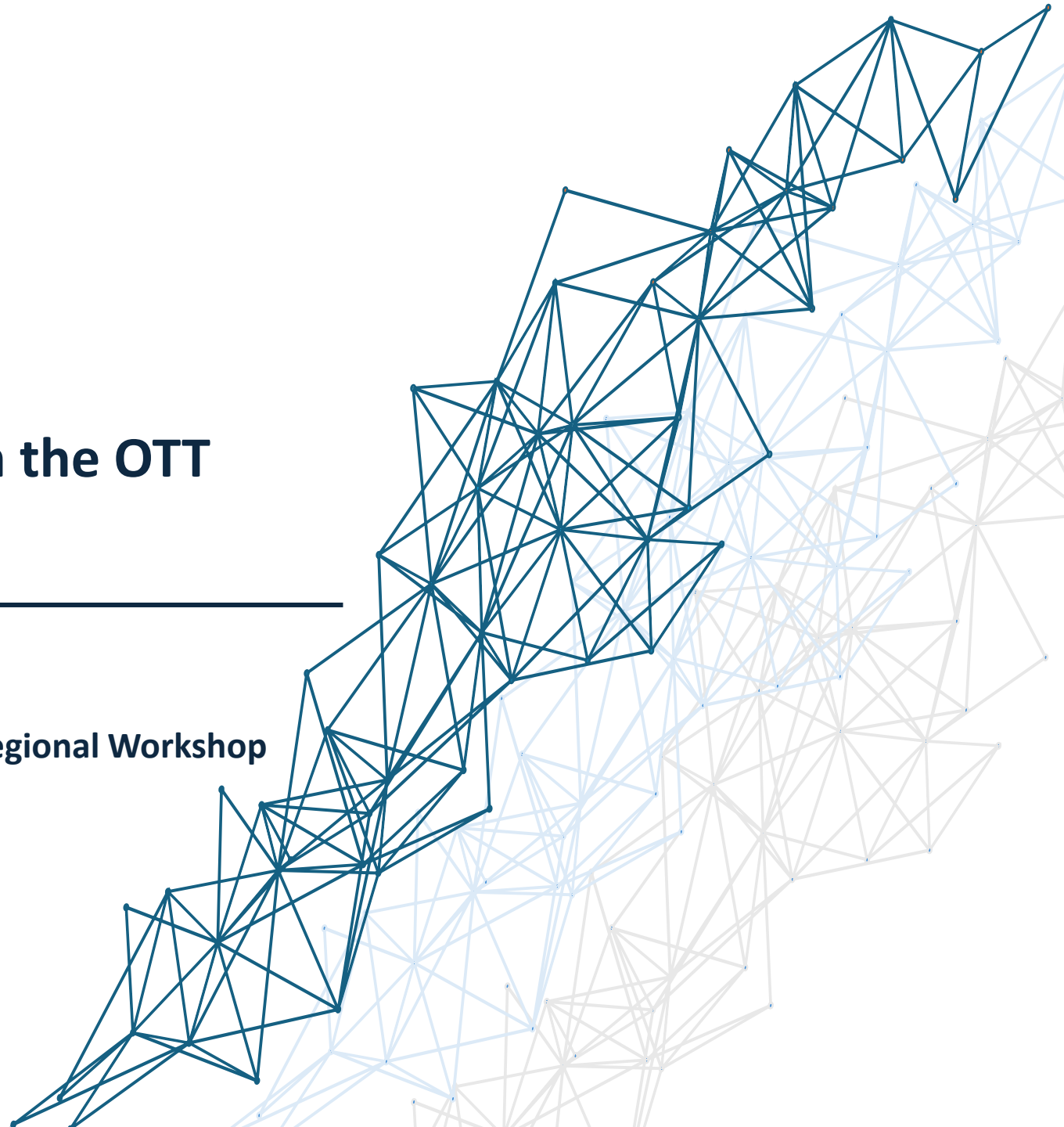# Challenges and Opportunities in the OTT (Over-The-Top) Industry

