

# **THE IMPACT OF OTT IN THE VOICE SERVICE OF VIET NAM**

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# CONTENT

Present OTT services in Viet Nam

Effects of OTT services to voice services in Vietnam

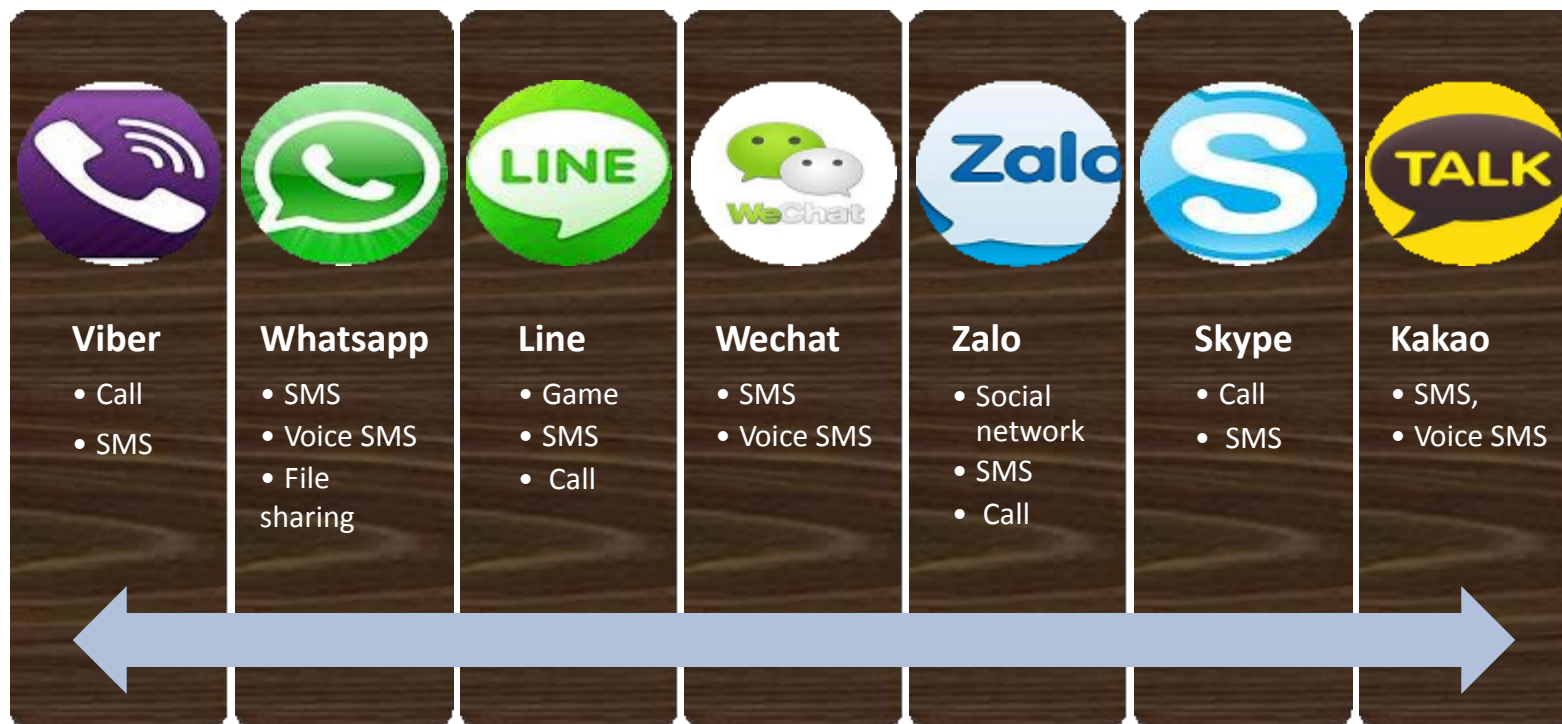
