



Monitoring OTT Disruption

Leading research firm, Current Analysis, to deliver real-time analysis of Over-the-Top (OTT) innovations

Sterling, VA, USA, December 11, 2012 – Current Analysis, the market leader in continuous, tactical competitive intelligence for the telecommunications and information technology markets, announced today the release of their latest monthly OTT Watch report. The reports offer a roundup of the most interesting OTT innovations across the U.S. and Europe from a variety of players, ranging from pure-play OTT service providers to broadcasters, pay-TV operators, device manufacturers, retailers and financial institutions.

“The reports look not only at how these OTT services challenge incumbent carrier services, but also how they challenge each other and evolve the OTT business model and monetization practices,” commented Jerry Caron, Senior Vice President of Analysis at Current Analysis.

Key highlights of this month’s installment include:

- the expansion of music on Google Play to Europe
- video chatting via the Nintendo Wii U
- RIM’s BBM voice and chat options
- Nokia’s HERE mapping and location-based services revamp
- Bank of America’s new mobile payments platform
- American Express’ offer of promotional deals for Xbox LIVE members and Halo 4 players in the UK and U.S.

“Upcoming reports will offer an analytical round-up of the key service and product launches and enhancements from the OTT camp, most notably Facebook, Google, Netflix, Spotify, Deezer, and others,” stated Natasha Rybak, Principal Analyst at Current Analysis, who co-authors the report series together with Senior Analyst Consumer Services U.S., Deepa Karthikeyan. “In addition, we’ll cover other industry players with an OTT service, such as Apple, Microsoft, and Samsung, to provide a more comprehensive view of the market.”

Coverage priority is given to new OTT moves which impact areas of operational interest for mobile, fixed, and multi-play providers. In addition, the reports cover events that create disruption or a new competitive coordinate, or which highlight ongoing trends in OTT service modeling, positioning, or promotion. To access a complimentary download of this month’s roundup, including recommended vendor actions, go to <http://www.currentanalysis.com/f/2012/ott/>.

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About Current Analysis

Current Analysis (<http://www.currentanalysis.com>) is the only provider of real-time, in-depth tactical competitive intelligence, analysis, and advice. The company has been helping leading telecommunications, information technology and business software companies improve their competitive intelligence, differentiate themselves in the market, and win more business. For more than 15 years, sales teams, product managers, marketing professionals, and executives have relied on Current Analysis as a trusted partner to improve their ability to anticipate and quickly take action on market opportunities and competitive threats. The company serves more than 35,000 professionals at over 1,600 global enterprises.