How do you solve a problem like OTT?

G Venkatesh
Sasken Communication Tech Ltd & IIT Madras
Broadband Internet is like a highway ...

- Significantly improves access to services
- Takes a lot of money to build; is a regulatory nightmare
Access fee is an accepted idea

So what is the problem then?
1. The need for a fast lane

Self regulation apparently not enough
2. What if one type of service dominates the traffic?
2. What if one type of service dominates the traffic?

Chinese Solution: Cutoff the service
2. What if one type of service dominates the traffic?

European Solution: tax the service
3. OTT over broadband co-exists with legacy voice service

OTT treated as a (lightly regulated) information service while voice is a (highly regulated) telecom service
But OTT is much more fun

Legacy services suffer in comparison
Should OTT be regulated?

Level playing field?

Before OTT became popular

After OTT became popular

US (India?) solution: Regulate OTT service
What should be the scope of regulation?

Are there not gatekeepers in the device and cloud infra space?
Key points

Net neutrality or not – it is about preventing gatekeepers

Telcos will need to become more innovative to survive in the gatekeeper free world

The fight against gatekeepers needs to go beyond the Telco-OTT debate