Policy Regulations view on OTT service

Operators view on OTT service

Conclusions

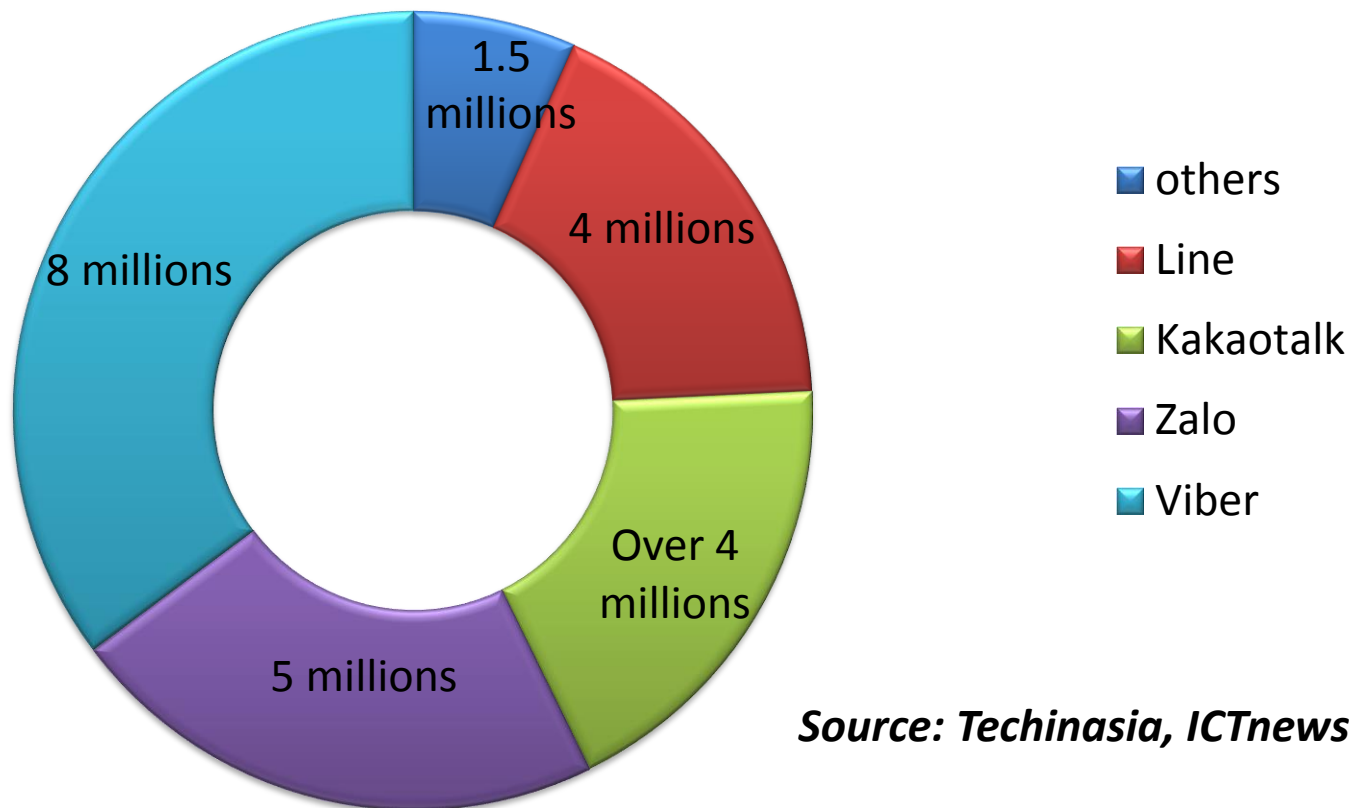
# Present OTT services in Viet Nam

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## Present OTT services in Viet Nam

