**Contribution of CWG-Internet open consultation**

**—Public Policy considerations for OTTs**

**1. What are the opportunities and implications associated with OTT?**

Compared to the traditional fixed and mobile services, OTT services are more flexible and easy to implement. OTT services can be used in many forms. For example, communication services, which can be used as a substitute of traditional telephone and SMS; audio and video services, which can be used as a TV substitute; e-commerce services, which can achieve online shopping, financial services and a series of integrated services.

OTT brings opportunities and challenges to terminal, network and content. OTT services drive the rapid development of smartphones with large screens and higher computing power. OTT services make the rapid development of network technology; also promote the operators’ business and technical innovation. For content, on one hand, from the original text and picture-based, turned to video-based. On the other hand, OTT services enable content to be personalized and customized. For example, taking into account privacy and convenience, users are willing to put more personal information set in the mobile phone, including account information, personal preferences, OTT service providers can provide better services through customized way.

**2. What are the policy and regulatory matters associated with OTT?**

The development of OTT services brings big challenges to operators. OTT business has greatly eroded the original share of the traditional operators, to a certain extent, weakened users’ dependence on operators. We need to find the balance between OTT players and operators.

OTT services have occupied a large number of stable users, and more and more user information are collected,stored,analysed and used from OTT services. OTT players play an increasingly important role in security and user privacy protection. How to protect user data , especially prevent data abuse is a key issue we need to care about. We also need to pay more attention to the security of OTT business network, and ensure the security and stable operation.

**3. How do the OTT players and other stakeholders offering app services contribute in aspects related to security, safety and privacy of the consumer?**

In order to contribute in aspects related to security, safety and privacy of the consumer, there’ re some principles that OTT players could refer to. For example, data minimization, pseudonymisation for data processing, integrity and confidentiality protection for data transferring and storage, processing data based on consumer’s consent and so on.

OTT service providers should constantly strengthen technical research and establish a comprehensive security protection mechanism, so as to build safe and reliable OTT services. In addition, OTT service providers needs to improve user awareness of privacy protection.

**4. What approaches might be considered regarding OTT to help the creation of environment in which all stakeholders are able to prosper and thrive?**

First, we should bulid a healthy ecosystem. Integrity and fairness are very important to every kind of business. OTT should establish a long-term mechanism of integrity and fairness. Integrity and fairness can be achieved through technical means and management means. For example, through big data analysis, some security risks can be detected timely.

Secondly, We should encourage cooperation between OTT players and operators to achieve a win-win situation. We also should regulate the conduct of both sides to avoid vicious competition.

**5. How can OTT players and operators best cooperate at local and international level? Are there model partnership agreements that could be developed?**

For OTT players and operators, user is the core value, and providing best and suitable services to users are the common goal of both. On one hand, OTT players and operators can implement specific services together based on local habits or big data analysis. For example, people like playing online games in some area, and then OTT players can implement large variety of online games, operators can provide billing discount for targeted service traffic to users. On the other hand, operators can make full use of some OTT services, and OTT players can use operators’ specific data to develop new services. For example, operators can use OTT online authentication service to authenticate users online. OTT players can use accurate location information from operators to develop positioning service.