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ITU Council Working Group – Public Policy Considerations for OTTs

Kottackal Business Solutions Pvt. Ltd. submission

How do the OTT players and other stakeholders offering app services contribute in aspects related to security, safety and privacy of the consumer?

We propose a Blockchain based solutions for OTT services addressing security, safety and privacy of consumers.

OTT players could incorporate Blockchain Technology into their app services which would enhance security, safety and privacy.

Blockchain Technology has inbuilt encryption services and the possibility to provide rights based access to content. This could ensure that only those who have the permission to consume the content have access to that content. Further the content creators could rightfully earn compensation for the content they have created.

Blockchain Technology is secure and distributed making it very difficult to hack or to launch DOS attacks. Further the technology is not controlled by governments, organizatioons or other centralized bodies. This would ensure that the content is not contolled by a group making the internet what it was supposed to be..free and fair.

The privacy of the consumer can be effectively protected by different anonymising techniques via Blockchain Technology.

If you need more information on the above, please feel free to contact:

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