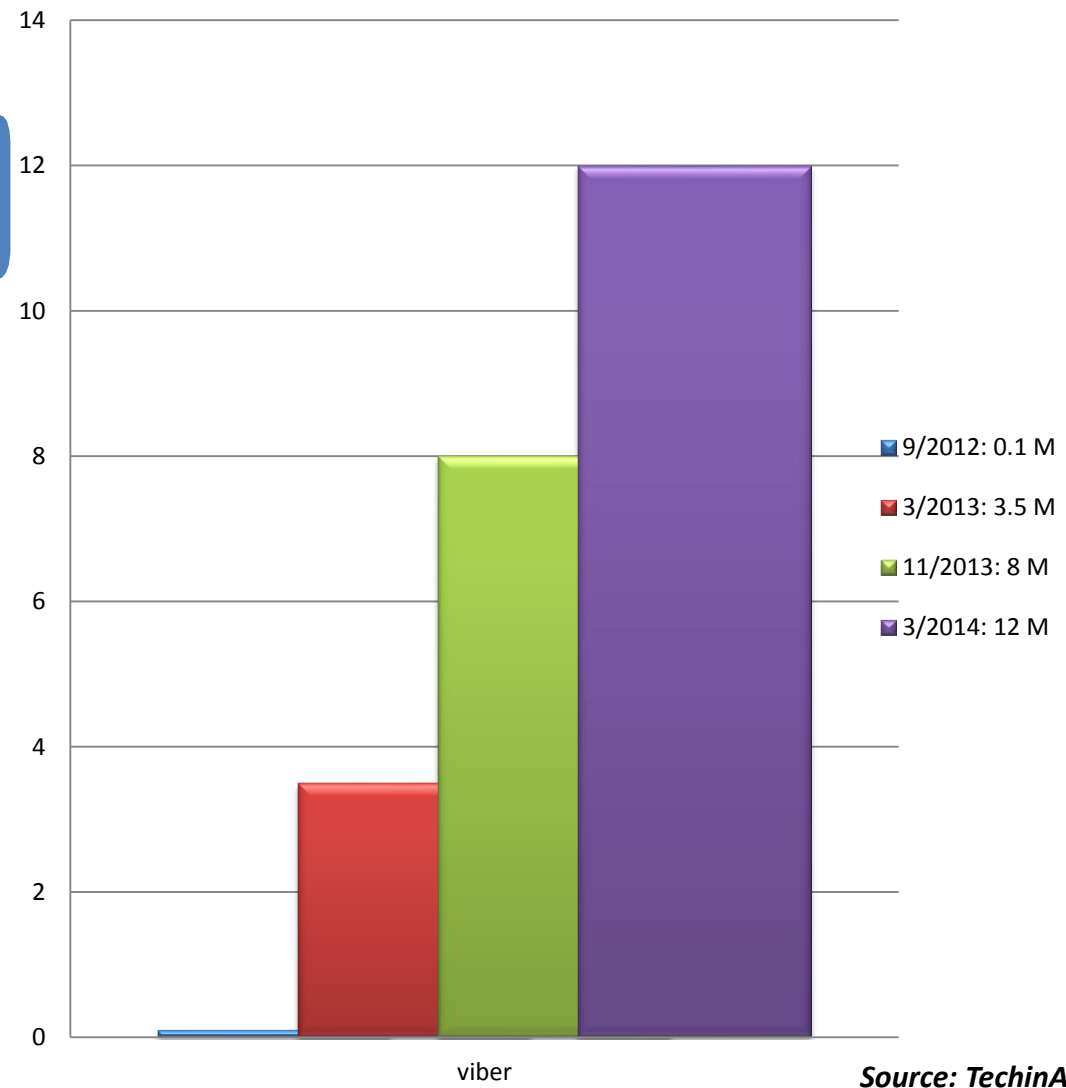
### OTT users in Vietnam ( 11/2013)



