

REGIONAL STANDARDIZATION FORUM (RSF) FOR ASIA

Xi'an, China, 27 August 2018



Regional Standardization Forum
Emerging Economic,
Regulatory and Policy Trends
in a Fast-Changing Digital World

Xi'an, China, August 27, 2018

OTTs-India's Experience

S K Mishra

Principal Advisor (F&EA), TRAI, INDIA



50 | ITU-T
REGIONAL
GROUPS
1968-2018

Hosted by **CAICT**
中国信息通信研究院
China Academy of Information and Communications Technology



TRAI's experience with OTTs

- In 2014 TRAI organized a Seminar on OTTs
- In 2015 TRAI held a Public Consultation on OTTs
- In 2016 TRAI held a Public Consultation on Discriminatory DATA tariffs
- In 2017 TRAI again had a Public Consultation on Net Neutrality but steered clear of the OTT Issues while recommending Net neutrality
- In 2018 TRAI is again contemplating to hold a consultation on regulation of OTTs

TRAI's experience with OTT

- In 2014 and 2015 the Telecom Service Providers and the OTTs were bitter enemies
- During this period TRAI, like other Regulators across the sectors was in dilemma
- OTTs and the popular perception were against Telecom Service Providers and they both looked at Regulator with matching suspicion
- Telecom Service Providers were up in arms against OTTs
- Today TSPs and OTTs are Frenemies (Friends + Enemies)

Disruption?

- OTTs have ushered in innovation
- Consumers have immensely benefitted
- Cosy world of the Telecom Service Providers has been disrupted
- OTT innovations or Disruption has affected the other Service Providers too- rather the entire Socio-Economic scenario
- Earlier OTTs were dependent on Service Providers, now Service Providers realise that it is a symbiotic relationship
- Policy makers and regulators are harnessing OTTs for improving their activities

Pace of disruption or innovation

- Is too fast
- Difficult to anticipate
- Before one settles down with one application you have many other competing applications
- Even OTTs are jostling for space and survival
- Competition is fierce-Service providers are ready to offer Free+
- The theory of Survival of the fittest is more relevant today

Regulators and Policy makers

- Job difficult
- 5 G technologies and the emerging IOT era make it even more complex
- We cannot ignore or stifle innovation
- At the same time, orderly growth of the Sector and protection of the interest of the consumer is our mandate and we cannot be sitting as mute spectators watching the chaos
- OTTs are no longer external entities; they are now integral part of the global socio-economic system(National subsystems too)

Way ahead

- Old methods and the earlier speed may not work
- Policy makers and Regulators ;not limited to ICT sphere and national boundaries- have to come together and collaborate to optimally harness the tools –including OTTs
- Perpetual work in progress
- Light-touch regulation but close vigil
- Develop new standards and work methods to efficiently and effectively deal with the developments
- Train, assess and retrain with greater frequency

REGIONAL STANDARDIZATION FORUM (RSF) FOR ASIA

Xi'an, China, 27 August 2018



Wish you all the best



Thank You

50 | ITU-T
REGIONAL
GROUPS
1968-2018

