

# OTT definition an the economic impact of OTTs

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The OTT definition loop



Case study: Cable TV in Brazil  
(Fox vs. Claro)



OTT resolution

# 2018

PP18



# ITU-T, D.262

- 2 “An application accessed and delivered over the public Internet <sup>1</sup> that may be a direct technical / functional substitute for traditional international telecommunications services. (NOTE – The definition of OTT is a matter of national sovereignty and may vary among Member States). ”<sup>2</sup> <sup>3</sup>

OTT report

# 2017

SG3

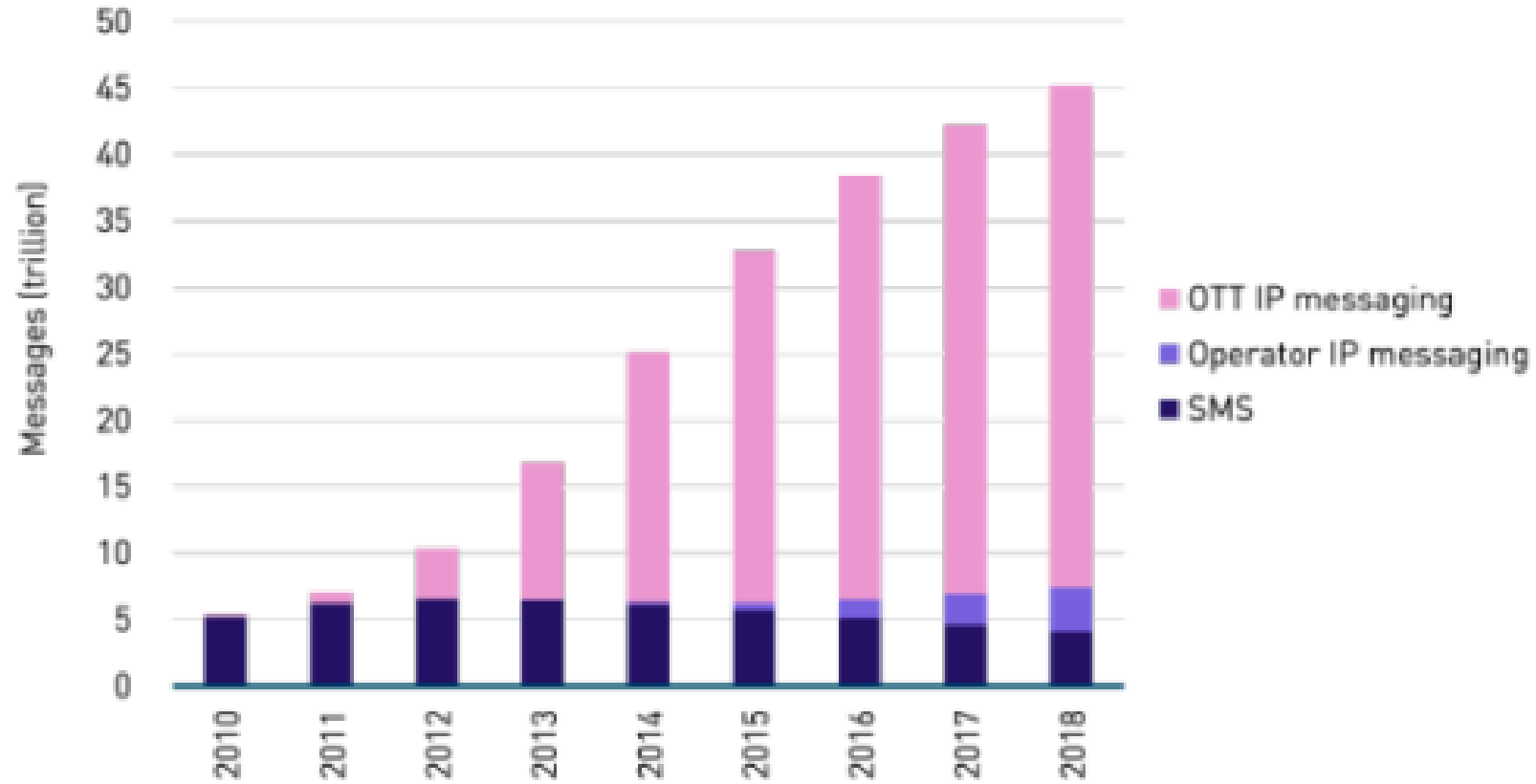


## Economic Impact of OTTs

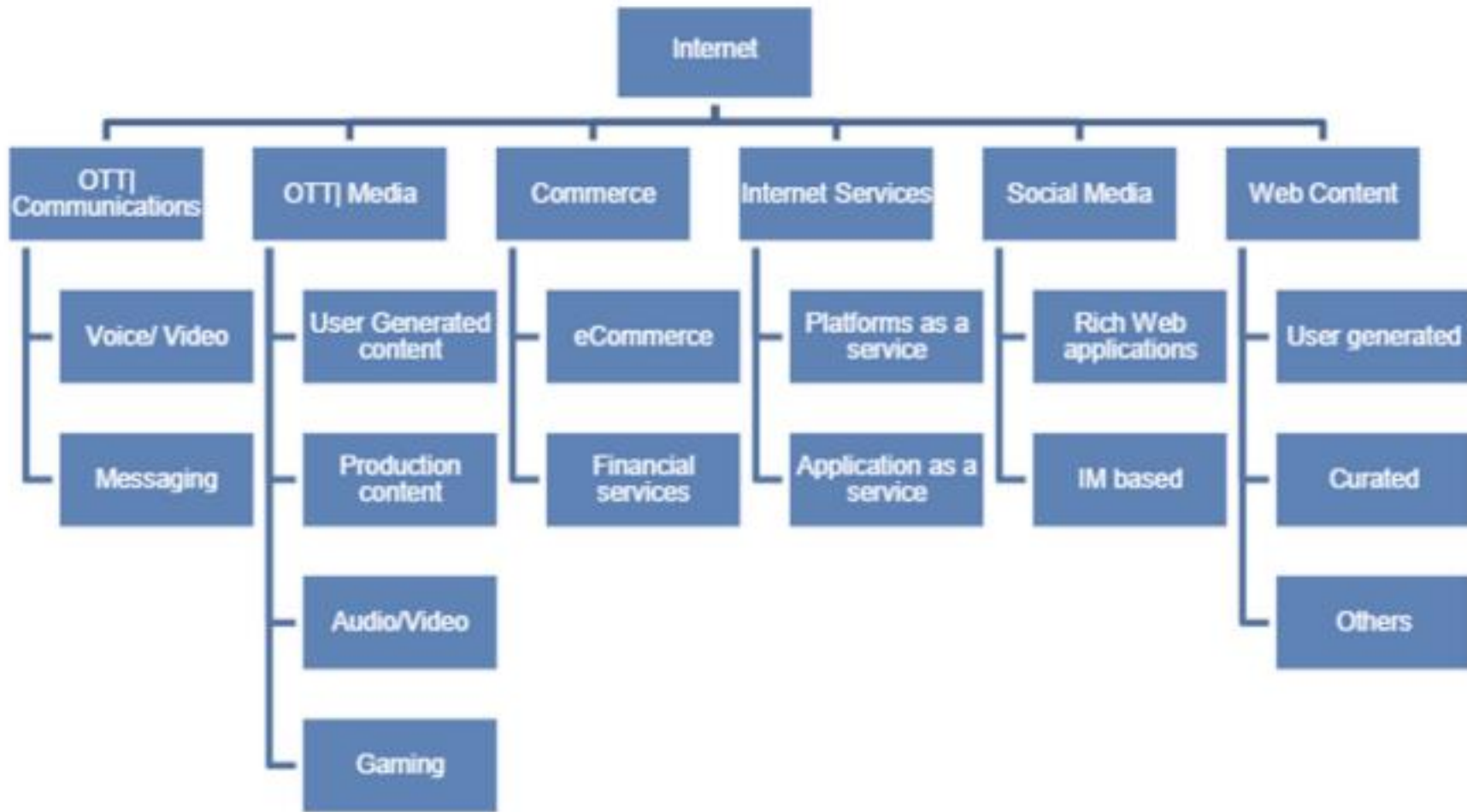
*Technical Report*

2017





Source: Analysys Mason<sup>8</sup>, 2014



Source: Baldry, Steingröver, and Hessler (2013), "The rise of OTT players – what is the appropriate regulatory response?"