*Source: Techinasia, ICTnews*

# Present OTT services in Viet Nam

## Number of Viber subscribers in Vietnam

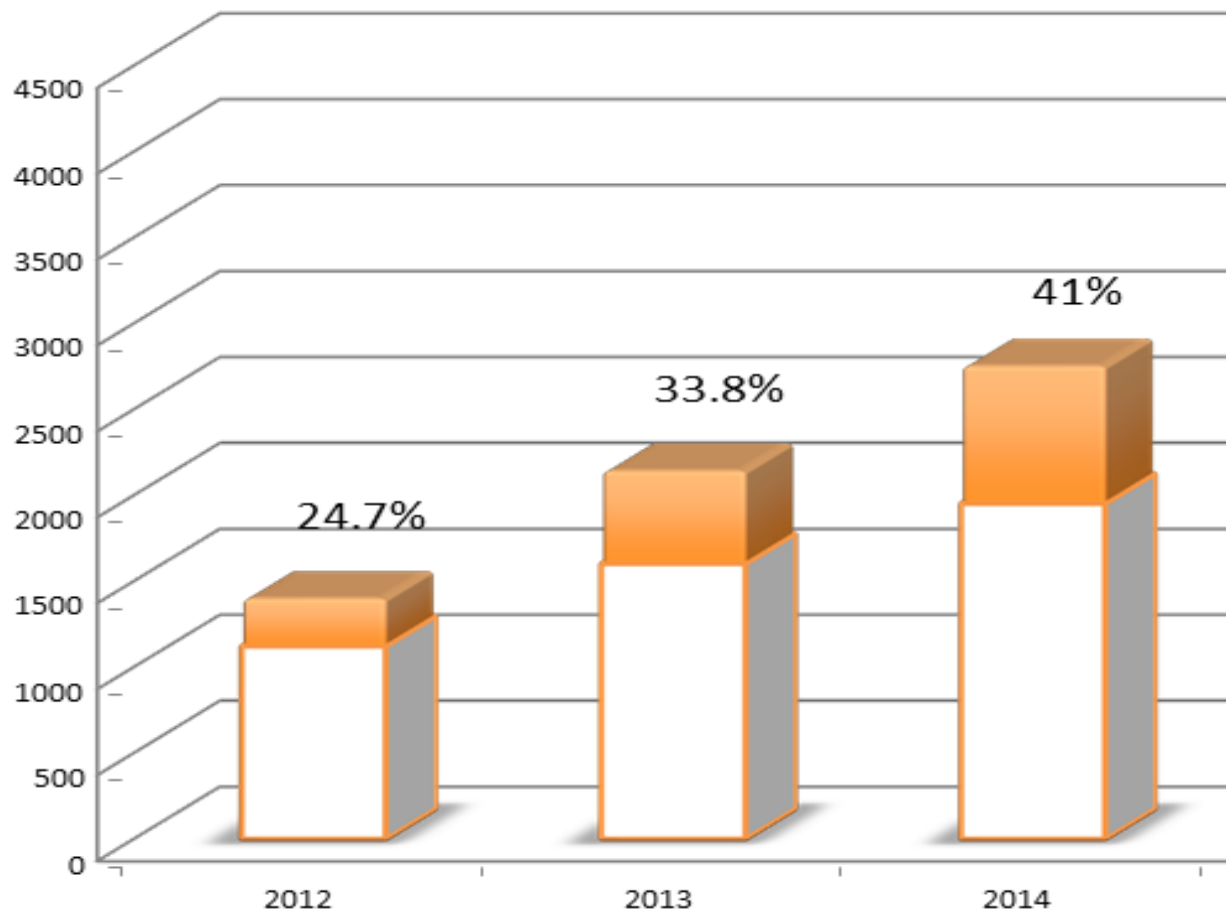


Source: TechnAsia

# **Effects of OTT services to voice