



# **Regional Monitoring & Compliance Reporting Standards for OTTs**

OTTs Workshop, Accra 14/April/26

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# Executive Purpose

To Seek Ministerial & Experts Endorsement for Harmonized African Standards

# Scope & Objectives

## Technical Reporting Standards

- ❑ Providing the minimum standards for the Technical Reporting of OTT applications by telecommunications services regulators in Africa to the ATU.
- ❑ Ensures precision in aid of evaluating digital telecommunications and broadcasting industries.

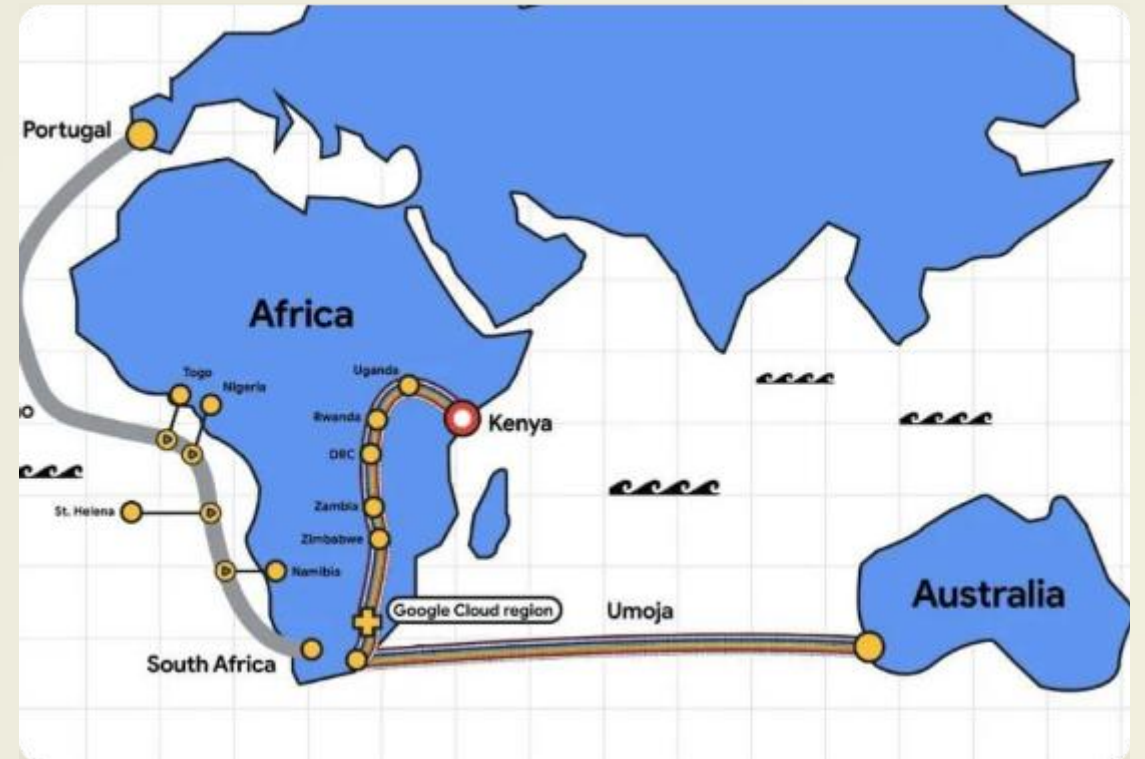
## Harmonization of Data

- ❑ Explores the harmonization of indicators, definitions, and data formats across the continent.
- ❑ Addresses the sustained pressure on traditional telecommunication networks.

# Context: The Algiers Declaration

On 7th December 2025, Ministers across the continent adopted a declaration to establish an African-wide framework to:

- ❑ Govern **fair, safe, and responsible** use of digital platforms.
- ❑ Strengthen Africa's **collective bargaining power** with OTT players.
- ❑ Ensure maximum economic, social, and sovereignty benefits.



# Africa's Strategic Strength

1.4B  
TOTAL POPULATION

## The Digital Powerhouse

- ❑ Africa boasts the **fastest-growing digital user base** in the world. With a young, tech-driven population and rapid mobile/broadband expansion, the continent controls market access, spectrum, and digital taxation levers essential for economic growth.

# The Mandate: Article VIII




## Continental Compliance Observatory

Article VIII mandates the ATU to establish a continental mechanism where MS and OTT players shall submit annual transparency reports including:

- Revenue by country
- Investment expenditure
- OTT traffic statistics



# | Why Standardize?

-  **Evidence-Based Regulation:** Advancing data collection to resolve reporting gaps in new telecommunications services.
-  **Data Sovereignty:** Addressing concerns by identifying minimum data required and partnering with OTTs for submission.
-  **Standardized Relationships:** improving quantitative decision-making and complementing traditional operator data.

