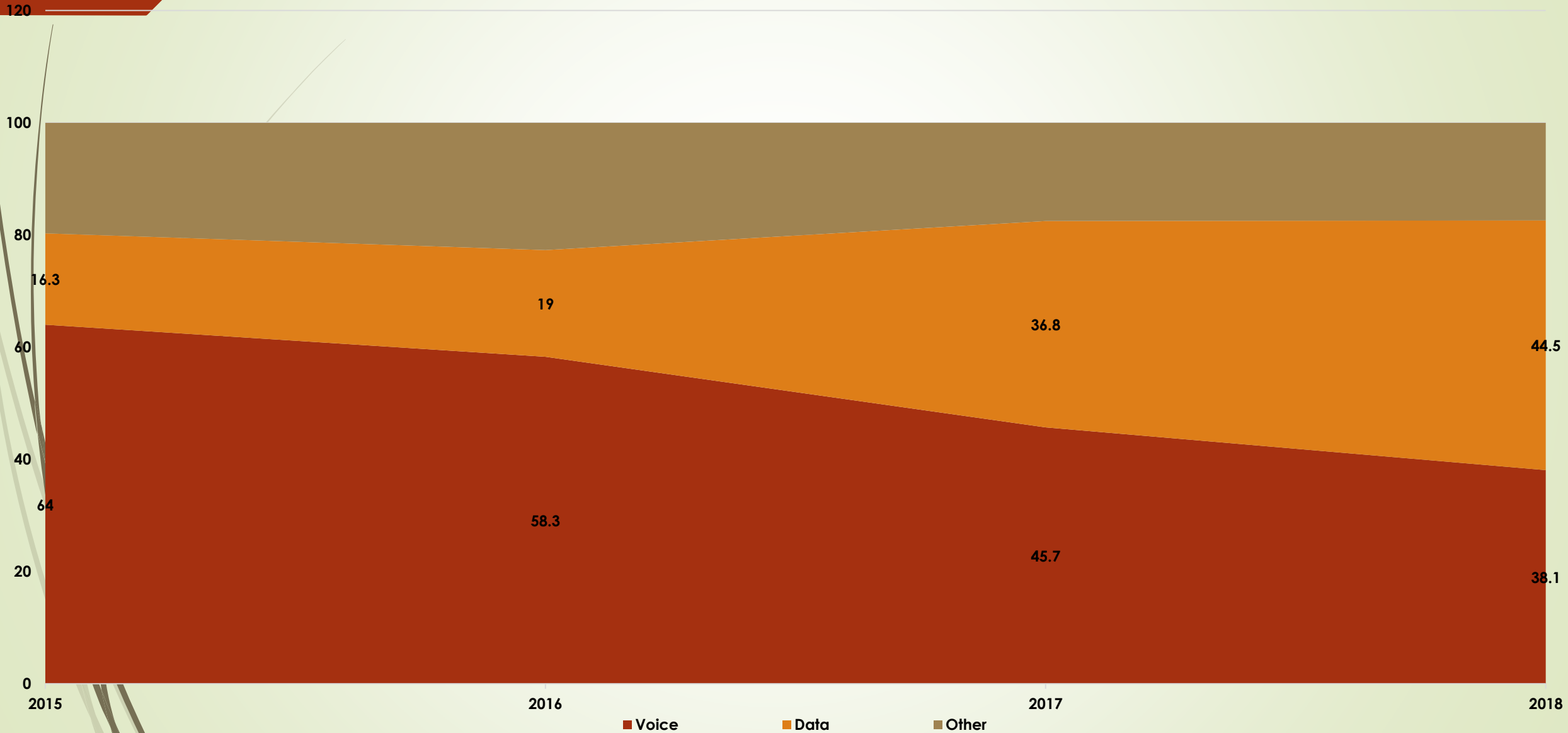
# Data traffic

## Mobile Data (TB)

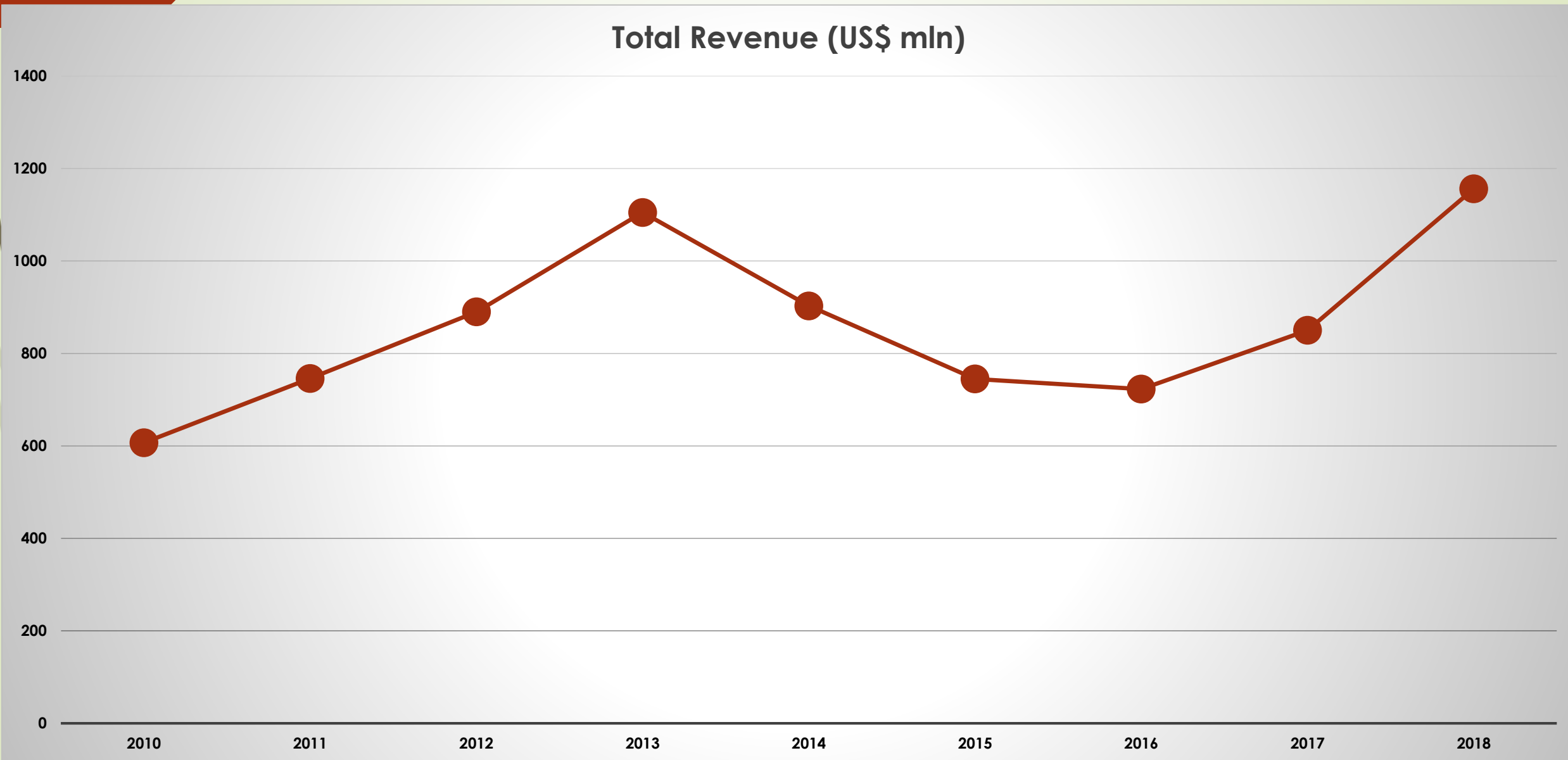


# Impact – Operator revenues

Contribution of Voice, Data and Other services to TR



# Impact - Operator revenues



# Impact of OTTs - Consumers

- A shift in consumption behaviour/patterns from Voice centric to Data centric services.
- Increased opportunities – Service variety
- Increased consumption of data bundles (Discounted rates)
- 96% In bundle data and 4% out of bundle
- Bundles mainly social (Facebook and WhatsApp) – about 30% of Data traffic
  - **Positive side of usage**
- On site and off site Teacher – Student interaction (Homeworks)
- WhatsApp groups - Easy and quick information dissemination
- WhatsApp used for marketing of products and services
  - **Negative side**
- Fake news – Operators/Government/Organisation have to issue public statements refuting fake news.
- May cause distress
- Infringement on the rights of consumers e.g. release of person health records



# Impact on Local Content development

- ▶ Local products that are transforming the economy
  1. SASAI,
  2. VAYA
  3. RUZIVO

**THANK YOU**