Figure 4. A categorisation of online services.



# The EU contribution

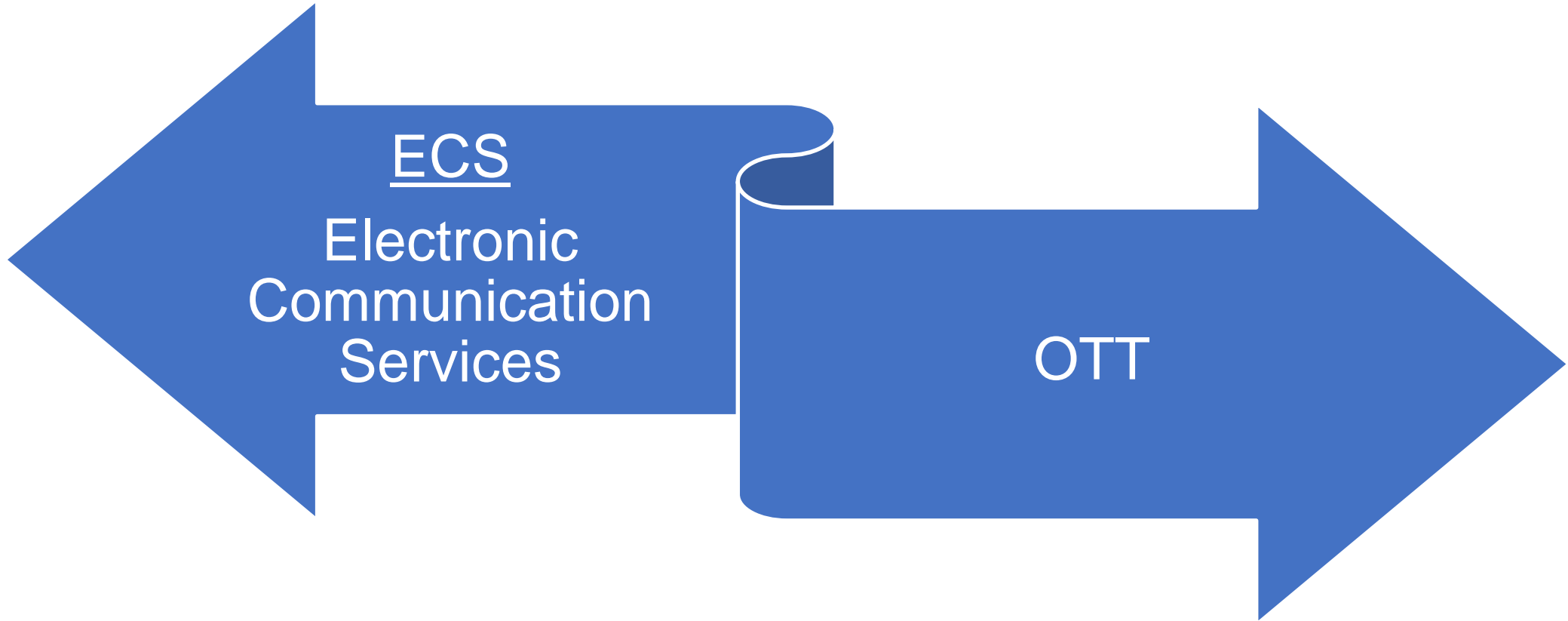


Body of European Regulators  
for Electronic Communications

**BEREC**



**2016**



ECS IS OTT

ECS [ ] OTT

ECS IS NOT OTT

ITU-T, D.262

ANY IS OTT

T-ITSe IS ANY





# Cable TV and OTT In Brazil

# FOX+



Cable TV  
(1990s)

vs.

Internet  
(20x0s)





[rede duLocal](#)



# Economic impact, 1990-2020

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# What is NOT an economic impact of OTTs

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