services in Vietnam**

# Effects of OTT services to voice services in Vietnam

Percentage of smart phone used  
OTT services

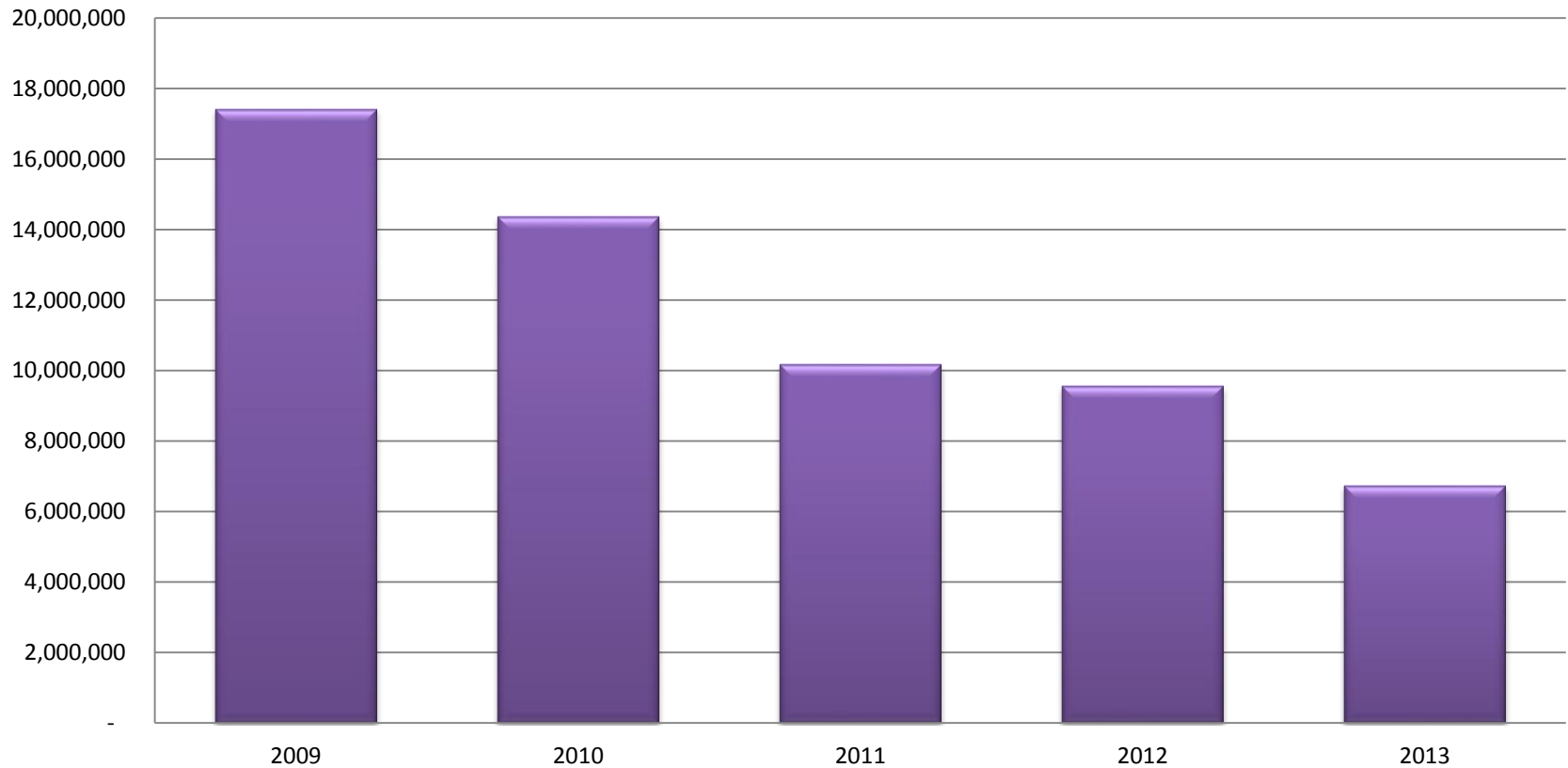


Source: Vietnam Internet Associations (VIA)