Laial Almansoury- CITRA

Joint ITU-T Study Group 2/ITU-T Study Group 3 Regional Workshop on Topics of Mutual Interest
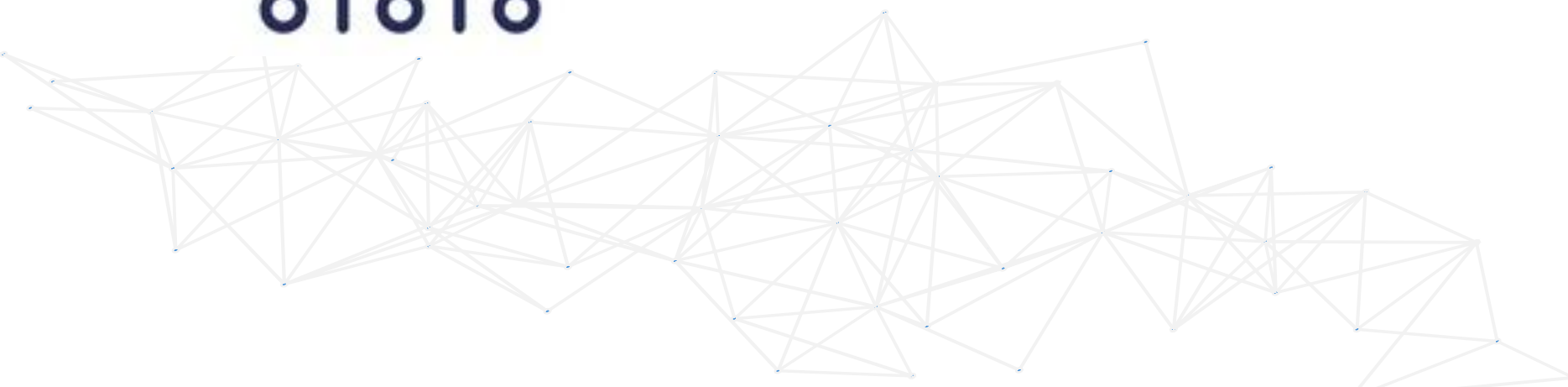
4 March 2024, Kuwait City, Kuwait

INTRODUCTION

" While OTT platforms have numerous opportunities for growth through global expansion, personalized content experiences, and technological innovation, they also face significant challenges in terms of content acquisition, monetization, and regulatory compliance.

TELECOM INTEGRATION WITH OTT SERVICES

- Telecom companies are forming strategic partnerships with OTT platforms to offer bundled services to provide comprehensive solutions to consumers.

- Telecom networks are evolving to accommodate the increasing demand for OTT services.

THE CHALLENGES ASSOCIATED WITH ALTERNATIVE CALLING METHODS

| Traditional Telecom Revenue	Rise of OTT Services
Decline due to OTT disruption	Growth fueled by OTT adoption
Voice calls, SMS, etc.	Streaming, VoIP, messaging apps, etc.
Potential revenue loss	Shift in consumer preferences

OTT VOICE BYPASS CHALLENGES

- **Revenue Loss:** OTT voice bypass undermines revenue streams generated from traditional voice calls, impacting revenues from telecom.

- **Consumer Protection:** OTT voice services often lack regulatory oversight, potentially compromising consumer rights, privacy, and service quality.

- **Market Fairness:** Telecom operators are subject to stringent regulations while OTT providers operate in a comparatively unregulated environment, leading to market asymmetry.

