**Cloud Demands on New Access Technologies**

**Abstract**

Cloud services aggresively spread for different applications. Bandwidth demands are changing from asymetric to symetric and prioritization of business traffic over public internet is required. While Over The Top cloud providers earn their profits over access networks, internet service providers must start thinking differently to monetize their infrastructure even for internet traffic. Will new era of access technologies like 4G be able to carry prioritized internet traffic for OTT cloud services? Or every access provider will push their own cloud services?