# Effects of OTT services to voice services in Vietnam

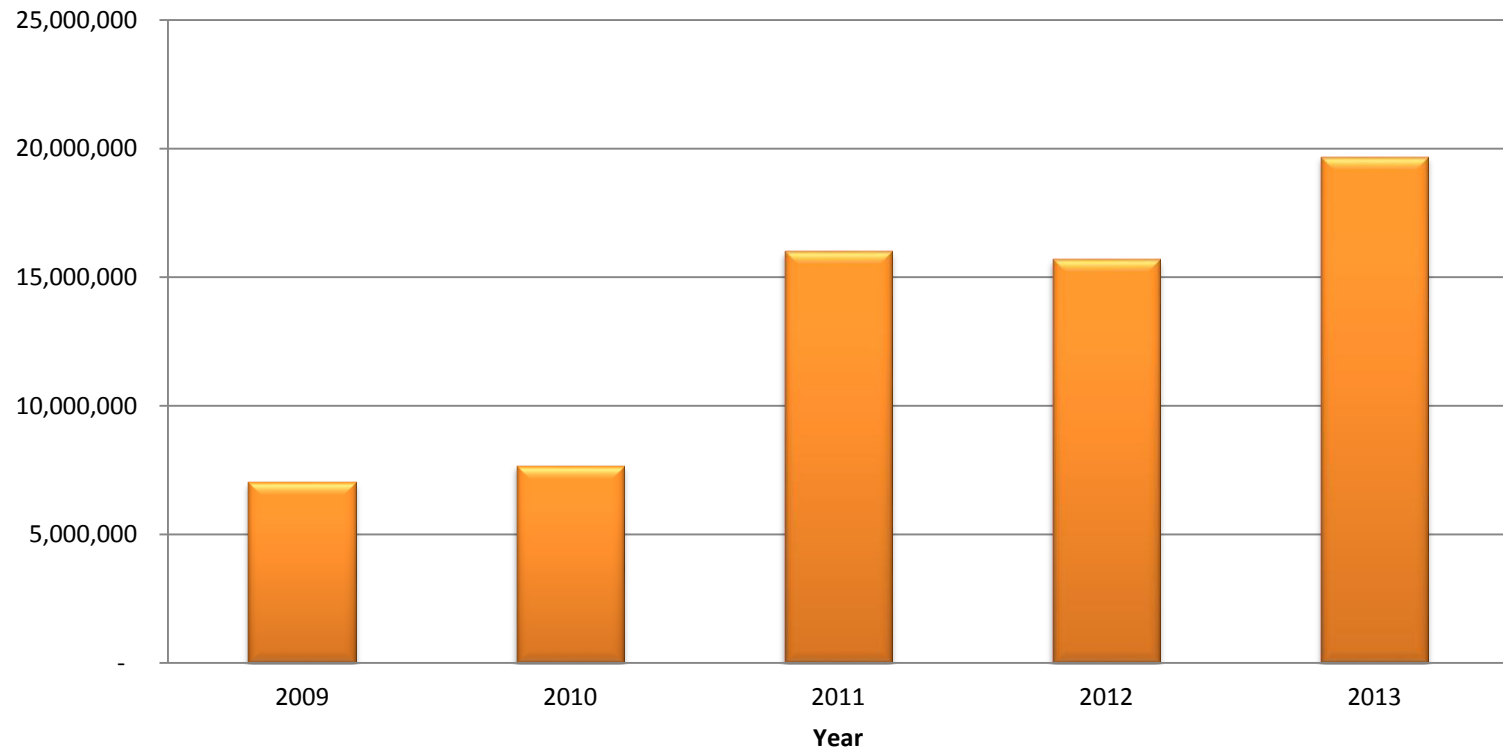
## Number of fixed-line telephone subscribers