KUWAIT'S EXPERIENCE WITH OTT SERVICES

- **Fraudulent Calls**: OTT services, particularly Voice over Internet Protocol (VoIP) applications

- **Government Revenue Loss**: in some cases, the use of OTT services for voice communication resulted in revenue loss for governments and traditional telecom operators.
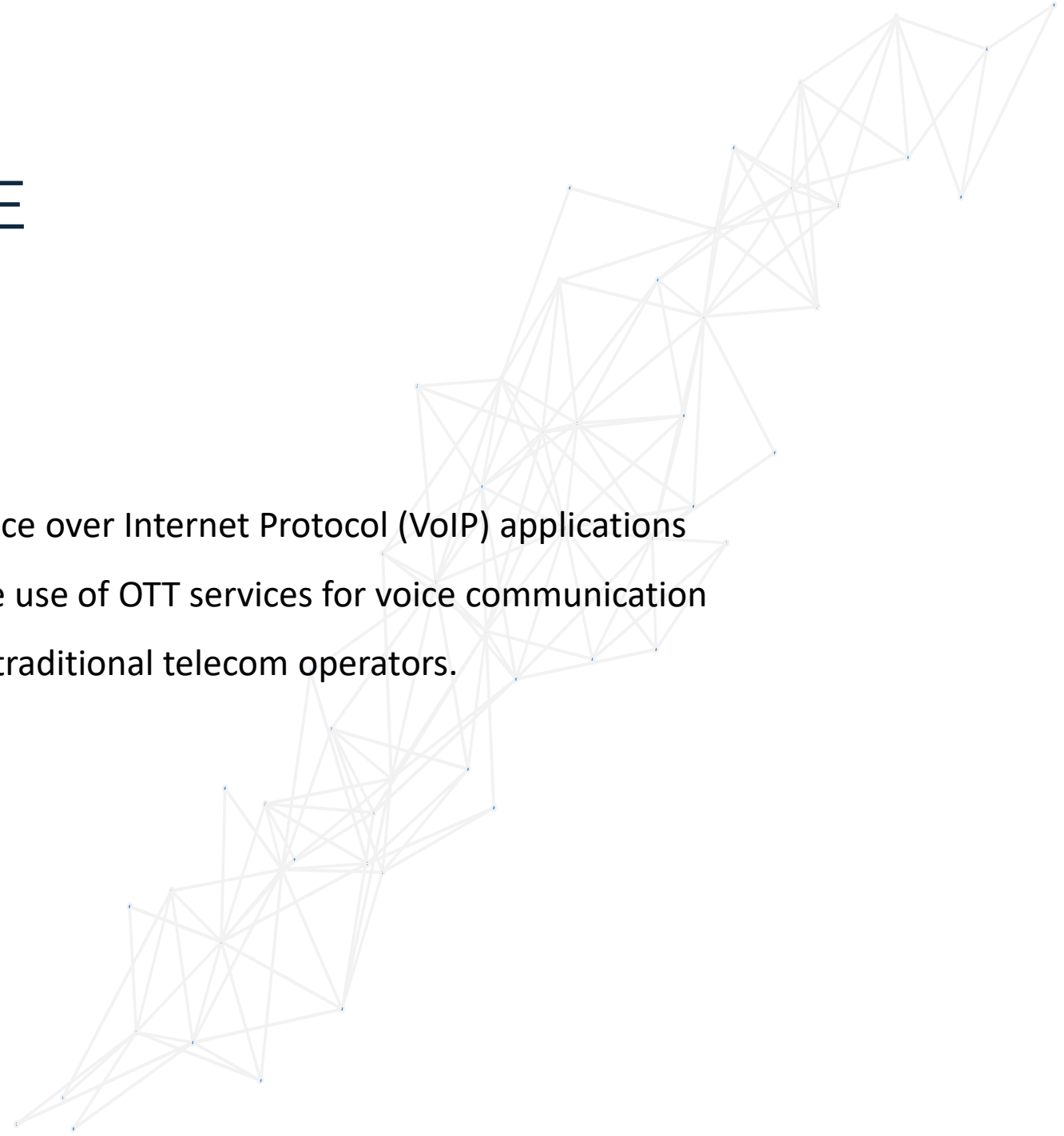
SPOOF CALLING, FRAUD VOIP AND SMS REPORTED CASES TARGETING KUWAIT

