

SAMENA Council
Members'
Response Deadline:

19 August, 2017



Request for **CONTRIBUTIONS**

ITU Council Working Group on Internet-related public policy issues
On the Consultation “Public Policy considerations for OTTs”

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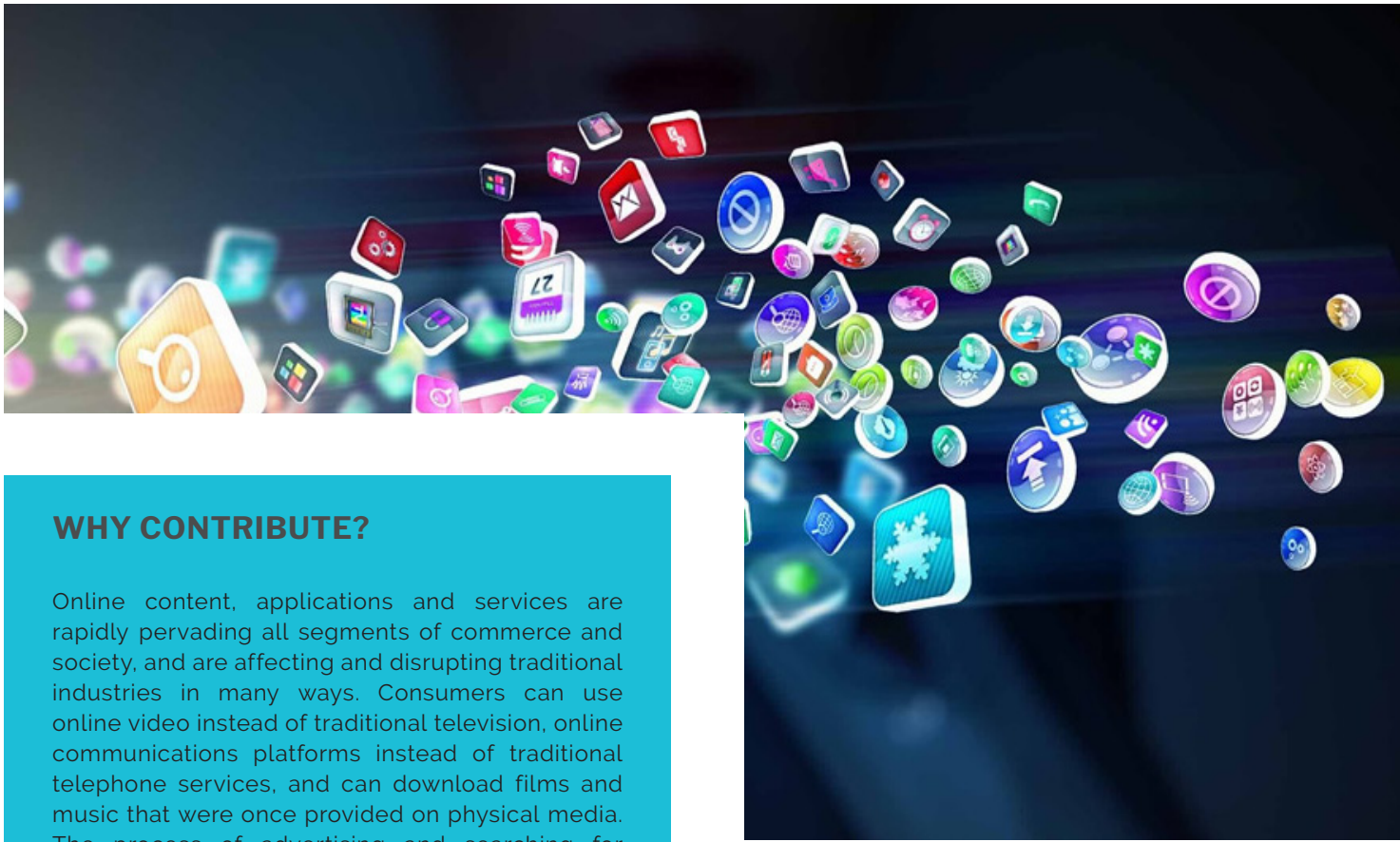


PURPOSE OF THIS INFORMATION REQUEST

SAMENA Telecommunications Council is seeking input from its Members to contribute to the ITU's Public Open Consultation on Public Policy Considerations for OTTs conducted by the ITU Council Working Group on Internet-related public policy issues.

Considering the rapid development of information and communications technology (ICT), which led to the advent of Internet-based services commonly known as "over-the-top", all stakeholders are invited to submit their inputs on the following key aspects from a policy perspective:

1. What are the opportunities and implications associated with OTT?
2. What are the policy and regulatory matters associated with OTT?
3. How do the OTT players and other stakeholders offering app services contribute in aspects related to security, safety and privacy of the consumer?
4. What approaches might be considered regarding OTT to help the creation of environment in which all stakeholders are able to prosper and thrive?
5. How can OTT players and operators best cooperate at local and international level? Are there model partnership agreements that could be developed?"



WHY CONTRIBUTE?

Online content, applications and services are rapidly pervading all segments of commerce and society, and are affecting and disrupting traditional industries in many ways. Consumers can use online video instead of traditional television, online communications platforms instead of traditional telephone services, and can download films and music that were once provided on physical media. The process of advertising and searching for services is increasingly moving online.

These changes have come about because broadband connectivity provides instant access to a global network of services and applications, enabling equipment manufacturers, applications providers and customers to bypass the services offered by traditional network operators and to cross national boundaries, thus obtaining multiple new routes to market.

The debate about the impact of OTTs is often presented in terms of the level playing field. Concerns have been voiced about the challenges faced by traditional network operators faced with the expansion of online (often US-based) firms offering products which consumers increasingly see as alternatives to their offerings.

SAMENA Council requests its Members to contribute to this consultation, which focuses on one of its four key strategic priorities, to ensure that SAMENA Council's membership's voices are heard and reflected in this very important debate and thereby shape global guidance and policy as to the public policy treatment of OTTs going forward.

TIMELINE

The Consultation Deadline for direct online submission for SAMENA Council is 19 August 2017. We encourage all operators to submit their own responses, but also propose to submit a response by SAMENA Council, which will be reflective of SAMENA Council Members' views.

In order to put together SAMENA Council's official response, representative of the views of its members, we would be grateful if you could provide your input no later than **19th August 2017**.

A physical meeting is scheduled for 18 September 2017, led by SAMENA Council CEO to be held as part of the clusters of Council Working Group meetings from 11-22 September 2017.