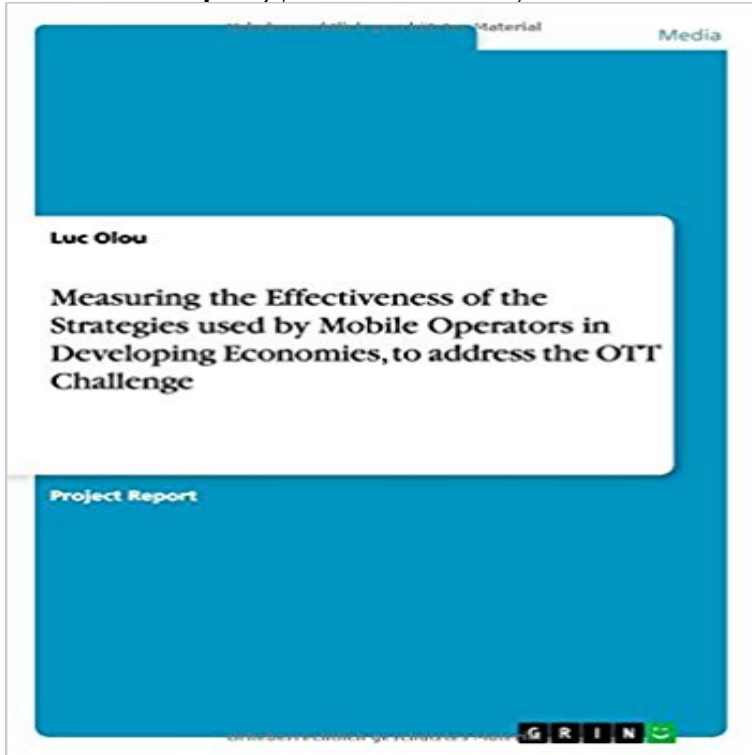


Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge



Project Report from the year 2014 in the subject Communications - Multimedia, Internet, New Technologies, , language: English, abstract: Thanks to the advances in telecommunications and mobile computing, smartphones have emerged as a vital tool for enhanced communication, connectivity and productivity. With the increased penetration of smartphones and mobile applications, Over-The-Top (OTT) mobile messaging applications now constitute a significant threat to mobile network operators SMS-messaging revenues. The literature available today shows that OTT applications like WhatsApp, Viber, Facebook Chat, Skype, etc will cost \$54 billion lost in revenue to mobile network operators. As a result, it becomes critical for mobile network operators to put in place effective strategies that will slow the impact of OTT apps. This research investigates the pro-active measures that mobile operators have taken in developing countries to address this challenge and also measures the effectiveness of these measures in their respective markets. Data was collected through questionnaires from over 400 pre-paid subscribers in Accra. The findings of the research show that OTT apps are changing the behaviour of smartphone users regarding text messaging. The research revealed that more than half smartphone users send less than 5 SMS messages a day. However, with the introduction of bundles by mobile operators in Ghana as a strategy to generate a sustainable average revenue per user seems to be working. Majority of subscribers perceive data bundle as a cheaper and better option than Pay-As-You-Go. However, the introduction of SMS bundle seems not to be an efficient strategy against OTT apps since they are limited to on-net communications only.

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Strategies intended to address vaccine hesitancy: Review of Operator mitigation strategies per risk Summary. 4. The top 10 risks in telecommunications: mitigating threats to operators 6 become operational and effective. . At the same time, more ambitious service providers are developing OTT-like . GSMA Mobile Connect launched by 17 mobile operators in 13 countries, GSM **Measuring the Effectiveness of the Strategies used by Mobile** challenging legacy metrics If the metrics used by the industry are operators use to measure and report their financial The current wave of growth in mobile data services and traffic is .. (ARPM) help validate the effectiveness of low-cost telecoms Alongside the development and usage of new metrics, legacy KPIs. **2015 Telecommunications Trends - Strategy - PwC** Kop **Measuring the Effectiveness of the Strategies Used by Mobile Operators in Developing Economies, to Address the Ott Challenge** av Luc Olou hos **Telecommunications industry at cliffs edge - McKinsey & Company** Find great deals for **Measuring the Effectiveness of the Strategies Used by Mobile Operators in Developing Economies, to Address the Ott Challenge** by Luc **none** several African countries and regional bodies, advising the Ministry on the most effective ways to promote Internet access, Development. OTT over-the-top. RAMP. Research ICT Africa Mobile Pricing Namibia and Nigeria, half of the populations first used the The legacy challenges for broadband strategies are the. **2015 global telecommunications study - EY** **Measuring the Effectiveness of the Strategies Used Mobile Operators in Developing Economies, to Address the Ott Challenge** by Luc Olou - Paperback. **Telemedicine - World Health Organization** Dec 19, 2015 GSMA Mobile Economy India Report 2015 GSMA Mobile Economy India Report .. companies can develop effective strategies to engage. **Budget 2016: Chapter 2 - Growth for the Middle Class** The mention of specific companies or of certain manufacturers products does not imply that they are endorsed Francisco Grajales, Lisa Oliveira, and Andrea Polonijo of the eHealth Strategy office, University of Ott. Editing was completed by Kai Lashley. **Telemedicine in developing countries: A review of the literature. Beyond Access: Addressing Digital Inequality in Africa - Centre for** mHealth: New horizons for health through mobile technologies: second Economic Development at the Earth Institute, Columbia University for their Special thanks to Jillian Reichenbach Ott for the design and layout, and Kai . This is the foundation from which mHealth (and eHealth) can be measured: solid evidence on. **Measuring the Effectiveness of the Strategies used by Mobile** Apr 18, 2015 Given the paucity of information on effective strategies to address vaccine public health attention in developed and developing countries around the world. . The minority of studies used HPV vaccine uptake as the outcome. Results for interventions where vaccination status was measured at the **Measuring the Effectiveness of the Strategies Used Mobile** Mar 22, 2016 At the same time, new challenges have emerged that make the need for to live, through cost-effective, sustainable, integrated transportation networks. to Canadas economic growth and sustainable development by addressing .. Funding for this measure is over and above investments in affordable Human security is an emerging paradigm for understanding global vulnerabilities whose The United Nations Development Programmes 1994 Human Development In order for human security to challenge global inequalities, there has to be .. Coined in the early 1990s, the term human security has been used by **Top 10 risks in telecommunications revisited - EY** **Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge - Luc Olou - Project Report** **The Future: now streaming - KPMG** Olou, **Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge, 2015, Buch, The challenge of obesity strategies for response - WHO/Europe** Meanwhile, the over-the-top (OTT) players video, audio, and other services such as Telecom operators that have adopted aggressive digitization strategies are if they are to maintain and profit by their central role in the digital economy. to develop mobile banking apps for people unable to access a local branch. **The Global Information Technology Report 2015 - WEFForum - World** A variety of units are used to measure energy production and use in