Source: TelecomWhitebook

# Effects of OTT services to voice services in Vietnam

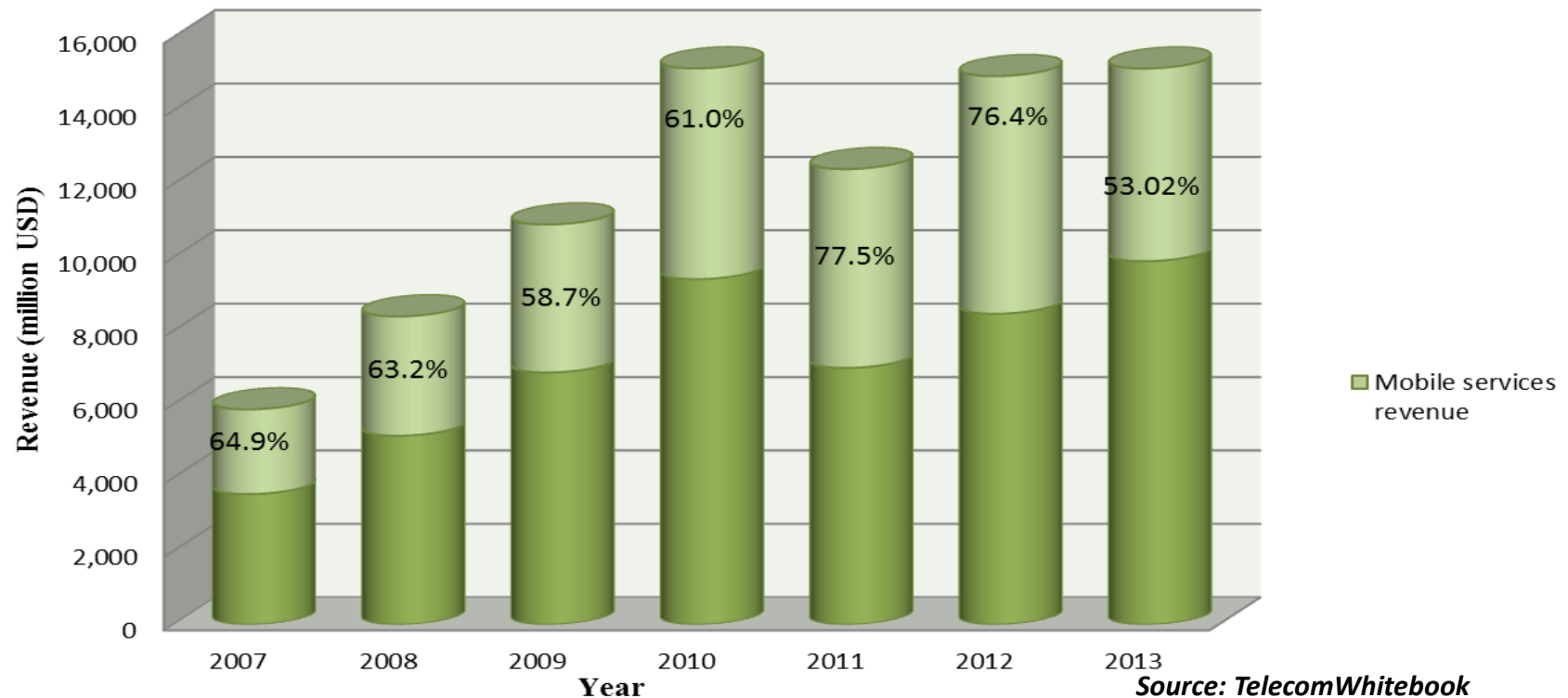
## Number of 3G mobile subscribers



Source: TelecomWhitebook

# Effects of OTT services to voice services in Vietnam

## Percentage between mobile service revenue and total telecommunication revenue



# Policy Regulations view on OTT Services

## Legal frameworks

**LAW ON TELECOMMUNICATIONS**  
**04/12/2009**

**DECREE No 25/2011/NĐ-CP, dated 06/4/2011**

**DECREE No 72/2013/NĐ-CP, dated 15/7/2013**

## Policy Regulations view on OTT Services

**User's  
benefits, new  
quality  
services on  
demand**

**Promote  
development  
of Content  
and  
Applications**

**Promote  
development  
of Broadband  
Infrastructure**

**SUSTAINABLE DEVELOPMENT**

## Policy Regulations view on OTT Services

### **Directive No 75/CT-BTTTT, dated 31/10/2013**

#### **Telecom Operators**

- ✓ Effective business cooperation with OTT providers;
- ✓ Provide telecom services tariff on the basic of service cost, market demand and supply, international/regional tariff reference
- ✓ Provide mobile Internet access packages specified to OTT services

## Policy Regulations view on OTT Services

### **Directive No 75/CT-BTTTT, dated 31/10/2013**

#### **VNTA**

- ✓ To study technological developments, new services, especially OTT services (free voice, SMS);
- ✓ To propose regulations, policies and measures to:
  - Minimize the negative impacts on market;
  - Ensure benefits and interests of users;
  - Promote positive cooperation between telecom operator and OTT providers.



# Operators view on OTT services

# Operators view on OTT services

2009-2010

- 3G start to be deployed in Vietnam

2011-2012

- To attract subscribers, operators offer a very cheap mobile internet service package with the average tariff is only equal to 31.4% compare to the average tariff of Asian countries

2013

- Bloom of OTT services because of cheap smart phones and low mobile internet tariff
- Operators increase mobile internet service package about 10%

# Operators view on OTT services

Mobifone offers some specific internet packages access related to Zing and Blackberry:

- The specific IP address (Zing, Opera): available services in Zing.vn: Zing me, Zing TV/Mp3;...
- The BlackBerry devices: available services: chat, social networking (Facebook, yahoo msg, BBM, social networking...

# Operators view on OTT services

Mobifone, Vinaphone offers a specific internet package called Opera Mini:

- Unlimited access website, available services: chat, social networking (Facebook, yahoo msg, Instagram, Twitter, social networking...through Opera Mini web browser
- Unlimited download below 15MB files

## Conclusions

- ✓ OTT services development is future trend;
- ✓ Opportunities and Challenges for Telecom Operators and OTT providers;
- ✓ Telecoms operators and OTT providers should cooperate to offer modern and convenient services to users;
- ✓ International/ regional cooperation on policies, regulations and guidelines such as:
  - Internet interconnection;
  - Information safety, security and privacy of personal data;
  - Traffic management to ensure competition, quality of services.

Thank you