- International Spoof Calling
- Whatsapp
- SMS

52%

30%

18%
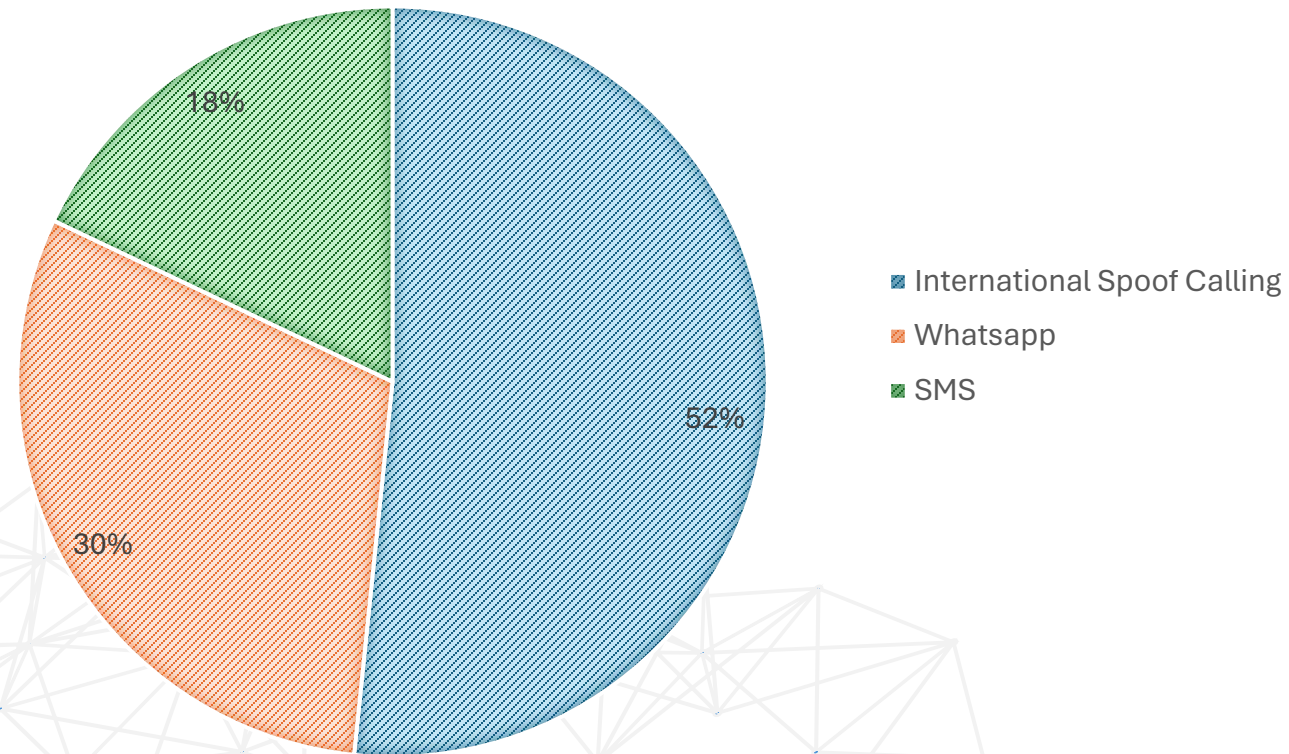
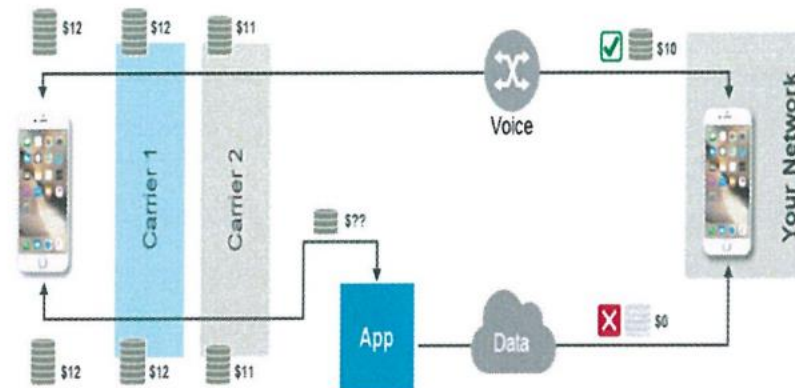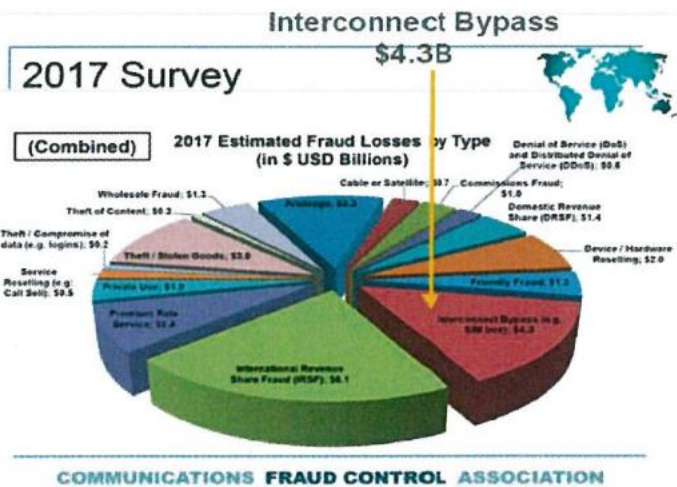# VOIP BYPASSING INTERNATIONAL GATEWAY