# Proposed Indicators and Definitions for OTT Data Reporting

No	Indicator	Definition
1	OTT Application	The type of OTT application being reported on.
2	OTT Subscriptions (Total)	The total number of (active) subscriptions to the OTT application.
3	OTT Subscriptions (Business Accounts)	The total number of (active) subscriptions to the OTT application that are business accounts only.
4	OTT Downloads/Accounts (Total)	The total number of downloads of the OTT application.
5	OTT Voice (Minutes)	The total number of voice traffic (in mins) traversing over the OTT application.
6	OTT Voice (Calls)	The total number of voice calls executed on the OTT application.
7	OTT Voice (Data Consumed) (GB/TB)	The total volume of data (in GB or TB) consumed for voice traffic on the OTT application.

# Proposed Indicators and Definitions for OTT Data Reporting

NO	Indicator	Definition
8	OTT Messaging (Total)	The total number of text messages executed on the OTT application.
9	OTT Messaging (Data Consumed) (GB/TB)	The total volume of data (in GB or TB) consumed in the transmission of text messages on the OTT application.
10	OTT Video (Number of Calls)	The total number of video calls executed on the OTT application.
11	OTT Video (Calls) - Data Consumed (GB/TB)	The total volume of data (in GB or TB) consumed in the transmission of video calls on the OTT application.
12	OTT Video (Number of Messages)	The total number of video messages executed on the OTT application.
13	OTT Video (Messaging) - Data Consumed (GB/TB)	The total volume of data (in GB or TB) consumed in the transmission of video messages on the OTT application.
14	OTT Video Data (GB/TB) (Media - Broadcast (linear) video)	The total volume of data (in GB or TB) consumed in the streaming of broadcast (linear) video content via Internet Protocol TV.

# Proposed Indicators and Definitions for OTT Data Reporting

NO	Indicator	Definition
15	OTT Video Data (GB/TB) (Media - Video on demand)	The total volume of data (in GB or TB) consumed in the streaming of video/media content on demand via the internet.
16	OTT Data consumption (Total) (GB/TB)	The total volume of data consumed for all products/services (voice, messaging, video media etc.) by the OTT application represented in GB or TB (aggregated).
17	OTT Investment Expenditure (USD per annum)	The total value (in USD) of OTT provider's investment expenditure.
18	OTT Revenue (Voice calls) (USD)	The total value (in USD) of revenues earned from voice calls traversing over the OTT application.
19	OTT Revenue (Messaging - text and video) (USD)	The total value (in USD) of revenues earned from text and video messaging executed on the OTT application.
20	OTT Revenue (Video calls) (USD)	The total value (in USD) of revenues earned from video calls executed on the OTT application.
21	OTT Revenue (Media -Broadcast (linear video) (USD)	The total value (in USD) of revenues earned from media related to broadcast (linear) videos over the internet on the OTT application.

# Proposed Indicators and Definitions for OTT Data Reporting

No	Indicator	Definition
21	OTT Revenue (Media - Broadcast (linear) video) (USD)	The total value (in USD) of revenues earned from media related to broadcast (linear) videos over the internet on the OTT application.
22	OTT Revenue (Media - Video on demand) (USD)	The total value (in USD) of revenues earned from media related to video on demand over the internet on the OTT application.
23	OTT Revenue (All Subscriptions) (USD)	The total value (in USD) of revenues earned from all subscriptions on the OTT application
24	OTT Revenue (Business Subscriptions) (USD)	The total value (in USD) of revenues earned from business subscriptions only on the OTT application.
25	OTT Revenue (Advertising) (USD)	The total value (in USD) of revenues earned from advertising on the OTT application.
26	OTT Revenue (Transactional) (USD)	The total value (in USD) of revenues earned from transactional operations.
27	OTT Revenue (Other sources - to specify) (USD)	The total value (in USD) of revenues earned on the OTT application from other sources. The source must be specified in the data template. Additional columns can be added to specify each source individually.

# Annex A: Proposed Data Template for Reporting by OTT Applications

Country	1	2	3	4	5	6	7	8	9
Indicator	OTT Application	OTT Subscriptions	OTT Subscriptions	OTT Downloads/Accounts	OTT Voice	OTT Voice	OTT Voice	OTT Messaging	OTT Messaging
Description		Total	Business Accounts	Total	Mins	Calls	Data Consumed (GB/TB)	Total	Data Consumed (GB/TB)
		Xx	xx	xx	xx	xx	xx	xx	xx
		Xx	xx	xx	xx	xx	xx	xx	xx
		Xx	xx	xx	xx	xx	xx	xx	xx
		Xx	xx	xx	xx	xx	xx	xx	xx
		Xx	xx	xx	xx	xx	xx	xx	xx



