

Mobile operators in Latam set to become OTT Pay-TV actors

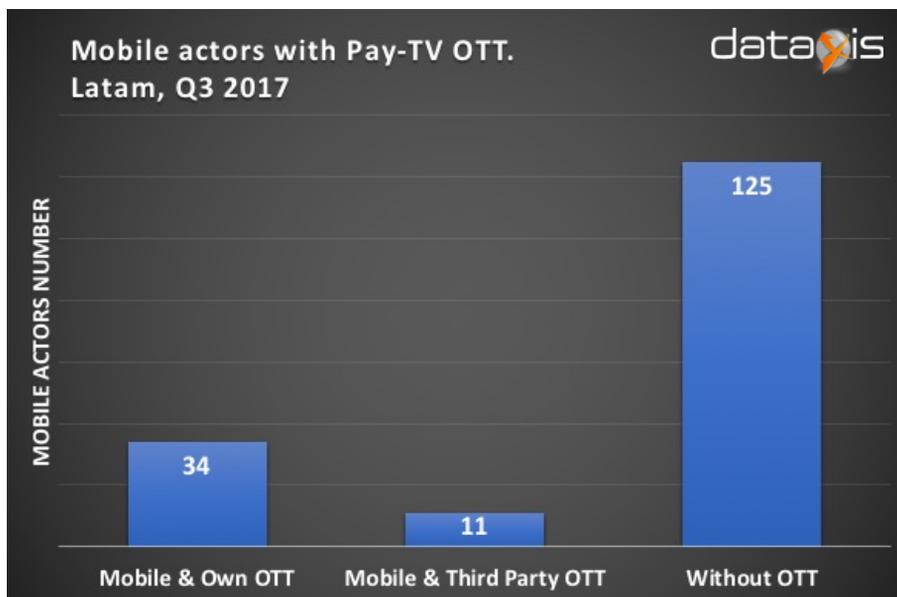
Following Dataxis latest research, 34 mobile actors have already deployed OTT as added value to their clients. Moreover, some of the operators are keen to add third party platforms to empower their offer like América Móvil and Telefónica.

There are also 11 cases of mobile networks only offering third party OTT, most of the actors are Millicom branches but also TIM Brazil among other. Both groups exhibit 591 million of lines representing 86% of the total.

With the rise of LTE and the extended base of smartphones, mobile actors are the ideal partner for OTT. Furthermore, mobile companies can solve billing and collection problems which hinder the adoption of OTT in Latam.

OTT remain an effective way to access the video business for mobile actors. Dataxis quarterly tracks 170 mobile actors and 79 are linked to traditional Pay-TV operation. This group owns 59% of the mobile market, much less than the group of mobile actors associated with OTT.

For the third quarter of 2017, 78 mobile operators in Latam were not associated to a traditional Pay-TV operation or an OTT offer. However, this target group handled only 46 million of lines representing 6.7% of the total.



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