Illegitimate calls providers, VoIP calls and Spoofing calls Applications posed significant challenges for Kuwaiti authorities, impacting consumer safety, regulatory compliance, and revenue generation.
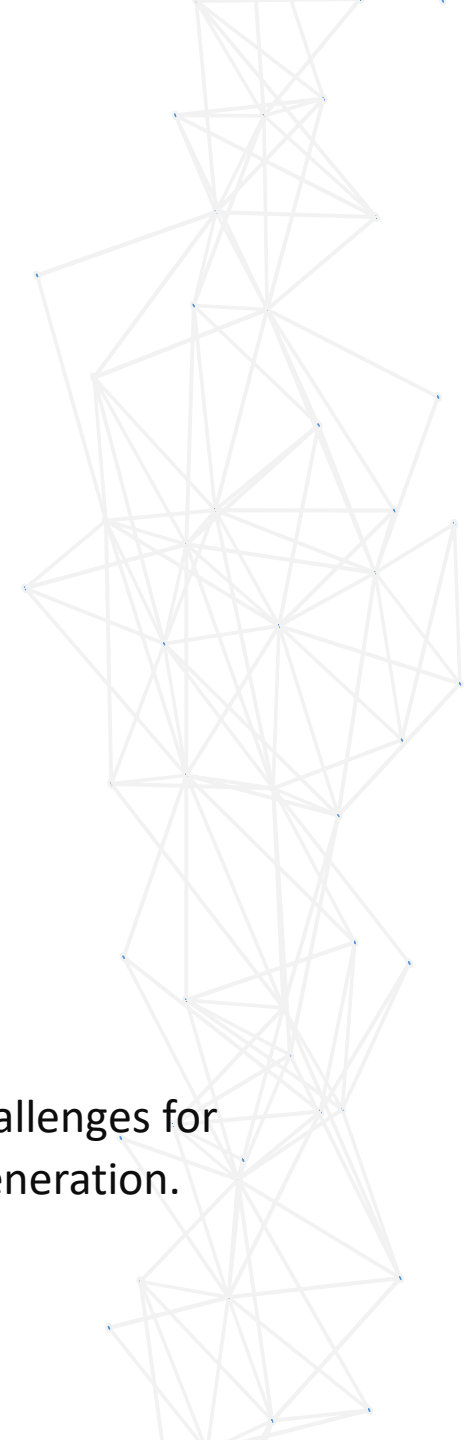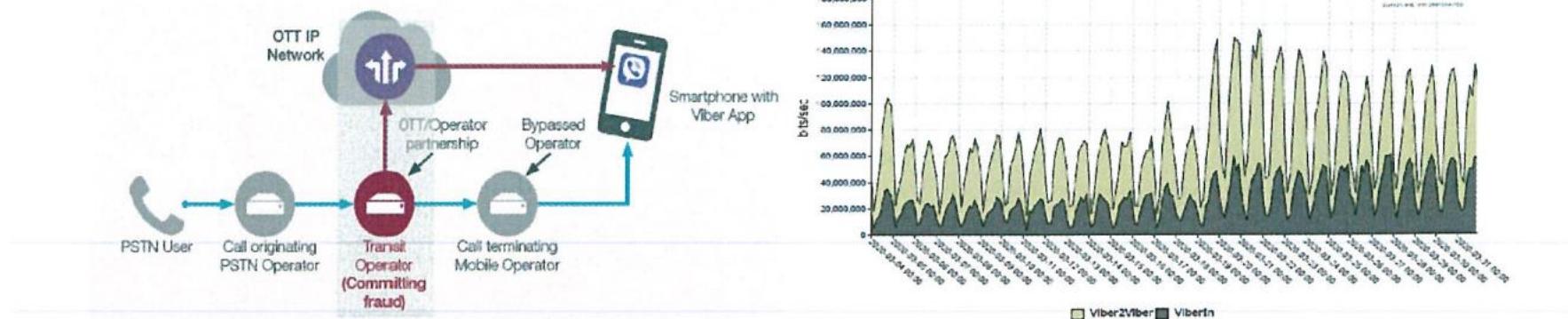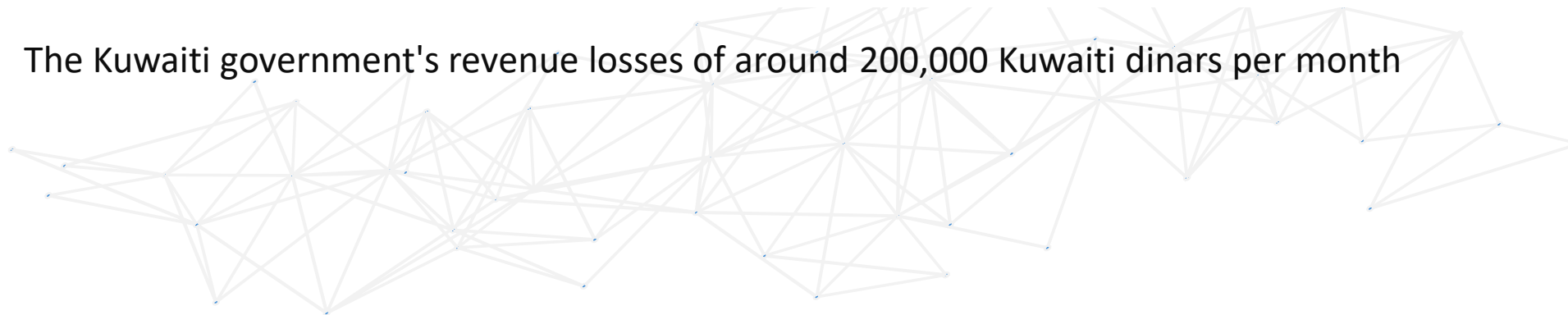
VOIP BYPASSING INTERNATIONAL GATEWAY

VOIP BYPASSING INTERNATIONAL GATEWAY

The Kuwaiti government's revenue losses of around 200,000 Kuwaiti dinars per month

KUWAIT'S EXPERIENCE WITH OTT SERVICES

- **Regulatory Framework Enhancement**: updating regulations to address emerging technologies and closing regulatory loopholes that facilitate fraudulent activities.

- **Licensing and Registration Requirements**: developed licensing and registration requirements for VoIP operators and other telecommunications service providers.

- **Public Awareness Campaigns**: to empower consumers to protect themselves from scams and fraud.

- **Technology Solutions**: to detect and prevent fraudulent activities and OTT calls usage more effectively.

Thank you!