OTT Challenge: assessment of threats

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OPPORTUNITY GAP

Previous evaluation – January 2011

New evaluation – January 2012

Threat Level	Programme Content	Quality of Service (QoS)	Interactivity/ Applications	Subscription	Accessibility
High					
Medium	▪Growing partnerships with content producers ▪ Possible partnership with TV broadcasters for live streaming		▪ Increasing number of online-based applications with growing partnerships	▪ No monthly subscription needed ▪ No lock-in contracts	▪Additional device such as Internet-enabled STBs and TV
Low	▪ No real-time broadcasting ▪ Partnerships are still limited	▪ OTT players cannot ensure quality of service	▪ Very few interactive applications such as 3D TV		