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# OTT Joint EGTI+EGH Sub-Group Presentation of report

*Joint EGTI and EGH session*

Chair & EGTI rapporteur

**Oliver FÜG**

**Sr. Advisor**

***Telefónica***

Vice-chair & EGH rapporteur

**Winston OYADOMARI**

**Research Analyst**

***Nic.br***

# Outline



1. Mandate and context for the Joint Sub-group's work
2. Conclusions
  - a) User / demand side perspective
  - b) Provider / supply side perspective
3. Recommendations
  - a) User / demand side perspective
  - b) Provider / supply side perspective
  - c) Cross-cutting

# 1/ Mandate and context



## Mandate

- Operationalize definition of OTT adopted by EGTI
- Propose measurement approach, considering
  - Technical aspects of OTT communications, and
  - Framework conditions for data collection on OTT services
- Take account of the work of other international organizations and evaluate the feasibility of data collection, with the aim to eventually define indicator(s) and, if possible, conduct data collection trials.

## Context

## 2a/ Conclusions: User / demand side



1. The group considers the data gap as the volume of OTT traffic generated and its impact on Internet infrastructure.
2. Currently, it is not feasible to collect these data through household surveys due to several limitations.
3. It recommended that Member States collect and report HH9, including, where appropriate, methodology for taking account of OTTs.
4. Sub-group examples identified dimensions of user behavior that may enable a modelling approach to OTT traffic. This needs to be further discussed at expert level.
5. The sub-group invites experience sharing on OTT data collection beyond established guidance and reporting.

## 2b/ Conclusions: Provider / supply side



1. EGTI's OTT definition is an appropriate basis for developing data collection.
2. The definition requires contextual specificity, both in instruments targeting households and in guidance/instruments targeting specific OTT categories.
3. Technical challenges of data collection appear surmountable, whilst appropriate empowerment of authorities to obtain traffic data and/or the creation of frameworks for their making available remains challenging.
4. The indicator on VoIP subscriptions provides a relevant starting point for verifying & building administrations' technical measurement capacity.
5. As total domestic Internet traffic (bandwidth) is no longer collected, involvement of IXPs needs to be considered.
6. Mapping of and exchange on evolving data collection practices is desirable.



# 3/ Recommendations

## **Across perspectives**

- Building knowledge base and mechanisms for exchange on practical questions.
- Enquiry into non-traditional data collection approaches.
- Exploration of data triangulation.

## **User / demand perspective**

Promotion of, systematic enquiry into and evaluation of HH9 collection, including as basis for possible approaches to close data gap.

## **Provider / supply perspective**

Develop OTT communications data collection guidance, considering evolving Member State practices.

**EXTENSION OF JSG MANDATE**



Thank you for your attention!

Back-up: Demand side



# A/ ITU Manual for Household Surveys



- Some of the current indicators were identified as relevant to the topic of OTT services, such as:
  - HH9 – proportion of internet users by type of activity
  - HH16 – household expenditure on ICT
- Even though their original design was not intended to measure OTT services, they provide valuable information that serve as a base line for understanding its adoption.
- However, there are some relevant issues on its availability:
  - HH9 has a reasonably high level of availability, but Member States report a varying set of activities
  - HH16 has a lower level of availability due to the nature of the information requiring specific survey vehicles, such as Budget and Expenditure Surveys



## B/ Limitations on household data

- Funding
  - Surveys are the most expensive of all data sources
  - Not always available on a regular periodicity
  - Varying intervals between member states
- Respondents
  - Understanding the question
  - Recalling the information
  - Differences related to cultures and languages
- Questionnaire
  - Length of questionnaire is already challenging for statistics producers
  - Asking about categories of activities rather than use of a specific services
  - Counting individuals rather than the amount of data consumed

Back-up: Supply side

# C/ Last year's conclusions & mandate (recall)



## **Last year's recommendations (OTT EGTI SG 2021)**

Adopt definition, and

1. Examine the institutional and other framework conditions for data collection on OTT thus defined;
2. Study the technical aspects of OTT with an emphasis on telecommunication-like services ('OTT communications') to identify possible data collection approaches;
3. Evaluate the feasibility of the data collection approaches identified, including in light of ongoing efforts;
4. Define one or several OTT indicators allowing for the widest possible collection ... and, if possible and appropriate, conduct trials.