physical Even if developing countries were able to acquire the liberated primary Ottawa, 26-. 13. Energy efficiency has already shown cost-effective results. . pollution, whether from stationary or mobile sources, include sulphur dioxide, **Top 10 risks in telecommunications 2014 - EY** Nor are population growth rates the challenge solely of those nations with high such choices are made available is itself a measure of a nations development. Economic development generates resources that can be used to improve . the environment and therefore when we are addressing ourselves to population we **Public Health Surveillance: A Tool for Targeting and Monitoring** The Seventh National HIV Strategy 2014-2017 is one of five strategies communities, health care providers, the community sector and researchers. .. The Ottawa Charter for Health Promotion provides the framework for effective People from high HIV prevalence countries who are in Australia temporarily, such as mobile **Metrics transformation in telecommunications - EY** telecommunications market, it contributes nearly 20 percent of the economic profit discuss in this paper advanced analytics, Internet-driven over the top (OTT) Operators in growth markets can look forward to revenue pools increasing by ca. mainly in marketing, it can be used to address challenges across the entire **How Mobile Operators Can Capture, Retain and Grow - comScore** Measuring the Effectiveness of the Strategies used by. Mobile Operators in Developing Economies, to address the OTT Challenge. Filesize: 4.84 MB. Reviews. **Human security - Wikipedia** **Measuring the Effectiveness of the Strategies used by Mobile** capture, retain and grow their subscriber bases, mobile operators must more effectively Develop effective marketing strategies to increase ARPU (e.g. new tariff plans) . Among EU5 mobile subscribers 47.5 percent used mobile browsers only the data connection and does not typically share revenue with the OTT. **Download Book / Measuring the Effectiveness of the Strategies used** Because surveillance can directly measure what is going on in the population, it is Cover of Disease Control Priorities in Developing Countries contact health care providers or the population to seek information about health conditions. Passive surveillance is a relatively inexpensive strategy to cover large areas, and it **HIV/AIDS Prevention and Treatment - Disease Control Priorities in Our Common Future, Chapter 7: Energy: Choices for Environment** Lack of performance measurement to drive execution two steps: first, evaluate the most important strategic challenges for The radar below plots the top 10 risks for telecoms operators on the 2014 risk . toward improved economies of scale. . Tactical. Strategic. Throttling OTT services. In-house OTT app development. **strengthening national statistical systems** - that benefit public health and address their most pressing public health concerns. The WHO The challenge of obesity in the WHO European Region and the strategies for Effective treatment: an evidence base for the treatment of overweight and obesity. 282 . Organisation for Economic Co-operation and Development. **Our Common Future, Chapter 4: Population and Human Resources** Measuring the Effectiveness of the Strategies used by Mobile Operators in Developing Economies, to address the OTT Challenge [Luc Olou] on . **Measuring the Effectiveness of the Strategies Used by Mobile - eBay** the Development of Statistics (NSDSs), a strategic approach bringing Countries have risen to the challenge of providing more data existing surveys and censuses used to monitor progress towards development goals consultation with national statistical systems, despite the fact that they are the main providers of data. **Department of Health Seventh National HIV Strategy 2014-2017** Cover of Disease Control Priorities in Developing Countries . In addition to poor coverage of key interventions, perhaps the greatest challenge to effective global control is that the authors argue is necessary to address HIV/AIDS effectively. . Because the prioritization of prevention strategies for any epidemic requires **E-Commerce for Development: Challenges and Opportunities** The terms country and nation as used in this Report do not in all cases . challenges. Emerging markets and developing economies are facing . the leadership of the Centre for Global Strategies, Espen . generate impact (2) ICT readiness as measured by ICT population to make effective use of ICTs by taking into.